

AUDIENCE METRICS 2024



2024 Viewership || YTD*



2024 Viewership

3,654,468

Total YTD Viewership

228,404

Average per Event

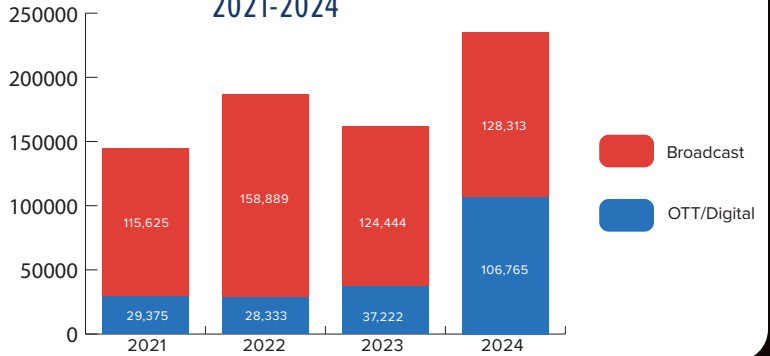
2,053,000
FOX Sports P02+

1,601,468

*OTT/Digital includes

YouTube Live | Facebook LIVE | FLORACING

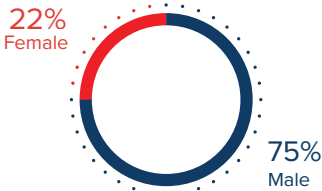
Average AFT Viewership 2021-2024



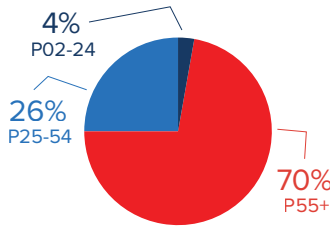
Demographics



Gender || Viewers



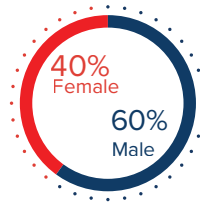
Age Group || Viewers



FLORACING || Demographics



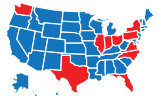
Gender || Viewers



Age Group || Viewers

54% P18-49

Top 10 || States

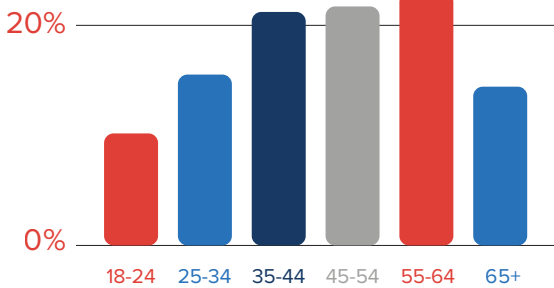


PA, VA, IL, OH, NC, NY, FL, IN, TX, WA

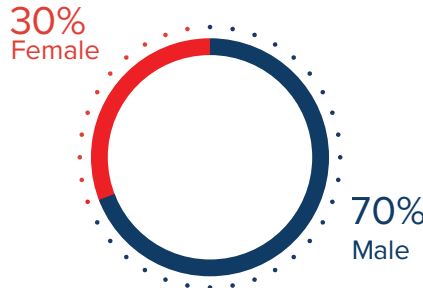
Web User || Demographics



Age || Website Users



Gender || Website Users



Website

2,902,820

2024 Pageviews

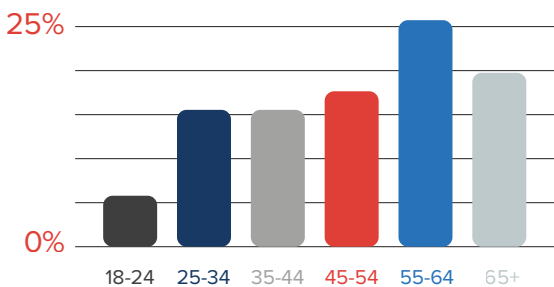
650,360

2024 AFT.com Sessions

Social Media || Demographics



AFT Social Audience



All Social Media Followers

1,109,570



943,204
Facebook Fans



102,750
Instagram Fans



15,516
X Followers



48,100
YouTube Subscribers

*Viewership metrics through Lake Ozark Short Track