



2017 MotoGP™ FAN ENGAGEMENT REPORT AND SEASON SUMMARY

MotoGP™ Championship Quest



Download on the
App Store



GET IT ON
Google Play



Available at
amazon



CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

End of Season Summary

Following the release of the 2016 MotoGP™ Fan Engagement Report we are happy to provide you with the Q1 2017 report and share with you the insights we have gained from the fans of MotoGP™.

MotoGP™ Championship Quest is delivering brand impressions which now rival major TV markets. How could this be? The answer is simple. Dorna Sports fastidiously controls the look and presentation of the on screen action of the mobile app. We faithfully replicate the on track signage and liveries on the bikes and riders.

When players use the app they are seeing the same perspective as the on board cameras and television coverage. So every minute of game play is fundamentally the same as a minute of television. There is however on major difference. The brand impression in the mobile app are quantifiable accurate, that is these numbers are not estimates, they are not generated by a ratings agency, they are counted scientifically and attributed to the individual user level.

We know for example who, what and where people are playing and on what device they are on. Furthermore this is a TWO WAY dialog. We are able to push specific targeted notifications to select users and generate branded tournaments and competitions for the sponsors of MotoGP™.

To say this work is at the leading edge of the consumer engagement wave is an understatement. No other sport has ever come close to deriving this kind of data to their sponsors and brand partners.

1. **Alignment of mobile screen value with TV screen value:** Working with IRTA methodology, the MotoGP™ Racing App tracks brand impressions in the same way brand impressions are measured on broadcast media. The adoption of the same methodology ensures that the results contained in this report are aligned with other media measurement tools.
2. **Engagement with the fans:** the Fan World Championship is a global competition in which the MotoGP™ rider (and team) with the most engaged fans wins each weekly round. This engagement is NOT a popularity contest, rather it identifies the engagement of the fans with the rider and subsequently the sponsors of the team.
3. **Measurement of races and time on screen:** uniquely as every game session is tracked on a global data server which counts the number of races of each user and the time spent on screen of each user.
4. **Integration of brands into the "free to play" career path:** where the professional MotoGP™ characters require the investment of virtual currency which is acquired by spending real money or an investment of time to earn premium currency, the Free to Play sponsored riders have provided brands like Tissot, Nolan and Alpinestars the opportunity to engage with fans generating millions of races and 100's of thousands of hours of focused game play in which the sponsored brand is front and center.

Should you have any questions about this report we would be happy to provide you with more detail or specifically generated data which may provide your sponsors with a more detailed world view of the fans.

Best wishes for a great 2017 MotoGP™ World Championship season,

Graeme Warring
Co-Founder



CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

Measurement Methodology

This report counts brand impressions using the following methodology.

A brand on screen which is easily read / recognizable for more than 1 second, ie: track signage*

=

1 brand impression

A brand engagement (brake press)

=

1 brand impression

A completed Ad view is the complete viewing of a 30 second video advertisement served to the user

=

1 brand impression

A selected sponsored rider is the sum of free players who select that sponsored rider : ie: Alpinestars, Nolan Helmets, Tissot Watches



*In accordance with IRTA methodology





CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

Regional Engagement

Available in 187 Countries June 2016

Limited Release, Testing Phase
March - May 2016

Worldwide Release iOS June 2016
Worldwide Release Android August 2016

North & Central America

Top 5 Countries

- United States
- Mexico
- Canada
- Panama
- Guatemala

South & Latin America

Top 5 Countries

- Brazil
- Colombia
- Argentina
- Dominican Republic
- Puerto Rico

Africa

Top 5 Countries

- Gabon
- Morocco
- Algeria
- Egypt
- South Africa

Europe

Top 5 Countries

- Italy
- UK
- Spain
- Germany
- France

Asia

Top 5 Countries

- Indonesia
- Philippines
- Malaysia
- Japan
- China

Middle East

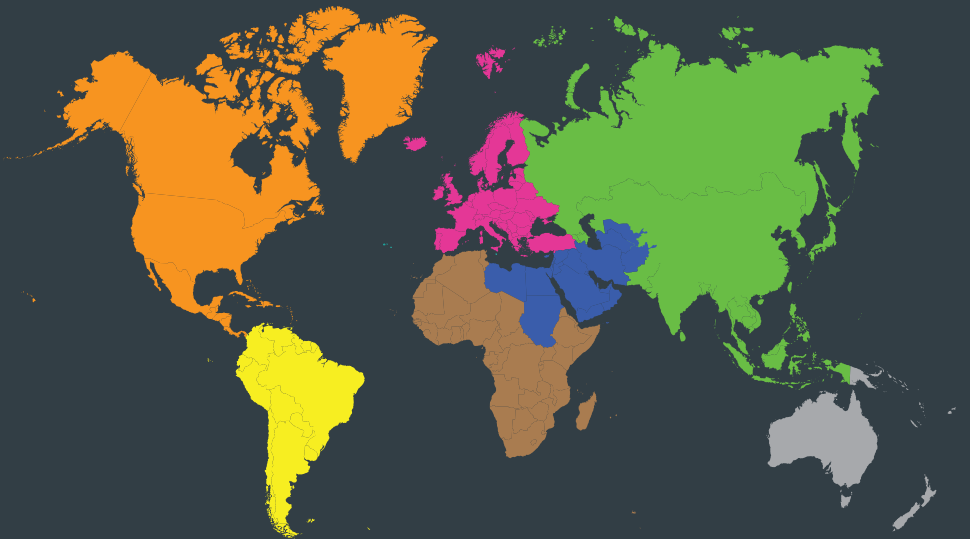
Top 5 Countries

- Iran
- Iraq
- United Arab Emirates
- Saudi Arabia
- Qatar

Oceania

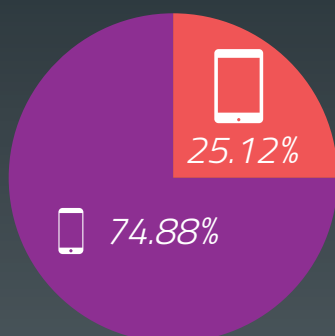
Top 5 Countries

- Australia
- New Zealand
- Guam
- French Polynesia
- Papua New Guinea

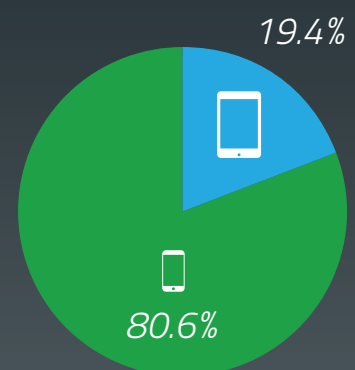


Platform Distribution

iOS



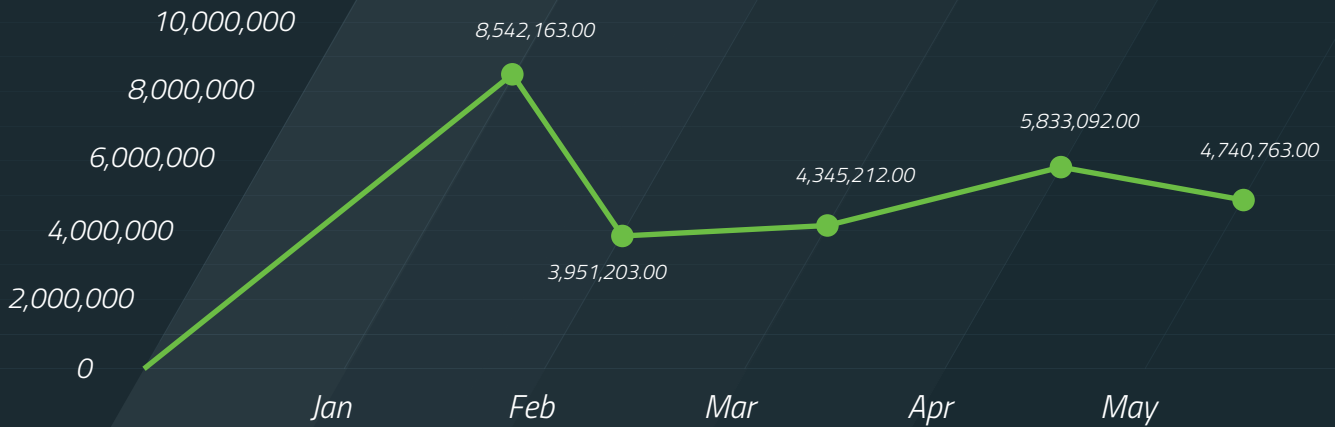
ANDROID
Released Aug 2016



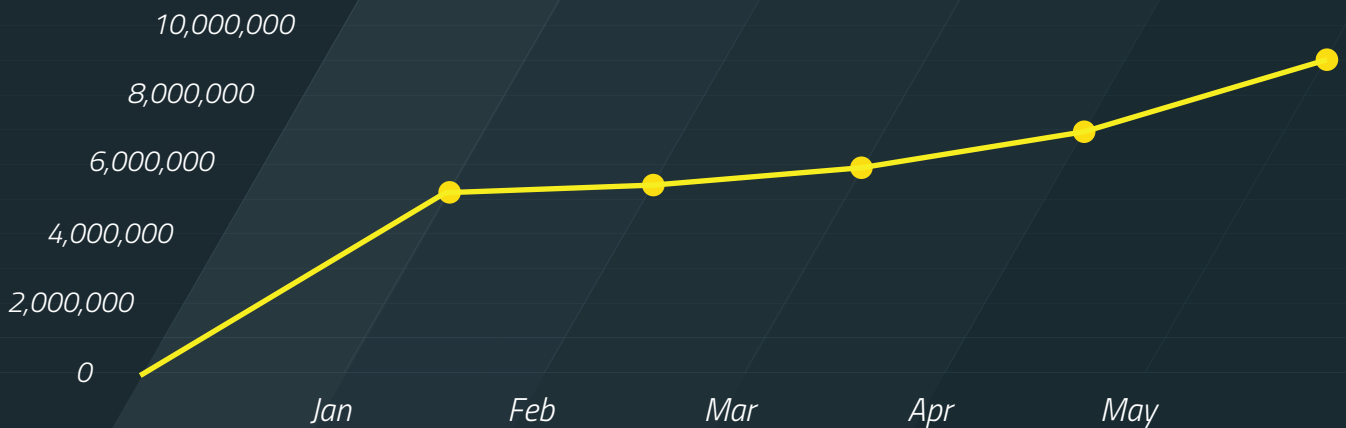


CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

Total Races January - May

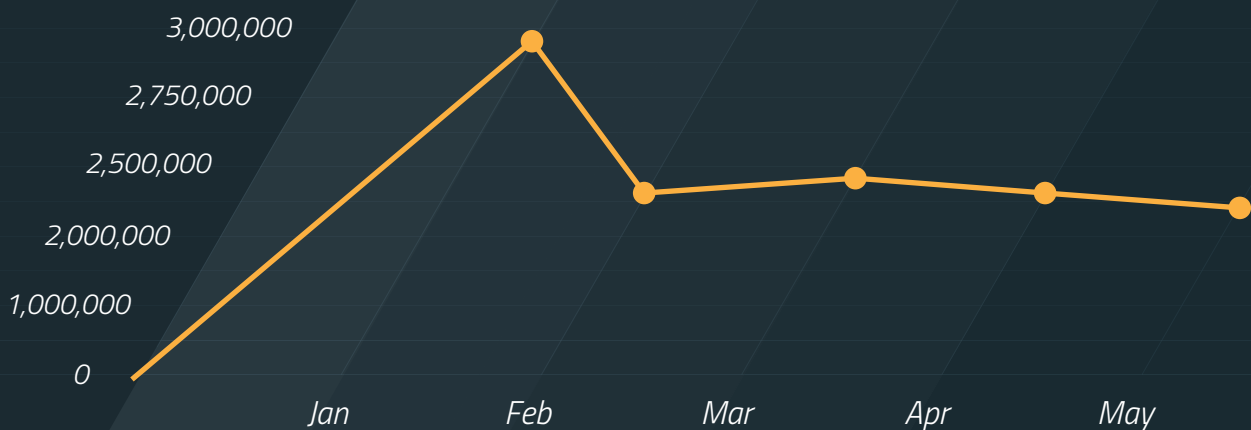


Active Users January - May



We only show Installations from users who have agreed to share their diagnostics and usage information with app developers.

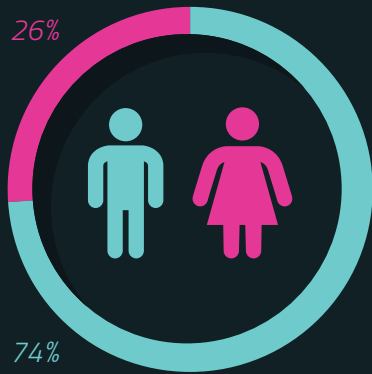
Completed 30 Second Video Ad Views Shown Each Month





CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

Social Profile



GENDER
BREAKDOWN



facebook.com/motogpchampionshipquest

SOCIAL MEDIA ENGAGEMENT

Age of Audience



AVERAGE AGE

Social



Instagram

19,000 Followers



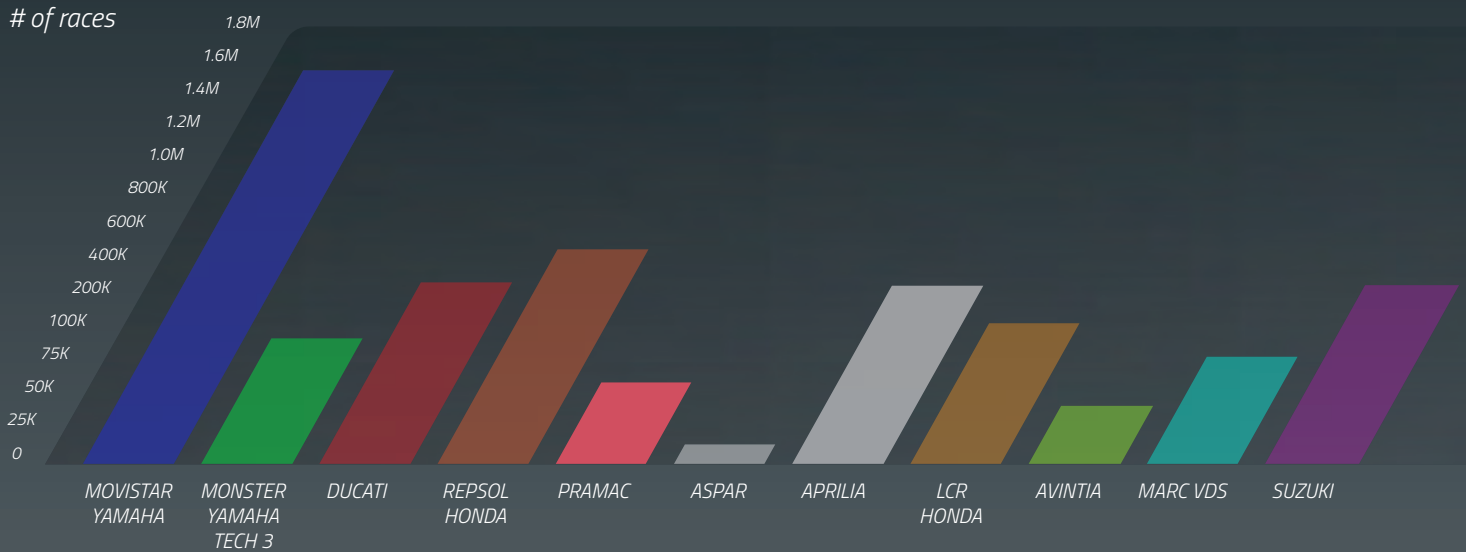
Twitter

96,900 Followers

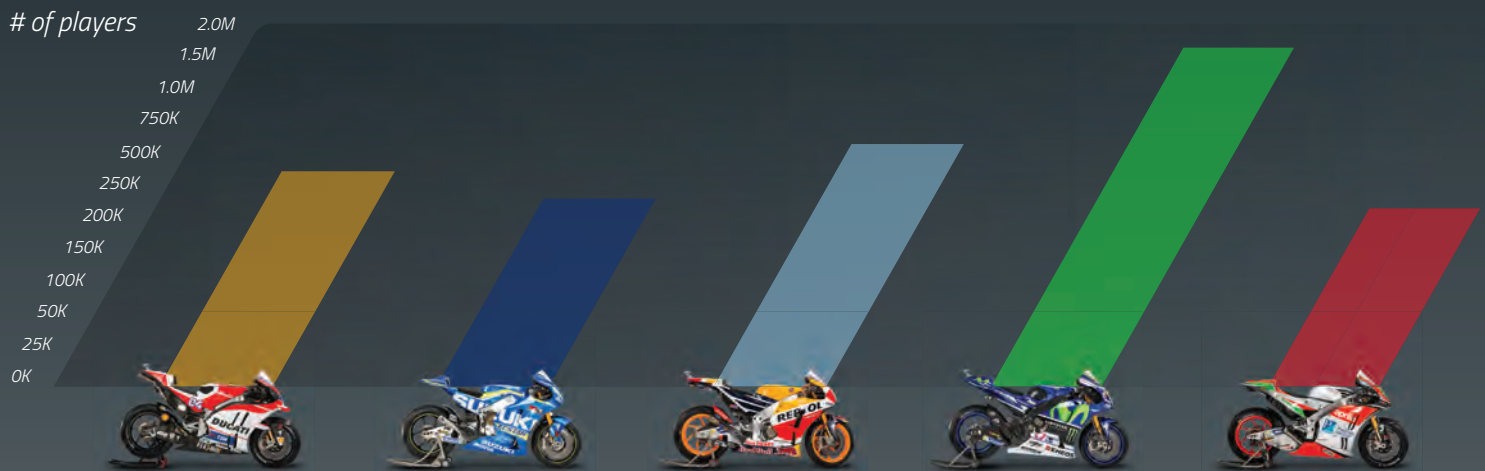


CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

Team Engagement



Factory Bikes



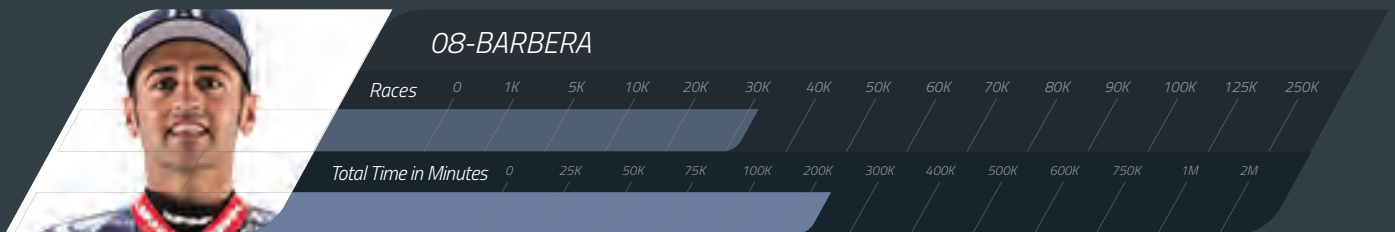
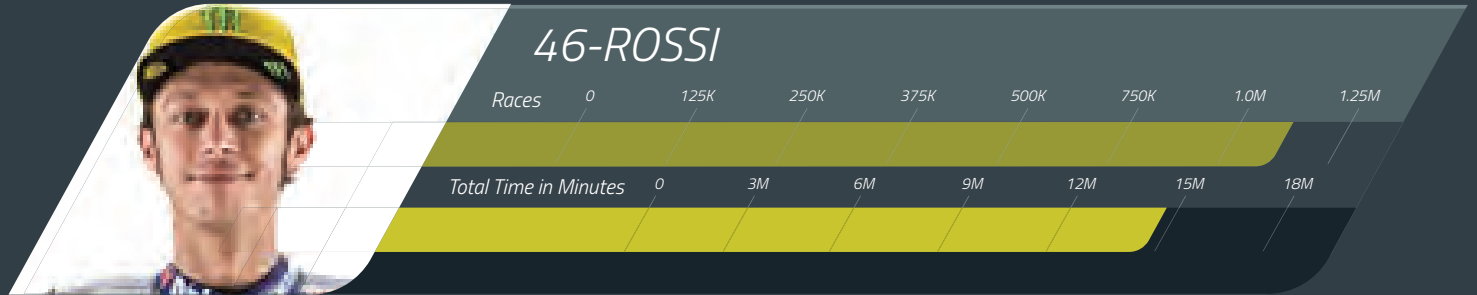
Sponsor Riders





CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

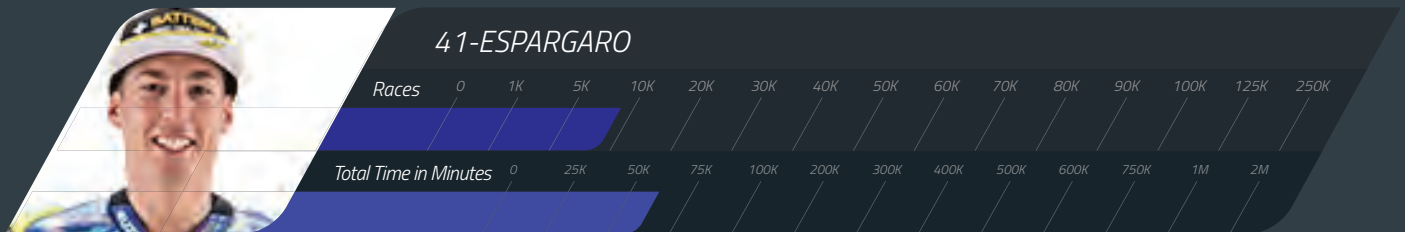
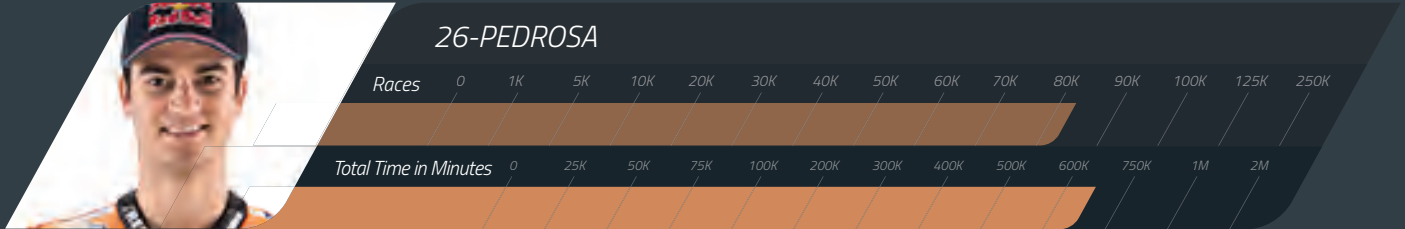
Races per Rider





CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

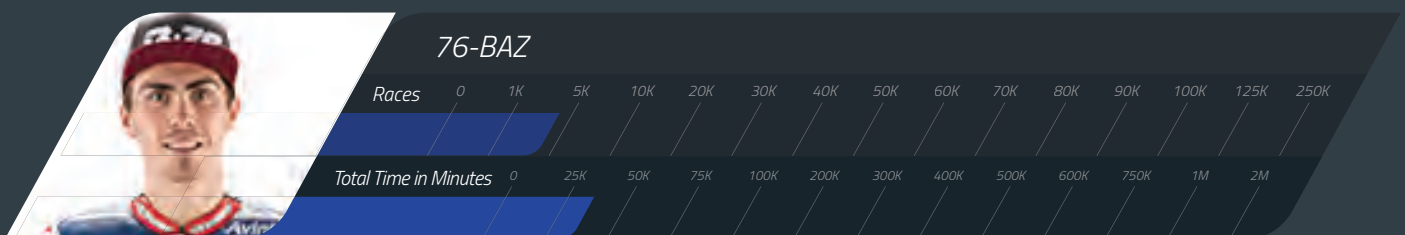
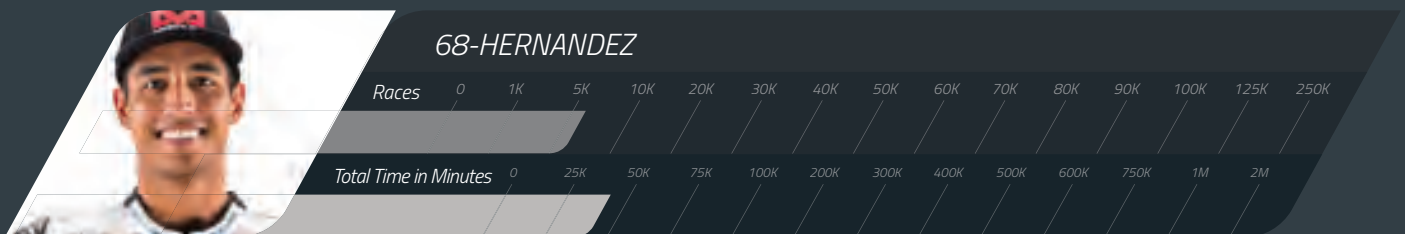
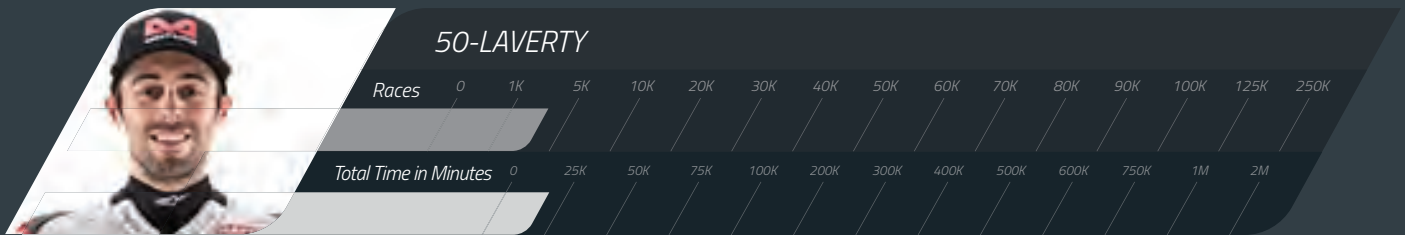
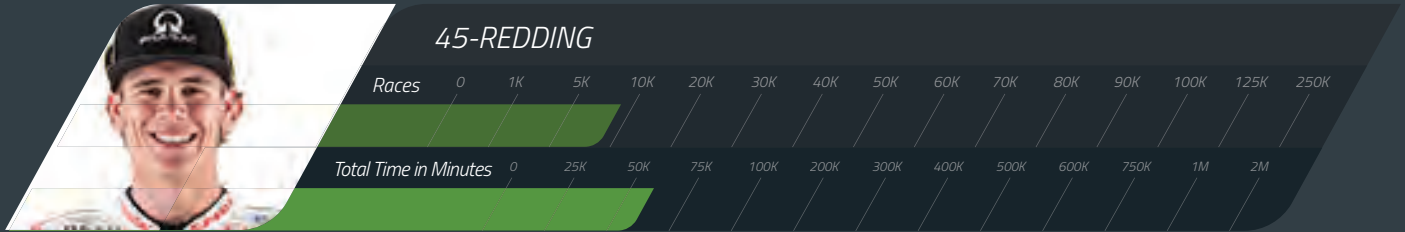
Races per Rider





CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

Races per Rider





CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

Track Impressions

Impressions equal 1 second track signage views during the course of a typical race session.

2017 Fan World Championship Season Totals

	997,793,782		1,740,389,875
	903,135,987		1,095,199,826
	913,418,330		37,065,438
	833,965,126		1,576,977,539
	3,144,659,821		1,377,741,292
	4,771,935,464		1,520,918,998
	1,463,086,051		1,186,261,443
	3,188,506,883		197,316,486
	1,367,553,051		477,776,394
	2,140,734,724		520,845,228
	1,465,263,594		955,552,788
	1,112,355,747		1,360,002,940
	3,220,589,525		259,237,928
	1,056,894,723		



CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

MotoGP™ Fan World Championship Final Standings



MotoGP™ FAN WORLD CHAMPIONSHIP FINAL RESULTS

Rider	Nation	Team	Motorcycle	FWC Points	FWC Fan	Total Points
1 50 E. Laverty	IRL	Aspar MotoGP Team	Ducati GP14.2	956,825,935	Sam Knott	221,146,295,403
2 76 L. Baz	FRA	Avintia Racing	Ducati GP14.2	780,485,657.4	Ant Ants	154,451,263,736
3 41 A. Espargaró	SPA	Team Suzuki Ecstar	Suzuki GSX-RR	745,855,360.5	Mohd Khairul	101,695,469,258
4 46 V. Rossi	ITA	Movistar Yamaha MotoGP	Yamaha YZR-M1	655,546,978.1	Guest10071	90,544,762,050
5 43 J. Miller	AUS	Estrella Galicia 0,0 Marc VDS	Honda RC213V	644,132,631.3	Andre Barat	74,976,900,712
6 68 Y. Hernandez	COL	Aspar MotoGP Team	Ducati GP14.2	636,695,227.1	Andrew Hall	99,419,232,798
7 38 B. Smith	GBR	Monster Yamaha Tech 3	Yamaha YZR-M1	550,360,388.7	Sam Fleat	227,965,941,133
8 93 M. Márquez	SPA	Repsol Honda Team	Honda RC213V	457,660,364.9	Jannik Presthofer	76,681,125,504
9 26 D. Pedrosa	ITA	Ducati Team	Ducati GP16	415,267,689.7	Cahya Trimurti Putra Wibowo	91,447,608,840
10 29 A. Iannone	GBR	Octo Pramac Yakhnich Racing	Ducati GP15	413,602,690.4	Zulkarnain Arbii	20,403,326,608
11 25 M. Viñales	SPA	Team Suzuki Ecstar	Suzuki GSX-RR	408,095,517.2	Roy Prima	23,719,632,331
12 45 S. Redding	SPA	Repsol Honda Team	Honda RC213V	401,517,909.5	Guest4244673	35,682,022,505
13 04 A. Dovizioso	SPA	Movistar Yamaha MotoGP	Yamaha YZR-M1	387,162,315.7	Laurent Giraud	101,080,771,655
14 99 J. Lorenzo	GBR	LCR Honda	Honda RC213V	385,529,113.4	Guest13491	28,146,074,606
15 35 C. Crutchlow	ITA	Ducati Team	Ducati GP16	337,607,265	Alessandro Gargiulo	19,045,751,232
16 44 P. Espargaró	SPA	Monster Yamaha Tech 3	Yamaha YZR-M1	306,012,300.5	Fitri Aziz	42,945,710,963
17 09 D. Petrucci	ITA	Octo Pramac Yakhnich Racing	Ducati GP15	295,085,673.9	Guest76942	16,584,176,851
18 06 S. Bradl	GBR	Aprilia Racing Team Gresini	Aprilia RSGP	234,820,426.9	Syawal Syawalludin	12,721,908,806
19 19 A. Bautista	SPA	Aprilia Racing Team Gresini	Aprilia RSGP	208,075,560	Guest456928	11,895,885,806
20 53 T. Rabat	SPA	Estrella Galicia 0,0 Marc VDS	Honda RC213V	207,164,046.9	Cipapuih Pool	6,372,106,526
21 08 H. Barberá	SPA	Avintia Racing	Ducati GP14.2	207,090,218.5	Mohd Norizman	6,451,106,888



CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

Case Study – Brembo. Fan World Championship Sponsor

Brembo provided the Fan World Championship trophies for the 2016 season. These magnificent trophies were crafted from the braking parts of a MotoGP™ bike.

Brembo brand engagement. Brembo elected to have their brand on the brake button and on the braking marker which appears in the game User Interface (UI) screen. This combination of a rapidly approaching brake plane and the Brembo logo on the braking button, reinforced the brand and its purpose as the leading supplier of brakes to the premier class.

The brand engagement was nothing short of incredible, the following are actual numbers and are NOT misprinted.

Total Race 2016

45,970,246

Total Brand Impressions

3,199,529,121

Number of Hours Game Play
(with multi brand views)

5,746,280





CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

Tissot – Timing Sponsor

Tissot provided the three winners of the MotoGP™ Fan World Championship with a limited edition collectors watch and 12 winners of the monthly Tissot Watch tournament with a T-Race watch.

Tissot elected to have their brand represented in the Timer Screen of the App, this is consistent with Tissot's long term partnership with MotoGP™ as the official timing partner.

Like Brembo the Tissot brand engagement was also nothing short of incredible, the following are actual numbers and are NOT misprinted.

Total Race 2016

45,970,246

Total Hours Game Play w/
Tissot Logo on Screen

5,746,280

Total brand impressions
with track signage

4,253,364,695





CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

Nolan Helmets – Official Helmet of MotoGP™ Racing

Nolan Helmets provided the three winners of the MotoGP™ Fan World Championship with a limited edition collectors X-Lite Carbon Fiber helmet and 12 winners of the monthly Nolan Helmet tournament with a Nolan MotoGP™ full face helmet.

Nolan elected to have their brand represented on every one of the unsponsored rider helmets, that is when a new player selects a rider, all of the riders wore a Nolan Helmet. Every user of the app went through the process of selecting this rider and the Nolan brand was visible to every single user of the App.



NOLAN

X-lite
performance helmets



CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

Social Media

As the official MotoGP™ App closes in on 1 million Facebook Fans and passes the milestone of 100,000 Twitter followers, the MotoGP™ Racing App has now garnered more followers than many of the actual racing teams and riders in the series. The following are examples of how this powerful medium of communication has been used to promote the App, the Teams and the Riders in the series.

MotoGP Championship Quest shared Mat Oxley's post.
Published by Graeme Warring · 14 December 2016 ·

To those of you who love bike racing ... you are not alone

Mat Oxley
14 December 2016 ·

This week's blog: F1 viewing figures are dropping, while MotoGP's are rising. This is a good thing, yeah? Up to a point, perhaps. There's even a MotoGP v F1 poll for you to vote in




MotoGP: bigger than Formula 1?
Why are more and more F1 fans watching MotoGP?
MOTORSPORTMAGAZINE.COM

14,432 people reached

MotoGP Championship Quest shared Renol Sato's video.
Published by Graeme Warring · 9 December 2016 ·

Knee down




Renol Sato · Forum MotoGP Mania Indonesia
9 December 2016 ·

Babay rider era knee down.... 😊

23,978 people reached

MotoGP Championship Quest
Published by Graeme Warring · 21 November 2016 ·

Did you know Brembo is the official brake partner of MotoGP Championship Quest




10 technical questions on Brembo MotoGP brakes
This year, 100% of the MotoGP riders have decided to trust the high level of performance, reliability, safety and innovation guaranteed by the Italian Company, the undisputed key player worldwide in two-wheeled racing.
BREMBO.COM

14,082 people reached

MotoGP Championship Quest added 4 new photos.
Published by Graeme Warring · 21 November 2016 ·

From one of our Google Play reviews

BELISSSSSSSSIMISSSSSSSSSSIMO WAS MY DREAM TO PLAY IN THE CLOTH OF VALENTINO ROSSI 46 I HAVE NO WORDS



37,252 people reached

MotoGP Championship Quest
Published by Graeme Warring · 14 November 2016 ·


Want to win a #Tissot watch ... download and race as your favorite rider



11,143 people reached

MotoGP Championship Quest shared MotoGP's photo.
Published by Erika Ibarquen · 10 November 2016 ·

Who do you think the 10th winner could be?. Race in the #FanWorldChampionship, download #MotoGPChampionshipQuest for free: <http://apple.co/1BSaY7> <http://play.google.com/store/apps/details...>



MotoGP
10 November 2016 ·



CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

MotoGP™ Championship Quest on YouTube

Every week a new YouTube video was produced showcasing the fans, the riders and teams of MotoGP™. This channel now boasts over 200+ videos including game trailers, tips and tricks and some “hacks” on how to optimize your game performance. We have generated well over 2 million views by highly targeted fans of MotoGP™.

The screenshot shows the YouTube channel page for 'MotoGP Championship Quest'. The channel banner features the game's logo and a 'DOWNLOAD FOR FREE' button with links to the App Store and Google Play. The channel name is 'MotoGP Championship Quest' with 885 subscribers. The page displays several video thumbnails:

- Be a CHAMPION!** (Trailer #playmotogp): 231 views, 3 weeks ago. Includes social media links for Facebook, Instagram, and Twitter.
- MotoGP - Fan World Championship TV**: A series of videos including '2017 Fan World Championship Round 1' (2,523 views), '2016 Fan World Champions Round 4' (2,258 views), and 'Happy New Year Thank You 2016' (204 views).
- MotoGP Championship Quest - Tutorials**: Three tutorial videos: 'Bike Classes Tutorial' (1:55, 3,793 views), 'Social Networks Tutorial' (1:16, 7,749 views), and 'Sponsorships Tutorial' (1:09, 1,665 views).

On the right side, there is a 'Related channels' section listing other channels like 'MotoGP', 'OfficialMinis', 'aarava', 'Tiametmarduk', 'GamerSejati', and 'EA SPORTS FIFA'.



CHAMPIONSHIP QUEST JANUARY - MAY 2017 ENGAGEMENT REPORT

MotoGP™ Championship Quest: Contact

- Additional Data
- Customised Reports
- 3D Models and animations
- Customised Applications

Graeme Warring

MotoGP™ Championship Quest

+1480 234 1914

graeme@weplay.media

802 East Dunlap Ave.

Phoenix, AZ 85020 U.S.A.