F1 Digital
2019 Summary Fact Sheet

F1 Digital Estate

- Overall MAUs: 7.6M (+23.1% vs 2018)
- F1.com: 6.1M MAUs
- Core apps: 1.5M MAUs
- 97.9 Million Pageviews per month across all core platforms

F1 TV Pro & Access

- AVAILABLE IN 66 MARKETS
- 5 LANGUAGES
- 24 SIMULTANEOUS STREAMS
- 397 ARCHIVE RACES

F1 Fantasy

- Overall MAUs: 7.6M (+23.1% vs 2018)
- F1.com: 6.1M MAUs
- Core apps: 1.5M MAUs
- 97.9 Million Pageviews per month across all core platforms

2019 Esports

- 109K participants in the qualifying rounds of 2019
- 5.8M online viewers
- 8.7M cumulative TV and online viewers
- 169M social media impressions

F1 Gaming

- F1 Mobile Games: F1 Mobile Racing, F1 Manager, F1 Pack Rivals
- Millions of MAUs
- F1 2019 Game: Best-in-class graphics and ground breaking game features

F1 Mobile Games
- Millions of MAUs
- 43 new episodes released in 2019
- With 15 million listens
- 76% of all listens are via Mobile
- Audioboom's 2nd largest podcast

Social Media

- Total Followers across the 4 core platforms: 24.9M followers in 2019, +32.9% vs 2018.
- 15.6bn impressions in 2019, +48.3% versus 2018

- 8.86M followers:
  - Most popular content: Pit Stops evolution - 35.5M views

- 4.3M followers:
  - Most popular content: RIP Niki Lauda - 36.7 interactions per 1k followers

- 8.62M followers:
  - Most popular content: RIP Niki Lauda - 137 interactions per 1k followers

- 3.14M followers:
  - Most popular content: Jos Verstappen fire 8M video views