



NASCAR IS...



International in Scope



6 continents



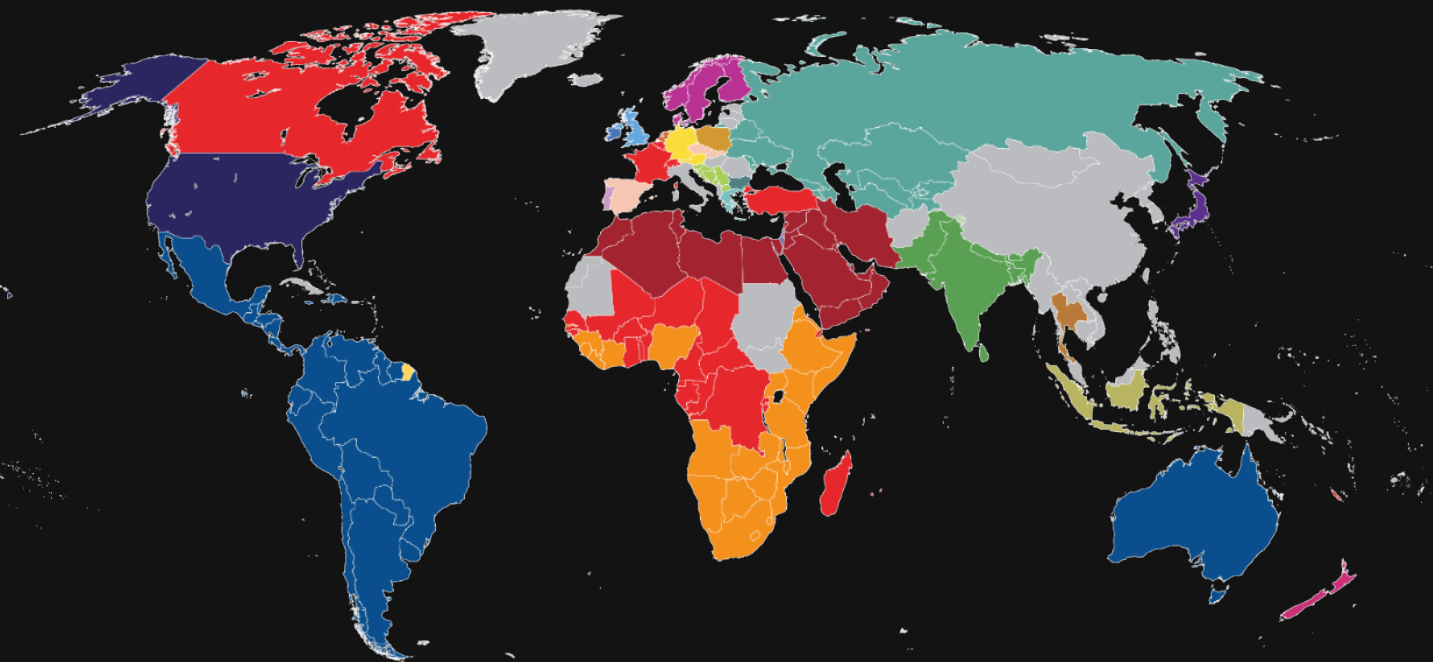
29 languages



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

+2%
YEAR-OVER-YEAR

VIEWERS TUNED IN PER MIN.



SHARE OF AUDIENCE

+6%
YEAR-OVER-YEAR

VIEWERS ARE WATCHING MORE OF EACH RACE

+3%
YEAR-OVER-YEAR

#1 SPORT IN PERCENT OF EVENT VIEWED
SPORT IN ADULTS VIEWING TOGETHER
EXCLUDES NFL BROADCASTS

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



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 MINUTES CONSUMED ON **YouTube**
MILLION **+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

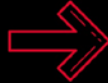
RACING

+47%
+28%

INCREASE IN GREEN FLAG PASSES FOR THE LEAD
INCREASE IN GREEN FLAG PASSES

AVG. NUMBER OF LEAD CHANGES PER RACE

+17%
YEAR-OVER-YEAR



MOST
IN LAST 4 YEARS

19 RACES HAD A MARGIN OF VICTORY OF LESS THAN 1 SECOND

eNASCAR

EXPANDED ESPORTS PORTFOLIO

+195% IN DIGITAL VIEWERSHIP FOR eNASCAR iRACING SERIES WITH 2 LIVE BROADCASTS ON NBCSN

+186% GAIN IN VIEWERSHIP FOR THE CHAMPIONSHIP OF THE eNASCAR HEAT PRO LEAGUE

MOMENTUM

ACQUIRED INT'L. SPEEDWAY CORPORATION ANNOUNCED

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



LAUNCHED AN IN-RACE BETTING PRODUCT

GROWTH IN PRIORITY MARKETS



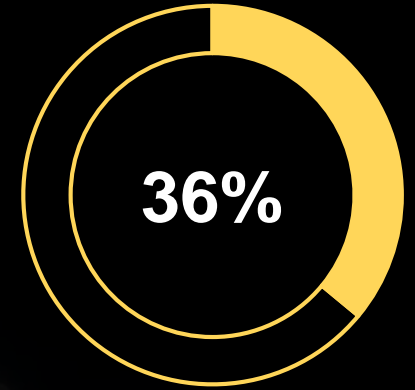
Data reflects 2019 season-end key insights. Sources: Turnkey Intelligence, published in SportsBusiness Journal. Nielsen SponsorLink, The Nielsen Company (Live + Same Day data stream), Adobe Analytics, Facebook Insights, Twitter Analytics, Instagram Analytics, YouTube Analytics, Snapchat Analytics. Social metrics for NASCAR-owned content across Facebook, Twitter, Instagram, YouTube, and Snapchat. TV Adults Viewing Together data represents FOX/FS1 broadcasts. The Nielsen Company (Live + Same Day data stream). Comparable races are events that aired on the same network in both years, with neither year having been impacted by rain.



NASCAR FANS BY THE NUMBERS



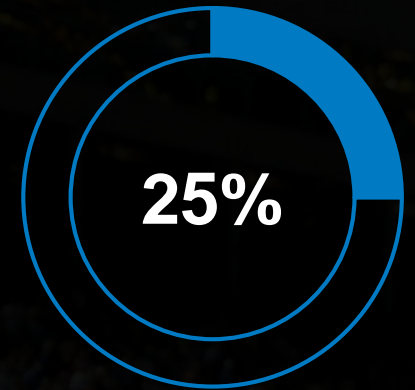
63% MALE / 37% FEMALE



36%
YOUNG ADULTS (18-44 YR OLDS)



1 OUT OF 3
HOUSEHOLDS WITH CHILDREN

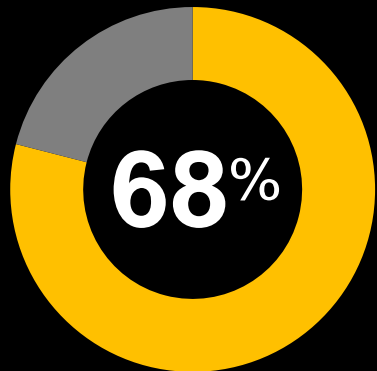


25%
MULTICULTURAL

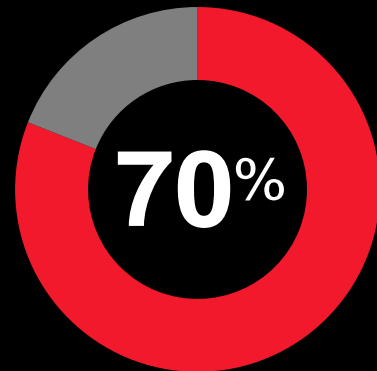
Source: Nielsen Scarborough (USA+ Release 1, 2019). Field dates: January 2018 – May 2019. Sample size is approximately 42,000 NASCAR fans. Fandom is determined by using the following question: "How interested are you in [NASCAR]?" ["very", "somewhat", "a little bit", or "not at all"]. NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR.

NASCAR FAN LOYALTY

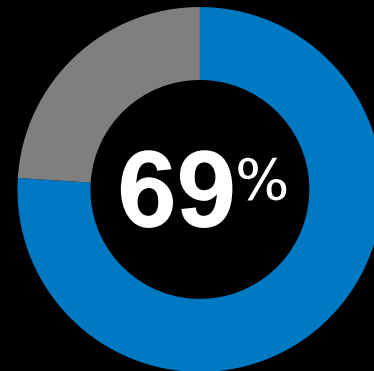
NASCAR fans are more likely to be responsive and support the sport's official sponsors



CONSIDER TRYING

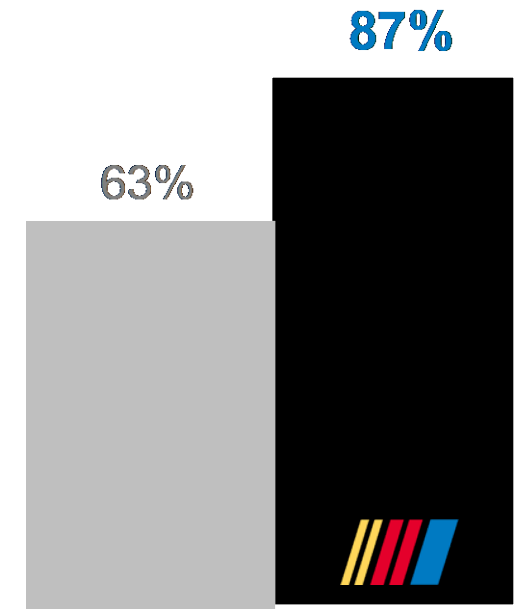


CONSCIOUSLY SUPPORT



RECOMMEND

+39% more likely to be loyal with a sponsor brand



Loyal to



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