

The logo for MAV TV, featuring the letters 'MAV' in a bold, red, sans-serif font, followed by 'TV' in a similar font but with a stylized, italicized appearance. The background is a black and white checkered racing flag.

MAV TV

**POWERED BY A
PASSION FOR SPEED**

Dedicated to the Global Culture of Motorsports

WE ARE

A premium platform for motorsports storytellers & speculators, curators & collectors, instructors & fans

Embracing the spirit of grassroots racing and spanning the globe to unite enthusiasts

Celebrating the passion for racing and racers

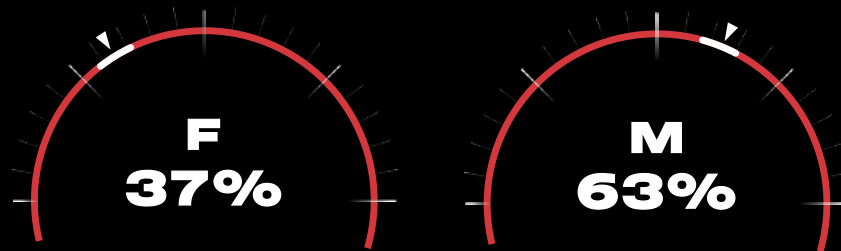
A motorsports culture catalyst

AUDIENCE DEMOGRAPHIC

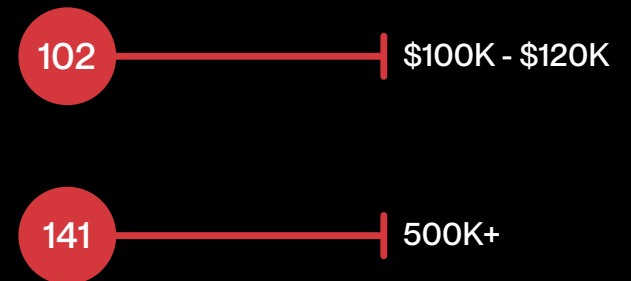
Age Range



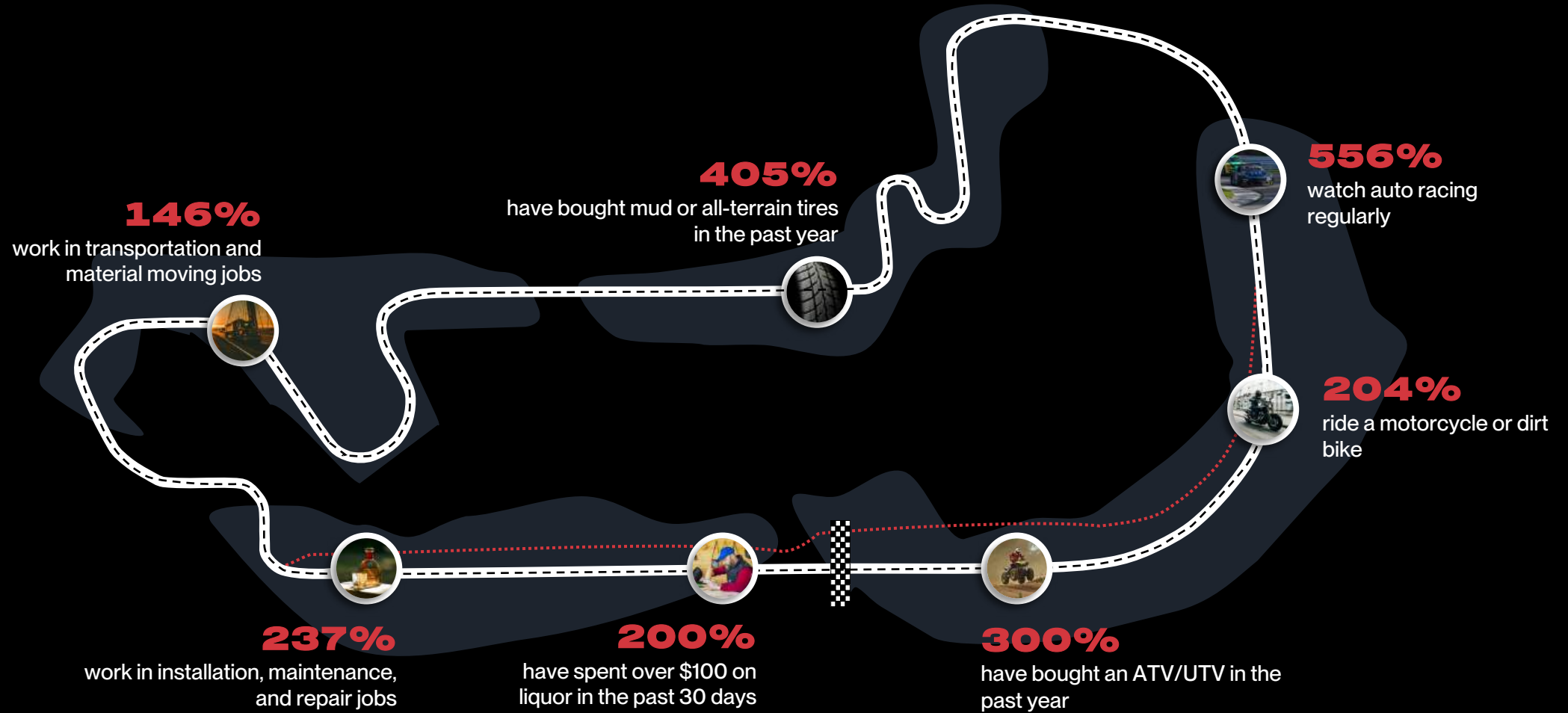
Gender



Index/Income



MAVTV VIEWERS ARE MORE LIKELY TO...



Source: MRI-Simmons

OUR GROWTH: 2023 TO 2024

Cable TV Audience

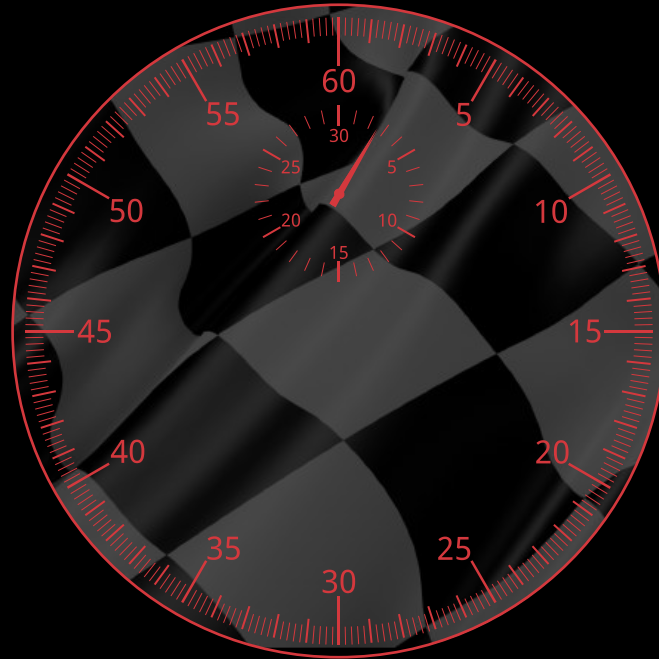
+10% overall growth with an additional
48,684,087 linear impressions

Female Audience

Up 15%

Social

+32% posts
+36% engagements
+29.7% impressions
+3% total reach



Age

Median age: down 11%

Key Day parts

+11% late night
+6% weekday daytime
+19% weekday morning
+14% weekday prime



Digital Expansion

Streaming app launch

MAVTV SELECT

+21% or +38,310,650 additional minutes per quarter
on FAST platforms

OUR PLATFORM DISTRIBUTION

Cable TV



MAV TV

+20M HH

Premium channel: home of
Live racing & premieres

Free TV



MAV TV
SELECT

MAV TV
BRASIL
MOTORSPORTS NETWORK

MAV TV
MOTORSPORTS NETWORK
(Free international channel)

350M devices

Second runs from premium
channel + exclusive select Live
racing

Web Platform



MAV TV

New premium interactive hub
with schedule, editorials and
racer database

Streaming App



MAV TV
GO

VOD, Live racing and custom
advertising opportunities. Free
and subscription tiers

A NEW PREMIUM STREAMING APP

8:30

**MAVTV
GO**

*YOUR GLOBAL
MOTORSPORTS
HOME*

DOWNLOAD FREE ON

Apple TV
APPLE TV **Apple** **Roku**
iOS ROKU

firetv
FIRE TV **MAVTV
GO** **Android**
MAC & PC ANDROID

Official Promo→

THE MOST COMPLETE MOTORSPORT LINEUP

Global Racing



An unparalleled lineup of exclusive, major and grassroots racing series and special events super-serving fans around the world

Build & Collect



From building, maintaining, modifying, ranking or collecting, enjoy the best selection of fan favorite shows

Documentary Series



Beyond the podium, we go inside the lives of champions, icons and rising stars as they chase and live the dream

Current & Commentary



With a finger on the pulse of motorsports, we keep fans informed, engaged and immersed

PRIMETIME BLOCKS

Monday



Key Properties:

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

Tuesday



Key Properties:

AMA Arenacross, FIM World Superbikes, Endurocross, Speedway GP, Isle of Man

Wednesday



Key Properties:

Stacey David's GEARZ, Sam's Garage, Dream Collections, GAA Classic Car Auctions

Thursday



Key Properties:

Trans Am, GT World Challenge, DTM, Race of Champions, Aussie Supercars

Friday



Key Properties:

Blink of an Eye, On Any Sunday, Casselli 66, Hunt vs Lauda, Hurley, This is MOTO

LIVE RACING AND EXCLUSIVE HIGHLIGHTS



FAN FAVORITE BUILD AND COLLECT SERIES



THE BEST AND MOST PRESTIGIOUS OFF-ROAD RACING ON EARTH



MAVTV ORIGINALS



Hosted by Danny Sullivan and Tony Stewart, RACERS ROUNDTABLE brings together a cross-section of racers, team owners and other notable racing enthusiasts in a unique and private setting to swap the never-told-before stories behind some of their favorite, little-known and perhaps most infamous experiences in motorsports

[Watch Sizzle Reel* →](#)



THE LIFE features top athletes across the spectrum of motorsports, following them through a week in the life and showcases what it's like to live your racing dreams to inspire fans and future racers. THE LIFE has featured athletes such as Drag racing icon Antron Brown, NASCAR star Daniel Hemric and off-road legend Loren Healy

[Watch Latest Trailer →](#)



Chase Matthew, grew up singing in church and wrenching on cars. As a rising star in country music, the only thing he loves more than writing and performing his music is getting in the garage to build, restore and modify his cars. CHASE'N follows the 26-year-old Country music phenom' during his Summer '24 tour with Jason Aldean

[Watch Sizzle Reel* →](#)



ON THE RISE introduces fans to the rising stars of the sport. Each episode showcases a different driver chasing the dream of competing at the highest level. Talent featured include Jade Avedisian, Dane Idelson, Jeb Burton, Jaxon Bell, Ben Maier, Hannah Greenemeier, Julien Beaumer, William Sawalich, and Thomas Annunziata

[Watch Latest Trailer →](#)

*Password required

PERFORMANCE REPORTING

We supply our clients consistent reporting metrics on the linear, digital, and social platforms that capture the commercial, social and in-show performance and values on most campaigns

iSpot.tv

iSpot measures creative effectiveness, performance, and second-by-second attention of all tv ads, leveraging a proprietary ad catalog, exclusive access to 51M smart tv's and set-top boxes, and direct integrations with 300+ streaming platforms and DSPs

HIVE

MENSIO powered by HIVE uses AI to power faster, more granular cross-platform advertising, branded content, and sponsorship intelligence, providing MAVTV with deeper, richer insights on the performance and value of integrated packages

MRI | SIMMONS

MRI-SIMMONS U.S. is the most comprehensive study on American consumers. This high-quality, nationally representative study provides marketers, media, and agencies with the most reliable truth set on consumer attitudes, behaviors, media preferences, and more

WHY PARTNER WITH MAVTV

Targeted & Dedicated Audience



- Reach a dedicated audience of motorsports fans and automotive enthusiasts
- Efficiently target a vertical, including car enthusiasts, race fans, and industry professionals
- Ensure higher engagement and better conversion rates due to a highly engaged audience

Brand & Content Alignment





- Associate your brand with prestigious racing series, and racers with the added reach of linear and digital media platform
- Build or improve credibility among motorsports professionals, fans and enthusiasts
- Align your advertising and marketing efforts with content that complement your brand

Integrated Sponsorships



- Become the official broadcast sponsor of high-profile racing series
- Leverage premium on-air, digital and social tactics for higher reach and complete event integration

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

<h2>Sponsorship</h2>  <ul style="list-style-type: none">Custom placementsBlock sponsorshipLogo inclusion	<h2>Fully Integrated</h2>  <ul style="list-style-type: none">Expanded distribution across platform (pay TV, free TV, MAVTV GO, digital, social, email marketing)Custom content & Brand integrationExperiential & On-track signage	<h2>Media Buy</h2>  <ul style="list-style-type: none">Key daypartsProgram specificRun of schedule
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ADVERTISING PARTNERS

TOYOTA



PROGRESSIVE



TOYO
TIRES



KENDA
TIRES



Weather
Tech

Safelite.



MAVTV

THANK YOU

Contact us →

Network Sizzle →

