



2021 AUDIENCE REPORT

January - July

INTRODUCTION

The following report is compiled by Sunday Group Management, the public relations agency and RACER Studio, the marketing communications agency for Trans Am to summarize the media exposure garnered by the series from January through July, 2021.

The report covers owned and earned media as well as Trans Am coverage through our media partners at RACER as well as video produced and distributed through Greenlight Media.

01. Social Media

02. Video / Streaming / Television

03. Earned Media

04. RACER

01. SOCIAL MEDIA

Social media data covers the Trans Am-owned platforms on Facebook, Twitter and Instagram. The reporting period spans from January 1, 2021 to July 31, 2021. The growth metric, where applicable, shows gains/losses compared to same period last year.



Impressions:

2,821,854

1,214,379

1,266,069

TOTAL IMPRESSIONS: 5,302,302

Engagements:

205,177

38,236

91,417

TOTAL ENGAGEMENTS: 334,830

**Overall Engagement Rate
Per Impression**

6.5%*

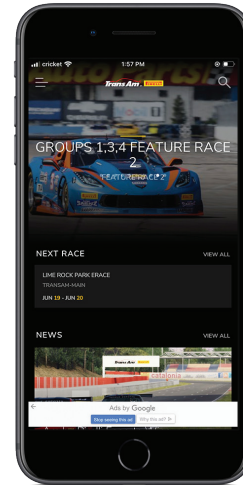
Overall Audience

55,645
(+1.5%)

*A measure of engagements across all platforms. According to social media marketing agency Nvision, an engagement rate over 6.7% is considered, "very high."

02. STREAMING/TELEVISION/VIDEO

The launch of the Trans Am App (right) has greatly helped to increase the generation of video content available from the series. Not only are on track sessions now more visible, but there is also now an increased amount of shoulder programming available across social media channels as well as via original programming offered through Greenlight's global distribution platform.



Trans Am App* :
Total Users: 24,272
Engaged Sessions: 73,613
Downloads: 2,342**
*through June 30 / ** April 1-June 30



622,400 video views on YouTube equaling 130,800 viewing hours; 17,891 channel subscribers



612,555



54,927



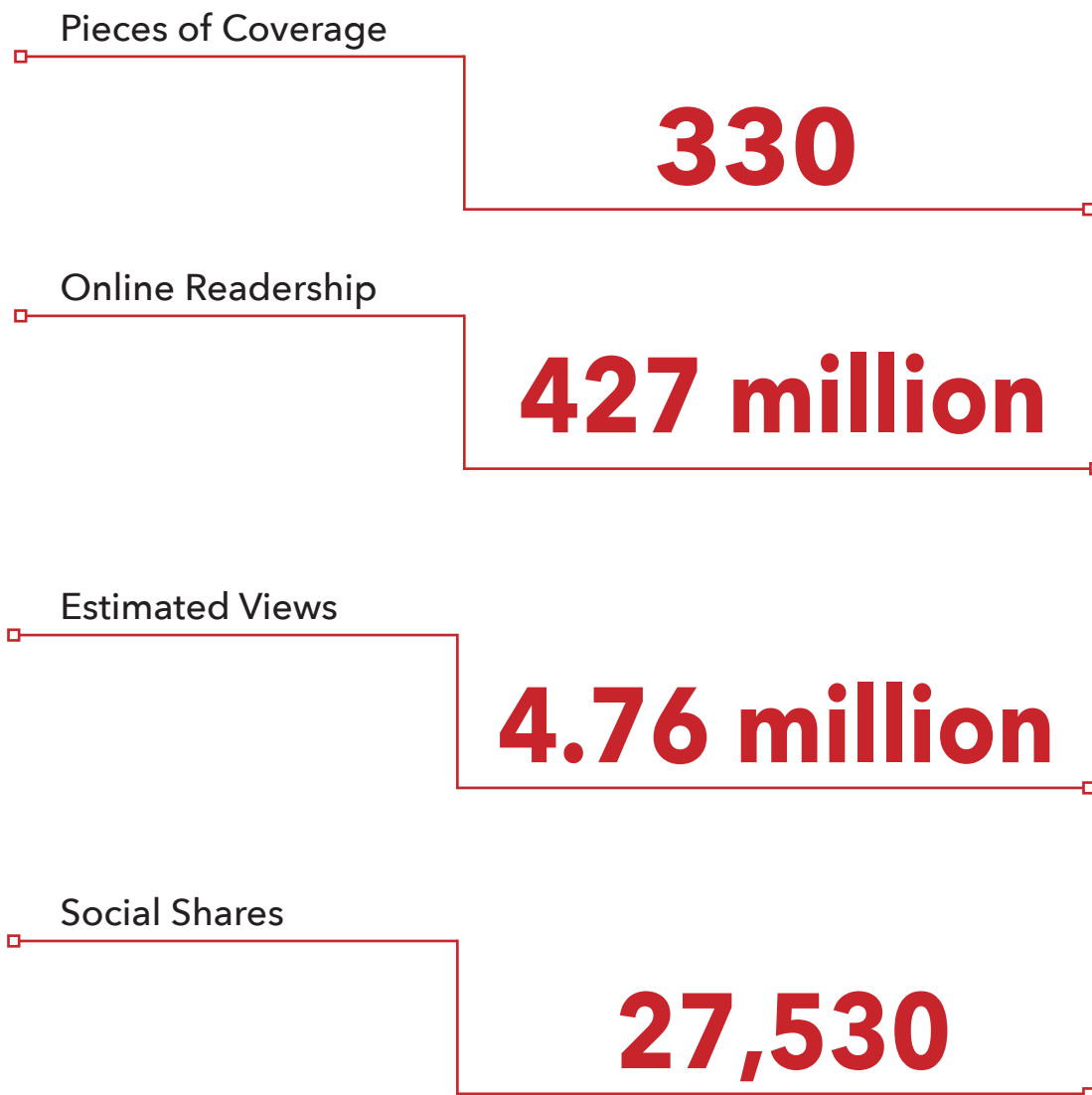
90,971

Social Video Views:

TOTAL SOCIAL VIDEO VIEWS: 758,453

03. EARNED MEDIA

Earned media covers all pieces of media coverage as a result of press releases and media placement that are unpaid. Online readership estimates the potential universe of audience based on the publications where Trans Am-related coverage appeared. Estimated views gauge the amount of total audience that engaged with content and social shares count direct shares of content.



04. RACER

As Trans Am's official media partner, RACER and RACER.com act as an extension of Trans Am's owned media channels carrying all Trans Am-generated content as well as original Trans Am-related content. In addition, RACER's social media platforms amplify the reach of Trans Am's own social media channels.



Trans Am specific content on:

RACER.com

Pageviews: 134,484

Shares: 20,126

RACER Facebook

Engaged Users: 32,538

Likes: 18,477

RACER Twitter

Impressions: 430,584

Engagements: 5,257

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