

F1[®] FACT SHEET

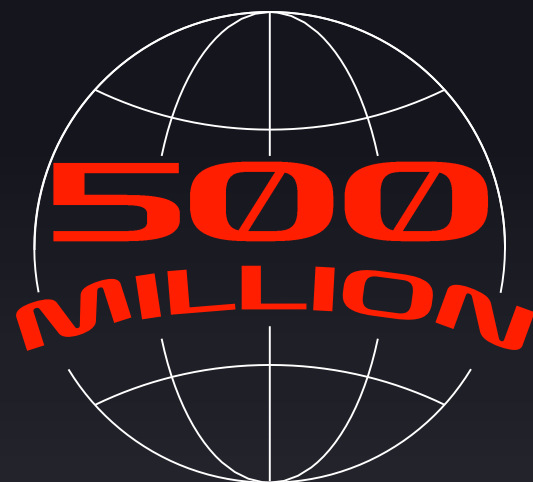
24.9M SOCIAL MEDIA FOLLOWERS
+33% VS 2018
HIGHEST INTERACTION RATE AMONG MAJOR SPORTS

f **5.6BN**
IMPRESSIONS DURING 2019 SEASON (+16%)

t **2.8BN**
IMPRESSIONS DURING 2019 SEASON (+47%)

v **762M**
VIDEO VIEWS DURING 2019 SEASON (+82%)

i **7.2BN**
IMPRESSIONS DURING 2019 SEASON (+89%)



GLOBAL FANS
MORE THAN



ATTENDANCE

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



4,500
F1 CLIPS UPLOADED TO F1 INSIGHT IN 2019 FOR F1 BROADCASTERS

22

RACES
22 COUNTRIES
5 CONTINENTS

1.92B
CUMULATIVE AUDIENCE (+9% vs '18)

471M
UNIQUE VIEWERS



BROADCAST
IN NEARLY



2
TERRITORIES
WORLDWIDE



70
YEARS SINCE THE FIRST F1 CHAMPIONSHIP



1,018
RACES UP TO THE END OF 2019



108
DIFFERENT GRAND PRIX WINNERS SINCE 1950



1.91
SECONDS IT TOOK RED BULL TO MAKE THE FASTEST EVER PIT STOP