



# MEDIA INFORMATION

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## **18.1 MILLION VIEWERS WATCH DAYTONA 500 ON FOX**

### **Nielsen Out-of-Home Data Gives 18-34 Demo Viewership Lift**

### **2018 Daytona 500 Delivers Best Streaming Performance Ever For NASCAR Event on FOX Sports GO**

**CHARLOTTE, N.C.** – With today's inclusion of Nielsen Media Research out-of-home viewing data, Sunday's Daytona 500 on FOX averaged 9,781,000 across all platforms, peaking at more than 11.5 million viewers. According to Nielsen, more than 18.1 million viewers watched all or part of the Great American Race.

The Daytona 500, with Austin Dillon scoring a dramatic victory in the iconic No. 3 and newcomer Darrell "Bubba" Wallace Jr. crossing the line second in Richard Petty's celebrated No. 43, was the highest rated and most-viewed FOX telecast of any kind since the NFC Championship Game in January, and remains the most-watched motor sports event on television.

Out-of-home data inclusion provided a 7.4% lift in the coveted 18-34 demo, the highest percentage increase of any demo.

Race coverage garnered an average-minute audience of 51,004 for the livestream telecast on FOX Sports GO and FOX Now, up 28% over last year's 39,832, making it the best-performing NASCAR event in FOX Sports GO history.

With more than 700,000 total interactions across Facebook, Twitter and Instagram for the week of Feb. 13-19, FOX Sports enjoyed 44% year-to-year social media growth from 2017's 499,000.

Finishing with a Nielsen Rating of 5.3/12, top television markets for the race included Greensboro (15.1/27), Greenville (14.3/24), Indianapolis (12.2/22), Charlotte (10.7/21) and Knoxville (10.2/18).

NASCAR racing returns this weekend from Atlanta Motor Speedway, with a NASCAR Xfinity Series/NASCAR Camping World Truck Series doubleheader Saturday, Feb. 24 (2:00 PM ET/4:30 PM ET on FS1) and the Monster Energy NASCAR Cup Series race Sunday, Feb. 25 (2:00 PM ET on FOX).

For more information about FOX NASCAR, please visit [FOX Sports Press Pass](#).

**About FOX Sports**

FOX Sports is the umbrella entity representing 21st Century Fox's wide array of multi-platform US-based sports assets. Built with brands capable of reaching more than 100 million viewers in a single weekend, FOX Sports includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FOX Sports includes the sports television arm of the FOX Broadcasting Company; FS1, FS2; FOX Sports Regional Networks, their affiliated regional web sites and national programming; FOX Soccer Plus; FOX Deportes and FOX College Sports. FOX Sports also encompasses FOX Sports Digital, which includes FOXSports.com, FOX Sports GO, Whatifsports.com and Yardbarker.com. Also included in the Group are FOX's interests in joint-venture businesses Big Ten Network and BTN 2Go, as well as a licensing agreement that establish the FOX Sports Radio Network.