

F1 Digital 2020 Summary Fact Sheet



F1 Digital Estate

Overall MAUs - **9.2M** (+21% vs 2019)

F1.com - 7.5M MAUs
Core apps - 1.8M MAUs

105.4 Million Pageviews per month
across all core platforms



F1 TV Pro & Access

F1 TV AVAILABLE IN **127** MARKETS

6 LANGUAGES

24 SIMULTANEOUS STREAMS

495 ARCHIVE RACES



F1 Fantasy

552,000 players in 2020

Overall MAUs - 415K (+44% vs 2019)

7.5 Million Pageviews per month



2020 Esports



273k participants in the Pro Series
qualifying rounds of 2020

11.4M online live-stream views

23.8M online video views

291M social media impressions

F1 Gaming



FANS RACED OVER **1BN** RACES IN OUR
GAMING PORTFOLIO!

F1 2021 PC/Console Game

Mobile Games & Integrations:
F1 Mobile Racing, F1 Manager, Real Racing 3
60M players

Web-based Games:
F1 Delta Time

Podcasts



2 new podcasts launched in 2020

41 new episodes of 'Beyond the Grid'

With **12 million** listens in 2020

Audioboom's **2nd** largest podcast



Social Media

35M followers in 2020, +36% vs
2019.

Total Followers across the four main platforms &
Snapchat, TikTok, Twitch & Chinese social
platforms.



9.8M followers

Most popular content: *Mercedes
Double-Stack at British GP* - **13.3M**
views



5.1M followers

Most engaged content: *Romain
Grojean's message from hospital* -
39.15 interactions per 1k followers



11.7M followers

Most popular content: *Romain
Grojean's message from hospital* -
174 interactions per 1k followers



4.8M followers

Most viewed content: *Grosjean
crash in Bahrain* - **10.95M** video
views