

F1[®] FACT SHEET

35M SOCIAL MEDIA FOLLOWERS
+36% VS 2019

HIGHEST YOY INCREASE IN ENGAGEMENTS AMONG MAJOR SPORTS LEAGUES IN 2020

 **9.8M** FOLLOWERS

 **5.1M** FOLLOWERS

 **4.8M** FOLLOWERS

 **11.7M** FOLLOWERS

500 MILLION
GLOBAL FANS
MORE THAN



23
RACES IN
2021
22 COUNTRIES
5 CONTINENTS

ATTENDANCE

4.2M **+2%** **198,000**
IN 2019 VS 2018 AVERAGE PER RACE



4,500+
F1 CLIPS UPLOADED TO F1
INSIGHT IN 2020 FOR F1
BROADCASTERS
SAME AS 2019 DESPITE 4 FEWER RACES

1.49B
2020 SEASON CUMULATIVE AUDIENCE

87.4M
AUDIENCE PER GP IN 2020

433M
TOTAL UNIQUE VIEWERS IN 2020

BROADCAST
IN MORE THAN
170
TERRITORIES
WORLDWIDE



1950
YEAR THE FIRST F1
CHAMPIONSHIP
TOOK PLACE



1,035
RACES UP TO THE
END OF 2020



110
DIFFERENT GRAND
PRIX WINNERS
SINCE 1950



1.82
SECONDS IT TOOK
RED BULL TO MAKE
THE FASTEST EVER
PIT STOP