

NASCAR



2024 SEASON IN REVIEW

AUDIENCE INSIGHTS STATE OF THE SPORT REPORT

2024 SEASON IN REVIEW

**WITH THE CONCLUSION OF THE 2024 SEASON,
THE FINAL EDITION OF THIS REPORT IS HERE**

Race-by-race data for traditional consumption metrics, along with other key insights, are included across the following pages.

State of The Sport

NASCAR Fan Rewards

Viewership Analysis

Insights From The Track

Social/Digital Fan Engagement

Influential Voices

Interactive Platforms

Competition Metrics

Expanding Content

Appendix (incl race-by-race)



STATE OF THE SPORT

The 2024 NASCAR season stoked momentum and spurred growth, affirming NASCAR as the **NO. 1 MOTORSPORT IN AMERICA** while bolstering the brand abroad.

THE NASCAR FANBASE SHOWED STRENGTH, with another year of increased fan interest (Nielsen Scarborough). Among new fans, they were **2x** more likely to be younger (18-34) and **+60%** more likely to be diverse (NASCAR Brand Tracker) when compared to existing fans. Fans engaged with the sport at heightened levels, with gains in key metrics. The NASCAR Cup Series averaged 2.9M viewers tuned in, up from 2023. Across full seasons, only the NFL is larger.

This growth makes sense, as **NASCAR DELIVERS THE MOST COMPETITIVE AND COMPELLING RACING IN THE WORLD**. Fans witnessed three of the top seven closest finishes in NCS history this season, with 18 different drivers from 10 organizations winning races in a series where the average margin of victory is 1.3 seconds.



STATE OF THE SPORT CONTINUED

COLLABORATIVE SCHEDULE INNOVATION is propelling the sport into new territory, literally and figuratively. This year, NASCAR announced new ambitious developments for 2025:

- the Clash running at Bowman Gray Stadium
- the NASCAR Cup Series debut in Mexico
- an in-season tournament format for the summer slate
- important initiatives for NXS and NCTS

STRATEGIC INVESTMENTS in content, gaming, emerging technologies, and interactive platforms – ranging from the new NASCAR Productions Facility and *Full Speed* to AI and activations on Roblox and Fortnite – are strengthening our ability to connect with new fans *where they are*.

As **THREE NEW BROADCAST PARTNERS** join the fold and pour their significant reach and resources into growing this sport along with us, 2025 will be a milestone year for the industry. **TOGETHER**, we are incredibly well positioned to seize this opportunity.



VIEWERSHIP ANALYSIS



2.9M Avg. Viewers,
+1% YoY
(Daytona through PHX)

All three National Series experienced a significant amount of rain throughout the year, including The Clash shifting a day early in Los Angeles and the DAYTONA 500 running on Monday

Across the 2024 NASCAR Cup Series Playoffs, viewership was up **+6% YOY**

The NASCAR Cup Series rallied back
FROM -27% AFTER DAYTONA TO +1%
after Phoenix



943K Avg. Viewers,
-7% YoY
(Daytona through PHX)



513K Avg. Viewers,
-11% YoY on FSI
(Results reflect FSI: Daytona through PHX)

The NASCAR Xfinity Series and the NASCAR Craftsman Truck Series were off slightly from 2023 levels, but with bright spots throughout and a strong finish at Phoenix

NASCAR Xfinity Series: championship race was the largest telecast of the season on The CW

NASCAR Craftsman Truck Series: championship race was up +16% YOY



SOCIAL/DIGITAL FAN ENGAGEMENT

16.1 MILLION SOCIAL FOLLOWERS (+12% YOY)

An impressive milestone – with growth seen in key platforms for reaching new fans



+50% YoY
(3.2M)



+19% YoY
(2.4M)



+16% YoY
(1.3M)



+2% YoY
(5.5M)



+1% YoY
(3.7M)

This marks the sixth consecutive year in a row of year-over-year growth in unique visitors to **NASCAR.COM**, and its largest single-season audience size (5.8M avg uniqs/mo) since 2015

- Unique Visitors +2%, Total Visits +1%, Page Views +2%
- Fantasy Live +8% in registered players and weekly entries YoY
- 225 million total visits and over 1 Billion page views consumed across the **NASCAR Digital** platform
- 202 million off-platform video views, +18% YoY



Questions? insights@nascar.com

INTERACTIVE PLATFORMS

2024 Season-End Highlights

**BILLIONS OF IMPRESSIONS • MILLIONS OF YOUNG FANS ENGAGED
DELIVERING EXCEPTIONAL MARKETING ROI**



7 MILLION
VISITS

**Most visited sports
brand on Roblox**
in August with 7M visits;
40% under 18,
19-min playtime



1.5 MILLION
EVENT PARTICIPANTS

**Most visited driving
game on Roblox**
92M impressions,
\$1.9M media value (30%
to Camaro/Goodyear)



6 BILLION
NASCAR IMPRESSIONS

**Reaching 75
million players**



3 CUSTOM TRACKS
LAUNCHED

**First brand
to build**
~125K+ plays, with
Fortnite's 400M
registered users



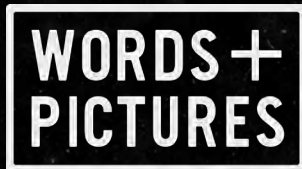
ALL OEM CARS
LAUNCHED

**Top global
motorsports
community on Xbox**
Most successful live
activation on Forza,
to date



EXPANDING CONTENT

2024 NASCAR STUDIOS HIGHLIGHTS



SIGNED AND ANNOUNCED A PRODUCTION PARTNERSHIP AGREEMENT with Words + Pictures, the company behind "Full Speed"

The deal covers a wide range of potential content projects, from documentaries, series and special events to studio shows, podcasts and more

John Dahl hired as head of content in May



THREE NEW STUDIO SHOWS WERE LAUNCHED FOR THE PLAYOFFS:

NASCAR Daily with Shannon Spake for our YouTube channel

Drop the Jack podcast for our various platforms

NASCAR Inside the Playoffs for TruTV, Max and our YouTube channel

Launched four-part documentary Trophy Hunting on the Kaulig Racing team for our YouTube channel and The CW network

NASCAR FAN REWARDS

THE FIRST-OF-ITS-KIND PROGRAM designed to deepen engagement with fans for a variety of actions (not just purchases), NASCAR Fan Rewards saw impressive growth and positive feedback from both fans and the industry

250,000+ MEMBERS, with **30%** new to the database

Redesigned member dashboard resulting in increased engagement and a more stable platform

50M POINTS REDEEMED for tickets, merchandise, and experiences
Increased interest from Official NASCAR Partners, with involvement from Xfinity, Pit Boss, Powerball, Ally Bank, and Advance Auto Parts

**THIS WAS AN
INCREDIBLE EXPERIENCE...
SUCH AN AWESOME
PROGRAM.**

This was an incredible experience. How lucky to have my favorite driver win on the night I will be in Victory Lane. THANK YOU SO MUCH! I plan to participate in Fan Rewards again next season and hope to see Victory Lane again. The infield experience prior was so much fun. This is such an awesome program.

- Dawn and Sam Burch

 **FAN REWARDS**



**250,000
MEMBERS**



**4.2
MILLION
BADGES ACHIEVED**



**50M POINTS
REDEEMED
FOR
TICKETS, MERCHANDISE
& EXPERIENCES**

FAN REWARDS

**NASCAR
FAN REWARDS IS HERE
FREE TO JOIN**

play, earn and get rewarded.
Thank our fans for doing what they love –
being in the action with NASCAR.

Ways to Join:

- Watch NASCAR on TV or at the track
- Shop Merch
- Play Fantasy
- Access
- Exclusive Merch
- NASCAR Gear

50M POINTS FOR:

**JOIN
EXTRA
POINTS TODAY**

Complete your profile for an additional 250 points!





INSIGHTS FROM THE TRACK

ATTENDANCE

10 NASCAR Cup Series events announced sellouts

5 NASCAR owned tracks (D500, PHX 1, IAS, DAR 2, PHX 2)

5 non-NASCAR owned tracks (NWS ASR, CMS 1, WWT, Nashville, Pocono)

The DAYTONA 500 was the earliest sellout in the Modern Era and the 9th consecutive sellout of the Great American race

New NCS attendees were 2x more likely than an experienced attendee to be <34 *NASCAR-track data*

New NCS attendees were +7% more likely to have children in their household compared to experienced attendees *NASCAR-track data*

Camping: +3% increase in renewed camping units for 2024 *NASCAR-track data*

EVENT EXPERIENCE

2024 saw gains over 2023 across all 5 key Event Experience metrics

Overall Satisfaction: +4%

Advocacy: +1%

Renewal Intent: +4%

Return Intent: +3%

Ticket Value: +3%

Data via NASCAR Tracks GEM Survey, 2024 Results

INFLUENTIAL VOICES

ENHANCED INDUSTRY COLLABORATION

around Influencer Marketing has created impressive scale as NASCAR is showcased to new audiences

Year-To-Date

4,200

Pieces of content

1B+

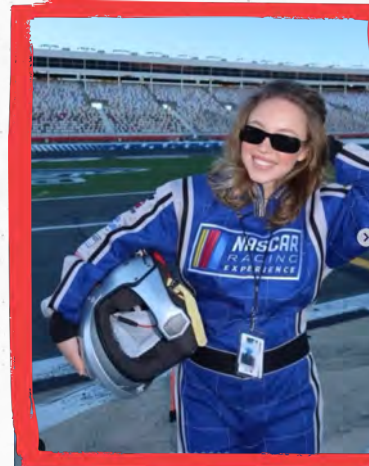
Impressions

16M+

Social Engagements

470

Voices Activated



2024 Key Events

Driven by The Rock, DJ Khaled, and Pitbull, the **DAYTONA 500** holds the top spot for impressions delivered (**800M**)

CHICAGO STREET RACE emerged as the most active race weekend with over **70 voices** activated, delivering **500+ posts**

(previously held by 'Dega Spring, 300 posts)



COMPETITION METRICS



According to research, fans find NASCAR exciting due to its side-by-side racing, close finishes, and their drivers performing well

THE 2024 SEASON DELIVERED RECORD AMOUNTS OF PASSING, MULTIPLE PHOTO FINISHES, AND SEVERAL DRIVERS WINNING

18

WINNING DRIVERS

nearly tied with two other years (each with 19) for most through an entire season

23

AVG # OF LEAD CHANGES PER RACE

181,016

TOTAL GREEN FLAG PASSES

the most through an entire season since inception of this metric in 2005

2,223

GREEN FLAG PASSES FOR THE LEAD

the most through an entire season since inception of this metric in 2005

1.3 sec

AVERAGE MARGIN OF VICTORY

includes 3 of the closest finishes in NASCAR Cup Series history and is a fraction of the 8-sec avg YTD in F1 (through 21 of 24 races)



Questions? insights@nascar.com

 **NASCAR**

APPENDIX



EARNED MEDIA COVERAGE

TOTAL MENTIONS

+13% YoY

TOTAL REACH

+62% YoY

EARNED MEDIA VALUE

\$20.1 BILLION

+62% YoY

SENTIMENT

2024: 94.1%

2023: 93.6%

(POSITIVE TO NEUTRAL)

Source: Meltwater, Date Range 1/1/2024 – 11/12/2024, compared to same period in 2023

Sampling of notable media coverage during the 2024 Playoffs timeframe

TODAY Show: [Joey Logano talks winning the 2024 NASCAR Cup Series](#)

GQ: [Inside Michael Jordan's Quest for NASCAR Glory](#)

Front Office Sports: [NASCAR Season Wraps Up With Major Momentum for 2025](#)

Yahoo! Finance: [Steve Phelps recaps NASCAR season, talks new media rights on Yahoo!](#)

Complex: [Tyler Reddick is Michael Jordan's Guy to Bring the Jumpman to NASCAR](#)

TIME Magazine: [Start Your...Electric Motors?](#)

ESPN: [Forget the playoff format, Logano is three-time NASCAR champ](#)

PEOPLE: [Frankie Muniz Announces He's Becoming a Full-Time Driver in the 2025 CRAFTSMAN Truck Series](#)

CNN: [Joey Logano wins third career NASCAR Cup Series championship](#)

New York Post Sports: [NASCAR Cup Series champion Joey Logano reacts to his third title](#)

Good Morning America: [Women rising up the ranks of NASCAR](#)

Good Morning America: [Rajah Caruth goes from "Cars" to NASCAR](#)

The Wall Street Journal: [Luxury or Roughing It? My Weekend Glamping at a NASCAR Track](#)

Sports Business Journal: [SBJ Tech: NASCAR revs up AI for championship weekend](#)

SBJ Sports Media Podcast: [FOX Sports' Mike Mulvihill and NASCAR Studios' John Dahl](#)

Yahoo! Finance: [How Netflix, Amazon are helping NASCAR race ahead of rivals](#)

Sportico: [Joey Logano Wins Penske's Third Straight NASCAR Cup Series Title](#)

Bleacher Report: [Michael Jordan Celebrates Tyler Reddick's NASCAR Championship 4 Berth](#)

PEOPLE: [Bubba Wallace and Wife Amanda Wallace First Baby Together: 'He's Made It All Worth It'](#)

GQ Mexico: [Daniel Suárez, NASCAR's international ambassador](#)

Variety: ['Full Speed' Lands Second Season at Netflix as NASCAR Partners with Words + Pictures \(EXCLUSIVE\)](#)

EARNED MEDIA COVERAGE *CONTINUED*

Forbes: [Ty Majeski Rises to the Top as a NASCAR Champion with ThorSport](#)

Racer Magazine: [NASCAR's Next Gen making Forza return](#)

Chicago Tribune: [This year's NASCAR Chicago Street Race drew more visitors, filled more hotel rooms and generated \\$128 million in economic impact](#)

Autoweek: [NASCAR State of The Sport: Leaders Talk Canada, EVs, TV Ratings And More](#)

The Athletic: [Joey Logano fends off Ryan to claim third NASCAR Cup Series championship](#)

Sports Business Journal: [Dale Jr.'s Budweiser Reunion Shows Enduring Marketing Power](#)

ESPN: [Truex's NASCAR Hall of Fame career has never lacked drama](#)

ESPN: [Logano first NASCAR driver to clinch spot championship berth](#)

Forbes: [Roger Penske's Success Continues With Third-Straight NASCAR Cup Title](#)

Forbes: [Budweiser and Dale Jr. Reignite Racing History With The Famous No.8](#)

The Weather Channel: [Joey Logano joins The Weather Channel LIVE](#)

Sports Business Journal: [NASCAR joining forces with Ticketmaster, coalescing with Speedway Motorsports](#)

Sports Business Journal: [NASCAR sees interactive media, gaming as more than a revenue generator](#)

Telemundo: [Homestead-Miami Speedway President Guillermo Santa Cruz Discusses NASCAR Playoff Race Weekend with Telemundo](#)

USA Today: [Michael Jordan celebrates as his driver Tyler Reddick makes NASCAR Championship Race](#)

Motorsport: [Andres Perez Crowned as ARCA's First-Ever Foreign-Born Champion](#)

Charlotte Observer: [Why reconfigured Charlotte Roval could mean unprecedented action in NASCAR playoff race](#)

The BlackBook Motorsport: [NASCAR sees 2.4m viewers tune in on NBC for most-watched Charlotte Roval race since 2021](#)

Energy Tech: [Taking Electrification to the Track: ABB Races into Action with NASCAR](#)

Fox Sports: [Snoop Dogg, summer slumps & beating rivals: An oral history of NASCAR championships](#)

Dirty Mo Media: [2024 NASCAR Cup Series Champion Joey Logano, Joins the Dale Jr. Download](#)

Forbes: [NASCAR's Rival Netflix Series To 'Drive to Survive' Series Set For 2025 Return](#)

Forbes: [NASCAR Teams, Hendrick And SMI Step Up Hurricane Helene Relief](#)

NBC Greensboro: [Eyes of the NASCAR World Descend Upon Playoff Media Day](#)

CBS17: [Winston-Sale State University is first college in North Carolina to offer NASCAR Campus Lab Program](#)

Excelsior (Mexico): [Andres Perez de Lara wins ARCA championship](#)

Telemundo Charlotte: [Andres Perez de Lara becomes first Mexican to win ARCA championship](#)

Daytona Beach News Journal: [National Teddy Bear Day celebrated at Halifax](#)

Forbes: [Joey Logano's Quest For Three Championships](#)

Sports Business Journal: [NASCAR industry gets involved in hurricane relief](#)

2024 RACE-BY-RACE DATA



No.	Race	Date	Day	Net	TV Start Time	Television			Digital – Race Day			Social – Race Day	
						U.S. Rating	Avg. TV Viewers (000)	Unique Viewers (000)	Visits (000)	Page Views (000)	Video Views (000)	Engagements (000)	Engagement Rate
	Clash^	2/3	SAT	FS1	7:55 PM	0.80	1,511	2,000	1,118	5,426	510	292	6.3%
1	Daytona^	2/19	MON	FOX	4:35 PM	3.26	5,964	11,000	3,023	15,562	1,147	2,977	5.3%
2	Atlanta	2/25	SUN	FOX	3:23 PM	2.47	4,546	8,000	2,249	11,389	825	2,251	4.3%
3	Las Vegas	3/3	SUN	FOX	3:51 PM	2.41	4,359	7,900	1,956	9,295	540	896	6.5%
4	Phoenix	3/10	SUN	FOX	3:49 PM	2.16	4,029	6,700	1,831	8,560	489	513	5.3%
5	Bristol	3/17	SUN	FOX	3:49 PM	2.08	3,810	6,900	1,914	8,866	534	618	5.8%
6	COTA	3/24	SUN	FOX	3:52 PM	1.80	3,310	5,500	1,697	8,416	497	775	4.1%
7	Richmond	3/31	SUN	FOX	7:32 PM	1.82	3,311	6,500	1,702	8,392	486	178	4.8%
8	Martinsville	4/7	SUN	FS1	2:56 PM	1.17	2,191	3,700	1,734	8,075	457	483	3.9%
9	Texas	4/14	SUN	FS1	3:23 PM	1.29	2,359	4,100	1,778	8,949	1,320	622	4.2%
10	Talladega	4/21	SUN	FOX	3:21 PM	2.41	4,307	7,600	1,987	9,277	697	1,001	5.0%
11	Dover	4/28	SUN	FS1	2:03 PM	1.30	2,401	4,000	1,613	7,170	432	397	5.0%
12	Kansas^	5/5	SUN	FS1	6:04 PM	1.26	2,296	3,700	2,369	10,401	733	1,188	6.1%
13	Darlington	5/12	SUN	FS1	3:03 PM	1.40	2,633	4,400	1,748	8,473	717	756	5.4%
	North Wilkesboro	5/19	SUN	FS1	8:26 PM	1.41	2,573	4,200	1,580	7,113	528	1,459	5.2%
14	Charlotte^	5/26	SUN	FOX	6:29 PM	1.66	3,103	6,800	2,212	8,937	581	1,058	6.0%
15	WWTR	6/2	SUN	FS1	3:33 PM	1.36	2,459	4,000	1,716	7,580	455	470	4.8%
16	Sonoma	6/9	SUN	FOX	3:51 PM	1.61	2,895	5,000	1,741	7,607	575	496	4.6%
17	Iowa	6/16	SUN	USA	7:13 PM	1.36	2,694	4,300	1,705	7,746	638	458	5.5%
18	New Hampshire^	6/23	SUN	USA	2:00 PM	1.04	1,878	3,800	2,179	9,528	957	318	4.3%
19	Nashville^	6/30	SUN	NBC/USA	3:57 PM	1.80	3,240	7,400	2,166	10,070	858	511	4.5%
20	Chicago^	7/7	SUN	NBC	5:11 PM	2.08	3,790	8,100	2,195	9,443	738	817	4.1%
21	Pocono	7/14	SUN	USA	2:55 PM	1.31	2,391	3,900	1,671	8,525	600	403	4.7%
22	Indianapolis	7/21	SUN	NBC	2:42 PM	2.11	3,625	6,700	1,875	8,975	784	752	6.1%
23	Richmond	8/11	SUN	USA	6:14 PM	1.20	2,216	3,800	1,724	7,734	533	1,081	4.4%
24	Michigan^	8/18	SUN/MON	USA	4:56 PM	0.77	1,359	4,300	1,585	6,467	712	556	5.7%
25	Daytona	8/24	SAT	NBC	8:00 PM	1.95	3,501	7,000	1,726	8,701	619	1,232	5.4%
26	Darlington	9/1	SUN	USA	6:12 PM	1.26	2,400	4,000	2,105	8,983	638	880	5.9%
27	Atlanta	9/8	SUN	USA	3:22 PM	1.06	2,023	3,500	1,850	9,034	543	654	4.9%
28	Watkins Glen	9/15	SUN	USA	3:16 PM	0.95	1,809	2,900	1,809	9,387	534	462	4.5%
29	Bristol	9/21	SAT	USA	7:42 PM	0.98	1,868	2,900	1,641	8,916	455	598	6.1%
30	Kansas	9/29	SUN	USA	3:11 PM	0.96	1,794	3,000	1,779	9,792	494	494	4.8%
31	Talladega	10/6	SUN	NBC	2:41 PM	1.74	3,127	6,500	2,051	10,890	647	1,085	4.4%
32	Charlotte ROVAL	10/13	SUN	NBC	2:47 PM	1.35	2,419	4,600	1,910	11,083	550	827	5.8%
33	Las Vegas	10/20	SUN	NBC	2:57 PM	1.21	2,230	4,300	1,773	10,314	501	639	4.5%
34	Miami	10/27	SUN	NBC	2:45 PM	1.30	2,344	4,600	1,765	7,355	476	449	4.0%
35	Martinsville	11/3	SUN	NBC	2:12 PM	1.35	2,474	5,000	2,008	9,308	667	677	5.0%
36	Phoenix	11/10	SUN	NBC	3:42 PM	1.60	2,895	5,500	2,055	8,731	576	1,201	6.0%

From Daytona through Phoenix, an average of 2.892M viewers were tuned in to NCS, +1% YoY (2.851M).

2024 RACE-BY-RACE DATA



No.	Race	Date	Day	Net	TV Start Time	Television			Digital – Race Day			Social – Race Day	
						U.S. Rating	Avg. TV Viewers (000)	Unique Viewers (000)	Visits (000)	Page Views (000)	Video Views (000)	Engagements (000)	Engagement Rate
1	Daytona^	2/19	MON	FS1	9:00 PM	0.52	934	1,700	3,023	15,562	1,147	24	3.1%
2	Atlanta	2/24	SAT	FS1	5:00 PM	0.69	1,190	2,000	1,250	6,166	291	17	3.4%
3	Las Vegas	3/2	SAT	FS1	4:54 PM	0.60	1,027	1,900	1,184	5,528	248	9	2.9%
4	Phoenix	3/9	SAT	FS1	4:33 PM	0.62	1,087	1,900	1,147	5,388	265	21	3.3%
5	COTA	3/23	SAT	FS1	5:01 PM	0.53	896	1,600	1,126	6,505	227	37	4.1%
6	Richmond	3/30	SAT	FS1	1:32 PM	0.46	795	1,500	972	5,208	270	65	3.2%
7	Martinsville	4/6	SAT	FS1	7:32 PM	0.49	852	1,600	1,024	5,253	203	27	3.9%
8	Texas	4/13	SAT	FS1	1:16 PM	0.48	803	1,400	878	4,190	348	44	3.8%
9	Talladega	4/20	SAT	FOX	4:03 PM	0.93	1,602	3,200	1,186	5,098	360	26	3.2%
10	Dover^	4/27	SAT	FS1	1:30 PM	0.53	883	1,500	906	4,127	204	17	3.9%
11	Darlington	5/11	SAT	FS1	1:32 PM	0.48	782	1,300	951	4,922	279	15	3.4%
12	Charlotte	5/25	SAT	FOX	1:04 PM	0.70	1,157	2,200	1,039	4,707	222	22	3.5%
13	Portland	6/1	SAT	FS1	4:33 PM	0.40	737	1,400	1,076	5,554	232	49	4.8%
14	Sonoma	6/8	SAT	FS1	8:00 PM	0.42	768	1,300	1,007	4,645	269	50	4.5%
15	Iowa	6/15	SAT	USA	3:47 PM	0.49	871	1,500	995	4,599	272	20	2.8%
16	New Hampshire	6/22	SAT	USA	3:22 PM	0.48	871	1,600	934	4,032	303	6	1.0%
17	Nashville	6/29	SAT	USA	5:13 PM	0.55	943	1,500	921	4,245	192	12	2.6%
18	Chicago	7/6	SAT	NBC	3:49 PM	1.02	1,750	3,000	1,213	5,568	307	69	3.4%
19	Pocono	7/13	SAT	USA	3:13 PM	0.58	1,016	1,600	881	4,210	288	42	4.4%
20	Indianapolis	7/20	SAT	USA	3:39 PM	0.65	1,155	1,800	938	4,312	240	55	4.8%
21	Michigan	8/17	SAT	USA	4:08 PM	0.50	900	1,500	1,005	4,207	268	24	3.7%
22	Daytona	8/23	FRI	USA	7:40 PM	0.46	820	1,300	922	4,452	190	26	4.2%
23	Darlington	8/31	SAT	USA	3:39 PM	0.43	712	1,200	1,076	4,429	180	21	3.2%
24	Atlanta	9/7	SAT	USA	3:20 PM	0.45	803	1,300	976	4,519	173	15	3.0%
25	Watkins Glen	9/14	SAT	USA	3:13 PM	0.45	778	1,200	1,077	5,490	234	28	4.2%
26	Bristol	9/20	FRI	The CW	7:41 PM	0.53	906	1,600	1,137	5,750	258	79	4.1%
27	Kansas	9/28	SAT	The CW	4:10 PM	0.45	772	1,600	1,196	6,524	208	25	3.2%
28	Talladega	10/5	SAT	The CW	4:12 PM	0.54	917	1,800	1,149	5,219	241	28	3.6%
29	Charlotte	10/12	SAT	The CW	4:12 PM	0.49	834	1,700	1,183	5,563	254	46	3.7%
30	Las Vegas	10/19	SAT	The CW	7:36 PM	0.44	755	1,700	1,028	5,061	187	19	3.4%
31	Miami	10/26	SAT	The CW	4:10 PM	0.43	784	1,600	1,071	4,706	190	12	2.6%
32	Martinsville	11/2	SAT	The CW	4:18 PM	0.46	821	1,600	1,182	5,205	335	40	3.5%
33	Phoenix	11/9	SAT	The CW	7:51 PM	0.59	1,113	2,000	1,400	6,468	353	94	5.0%

From Daytona through Phoenix, an average of 943,000 viewers were tuned in to NXS, -7% YoY (1.0IIM).

TV Source: The Nielsen Company, Data is based on the Live + Same Day data stream. Digital Source: Adobe Analytics. Social Source: Zoomph
^race was impacted by weather

2024 RACE-BY-RACE DATA



No.	Race	Date	Day	Net	TV Start Time	Television			Digital – Race Day			Social – Race Day	
						U.S. Rating	Avg. TV Viewers (000)	Unique Viewers (000)	Visits (000)	Page Views (000)	Video Views (000)	Engagements (000)	Engagement Rate
1	Daytona	2/16	FRI	FS1	7:27 PM	0.58	1,058	1,900	1,342	6,577	523	38	4.0%
2	Atlanta	2/24	SAT	FS1	1:54 PM	0.54	914	1,400	1,250	6,166	291	13	4.0%
3	Las Vegas	3/1	FRI	FS1	8:54 PM	0.35	603	1,000	720	3,745	108	56	3.0%
4	Bristol	3/16	SAT	FS1	8:03 PM	0.47	808	1,300	1,300	5,517	412	17	3.7%
5	COTA	3/23	SAT	FS1	1:24 PM	0.38	618	1,100	1,126	6,505	227	11	3.1%
6	Martinsville	4/5	FRI	FS1	7:33 PM	0.27	494	900	599	3,054	90	15	3.4%
7	Texas	4/12	FRI	FS1	8:24 PM	0.29	503	1,000	535	2,682	87	14	4.1%
8	Kansas	5/4	SAT	FS1	8:03 PM	0.37	631	1,200	885	4,247	132	18	2.8%
9	Darlington^	5/10	FRI	FS1	9:44 PM	0.18	310	600	644	3,642	113	14	3.5%
10	North Wilkesboro^	5/19	SUN	FS1	11:30 AM	0.25	413	800	1,581	7,114	528	13	3.2%
11	Charlotte	5/24	FRI	FS1	8:36 PM	0.29	519	800	566	2,872	101	23	3.1%
12	WWTR^	6/1	SAT	FS2	4:00 PM	0.05	78	200	1,076	5,554	232	13	3.1%
13	Nashville	6/28	FRI	FS2	8:00 PM	0.15	285	600	556	2,599	116	16	3.0%
14	Pocono	7/12	FRI	FS1	5:30 PM	0.18	291	600	549	2,602	140	14	3.1%
15	Lucas Oil	7/19	FRI	FS1	8:30 PM	0.24	432	800	611	3,208	109	19	3.7%
16	Richmond	8/10	SAT	FS1	7:30 PM	0.23	425	800	966	4,741	181	17	3.0%
17	Milwaukee	8/25	SUN	FS1	4:00 PM	0.19	342	700	1,122	4,590	358	17	3.3%
18	Bristol	9/19	THU	FS1	8:00 PM	0.17	289	550	576	3,020	74	19	3.6%
19	Kansas	9/27	FRI	FS1	8:30 PM	0.20	335	630	657	2,936	85	12	2.5%
20	Talladega	10/4	FRI	FS1	4:30 PM	0.19	343	600	683	3,063	104	27	3.5%
21	Miami	10/26	SAT	FS1	12:00 PM	0.20	365	700	1,071	4,706	190	15	3.6%
22	Martinsville	11/1	FRI	FS1	6:00 PM	0.24	462	900	640	2,644	103	43	3.2%
23	Phoenix	11/8	FRI	FS1	8:00 PM	0.24	480	800	805	3,442	120	36	3.1%

From Daytona through Phoenix, an average of 513,000 viewers were tuned in to NCTS on FS1, -11% YoY (578,000).

TV Source: The Nielsen Company, Data is based on the Live + Same Day data stream. Digital Source: Adobe Analytics. Social Source: Zoomph
^race was impacted by weather

FEBRUARY–MARCH

Originally included in the report that followed COTA



DAYTONA

Ranked as the #1 sport of the weekend, despite airing on Monday (rain)
Most-watched NCS telecast, of any kind, since last year's D500
Viewership for Speedweeks events was trending up prior to rain, with NCS Qual, NCS Duel, and Fri. night NCTS all up YoY



PHOENIX

#1 sport of the weekend
Viewership up +19% YoY
Largest audience for any Phoenix race since March 2020
NXS: #2 motorsport of the weekend, behind only NCS, ahead of FI and IndyCar



ATLANTA

#1 sport of the weekend by more than 1.5x the next closest event
Viewership up +5% over 2023 Race 2 and +33% over 2023 Atlanta I
NXS +17% YoY
NCTS: most-viewed race at ATL since Feb. 2019



BRISTOL

#1 live sport of the weekend
(NCAAB Selection Show #1 sports commentary show)
Viewership up +10% over 2023 Bristol, and NCS finished ahead of The PLAYERS
NCTS: most-viewed telecast of the week on FSI, ahead of all NCAAB competition



LAS VEGAS

#1 sport of the weekend
NCS HH share up +18% YoY and highest for a March NCS race since 2016 Las Vegas
NXS: #1 telecast of week on FSI
NCTS: 2nd most-viewed NCTS race at Las Vegas since 2013



COTA

#2 sport of the weekend, behind only the Men's NCAAB Tournament
Viewership up +6% over 2023 COTA
NXS viewership was up +10% over 2023 COTA
NXS/NCTS ranked as #1/#2 of week on FSI

MARCH-JUNE

Originally included in the report that followed Sonoma



RICHMOND

Ranked as the #2 sport of the day (Men's NCAA Basketball Tournament)
2024 viewership (FOX) +44% over 2023 Richmond (FSI)
NXS: #1 sports event of the week on FSI



MARTINSVILLE

Ranked as #2 sport of the day (Women's NCAA Championship Game)
Viewership in line YoY (2023 did not face NCAA Basketball Competition)
NXS: #2 telecast of the week on FSI, behind only NCS
NCTS: +42% YoY (2023 impacted by rain)



TEXAS

#1 sport of the weekend on cable and #2 overall (Masters on CBS)
NCS viewership +15% YoY compared to 2023 Texas (Fall)
NXS: #2 sport of the day on cable
NCTS: #2 sport of the day



TALLADEGA

#2 sport of the weekend, behind only NBA Playoffs
HH Share +3% YoY, highest level for Talladega since 2016
5.9 million viewers tuned in at peak
NXS: most-viewed race for FOX Sports since April 2022



DOVER

#1 sports telecast of the week for FOX Sports
(ranked ahead of MLB, NFL, MLS)
NXS: #2 sports telecast of the week on FSI (behind only NCS)



KANSAS

~3 hour rain delay impacted the start of the race
Despite rain, viewership was off only -2% YoY (no rain in 2023)
#1 sport on cable Sunday
NCTS: averaged 631,000 viewers tuned in to FSI

MARCH-JUNE

Originally included in the report that followed Sonoma



DARLINGTON

Most-watched NCS race on cable since 2023 Pocono (USA)
Most-watched property across FOX Sports for the week
NXS: aired on FSI, averaged 782,000 viewers (2023 was on FOX)
NCTS: ~2 hour rain delay, averaged 310,000 viewers



NORTH WILKESBORO (ALL-STAR)

#2 sport of the weekend on cable, behind only NBA Playoffs
Viewership up +17% over 2023
All-Star Open race ranked as the #2 motorsports telecast of the weekend
NCTS: impacted by rain, started on Saturday but concluded on Sunday



CHARLOTTE

Impacted by rain, averaged 3.1 million viewers before conclusion
Last year, the event ran on Monday due to weather
At peak, 4.0 million viewers were tuned in
A weather delay at the Indy 500 caused events to overlap
NXS: 1.2M viewers on FOX
NCTS: 519,000 viewers on FSI



WWTR

#1 sport of the weekend on cable
NCS Viewership up +14% YoY
NXS: 737,000 avg. viewers, #2 sport of week on FSI (NCS)
NCTS: originally scheduled for FOX, aired on FS2 due to rain



SONOMA

#2 sport of the day, behind only NBA Finals Game 2
NCS (FOX) ranked well ahead of FI (ABC) and IndyCar (NBC)
NXS: #1 sport for the day on cable
NXS ranked ahead of PGA TOUR on GOLF and UFC on ESPN

JUNE - AUGUST

Originally included in the report that followed Darlington



IOWA

The NCS debut at Iowa ranked as the #1 sport of the week on cable
NCS: currently ranks as most-viewed race on cable since 2023 (Pocono)
NXS: ranked as the #2 sport of the weekend (behind only NCS)
NXS: USA coverage ahead of U.S. Open (golf) and U.S. Swimming



NEW HAMPSHIRE

NCS: #2 sport of the day on cable
NCS: mid-race rain delay of more than 2 hours (due to rain)
NXS: an average of 926,000 viewers were tuned in
Was most-viewed NXS race on cable since March (Phoenix)



NASHVILLE

NCS: NBC coverage was #1 non-Olympic sport of weekend
This ranking is despite a lengthy mid-race rain delay
NXS: 943,000 viewers, slightly ahead of NXS NHMS prior week
NCTS: aired on FS2, with 295,000 viewers tuned in
With the move to FS2, NCTS will see a FOX-aired race in 2025



CHICAGO STREET RACE

2nd most-viewed NBC race on NBC Sports since 2021 ('24 CSR)
+35% larger audience than the 2023 NCS on NBC average
NCS delivered strong results despite mid-race rain delay
NXS: 2024 on NBC was up +53% over 2023 (USA)
NXS: largest audience on NBC since 2015 Championship
NXS data reflects NBC's Total Audience Delivery metric



POCONO

NCS: #2 sport of the week overall, #1 of the week on cable
NXS: 1.0M viewers, displacing Nashville as most-viewed since March
NCTS: averaged 291,000 viewers with peak of 372,000
Weekend was impacted with coverage of Trump Assassination Attempt



INDIANAPOLIS

NASCAR: #1 sport of the weekend
NCS: 3.63M viewers, best Indy results since July 2020
NXS: #1 NXS race on USA since airing on the network in 2022
NCTS: #1 sports event of week on FSI (432,000 viewers)
Sunday was impacted with coverage of President Biden's withdrawal

JUNE - AUGUST

Originally included in the report that followed Darlington



RICHMOND

NASCAR: #1 non-Olympic sport of the week (NFL preseason, golf, MLB)
NCS: 2.2M viewers while airing opposite Olympics Closing Ceremony
On USA, NASCAR ranked ahead of all Olympics content of the week
NCTS: ranked as the #1 sports event of the week on FSI



MICHIGAN

NCS: After 51 laps, postponed to Monday due to rain
NCS: Sunday coverage ranked as #1 sports event of week on cable
NXS: averaged 900,000 viewers with more than 1.0M at peak



DAYTONA

NCS: 3.5M viewers, +7% compared to 2023
NCS: most-watched Daytona II race since 2021
NASCAR was the #2 sport of the day on Saturday, behind only NCAAF
NXS: outperformed Premier League, IndyCar, Women's Golf on USA
NCTS: #2 sports event of the week on FSI (NCAAF)



DARLINGTON

NCS: #1 sport of the weekend on cable and #2 sport of the week overall
NCS: ranks as the most-viewed Fall Darlington race since 2021
NXS: ranked as the #2 sport of the day on cable behind NCAAF
NXS: average of 712,000 viewers tuned in, with peak of 878,000

SEPTEMBER - NOVEMBER



ATLANTA

NCS: #1 sports event of the day on cable, with 2.02M viewers on USA

NCS: #2 sports event of the weekend on cable (ESPN NCAAF)

NXS: averaged 803,000 viewers on USA (Peak of 908,000)



WATKINS GLEN

NCS: #1 sport of the weekend on cable, ahead of all NCAAF competition

NCS: viewership up +3% over 2023 Playoff Race #2 (Kansas)

NXS: averaged 778,000 viewers on USA (peak of 969,000)

NXS: marks the final race to air on USA (moving to The CW next race)



BRISTOL

NCS: #2 sport of day behind NCAAF

NCS: most-watched Bristol (fall) race since 2021, +20% over '23

NXS: first NXS race on The CW averaged 906,000 viewers

NXS: largest audience on The CW in 8 months

NCTS: averaged 289,000 viewers



KANSAS

NCS: #1 sport of the day on cable television, with 1.80M viewers

NXS: Race #2 on The CW averaged 772,000 viewers

NXS: Similar to Bristol, led the way among CW sports events

NCTS: #2 sport of the week on FSI, behind only NCAAF



TALLADEGA

NCS: most-viewed NCS Playoff race since 2022 NCS Championship

NCS: most-watched Fall Talladega race since 2018, +25% over '23

NXS: most-watched of the 3 races aired to date on The CW

NXS: led the way on The CW Sports, ahead of WWE NXT and NCAAF

NCTS: averaged 343,000 viewers on Friday



CHARLOTTE ROVAL

NCS: most-viewed race on the ROVAL since 2021

NCS: 2.4M viewers, peaking at 3.1M

NCS: Viewership +6% over 2023

NXS: averaged 834,000 viewers on The CW, with a peak of 1.1M

SEPTEMBER - NOVEMBER



LAS VEGAS

NASCAR: #1 motorsport of weekend, NCS +60% over FI (Austin)
NCS: Viewership +2% over 2023, with 2.2M viewers tuned in (2.9M peak)
NXS: Averaged 755,000 viewers on The CW (peaked at 916,000)
NXS: Ranked as the most-watched sports event of the week on The CW



MIAMI

NCS: Viewership +4% over 2023, with 2.3M viewers tuned in this year
NCS: Miami becomes the 6th of 8 NCS Playoff events to post YoY gains
NASCAR: ranked as #2 sports of day (Sunday), behind only the NFL
NXS: Averaged 784,000 viewers on The CW opposite heavy NCAA F sched



MARTINSVILLE

NCS: 2.5M viewers, +14% compared to 2023
NCS: 5th consecutive NCS event to post a larger audience than 2023
NASCAR was the #2 sport of the day on Sunday, behind only the NFL
NXS: 821,000 viewers on The CW, ranked as #1 sports event of week on net
NCTS: 462,000 viewers on FSI, ranked as #2 sport of the week on net



PHOENIX

NCS: 2.9M viewers, through 10 races, NCS Playoffs up +6% YoY
NCS: peaked at 3.5M viewers as Joey Logano won his 3rd Championship
NXS: avg. of 1.1M viewers tuned in, the new high-water mark for NXS on The CW
NXS: ranked as most-viewed Championship race since 2019 (1.2M, Miami, NBCSN)
NCTS: averaged 480,000 viewers on FSI, +16% YoY
NCTS: most-viewed Championship race since 2020 (493,000, Phoenix, FSI)

 **NASCAR**

