NASCAR IS...

International in Scope

- 6 continents
- 29 languages
- covering 195+ countries
- 475MM households
BY THE NUMBERS

10 MONTH SEASON
26 REGULAR SEASON RACES
10 PLAYOFF RACES
23 TRACKS
40 CAR FIELD
17 RACE TEAMS
65 DRIVERS
12 SEC PIT STOPS
3 AUTO MANUFACTURERS
1 CHAMPION
**2019 Season Highlights**

### TELEVISION

**RATINGS**
- +5% YEAR-OVER-YEAR

**NASCAR Broadcasts** had an average of 3.44 million viewers tuned in per minute.

**SHARE OF AUDIENCE**
- +6% YEAR-OVER-YEAR

**VIEWERS ARE WATCHING MORE OF EACH RACE**
- +3% YEAR-OVER-YEAR

**SPORT IN PERCENT OF EVENT VIEWED**
- #1 Sport in percent of event viewed in adults viewing together (excludes non-sports)

**NASCAR AVERAGES THE 2ND LARGEST AUDIENCE TUNED IN BEHIND THE NFL**

### DIGITAL & SOCIAL

**NASCAR Platforms Power The Ultimate Fan Experience**

**71%** MARKET SHARE

**NASCAR Digital Makes Up Over 2/3 of All NASCAR Racing Views Online**

**#1 IN PAGE VIEWS PER VISIT AMONG THE LEAGUE WEBSITES OF ALL MAJOR SPORTS**

**DEEPER ENGAGEMENT ACROSS DIGITAL & SOCIAL PLATFORMS**
- 297 million minutes consumed on YouTube +44% YOY

**+3% UNIQUE VISITORS**
- **+4% CONSUMPTION RATE**
- **+6% AVERAGE USER SESSION TIME**
- **+11% USER RETURN FREQUENCY**
- **+12% NASCAR MOBILE APP VISITS**
- **+17% SOCIAL MEDIA ENGAGEMENT RATE**

### RACING

**EXPANDED**

**eNASCAR**

**IN DIGITAL VIEWERSHIP FOR eNASCAR RACING SERIES WITH 2 LIVE BROADCASTS ON NBCSN**

**+195%**

**+186%**

**GAIN IN VIEWERSHIP FOR THE CHAMPIONSHIP OF THE eNASCAR HEAT PRO LEAGUE**

**MOMENTUM**

**ACQUIRED**

**INT'L SPEEDWAY CORPORATION**

**ANNOUNCED**

- A HOST ON NEW BLUE CHIP PARTNERS INTEGRATED SPONSORSHIP MODEL
- NEW CUP SERIES MARK
- AN OPTIMIZED 2020 SCHEDULE
- BIMANUAL RULES PACKAGE
- REDESIGNED LEADERSHIP STRUCTURE

**LAUNCHED**

**AN IN-RACE BETTING PRODUCT**

**GROWTH IN PRIORITY MARKETS**
**NASCAR FANS BY THE NUMBERS**

- **1 OUT OF 3 HOUSEHOLDS WITH CHILDREN**
- **63% MALE / 37% FEMALE**
- **36% YOUNG ADULTS (18-44 YR OLDS)**
- **25% MULTICULTURAL**

Source: Nielsen Scarborough (USA+ Release 1, 2019). Field dates: January 2018 – May 2019. Sample size is approximately 42,000 NASCAR fans. Fandom is determined by using the following question: “How interested are you in [NASCAR]?” [“very”, “somewhat”, “a little bit”, or “not at all”]. NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR.
NASCAR fans are more likely to be responsive and support the sport’s official sponsors

Q: Are you more or less likely to [INSERT LOYALTY METRIC] a product / service if that product / service is an official sponsor of [INSERT SPORT]?
Sources: Turnkey Intelligence, results published in SBJ, n=400 for each sport’s entire study; Nielsen SponsorLink 2018 – Fan base sizing box 6-10 on an 11-point scale.
Sponsor brand refers to companies who were to sponsor an event or sport for which the respondent follows
Note: Data reflects latest results for each sports property as of April 2019
CONTACT US

FOR INFORMATION ON BECOMING AN OFFICIAL NASCAR PARTNER, OR SPONSORING A NASCAR RACE, PLEASE EMAIL: SPONSORSHIP@NASCAR.COM

FOR ALL INQUIRIES RELATED TO BUYING MEDIA AND ADVERTISING ON NASCAR.COM AND ITS AFFILIATED SITES, PLEASE EMAIL: ADVERTISING@NASCAR.COM