




503 MILLION

Global Fans

MORE THAN

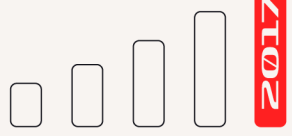


ONLINE



12.1 MILLION

Social Media Followers



FASTEST Growing Sports Brand

4.3Bn Impressions during 2017 season

1.6Bn Impressions during 2017 season

207M Views during 2017 season


TV IN 2017

1.76Bn Cumulative Audience

352M Unique Viewers

BROADCAST IN MORE THAN 204K Territories Worldwide

ATTENDANCE



4.1M in 2017

+8% vs 2016

77,000 per race day

204K GLOBAL Average Attendance

21 RACES 21 Countries Across 5 continents

5 DIFFERENT DRIVERS Won first place in 2017 Most since 2013

ALMOST 1000 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

2017 FINANCIAL REVIEW

\$1.8 BILLION Total Revenue

PROMOTION	34.1%
BROADCAST	33.7%
OTHER	16.9%
SPONSORSHIP	15.3%