

Race Review



Ford EcoBoost 300

Homestead-Miami Speedway | 11/19/16



HOMESTEAD, FL
3:30 PM ET (Sat) on NBCSN

Distance: 200 Laps – 300 Miles

Track Type: 1.5 Mile Paved

Duration: 2 hrs. 34 mins. 34 secs.

Average Speed: 116.455 mph

Margin of Victory: 0.968 secs.

Winner: Daniel Suárez

RACE RECAP: Daniel Suárez streaked away from Elliott Sadler after the final restart in Saturday's Ford EcoBoost 300 at Homestead-Miami Speedway, and three laps later, NASCAR had its first foreign-born national touring series champion. Ultimately, the 24-year-old driver from Monterrey, Mexico beat Ty Dillon to the finish line by 0.968 seconds. Sadler, who had taken two tires and gained the second position on a Lap 193 pit stop, came home third and finished second in the inaugural NASCAR XFINITY Series Chase. Suárez also delivered the owner championship to Joe Gibbs Racing via his No. 19 Toyota, and his JGR teammate, Erik Jones, won the 2016 Sunoco Rookie of the Year honors. – *NASCAR NewsWire*

Top 15 Finishers

1.	Daniel Suárez	
2.	Ty Dillon	
3.	Elliott Sadler	
4.	Ryan Blaney	
5.	Austin Dillon	
6.	Justin Allgaier	
7.	Kyle Larson	
8.	Brendan Gaughan	
9.	Erik Jones	
10.	Aric Almirola	
11.	Darrell Wallace Jr.	
12.	Ryan Sieg	
13.	JJ Yeley	
14.	Alex Bowman	
15.	Brandon Jones	

Current NASCAR XFINITY Series Chase Driver

Media Consumption Highlights

Television

The race earned a **0.8 U.S. rating** with an average of **1.4 million viewers** tuned in to NBCSN.

At peak, an average of **1.9 million viewers** were tuned in per minute.

The race ranks as the **most-viewed 2016 NASCAR XFINITY Series event to air on cable since Indianapolis**.

Digital

The NASCAR digital platforms generated **632,000 unique visitors** on Saturday.

There were **3.7 million page views** and **196,000 video views** on race day.

Social

Race day engagement increased 3.5X over last year on Facebook, Twitter and Instagram.

Mexican President Enrique Peña Nieto (5.8M Twitter followers) posted a **congratulatory tweet** to Daniel Suárez on his Championship win following the race.

The term **“Daniel Suárez” trended nationally** on Twitter post-race.

Consumption Dashboard



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Television



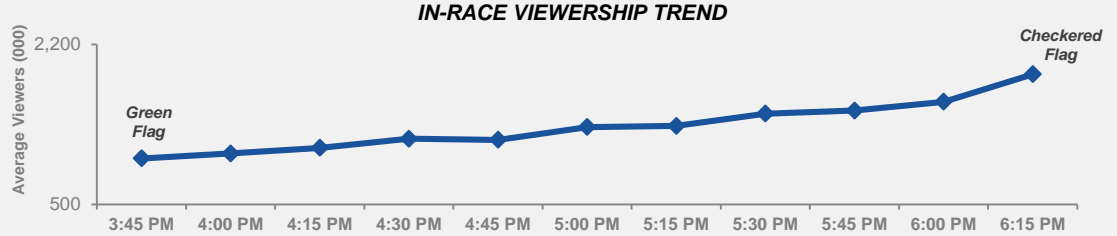
0.8
U.S.
RATING



+90%
AUDIENCE
BUILD



1.4M
AVERAGE
TV VIEWERS



Digital



632K
UNIQUE VISITORS
On Race Day



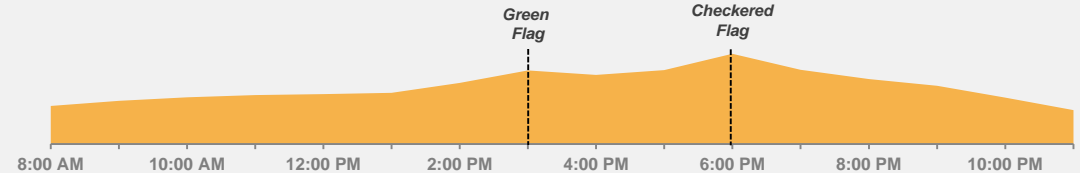
3.7M
PAGE VIEWS
On Race Day



196K
VIDEO VIEWS
On Race Day

NASCAR.com +
NASCAR Mobile Web
(Does Not Include Mobile Apps)

UNIQUE VISITORS RACE-DAY HOURLY TREND



Social



13.9M
FACEBOOK REACH
Unique Users, Race Day Content

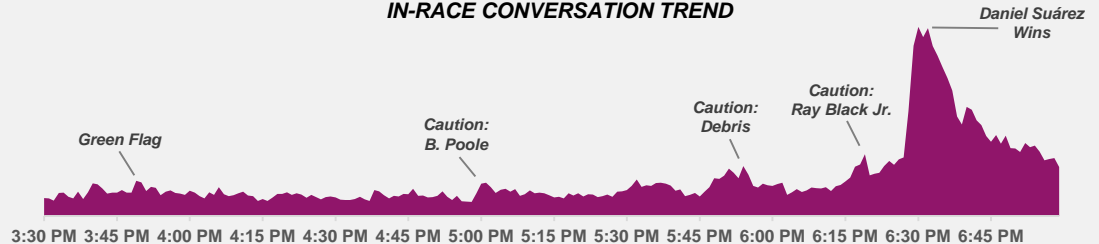


1.7M
TWITTER REACH
Unique Users,
Race Broadcast + 24 Hours



#TheChase
#FordEcoBoost300
#XFINITYSeries
TOP HASHTAGS

IN-RACE CONVERSATION TREND



Television Source: The Nielsen Company; Data based on Live + Same Day Data Stream. Digital Source: Adobe Omniture SiteCatalyst. Data represents NASCAR.com + NASCAR mobile web + NASCAR mobile apps, unless otherwise noted. Social Source: Facebook Insights; Twitter TV Analytics; NASCAR Fan & Media Engagement Center. Facebook reach based on content published on NASCAR Facebook page on race day, Twitter reach based on all tweets published related to the race broadcast 3 hours before the race aired through 24 hours after the end of the broadcast. Top hashtags excludes #NASCAR.

Race-By-Race

Through Race 33 (Miami)



No.	Race	Net	Day	Start Time	Television		Digital		Social	
					U.S. Rating	Avg. TV Viewers (millions)	Unique Visitors (thousands)	Page Views (millions)	Facebook Reach (millions)	Twitter Reach (thousands)
1	Daytona	FS1	Sat	3:30 PM	1.4	2.1	1,200	7.4	13.4	1,104
2	Atlanta	FS1	Sat	1:30 PM	1.0	1.4	929	5.4	6.4	661
3	Las Vegas	FS1	Sat	4:00 PM	1.0	1.6	773	4.6	4.8	706
4	Phoenix	FOX	Sat	2:30 PM	1.2	1.8	771	4.6	5.7	923
5	Auto Club	FS1	Sat	4:00 PM	1.0	1.5	708	4.2	9.7	2,007
6	Texas	FS1	Fri	8:30 PM	0.7	1.2	628	3.7	6.5	689
7	Bristol (Dash 4 Cash)	FS1	Sat	12:30 PM	0.8	1.2	746	4.0	8.0	808
8	Richmond (Dash 4 Cash)	FS1	Sat	12:30 PM	0.8	1.2	725	4.1	5.5	746
9	Talladega	FOX	Sat	3:00 PM	1.9	2.9	824	5.2	7.7	991
10	Dover (Dash 4 Cash)	FOX	Sat	2:00 PM	1.1	1.6	709	4.1	4.0	665
11	Charlotte	FS1	Sat	2:30 PM	0.9	1.4	605	3.2	9.5	605
12	Pocono^	FOX	Sat	1:00 PM	1.0	1.4	630	3.3	5.5	550
13	Michigan	FS1	Sat	1:30 PM	0.9	1.3	651	3.4	11.3	888
14	Iowa	FS1	Sun	1:30 PM	0.9	1.4	673	2.7	9.6	449
15	Daytona	NBCSN	Fri	7:30 PM	0.9	1.4	706	4.3	15.2	1,304
16	Kentucky	NBCSN	Fri	8:30 PM	0.6	1.0	596	3.9	6.3	465
17	New Hampshire	NBCSN	Sat	4:00 PM	0.8	1.2	667	3.5	7.8	927
18	Indianapolis (Dash 4 Cash)	NBCSN	Sat	3:30 PM	1.0	1.6	760	4.3	8.3	855
19	Iowa	NBCSN	Sat	8:00 PM	0.6	1.1	698	4.2	5.7	504
20	Watkins Glen	CNBC	Sat	2:00 PM	0.7	1.0	809	4.4	8.4	1,078
21	Mid-Ohio	USA	Sat	3:30 PM	0.6	1.0	586	2.6	5.5	468
22	Bristol	USA	Fri	7:30 PM	0.8	1.2	677	3.7	9.2	806
23	Road America	NBCSN	Sat	3:00 PM	0.6	0.9	696	4.2	5.7	540
24	Darlington	NBC	Sat	3:30 PM	1.0	1.5	714	4.5	8.9	649
25	Richmond	NBCSN	Fri	7:30 PM	0.6	1.0	531	3.5	7.9	572
26	Chicago	NBC	Sat	3:30 PM	1.1	1.7	626	3.8	5.7	N/A*
27	Kentucky	NBCSN	Sat	8:00 PM	0.6	0.8	546	3.2	5.1	554
28	Dover^	CNBC	Sun	10:00 AM	0.3	0.4	1,106	6.7	8.1	N/A*
29	Charlotte^	NBCSN	Sun	4:30 PM	0.6	0.9	1,265	6.8	9.5	605
30	Kansas	NBC	Sat	3:00 PM	1.0	1.4	497	2.8	6.1	615
31	Texas	NBC	Sat	3:30 PM	0.9	1.4	503	2.7	6.5	716
32	Phoenix	NBCSN	Sat	7:30 PM	0.6	1.1	540	3.3	6.7	536
33	Miami	NBCSN	Sat	3:30 PM	0.8	1.4	632	3.7	13.9	1,679
AVERAGE					0.9	1.4	719	4.1	7.8	796

*Events that experienced a rain delay or postponement. TV Source: The Nielsen Company. Data based on Live + Same Day data stream. Dover (Race 28) is excluded from the YTD average. Television metrics based on the broadcasting window. Digital Source: Adobe Omniture SiteCatalyst. Data represents NASCAR.com + NASCAR mobile web + NASCAR mobile apps. Digital metrics based on race-day volume. Social Source: Facebook Insights; Twitter TV Analytics. Facebook reach based on content published on NASCAR Facebook page on race day. Twitter reach based on all tweets published related to the race broadcast 3 hours before the race aired through 24 hours after the end of the broadcast. *Twitter reach unavailable from Twitter TV Analytics.