

# F1<sup>®</sup> FACT SHEET

**18.5M** SOCIAL MEDIA FOLLOWERS

**+54%** FASTEST GROWING MAJOR SPORT ON SOCIAL MEDIA



**4.8BN**

IMPRESSIONS DURING 2018 SEASON (+6%)



**1.9BN**

IMPRESSIONS DURING 2018 SEASON (+16%)



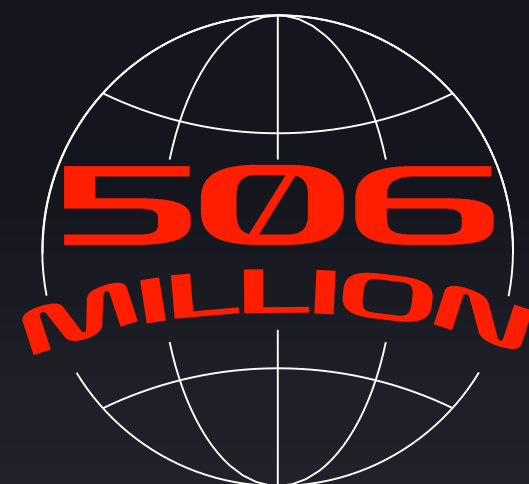
**463M**

VIDEO VIEWS DURING 2018 SEASON (+106%)



**3.8BN**

IMPRESSIONS DURING 2018 SEASON (+94%)



GLOBAL FANS

MORE THAN



**21**

RACES

21 COUNTRIES  
5 CONTINENTS

## ATTENDANCE

**4.1M** **+8%** **195,000**  
IN 2018 VS 2017 AVERAGE PER RACE



**>7,000**

F1 CLIPS NOW AVAILABLE TO BROADCASTERS VIA F1 INSIGHT

**1.76B**

CUMULATIVE AUDIENCE

**490M**

UNIQUE VIEWERS (+10% vs '17)

BROADCAST IN NEARLY



**2** TERRITORIES WORLDWIDE



**16GB**

DATA GENERATED BY EACH CAR PER RACE WEEKEND



**300+**

SENSORS ON EACH FORMULA 1 CAR



**70GB**

OF BROADCAST CONTENT STORED ON EACH CAR PER RACE WEEKEND



**231MPH**

RECORD SPEED (MONTROYA, 2005)