



NATIONAL SALUTE

TO AMERICA'S HEROES

PRESENTED
BY



HYUNDAI

250 YEARS OF DEFENDING FREEDOM

1776 - 2026

STREAMED LIVE ON

FOX NATION

AMERICA



THE GREATEST SHOW ABOVE THE EARTH™



MIAMI BEACH





LIVE STREAM

OVER 1 MILLION SPECTATORS
REACHED THROUGHOUT MEMORIAL DAY WEEKEND

- Fox Nation Subscribers **2.47 Million**
- Second most watched Fox Nation programming for the day
- Fox News Audience **20 Million**
- Airshow TV / Fox LiveNOW / YouTube **143,000+ views**

From: "King, Amanda" <amanda.king2@fox.com>
Date: July 9, 2026 at 2:56:55 PM EDT
To: Mickey Markoff <mickey@mdmgroup.com>
Cc: "Marshall, Nicole" <nicole.marshall@fox.com>
Subject: MIAMI AIR AND SEA SHOW VIEWERSHIP

Hi Mickey,

The "National Salute to America's Heroes" drove strong audience engagement, finishing as the 2nd most watched show for the day it aired on Fox Nation (5/23).

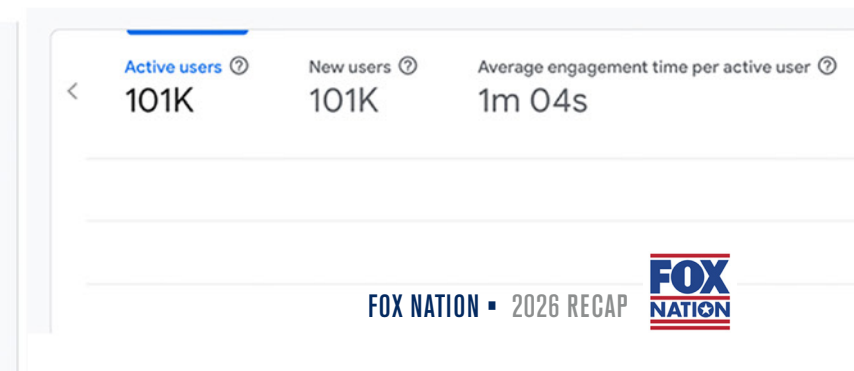


WEBSITE & DIGITAL



USAsalute.com

- 101,000 website visitors with over 146,689 sessions
- 376,000 page views
- 213,000 QR code scans



STREAMED LIVE ON

FOX NATION

RADIO & PRINT MEDIA

TOTAL IMPRESSIONS: 46,123,678

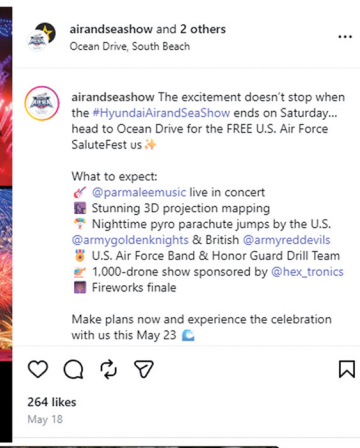
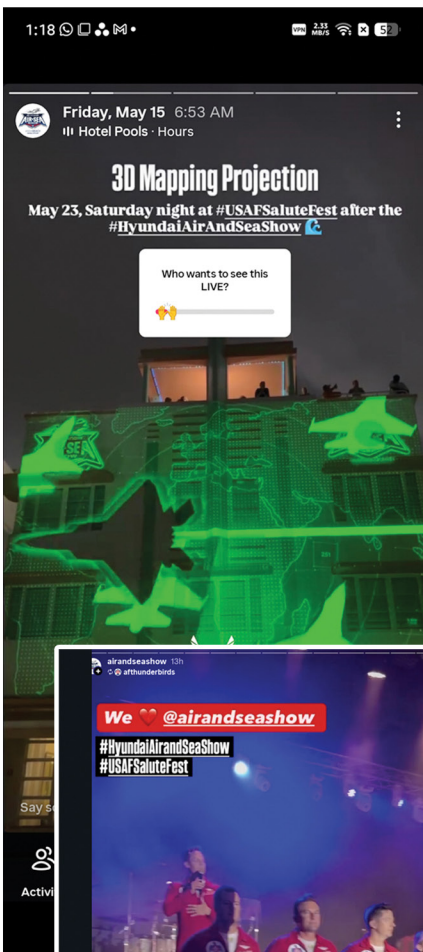
AUDACY RADIO GROUP

- Over 10,000 radio spots across 6 stations for 8 weeks
- Weekly Listeners: 2,301,500
- 187 social media posts with 652,098 followers
- 645,000 Emails sent and 135,450 web visitors

CITY OF MIAMI BEACH

- Dedicated emails and biweekly e-newsletter sent to 392K subscribers
 - 52 dedicated posts across X, Facebook, Instagram, and LinkedIn
- 642,460 impressions





SOCIAL MEDIA & PUBLIC RELATIONS

SOCIAL MEDIA

- 1200+ public posts using
- 691 publicly tagged posts of user-generated content
- Videos watched: 5,991,150
- 90% Positive Sentiment across all platforms

CROSS NETWORK PERFORMANCE

- 10.6M impressions and 287,903 accounts engaged
- FACEBOOK & INSTAGRAM
- 9,614,548 million impressions , 251.7K accounts engaged
- 4.8M Videos played

TOTAL IMPRESSIONS: 21,164,007

NATIONAL MEDIA

- Coverage in news and entertainment outlets
- Fox News
- Fox Nation
- Audience 868 million
- 75 million estimated views

TOTAL AUDIENCE: 2+ BILLION

OUTDOOR MEDIA

TOTAL IMPRESSIONS: 194,364,267

OUTFRONT MEDIA : 1.7 million impressions

- Billboards and Transit Shelters

2 Jumbo video display screens including USAF content for 8 hours both days



EVENT SITE SIGNAGE

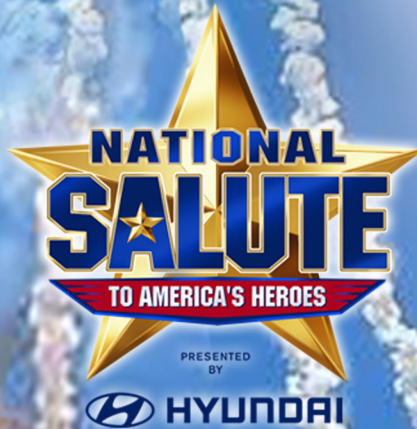
- Over 50,000 square feet of event signage in Beach Club, Display Village and along Ocean Drive
- A- frame signs & feather flags



NATIONAL TELEVISION SHOWS



NATIONAL TV SHOW



219,416,728
HOUSEHOLDS REACHED

National Salute to America's Heroes presented by Hyundai'

- Viewed in 108 markets on 129 stations with 87% US clearance
- 1-hour nationally syndicated TV special aired June 20 - July 19th
- Aired on the American Forces Network 400,000+ authorized Department of Defense viewers worldwide
- Fox News and Fox Nation show highlights



The background of the image is a large, waving American flag. In the foreground, the silhouettes of three soldiers are visible against a bright, hazy orange and yellow light, suggesting a sunrise or sunset. The soldiers are positioned on a dark, uneven ground, possibly a battlefield or a memorial site. The soldier on the left is standing and looking towards the right. The soldier in the middle is walking away from the viewer, carrying a rifle. The soldier on the right is also walking away, carrying a machine gun.

**"There is no better time than Memorial Day
weekend to pay tribute to our military and those who
have paid the ultimate sacrifice on behalf of our freedom"**
Mickey Markoff, Executive Producer