

AUDIENCE METRICS 2024



2024 Viewership || YTD*



2024 Viewership

1,334,936

Total YTD Viewership

222,489

Average per Event



547,000

FOX Sports P02+

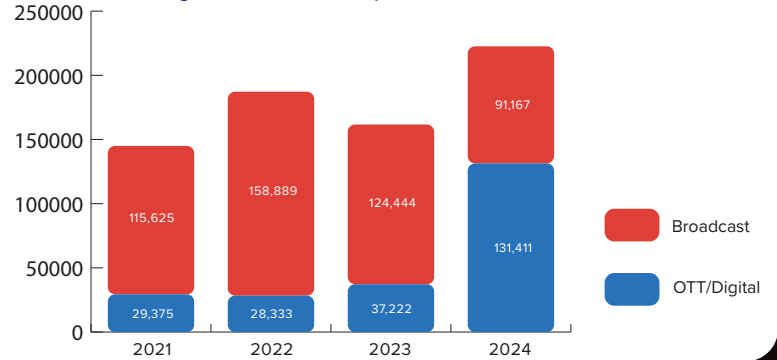
OTT/DIGITAL

787,936

*OTT/Digital incudes

YouTube Live f LIVE FLORACING

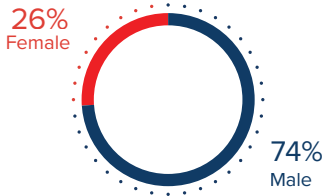
Average AFT Viewership 2021-2024



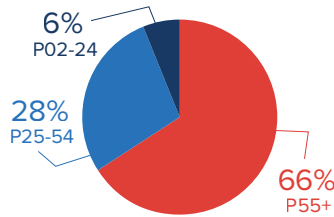
Demographics



Gender || Viewers



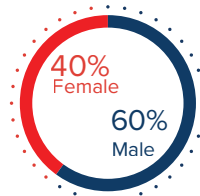
Age Group || Viewers



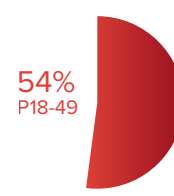
Demographics



Gender || Viewers



Age Group || Viewers



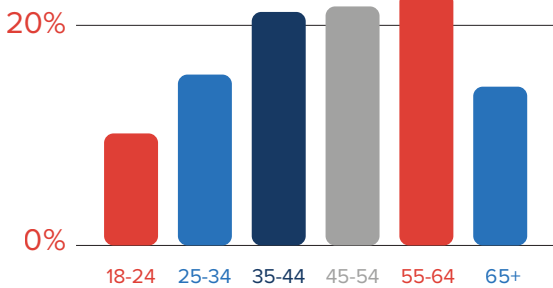
Top 10 || States



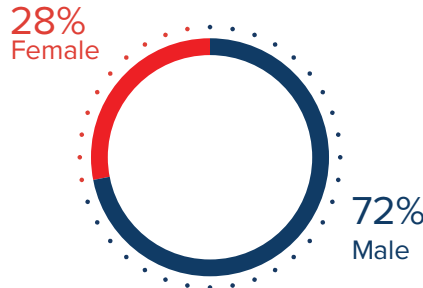
Web User || Demographics



Age || Website Users



Gender || Website Users



Website

1,203,781

2024 Pageviews

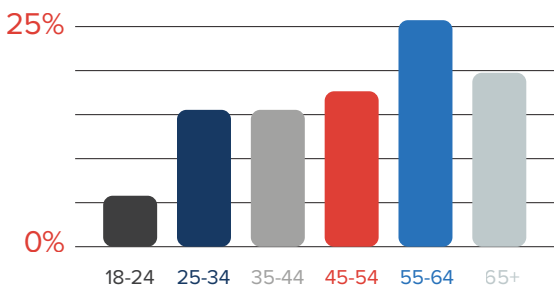
281,992

2024 AFT.com Sessions

Social Media || Demographics



AFT Social Audience



All Social Media Followers

1,125,043



960,665

Facebook Fans



101,203

Instagram Fans



15,375

X Followers



47,800

YouTube Subscribers

*Viewership metrics through Silver Dollar Short Track