



Global Fans

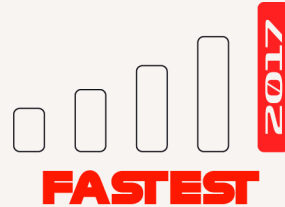
MORE THAN



ONLINE



Social Media Followers



Growing Sports Brand

4.3Bn 1.6Bn 207M



Impressions during 2017 season



Impressions during 2017 season



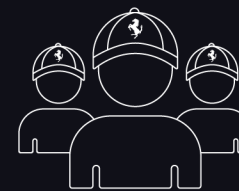
Views during 2017 season

TV IN 2017

1.76Bn
Cumulative Audience
352M
Unique Viewers

BROADCAST IN MORE THAN
200
Territories Worldwide

ATTENDANCE



4.1M
in 2017
+8%
vs 2016
77,000
per race day

204K
GLOBAL
Average Attendance

2018
21 RACES

21 Countries
Across 5 continents

5 DIFFERENT DRIVERS



Won first place in 2017
Most since 2013

ALMOST

100 RACES

Since the sport began



RECORD SPEED
Juan Pablo Montoya
Monza, 2005

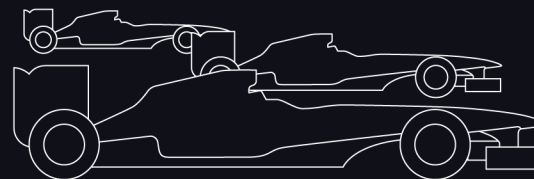
4,000 
Clips available
to broadcasters
via "F1 Insight"

3GB DATA



Generated by a car
in each race

120 SENSORS
On each car



1,500 DATA POINTS GENERATED
Per second of race