

MAVTV[®]

2024

DEDICATED
TO THE GLOBAL
CULTURE **OF**
MOTORSPORTS

MEET THE NEW MAVTV®

- **WE HUMANIZE MOTORSPORTS**
- **WE CELEBRATE THE PASSION FOR RACING & RACERS**
- **WE EMBRACE THE SPIRIT OF GRASSROOTS RACING AND SPAN THE GLOBE TO UNITE ENTHUSIASTS**
- **WE ARE A PREMIUM PLATFORM FOR MOTORSPORTS STORYTELLERS & SPECULATORS, CURATORS & COLLECTORS, INSTRUCTORS & FANS**



MONSTER JAM



STACEY DAVID'S GEARZ



FORMULA DRIFT



ON THE RISE



MOTO AMERICA



SPEEDFREAKS

WE ARE EVERYWHERE

22M
HHS

>250M
DEVICES

MAVTV - LIVE RACING & PREMIERES

MAVTV SOCIAL MEDIA

MAVTV SELECT - FREE TV

MAVTV.COM

MAVTV

WE ARE FOR EVERYONE

AVERAGE AGE

47
DOWN
7 YEARS

FEMALE AUDIENCE

UP
54%

2023

+1B

IMPRESSIONS ON
PAY AND FREE TV

THE MOST COMPLETE LINEUP IN MOTORSPORTS TELEVISION



RACING

FROM STOCK CARS TO RALLY, DRAG RACING TO LATE MODEL DIRT, TRANS AM TO FORMULA DRIFT, ARENA TO ENDURO, JET SKI TO E-SCOOTER AND EVERYTHING IN BETWEEN, MAVTV OFFERS AN UNPARALLELED LINEUP OF EXCLUSIVE, MAJOR AND GRASSROOTS RACING SERIES AND SPECIAL EVENTS SERVING FANS AROUND THE WORLD.



BUILD & ENTHUSIAST

EXPANDING BEYOND ITS ROOTS IN RACING, MAVTV ENCOMPASSES A BROADER SPECTRUM OF AUTOMOTIVE PASSION AND OFFERS PREMIUM PROGRAMMING DEDICATED TO THE ART OF CAR ENTHUSIASM. FROM BUILDING, MAINTAINING, MODIFYING, RANKING OR COLLECTING, MAVTV IS THE HOME AND GARAGE FOR ALL AUTOMOTIVE LOVERS.



DOCUMENTARY

DELVING BEYOND THE PODIUM, MAVTV GIVES FANS A UNIQUE AND MORE INTIMATE LOOK INTO THE LIVES OF EXCEPTIONAL CHAMPIONS, ICONS AND RISING STARS STEERING THEIR WAY THROUGH THE RACING REALM. MAVTV CURATES PREMIUM ORIGINAL DOCUMENTARY CONTENT THAT VENTURE BEYOND THE SPEED AND SPECTACLE OF RACING.



NEWS & INFORMATION

MAVTV IS EXPANDING ITS SLATE OF NEWS AND INFORMATION PROGRAMMING THAT DELVES INTO THE PULSE OF MOTORSPORTS TO KEEP FANS INFORMED, ENGAGED AND IMMERSSED. WITH SHOWS SERVING AS COMMUNITY HUBS, DELIVERING THE LATEST NEWS & INSIGHTS, MAVTV HAS BECOME THE TRUSTED FAN EXPERT OF MOTORSPORTS.

WITH PRIMETIME BLOCKS BUILT AROUND TOP PERFORMING CONTENT PILLARS



MAVTV'S LEGACY IS IN AMERICAN OVAL TRACK RACING ON BOTH DIRT AND PAVEMENT. KICK OFF THE WEEK WITH THE BEST COLLECTION OF HOMEGROWN RACING!

Key Properties include Lucas Oil Late Model Dirt Series, Short Track America, STARS National Tour



IT WOULDN'T BE A TUESDAY WITHOUT OUR PERENNIAL PRESENTATION OF ALL THINGS TWO WHEEL. MAVTV IS PROUD TO PRESENT THE LARGEST OFFER ON TV.

Key Properties include AMA Arenacross, MotoAmerica, AMA Endurocross, MXGP, Isle of Man



EVERY WEDNESDAY NIGHT, WHETHER YOU ARE INTO MODIFYING, MAINTAINING OR COLLECTING CARS, MAVTV'S BUILDERS BLOCK IS YOUR ONE PIT STOP.

Key Titles include Stacey David's Gearz (New Exclusive Home), Sam's Garage, Dream Collections



MOTORSPORTS ARE A GLOBAL PHENOMENON. OUR THURSDAY NIGHT BLOCK FEATURES A DIVERSE COLLECTION OF THE BEST IN INTERNATIONAL RACING FORMATS.

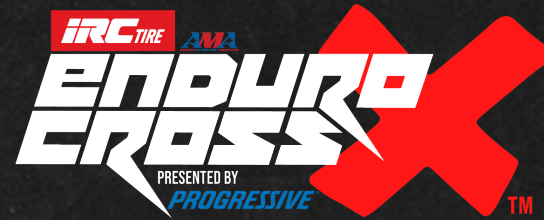
Key Properties include Trans Am, Race of Champions, DTM, Aussie Supercars



RACING & WRECKING HAVE LONG BEEN THE SUBJECT OF SCRIPTED FILMS & DOCUMENTARIES. GRAB SOME POPCORN AND START THE WEEKEND WITH MAVTV.

Key Titles include Blink of an Eye, Casselli 66, Hunt vs Lauda, Hurley, This is MOTO

LIVE RACING & EXCLUSIVE HIGHLIGHTS



LUCAS OIL LATE MODEL DIRT SERIES | LEMANS CUP | ISLE OF MAN | ASA STARS | DTM | KING OF THE HAMMERS
RACE OF CHAMPIONS | FERRARI CHALLENGE | STADIUM SUPER TRUCKS | WATER JET WORLD GRAND PRIX
GT WORLD CHALLENGE | POWERBOAT P1 | FIM SUPERENDURO WORLD CHAMPIONSHIP | CRANDON OFF ROAD
MONTEREY MOTORSPORTS REUNION | STOCK CAR PRO SERIES | LEGENDS CARS | BRITISH GP CHAMPIONSHIP

FAN FAVORITE BUILD & ENTHUSIAST SERIES



GROUNDBREAKING DOCUMENTARY

ON
THE
RISE

T	H	E	
L	I	F	E

IN
THE **MACHINE**

MOTOAMERICA
**PRESSURE
TO RISE**



**CONTROLLED
CHAOS**

NEWS & INFORMATION THAT DRIVES MOTORSPORTS CULTURE



PARTNERSHIP OPPORTUNITIES

MEDIA & CUSTOM INTEGRATION

MEDIA

- Key Dayparts, Program Specific, Run Of Schedule

SPONSORSHIP

- Custom Placements
- Block Sponsorship
- Logo Inclusion

FULLY INTEGRATED

- Expanded Distribution across Platform (Pay TV, Free TV, Digital, Social, Email Marketing)
- Custom Content & Branded Graphic Integration
- Experiential & On-Track Signage





THANK YOU

FOR MORE INFORMATION,
CONTACT SERWIN@MAVTV.COM



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MAVTV