SportsPro



FORMULA ONE 2025 BUSINESS REPORT

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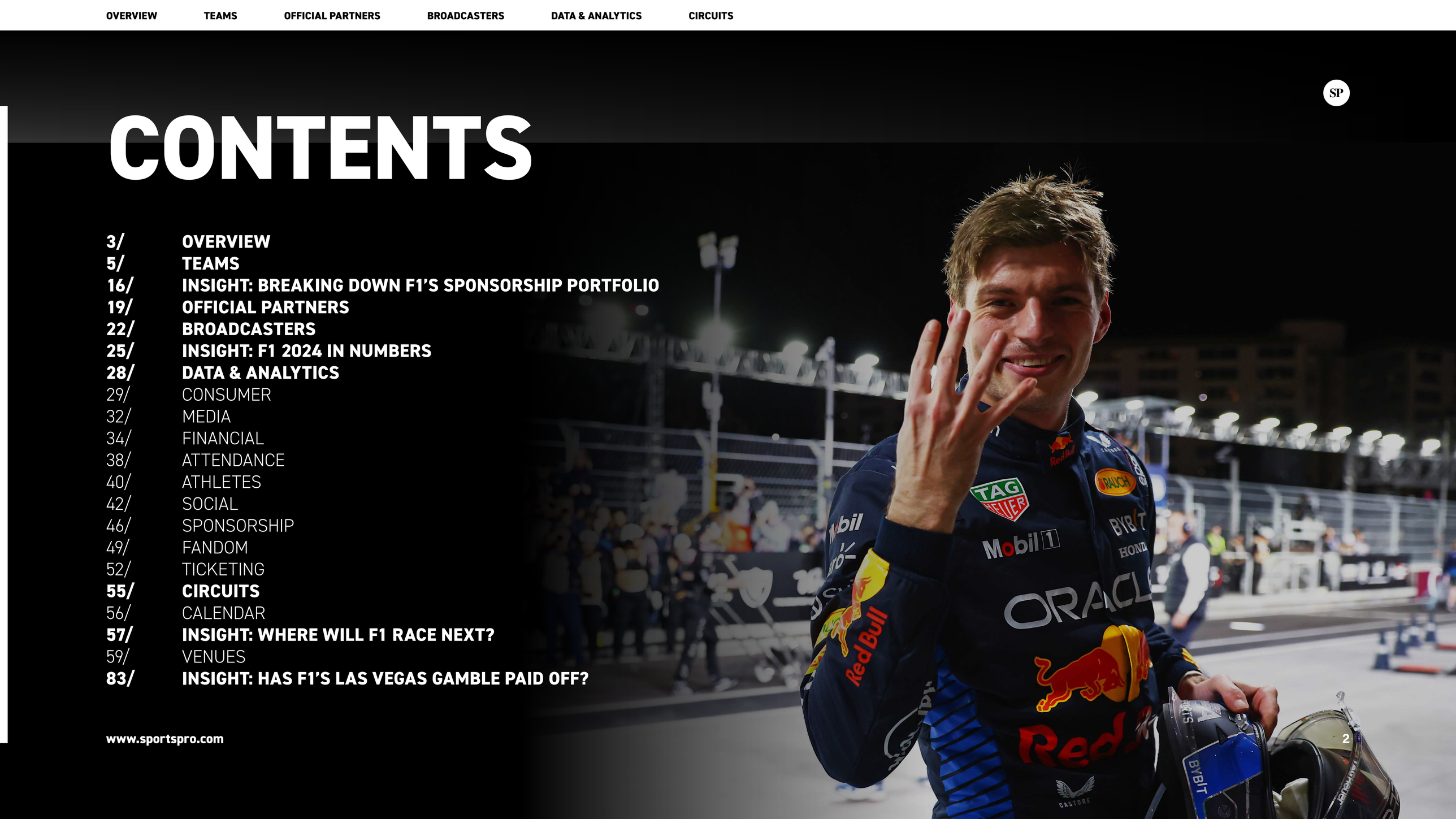


OVERVIEW

Formula One began the 2025 season paying homage to 75 years of history but, in reality, the global motorsport series is only looking towards future growth as it goes from strength to strength.

If you discount the season wrecked by the Covid pandemic, Formula One revenue has increased every year under Liberty Media's stewardship, most recently hitting US$3.65 billion last year.

This is dominated by revenue generated by media rights and race promotion, the two traditional financial drivers for the series. But sponsorship revenue has increased 134.4 per cent since Liberty Media acquired Formula One, significantly more than the series' reliable money-makers.

This is especially pertinent when you consider the landmark US$150 million-a-season contract with LVMH Group didn't kick in until the start of this season, so it wasn't even included in last year's financial results.

2025 sees ten new commercial partners (if you count the individual brands within the wider LVMH deal) which emphasises the unprecedented growth the series is currently experiencing. The commercialisation of the sport is likely



to continue, with more partners to complement the 'official chocolate bar' and 'official vodka' designations.

The teams are also enjoying similarly positive strides with nine of the ten teams now having a title partner. McLaren, the only team without one, have 51 unique partners, the most of any team on the grid.

Outside of this rapid commercial growth, though, it feels much like a transition year for the series.

The calendar has remained unchanged with just the order of races shifting around in certain places, but the big news revolves around how the schedule will transform moving forward. Madrid will host a new race from next season, with the likes of Thailand and Rwanda heavily rumoured to join too.

The Dutch Grand Prix will depart the calendar after 2026, the Belgian Grand Prix will become rotational after 2027, and this year is all but confirmed to be the last visit to Imola for the Emilia Romagna Grand Prix – Europe looks set to bear the brunt of Formula One's global aspirations.

Of course, the sport itself is about to undergo a significant shift in 2026 with new regulations coming in to shake up the established order. As Formula One begins to offer more and more competitive racing, organisers will be hoping that one team doesn't establish itself as a clear frontrunner.

The series also waits to welcome major manufacturers in the form of Audi, Ford, and Cadillac, the latter of which will expand the grid to 22 cars for the first time since 2016.

Spearheading the Formula One machine will be president and chief executive Stefano Domenicali, who recently extended his contract with the series until 2029. As tensions increase between Formula One and governing body the International Automobile Federation (FIA), the Italian's steady hand will be a welcome tonic.

And what of the on-track action? The McLaren Racing duo of Lando Norris and Oscar Piastri look like the early favourites, but you also can't count out four-time world champion Max Verstappen in a season that looks too close to call.

Then there's the irresistible combination of Formula One's most successful team and most successful driver: can Lewis Hamilton deliver success back to Maranello?

Formula One can rely on many unknowns to drive on-track entertainment, which can only help to add to the series' ever-increasing growth.



TEAMS



ALPINE





Jack Doohan



Pierre Gasly

OWNER
Groupe Renault (76%), Otro Capital and RedBird Capital Partners (24%)

CHIEF EXECUTIVE
Philippe Krief

TEAM PRINCIPAL
Oliver Oakes

BASE
Enstone, UK

POWER UNIT
Renault

TITLE PARTNER
BWT

TITLE PARTNER CONTRACT TERMS
Multi-year deal signed in 2022, reportedly US$25m per year

PREMIUM PARTNERS
- **Eni**
- **H. Moser & Cie**
- **MSC Cruises**
- **Renault E-Tech**

OTHER PARTNERS
3D Systems, Alpinestars, ApeCoin, Arctic Wolf, Banco BRB, Beforeyouspeak Coffee, Binance, Boeing, Built For Athletes, Businessolver, Canel's, Castore, Db Journey, Delphi, Endstate, Eurodatacar, Georg Fischer, Infinox, Jaaq, Lumi, Matrix Fitness, Mercado Libre, M-Experiment, Microsoft, Mission, MNTN, Mobilize Financial Services, Modo.us, New Era, Oakberry, Pirelli, Qatar Airways, Roland, Shamir, Sprinklr, The Venetian Resort, Trak Racer, Viagogo, Xbox



ASTON MARTIN



Fernando Alonso



Lance Stroll

OWNER
Lawrence Stroll (majority stake), HPS Investment Partners & Arctos Partners (minority stakes)

CHIEF EXECUTIVE
Andy Cowell

TEAM PRINCIPAL
Andy Cowell

BASE
Silverstone, UK

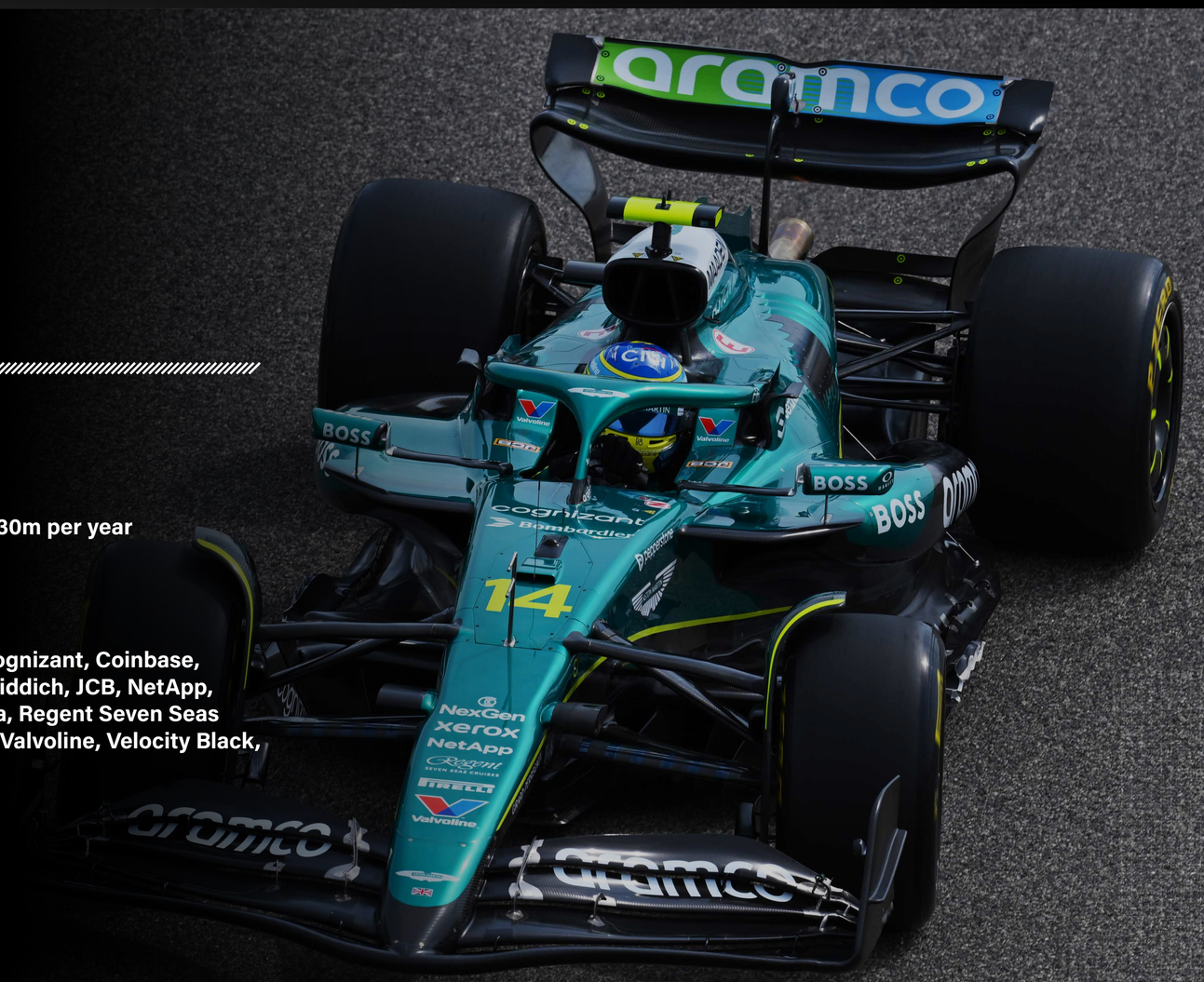
POWER UNIT
Mercedes

TITLE PARTNER
Aramco

TITLE PARTNER CONTRACT TERMS
Five-year deal signed from 2024, reportedly US$30m per year

PRINCIPAL PARTNER
Maaden

OTHER PARTNERS
Arm, Atlas Air, Bombardier, Boss, Circle8, Citi, Cognizant, Coinbase, Elemis, Financial Times, Girard-Perregaux, Glenfiddich, JCB, NetApp, NexGen, Oakley, Ogio, Pepperstone, Pirelli, Puma, Regent Seven Seas Cruises, SentinelOne, ServiceNow, Stilo, TikTok, Valvoline, Velocity Black, Wolfgang Puck, Xerox



FERRARI



Lewis Hamilton



Charles Leclerc

OWNER
Public (67%), Exor (23%), Piero Ferrari (10%)

CHIEF EXECUTIVE
Benedetto Vigna

TEAM PRINCIPAL
Frédéric Vasseur

BASE
Maranello, Italy

POWER UNIT
Ferrari

TITLE PARTNER
HP

TITLE PARTNER CONTRACT TERMS
Multi-year deal signed in 2024, worth around US$60m per year

PREMIUM PARTNERS
- **IBM**
- **Puma**
- **Shell**
- **UniCredit**
- **VGW**

OTHER PARTNERS
Ambipar, AWS, Bang & Olufsen, Bell Helmets, Bitdefender, Brembo, Celsius, Ceva Logistics, Chivas Regal, DXC Technology, Ecopol, Garrett, Genesys, Giorgio Armani, HCL Software, Iveco, Mahle, Manpower Group, NGK Spark Plugs, Öhlins, OMR, Peroni Nastro Azzurro 0.0%, Philip Morris International, Pirelli, Ray-Ban, Richard Mille, Riedel, Sabelt, SKF, TechnoGym, Vantage, VistaJet, ZCG



HAAS



Oliver Bearman



Esteban Ocon

OWNER
Gene Haas

CHIEF OPERATING OFFICER
Joe Custer

TEAM PRINCIPAL
Ayao Komatsu

BASE
Kannapolis, US and Banbury, UK

POWER UNIT
Ferrari

TITLE PARTNER
MoneyGram

TITLE PARTNER CONTRACT TERMS
Three-year deal signed from 2023, reportedly US$20m per year

PREMIUM PARTNERS
- **Haas Automation**
- **Play'n Go**
- **Toyota Gazoo Racing**

OTHER PARTNERS
Alpinestars, CommScope, HaasTooling.com, MGM Rewards, Mphasis, New Era, Orion180, Pirelli, Ruckus Networks, Schuberth, Taittinger, TravisMathew, Tricorp Workwear, University of Chicago Medicine, Zoomex



MCLAREN



Lando Norris



Oscar Piastri

OWNERS
McLaren Group and MSP Sports Capital (29.25%)

CHIEF EXECUTIVE
Zak Brown

TEAM PRINCIPAL
Andrea Stella

BASE
Woking, UK

POWER UNIT
Mercedes

MAJOR SPONSORS
- **Google**
- **Mastercard**
- **OKX**

MAJOR SPONSORS CONTRACT TERMS
- **Google signed multi-year extension in 2024, value unknown**
- **Mastercard signed multi-year deal in 2024, reportedly worth US$30m per year**
- **OKX signed three-year extension in 2024, reportedly worth US$25m per year**

PRIMARY PARTNERS
- **Allwyn**
- **British American Tobacco**
- **Cisco**
- **DP World**

OTHER KEY PARTNERS
Airwallex, Akzonobel-Sikkens, Alteryx, Alpinestars, Android, Arrow, Ashurst, Castore, Chrome, CNBC, Dell Technologies, Deloitte, Dewalt, Dropbox, Ebay, Ecolab, Estrella Galicia 0.0%, FAI Aviation Group, FxPro, Goldman Sachs, Google Cloud, Greene Tweed, Halo, Hilton, Jack Daniel's, Kaust, K Swiss, Lego, Medallia, Monster Energy, New Era, Okta, Optimum Nutrition, Pirelli, Reiss, Richard Mille, Salesforce, SmartSheet, Splunk, Stratasys, SunGod, T-Mobile, Tumi, Udemy, Unilever, VMware, Workday



MERCEDES



Andrea Kimi Antonelli



George Russell

OWNERS
Daimler AG, Ineos, Toto Wolff (33% each)

CHIEF EXECUTIVE
Toto Wolff

TEAM PRINCIPAL
Toto Wolff

BASE
Brackley, UK

POWER UNIT
Mercedes

TITLE PARTNER
Petronas

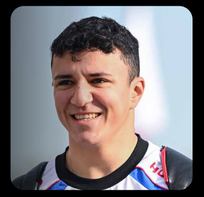
TITLE PARTNER CONTRACT TERMS
Multi-year extension signed beyond 2026, worth up to US$75m per year

PRINCIPAL PARTNER
Ineos: signed in 2019, expires 2024, valued at UK£20m per year

OTHER KEY PARTNERS
Adidas, Akkodis, AMD, BetterUp, Crowdstrike, Einhell, Endless, G42, Hewlett Packard Enterprise, IWC Schaffhausen, Luminar, Mous, Nuvei, Pirelli, SAP, Signify, Sherwin-Williams, Snapdragon, Solera, TeamViewer, The Ritz-Carlton, UBS, WhatsApp



RACING BULLS



Isack Hadjar



Yuki Tsunoda

OWNER
Red Bull

CHIEF EXECUTIVE
Peter Bayer

TEAM PRINCIPAL
Laurent Mekies

BASE
Faenza, Italy and Milton Keynes, UK

POWER UNIT
Honda RBPT

TITLE PARTNERS
Visa, Cash App

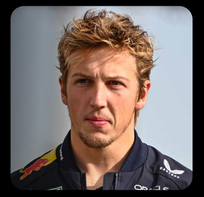
TITLE PARTNER CONTRACT TERMS
Multi-year deal signed in 2024, reportedly worth around US$30m per year

PRINCIPAL PARTNER
N/A

OTHER KEY PARTNERS
Airtasker, Dynatrace, ExxonMobil, Hahnair, Honda, Hugo, Hugo Eyewear, Neft Vodka, Piquadro, Pirelli, Randstad, Ravenol, RebelDot, Riedel, Roboze, Siemens, Student.com, Tudor, XMTrading



RED BULL



Liam Lawson



Max Verstappen

OWNER
Red Bull

CHIEF EXECUTIVE
Christian Horner

TEAM PRINCIPAL
Christian Horner

BASE
Milton Keynes, UK

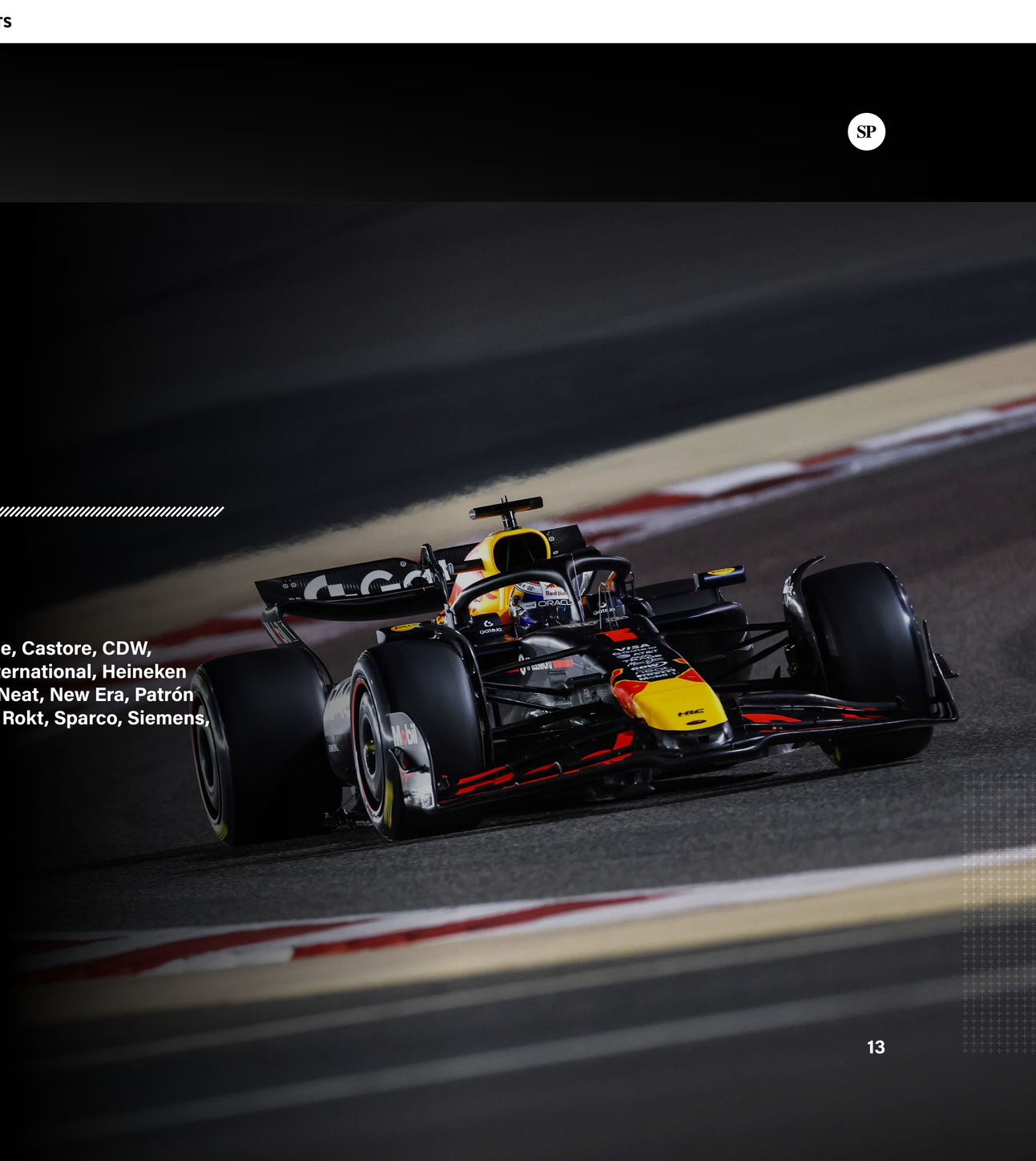
POWER UNIT
Honda RBPT

TITLE PARTNER
Oracle

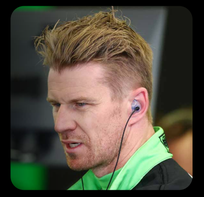
TITLE PARTNER CONTRACT TERMS
Five-year deal signed in 2022, worth US$60m per year

PRINCIPAL PARTNER
N/A

OTHER KEY PARTNERS
1Password, Ansys, APL, ArmorAll, AT&T, AvaTrade, Castore, CDW, DMG Mori, Gate.io, Gold Standard, Hard Rock International, Heineken 0.0, Hexagon, Honda, Maui Jim, Mobil 1, Mophie, Neat, New Era, Patrón Tequila, Pepe Jeans, Philips, Pirelli, PWR, Rauch, Rokt, Sparco, Siemens, Tag Heuer, Visa, Yeti



SAUBER



Nico Hulkenberg



Gabriel Bortoleto

OWNER
Audi, Qatar Investment Authority (minority stake)

CHIEF TECHNICAL DIRECTOR
Mattia Binotto

TEAM PRINCIPAL
Jonathan Wheatley

BASE
Hinwil, Switzerland

POWER UNIT
Ferrari

TITLE PARTNER
Stake

TITLE PARTNER CONTRACT TERMS
Three-year deal signed in 2023, reportedly US$33m per year

PRINCIPAL PARTNER
Kick: signed 2023, expires 2025, value not reported

OTHER PARTNERS
Additive Industries, Admin By Request, Agilis, Aleph, Beyond Nations, Brütsch-Rüegger Tools, Camozzi, Catalano, Cielo, Claro, Code Zero, CoinPayments, Edelweiss, Extreme Networks, Fix Network, GeorgFischer, GlobeAir, Hewlett Packard Enterprise, Jeckerson, JigSpace, Libertex, Mascot Workwear, Mitsubishi Electric, PicPay, Pirelli, Puma, Riedel, Sabelt, Scania, SenseTime, Singha, Sunoco, Tucano, Walter Meier, Web Eyewear, Zero Petroleum



WILLIAMS



Alex Albon



Carlos Sainz

OWNER
Dorilton Capital

CHIEF OPERATING OFFICER
Pat Fry

TEAM PRINCIPAL
James Vowles

BASE
Grove, UK

POWER UNIT
Mercedes

TITLE PARTNER
Atlassian

TITLE PARTNER CONTRACT TERMS
Multi-year deal signed in 2025, reportedly worth up to US$35m per year

PRINCIPAL PARTNER
Komatsu: multi-year deal signed in 2024, value unknown

OTHER KEY PARTNERS
Brillio, Dorilton Ventures, Duracell, FanCapital, Gulf, Keeper Security, Life Security, Kraken, MyProtein, Pirelli, Puma, Reviva, Santander, Spinal Injuries Association, Stephens, THG, Vast Data, Zoox



INSIGHT

BREAKING DOWN F1'S 2025 SPONSORSHIP PORTFOLIO

SportsPro assesses the current health of Formula One's sponsorship roster and where it is likely to go next.

Time never stands still in the world of Formula One and nowhere is this truer than with the series' commercial strategy.

Under the stewardship of chief commercial officer Emily Prazer, Formula One has undergone a rapid evolution, becoming more commercially minded than ever.

Motorsport's glamour series has always been money-centric, but there's never been an official chocolate bar or a sponsored Drag Reduction System zone before like there was in Las Vegas. These are new commercial horizons indeed.

With Formula One's appeal hitting new heights, brands are now tripping over themselves for a slice of the ever-expanding pie. Previously, the series opted for a selective approach to its partnerships, which saw a focus on selling scarcity and exclusivity – but this was prior to more of the world's attention turning to Formula One.

So, where does the series' sponsorship portfolio sit in the 2025 season and where is it likely to go next? SportsPro breaks it down.



What's new for 2025?

As most new deals for this season were finalised last year, it's easy to forget the sheer breadth of partners that have come on board.

The most notable deal saw LVMH Group agree a landmark ten-year contract with Formula One. The global partnership is reportedly worth US$150 million per season which, if true, would make the deal worth an unprecedented US$1.5 billion.

So far, Tag Heuer has been confirmed as the official timekeeper of Formula One, with Moët Hennessy on board as the series' official champagne. Louis Vuitton also joined the roster, as well as being the title sponsor of the season-opening Australian Grand Prix, a first for the brand at a sporting event.

The collaboration was then expanded to include Belvedere, which was unveiled as the first-ever official vodka partner of the series.

LVMH was the only new addition to the global partnership roster.

In the wider portfolio, a sign of Formula One's future commercial strategy saw Nestlé agree a deal for its KitKat brand to become the series' official chocolate bar. The partnership will expand across the world in 2026, at which point there may be a few more deals of a similar ilk in place.

Santander agreed to become Formula One's official retail banking partner from this season with a particular focus on promoting its Openbank brand, which launched in the US towards the end of 2024. In addition, the series unveiled a partnership with global lottery operator Allwyn, placing a particular emphasis on connecting with new audiences.

Formula One is also taking licensing more seriously, opening its doors to deals with Lego and Mattel. The former's multi-year deal covers all ten teams, while the latter will see a full range of Hot Wheels cars released. The series has shown it is acutely aware of engaging the younger generation while still pursuing top-level partnerships.

A smaller deal that may have gone unnoticed is with Aggreko. The sustainability-focused partnership will deliver low-carbon energy solutions to all European Grands Prix in 2025 after multiple trials over the last couple of years.

Who's stuck around?

The size of Formula One's global portfolio emphasises the commercial health of the series.

A notable xample is the pact with DHL, which has served as Formula One's global logistics partner since 2004 – the longest-running active deal in the series – and most recently signed an extension to its US$40 million-a-year deal in 2024.

A year prior, extensions were agreed with Heineken, MSC Cruises and Pirelli. The Dutch brewer has been with the series for nine years and more recently has been promoting its non-alcoholic beer as part of a deal worth a total of US$250 million.

Pirelli will continue to be Formula One's exclusive tyre supplier until 2027, with the option of an additional year, having been with the series since 2011. The partnership was upgraded to a global level in 2018.

MSC Cruises signed its deal until 2026 which includes the opportunity to sell hospitality packages on its ships at select Grands Prix.

Other current partners include AWS on a multi-year deal that went global in 2022, a US$30 million-a-year deal with Salesforce until 2027, and an airline partnership with Qatar Airways also until 2027.

There are a handful of extensions that kick in for 2025. Lenovo signed a multi-year renewal that saw it elevated to a global partner. Motorola became the series' global smartphone partner as part of the deal.

Crypto.com also showed that the cryptocurrency sector is not done with Formula One yet, signing a US$20 million-a-year extension until 2030.

2025 will also see American Express' regional partnership upgraded to a global deal, although it falls short of being an officially designated global partner.

What does the future hold?

Clearly, expansion is the aim for Formula One. It has a low sponsor churn rate with just AlphaTauri, Ferrari Trento, Rolex, and Workday dropping off from last year. Indeed, Ferrari Trento and Rolex both wanted to stay and only departed because of the LVMH deal.

However, there is a limit to how much sponsorship inventory Formula One has, so any expansion must be considered. Deals along the lines of KitKat becoming the series' official chocolate bar, and thus securing a specific designation, look set to become more common as brands seek cut-through.

Artificial intelligence (AI) will be a big expansion area this year, but AWS has this covered at a global level for the series. Perhaps a smaller company could target a specific niche as the technology becomes even more prevalent?

Formula One's efforts to expand its calendar may also have a commercial impact. Rwanda looks most likely to join the schedule first, which opens up the African market.

The series is also eyeing a greater presence in Asia, with races in Thailand and South Korea mooted. The pair's cause could be helped by the appointment of Derek Chang as Liberty Media's new chief executive, given he has extensive experience in the Asian market after his stint heading up the National Basketball Association's (NBA) China operation.

Meanwhile, the launch of the all-female F1 Academy series in 2023 has offered a new opportunity for brands wanting to support women in motorsport, with the likes of Tommy Hilfiger, Puma and Charlotte Tilbury all signing on. Yet, it is 23 years since a woman entered a Formula One race. Should a female driver make the step up, sponsorship interest would be considerable.

Overall, while Formula One's commercial portfolio appears to be nearing capacity, the LVMH agreement has shown that the series will evolve its strategy for the right deal, even if that means dispensing with existing partners.

As ever, money will continue to be the mother tongue of Formula One.



PARTNERS

GLOBAL PARTNERS

Company	Official designation	Partner since	Latest extension	Expiry date	Overall rights fee	Annual rights fee
Aramco	Global partner	2020		2030	$450 million	$45 million
AWS	Official cloud and machine learning provider	2018	2022	Multi-year deal		
Crypto.com	Global crypto partner	2021	2025	2030	$100 million	$20 million
DHL	Global logistics partner	2004	2024	Multi-year extension		$40 million
Heineken	Global beer partner	2016	2023	Multi-year extension	$250 million	
Lenovo	Global partner	2022	2025	Multi-year deal		
LVMH	Global partner	2025		2034	US$1.5 billion	US$150 million
MSC Cruises	Global partner	2022	2023	2026		
Pirelli	Exclusive tyre supplier	2018	2023	2027		
Qatar Airways	Official airline	2023		2027		
Salesforce	Global partner	2022		2027	$150 million	$30 million

OFFICIAL PARTNERS

Company	Official designation	Partner since	Latest extension	Expiry date	Overall rights fee	Annual rights fee
Aggreko	Official provider	2025		Multi-year deal		
Allwyn	Official partner	2025		Multi-year deal		
American Express	Official partner	2023	2025	Multi-year deal		
BBS Motorsport	Official wheel rim provider	2022		2026		
Belvedere	Official vodka	2025		2034		
Globant	Official partner	2024		Multi-year deal		
Las Vegas Convention and Visitors Authority	Official partner	2024		2025		
Lego Group	Official licensee	2025		Multi-year deal		
Liqui Moly	Official partner	2019	2023	2026	$200 million	$50 million
Louis Vuitton	Official partner	2025		2034		
Mattel	Official licensee	2025		Multi-year deal		
McDonald's	Official partner in Latin America	2024		Multi-year deal		
Moët Hennessy	Official champagne	2025		2034		
Nestlé	Official chocolate bar	2025		Multi-year deal		

Source: F1 Financial figures quoted above have been publicly reported.

OFFICIAL PARTNERS CONTINUED

Company	Official designation	Partner since	Latest extension	Expiry date	Overall rights fee	Annual rights fee
Pacsun	Official licensee	2022	2024	Multi-year deal		
Paramount+	Official partner	2023		Multi-year deal		
Puma	Official provider	2023		2025		
Santander	Official retail banking partner	2025		Multi-year deal		
Tag Heuer	Official timekeeper	2025		2034		
Tata Communications	Official broadcast connectivity provider	2022		Multi-year deal		
Topps	Official licensee	2020	2024	Multi-year deal		

Source: F1 Financial figures quoted above have been publicly reported.

BROADCASTERS

Broadcaster	Territories covered	Partner since	Latest extension signed	Expiry date	Notes
Antena	Romania	2024		2026	Exclusive FTA rights
Antenna	Greece	2023		2025	
Artmotion	Kosovo				
Bandeirantes	Brazil	2021	2022	2025	
BeIN Sports	Hong Kong, Singapore, Malaysia, Brunei, Indonesia, Timor-Leste, Thailand, Laos, Cambodia, Philippines	2023		2025	
BeIN Sports	MENA, Turkey	2024		2033	US$50m per year
Canal+	France, Myanmar	2013	2022	2029	More than US$65m per year
Channel 4	UK	2016	2023	2026	Sub-licensing deal
Coupang Play	South Korea	2023		Multi-year deal	Digital rights
Cytavision	Cyprus				
DAZN	Japan	2021	2023	2025	
DAZN	Portugal	2025		2027	
DAZN	Spain, Andorra	2021	2023	2026	
DigitAlb	Albania				
Eleven Sports	Poland	2025		2028	More than US$15m per year
Elta	Chinese Taipei				Digital rights
ESPN	Latin America and the Caribbean	2018	2023	2025	Excluding Mexico and Brazil
ESPN	USA	2018	2022	2025	US$90m per year

Source: F1 The series' OTT offering F1 TV is available around the world, excluding major broadcast markets like Australia, France, Germany, Italy, Spain, and the UK.

BROADCASTERS CONTINUED

Broadcaster	Territories covered	Partner since	Latest extension signed	Expiry date	Notes
FanCode	India	2024		2025	
FastSports	Armenia				
Fox Sports	Mexico, Argentina, Chile	2018	2022	2025	
Fox Sports Channels	Australia	2007	2022	2026	AU$45m per year
Fuji TV	Japan	1987	2023	2025	
Idman Azerbaycan	Azerbaijan				
K+	Vietnam				
M4	Hungary				
Network Ten	Australia	2003	2022	2026	Sub-licensing deal
Nova	Czechia, Slovakia	2024		Multi-year deal	
Now TV	Hong Kong	2023		2025	Digital rights
ORF	Austria	2016	2020	2026	Sub-licensing deal for reported US$11.4m per year
RDS	Canada	1994	2020	Multi-year deal	French language
RTBF	Belgium		2023	2027	Linear rights on Tipik and digital rights on Auvio, select races on La Une
RTL	Germany	2024		2025	Sub-licensing deal for seven live races per season
RTL Luxembourg	Luxembourg	2021	2023	2026	
Rush Sports	Caribbean	2024		2025	
ServusTV	Austria	2020	2022	2026	
Setanta Sports	Eurasia	2014			
Setanta Ukraine	Ukraine				
Sky Deutschland	Germany	2020	2022	2027	More than US$60m per year

Source: F1 The series' OTT offering F1 TV is available around the world, excluding major broadcast markets like Australia, France, Germany, Italy, Spain, and the UK.

BROADCASTERS CONTINUED

Broadcaster	Territories covered	Partner since	Latest extension signed	Expiry date	Notes
Sky Italia	Italy	2013	2022	2027	
Sky New Zealand	New Zealand	2023		Multi-year deal	
Sky Sports	UK & Ireland	2012	2022	2029	Contract worth UK£1bn
Sport 24 (IMG)	In-ship and inflight rights	2023		2025	
SportKlub	Bosnia, Croatia, Kosovo, Macedonia, Montenegro, Serbia, Slovenia				
SRG SSR	Switzerland				Coverage on SRF (German), RTS (French), and RSI (Italian)
SuperSport	Africa	2020	2021	2026	
Telenet	Belgium	2014	2025	2027	
Tencent	China	2023	2025	2027	Digital rights
TSN	Canada	1992	2020	Multi-year deal	English language
TV3	Denmark				
TV3 Group	Estonia, Latvia, Lithuania	2025		2029	Sub-licensing deal after Viaplay withdrew from Baltics
TVWan Sports	Papau New Guinea, Pacific Islands				
Viaplay	Denmark, Finland, Iceland, Netherlands, Norway, Sweden	2021	2024	2029	
Videoland	Chinese Taipei	2022	2025	2025	Linear rights

Source: F1 The series' OTT offering F1 TV is available around the world, excluding major broadcast markets like Australia, France, Germany, Italy, Spain, and the UK.

INSIGHT

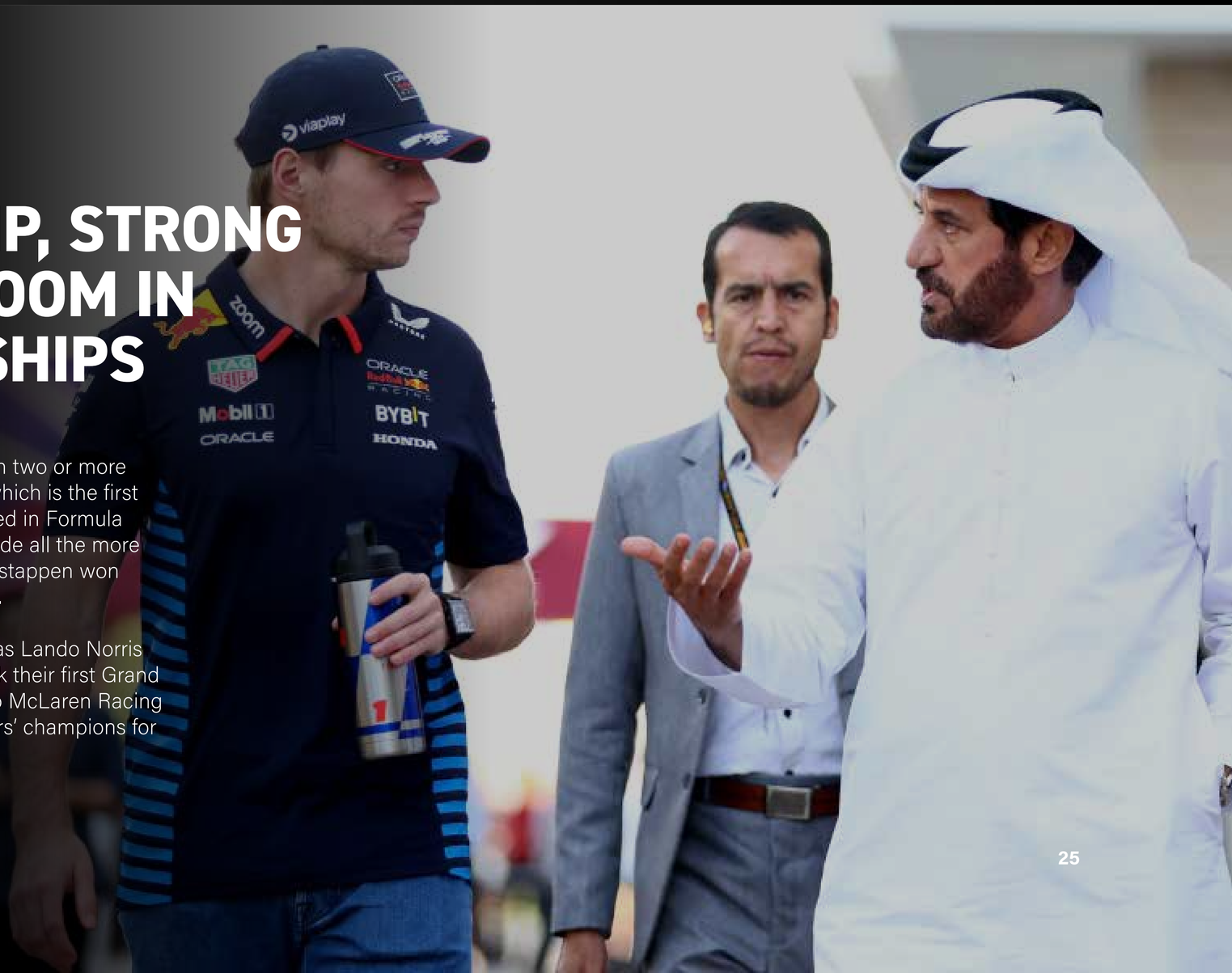
F1 2024 IN NUMBERS: CONSISTENT VIEWERSHIP, STRONG ATTENDANCES, AND A BOOM IN COMMERCIAL PARTNERSHIPS

Max Verstappen won a fourth world title, yet 2024 was anything but processionary as it delivered a much-needed injection of excitement to Formula One. With the season now wrapped up, SportsPro picks out the key attendance, TV viewership, and commercial figures from the year.

The 2024 Formula One season began with yet more dominance for Red Bull and Max Verstappen, but eventually became one of the series' most competitive in recent memory.

Seven different drivers won two or more races during the season, which is the first time this has ever happened in Formula One history. The feat is made all the more remarkable by the fact Verstappen won seven of the first ten races.

It was also a year of firsts as Lando Norris and Oscar Piastri both took their first Grand Prix victories on the way to McLaren Racing being crowned constructors' champions for the first time since 1998.



Lewis Hamilton won the British Grand Prix, his first win since the infamous 2021 season and his last home race for Mercedes before switching to Ferrari next year. And while the Formula One legend enters the twilight years of his career, six rookies will compete in their first full-time seasons in 2025.

But what of 2024? SportsPro unpacks the headline numbers and fills in the gaps from an action-packed season.

Steady crowds after slow start

Attendances were strong if not spectacular for Formula One in 2024.

There are 17 races to compare data from this season to last. Of those, just the Qatar Grand Prix experienced a double-digit attendance percentage increase (22.6 per cent). Other notable increases came at the Italian Grand Prix (9.2 per cent) and the São Paulo Grand Prix (8.5 per cent).

Two races fell compared to last season – Austria and Las Vegas – and the Grands Prix in Great Britain, Belgium, and the Netherlands all matched last year's totals. There weren't races in China or Imola last season so there are no comparisons to be drawn.

As usual, Monaco and Azerbaijan did not disclose their attendance figures for the season, but the likes of Saudi Arabia, Imola, and Austin avoiding an official release is not so common. This implies underwhelming years for the latter three races.

The combined figure from the officially released attendances is 5.6 million, which leaves around 900,000 fans unaccounted for across those five races. Austin is one of the best-attended races on the calendar and likely pulled in around 430,000 fans, while Monaco is widely known to attract in the region of 200,000 attendees per race.

With these estimates, that leaves 270,000 fans across Saudi Arabia, Imola, and Azerbaijan, which likely means all three events fell below six figures for attendance. Total attendance rose to over 6.5 million fans across the 2024 season, a nine per cent increase year-over-year. This increase needs to be qualified, though, as the 2024 season had two more races than the previous year.

In fact, average attendance per race has plateaued, sitting at just over 270,000 fans at each Grand Prix for consecutive seasons. But the growth that the series has enjoyed should not be underplayed, with attendances increasing by 60 per cent since Liberty Media acquired the championship in 2017.

Notable achievements in 2024 include record attendances at the Grands Prix in Australia (452,100), Mexico (404,958), Italy (335,000), Spain (288,200), and Singapore (269,072).

Do trends in the US reflect on the global TV audience?

The global TV audience increased to 1.6 billion last season, but the average per race actually fell from 68.2 million to 66.7 million as there were more races in 2024 compared to 2023. Analysing the key market of the US can give us a better idea of the trends throughout the season.

The US experienced a tough start, only breaking one million viewers twice in the first seven Grands Prix. An important caveat is that the scheduling also didn't help these races, with Australia, China, and Japan all taking place in the early hours of the morning in the US. Plus, the races in Bahrain and Saudi Arabia were moved from Sunday to Saturday due to the timing of Ramadan.

Miami broke US viewership records with 3.1 million viewers. Fittingly, this race was won by Norris and spelled the end of the predictable rhythm of Formula One as the Brit mounted a short-lived title challenge.

From Monaco onwards, which covered a span of 17 races, only four dropped below one million viewers, highlighting the strong finish to the season. However, three of those were in the final four races of the year.

During the season, 12 races saw year-over-year (YoY) viewership gains, including seven event records for viewership (Miami, Monaco, Canada, Great Britain, Italy, Qatar, and Abu Dhabi).

Overall, average viewership in the US on ESPN is down three per cent compared to 2023, falling from 1.16 million to 1.13 million. The highest annual viewership remains the 1.19 million that watched the 2022 season.

But there is important context as the scheduling for the 2024 Brazilian Grand Prix was wrecked by rain, which meant viewership almost halved YoY and prompted ESPN to not count that race towards its annual average. Without that anomaly, viewership is level with 2023.

All signs point to growth – but F1 must be wary

It's an exciting time in Formula One. Every team is now worth more than US$1billion, countries are queuing up to host future Grands Prix, and commercial interest is surging.

Then there's the incoming entry from General Motors (GM) under its Cadillac brand in 2026, which should fuel further growth in the US. Big manufacturers like Ford and Audi are also entering the sport, while Honda has been convinced to make a full-time return.

Clearly, the series is doing the right things to encourage growth, but its governance will come under increasing scrutiny if the International Automobile Federation (FIA) continues to be embroiled in chaos.

Under divisive president Mohammed Ben Sulayem, the FIA's operations have been at odds with Formula One for a few years – and things only appear to be getting worse.

Race director Niels Wittich and chief executive Natalie Robyn headline a raft of high-profile exits from the FIA in the past 18 months, with six departures having occurred in the last three months alone.

Ben Sulayem has secured unprecedented power after a rule change made the Emirati responsible for judging the merits of all ethical complaints against the FIA, including against himself.

Having previously been placed under investigation for allegedly interfering with last year's Saudi Arabian Grand Prix and attempting to block the certification of the circuit in Las Vegas, Ben Sulayem is no stranger to controversy, though both allegations were dismissed.

Formula One mustn't let itself get caught up in the turmoil surrounding the FIA if the series is to capitalise on the promising position it now finds itself in.

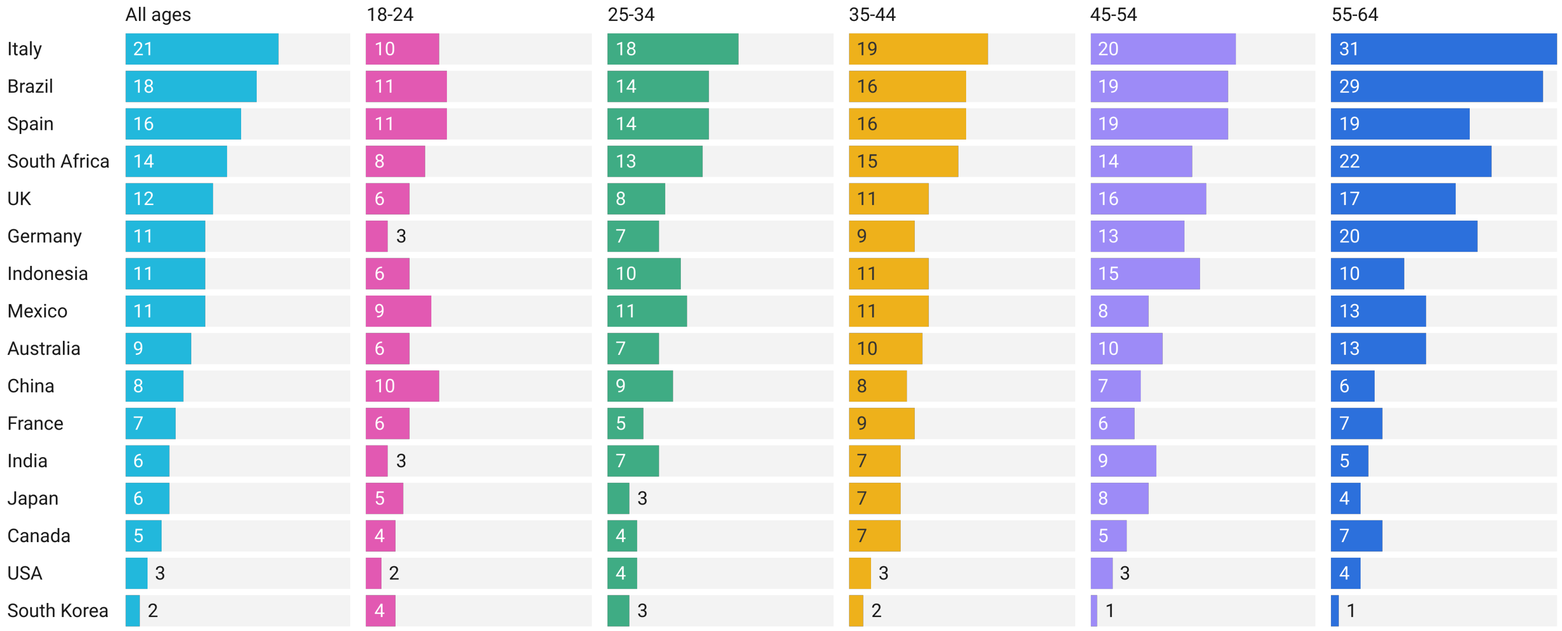




DATA & ANALYTICS

CONSUMER

% OF SPORTS FANS WHO FOLLOW F1 BY AGE & COUNTRY



Source: Ampere Analysis - Sport Consumer Q4 2024

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AMPERE | ANALYSIS

AMPERE ANALYSIS INSIGHT

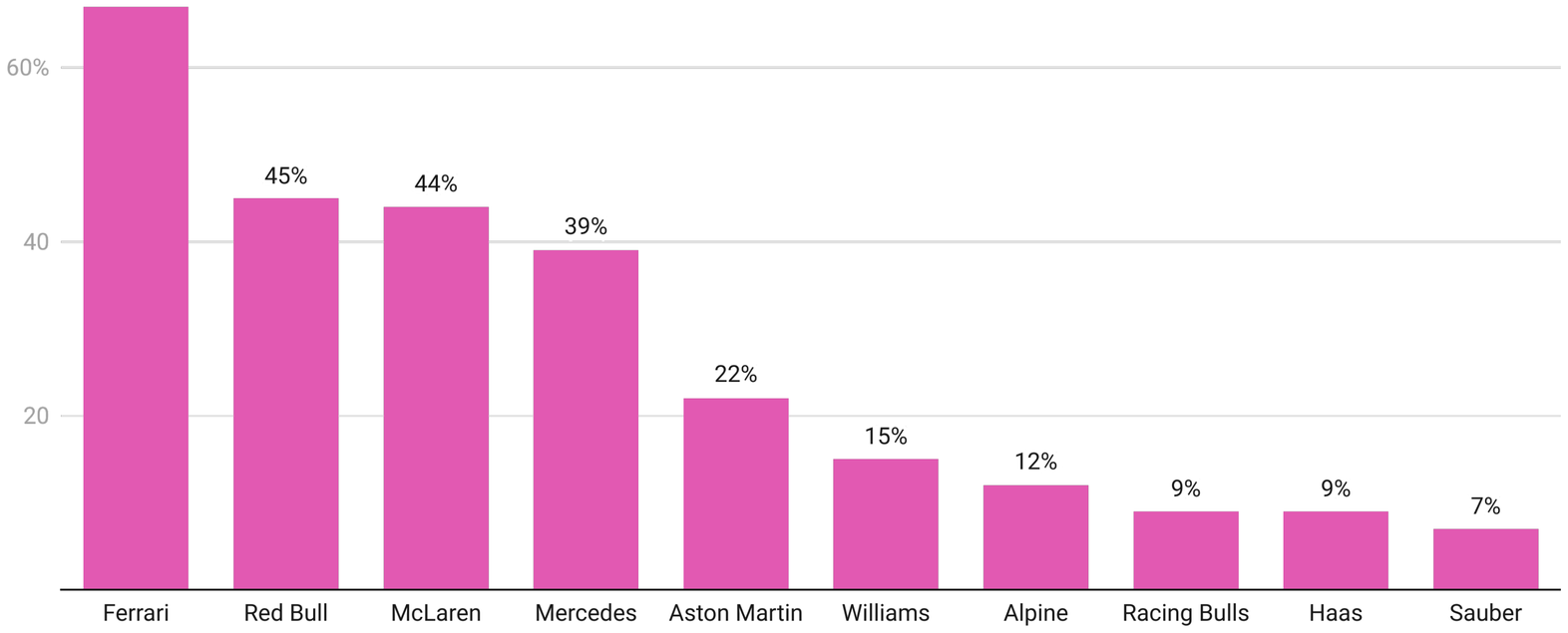
Motorsport is the fifth most-followed sport across the 16 countries surveyed by Ampere in Q4 2024, and Formula One is the most popular event among motor racing fans, with the exception of India and Indonesia, where MotoGP is most popular, and the USA, where Nascar has more followers than Formula One.

RANK OF INTEREST AND WILLINGNESS TO PAY IN F1

Country	Rank of interest	WTP (US$)	WTP n
Australia	# 20	$7.20	59
Brazil	# 17	$2.33	148
Canada	# 30	$5.86	40
China	# 20	$1.88	85
France	# 32	$10.98	49
Germany	# 16	$8.17	67
India	# 36	$0.72	82
Indonesia	# 18	$2.99	108
Italy	# 12	$6.81	134
Japan	# 21	$5.16	41
Mexico	# 22	$3.34	102
South Africa	# 26	$3.79	163
South Korea	# 42	$4.77	15
Spain	# 14	$7.84	118
UK	# 16	$9.89	88
USA	# 47	$11.29	44

Source: Ampere Analysis - Sport Consumer Q4 2024

% OF FANS FOLLOWING TEAMS IN F1



Source: Ampere Analysis - Sport Consumer Q4 2024

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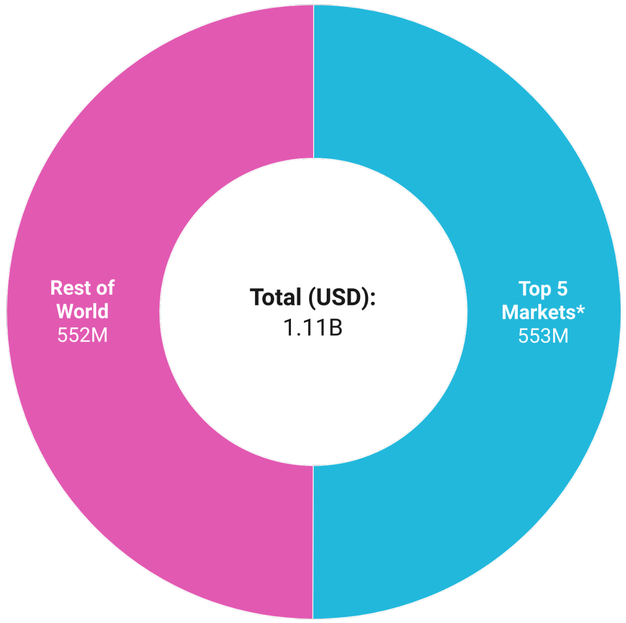
Ferrari have by far the largest percentage of global Formula One fans, with 67 per cent of the worldwide fanbase claiming to root for the famous Italian team.

Red Bull and McLaren round out the top three with Mercedes well clear of the rest of the grid in fourth. Interestingly, full works manufacturer Alpine finds itself in the latter half of the grid for popularity.

MEDIA

GLOBAL VALUE OF TV RIGHTS - F1 2025

Annual fees in US dollars. Excludes revenues from F1TV Pro.



Source: Ampere Analysis

* France, Italy, Spain, UK, USA

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AMPERE ANALYSIS

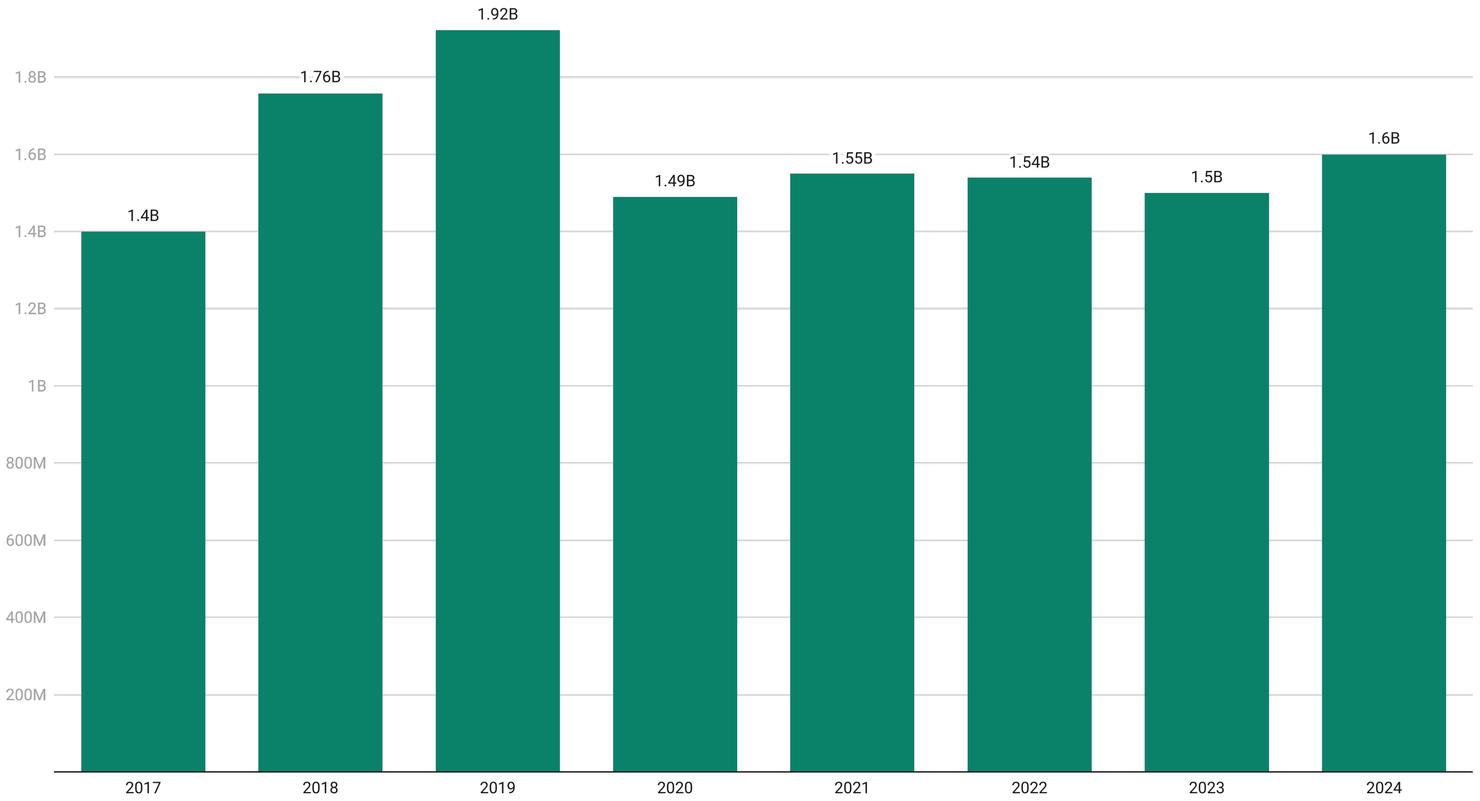
AMPERE ANALYSIS INSIGHT

Since 2014, F1's broadcasting revenues have increased by 91%; much of that growth has come from subscription services, including premium sports broadcast channels or subscription OTT platforms.

Ampere estimates that, as of 2024, only 5% of the spend on Formula One TV rights comes from free-to-air broadcasters across 18 of the largest media markets in the world.

F1 TV AUDIENCE BY SEASON

Global TV audience



Source: Various

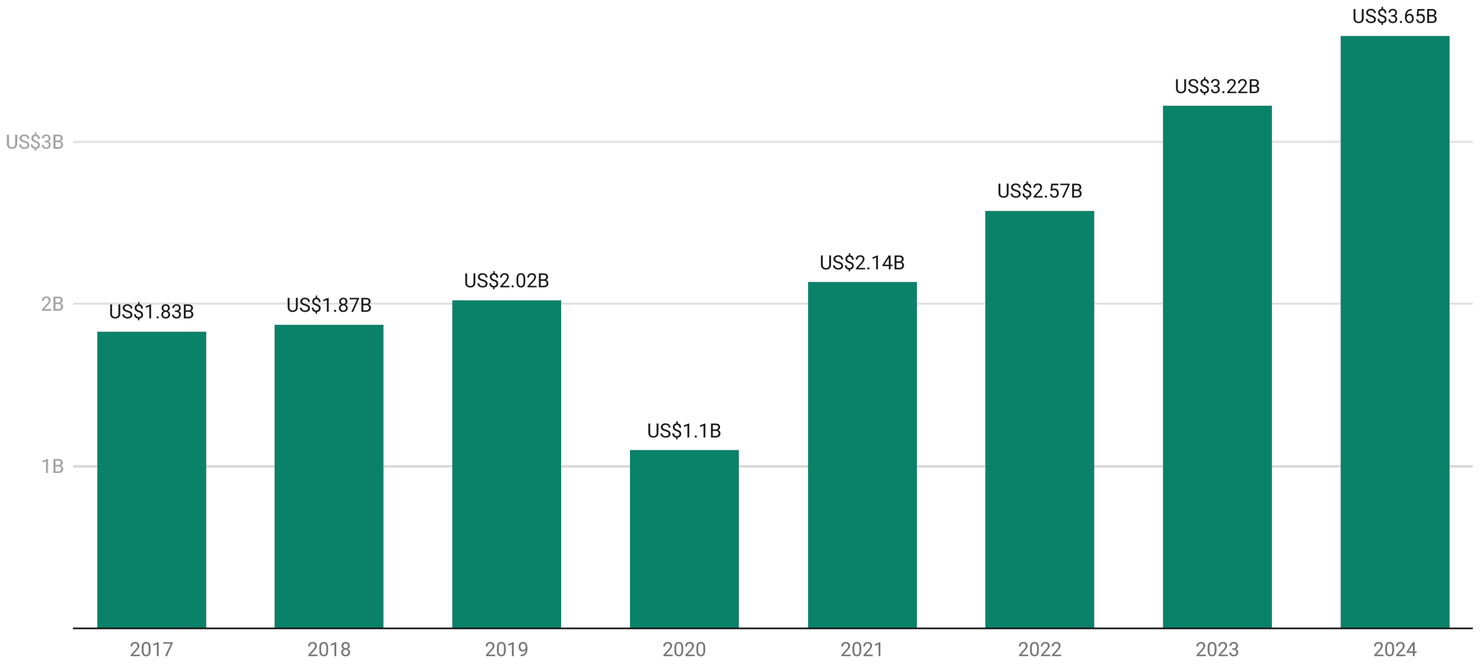
INSIGHT

Formula One's global TV audience grew marginally last season to 1.6 billion, up from 1.5 billion in 2023. There is important context though, as the 2024 season contained two more races compared to the year prior.

In reality, the average audience per race fell YoY from 68.18 million to 66.67 million. Taking a deeper look at the stats, Formula One's average audience per race has actually fallen every year since 2019.

FINANCIAL

OVERVIEW



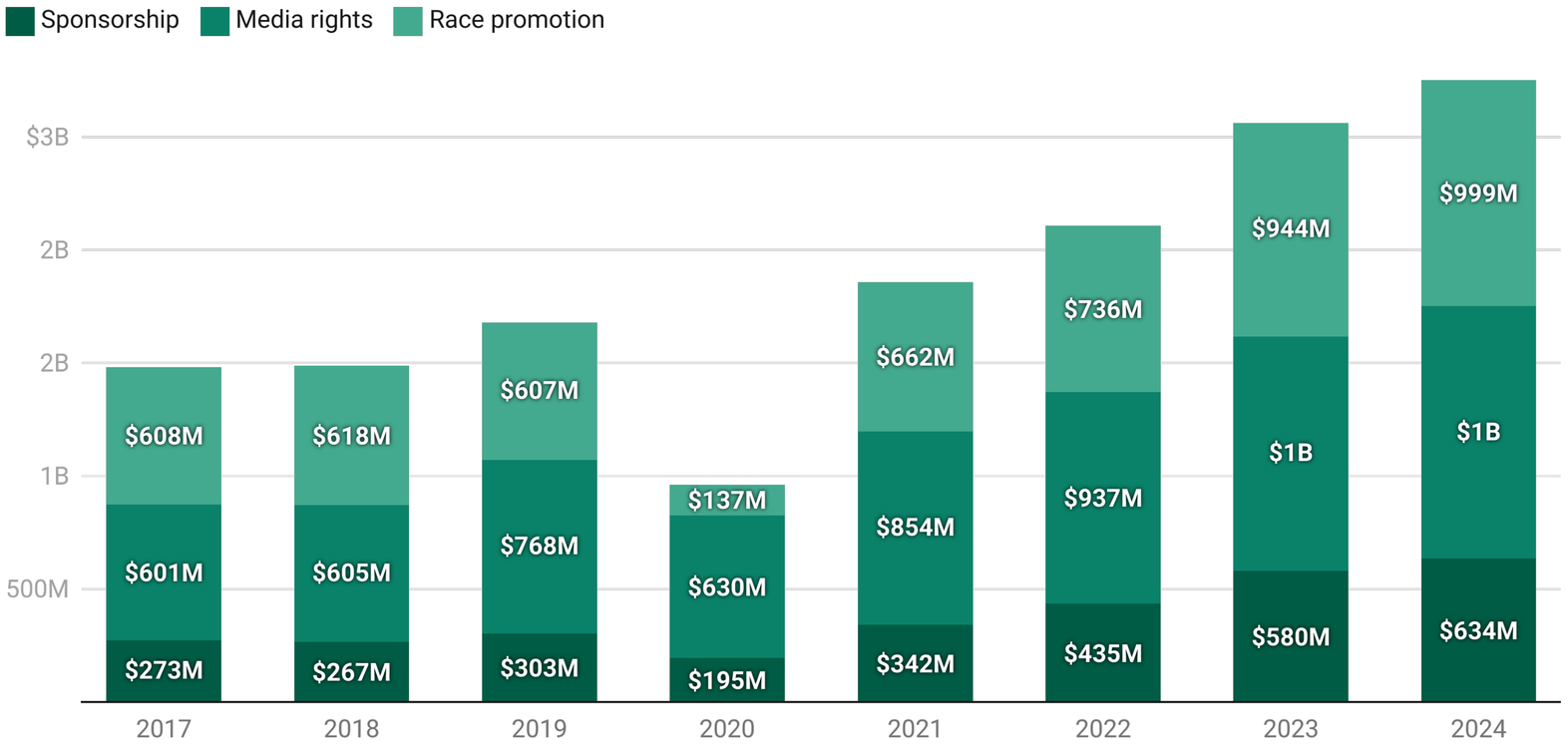
Sources: Various

INSIGHT

Formula One's 2024 revenue rose for the fourth year running to US$3.65 billion, a 14 per cent YoY increase. Interestingly, Q4 revenue actually dipped from US$1.23 billion to US$1.17 billion due to the Las Vegas Grand Prix generating less money from tickets and hospitality.

If you discount the heavily disrupted 2020 season, then overall revenue has increased every year under Liberty Media's ownership. In fact, revenue has basically doubled in this period with 2024 revenue 99.5 per cent higher than 2017 revenue.

F1 REVENUE SPLIT BETWEEN RACE PROMOTION, MEDIA RIGHTS, AND SPONSORSHIP



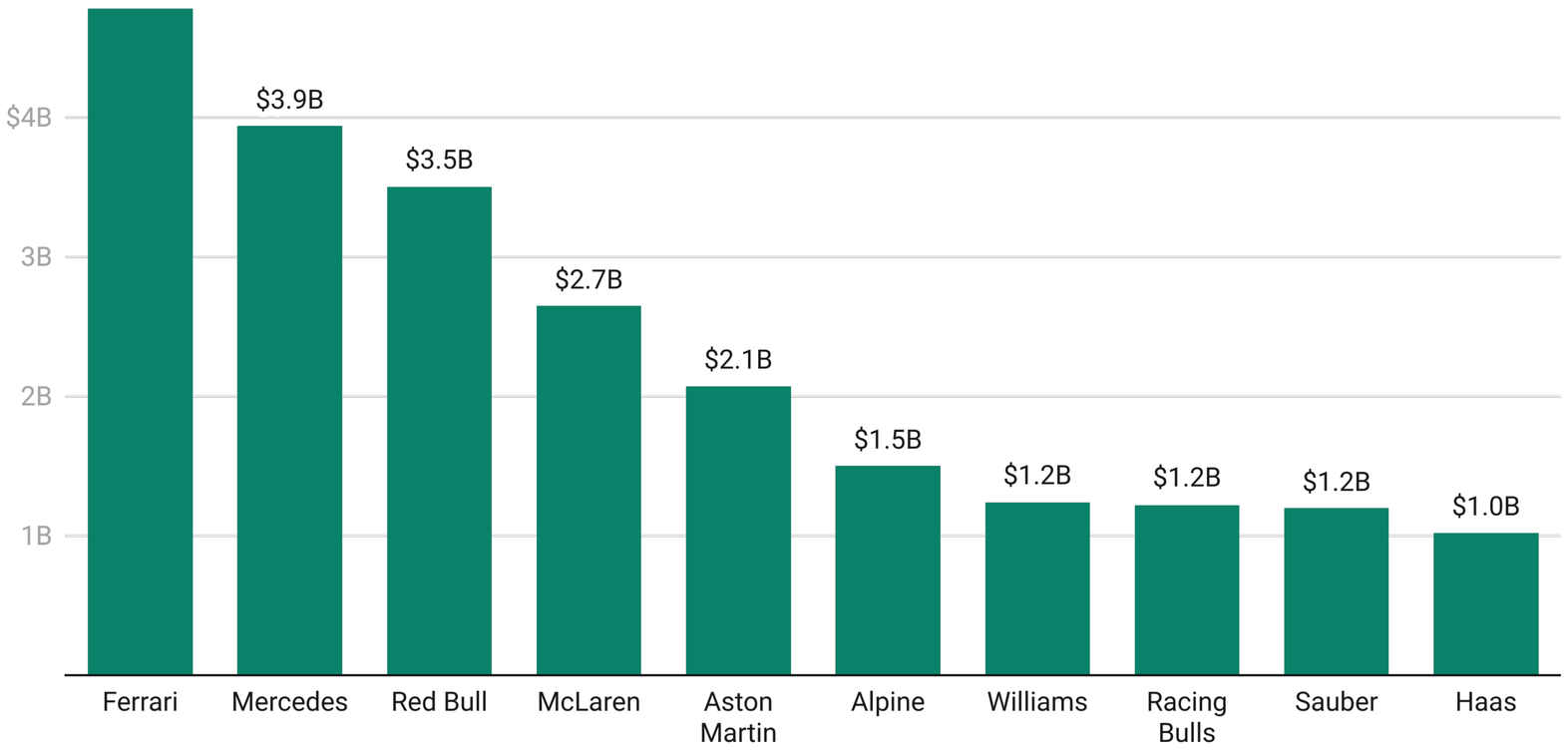
Sources: Liberty Media

INSIGHT

The three main sources of revenue for Formula One are race promotion, media rights, and sponsorship. Media rights have been the biggest revenue driver since 2019, the first year it overtook revenue from race promotion fees which were the tentpole of Bernie Ecclestone's financial strategy.

Sponsorship revenue has been the smallest of the three in Liberty Media's time in charge, but it has also grown the most over that period. Sponsorship revenue is up 134.4 per cent between 2017 and 2024, significantly more than media rights (86.3 per cent) and race promotion (64.3 per cent).

F1 TEAM VALUATIONS 2024



Sources: Sportico

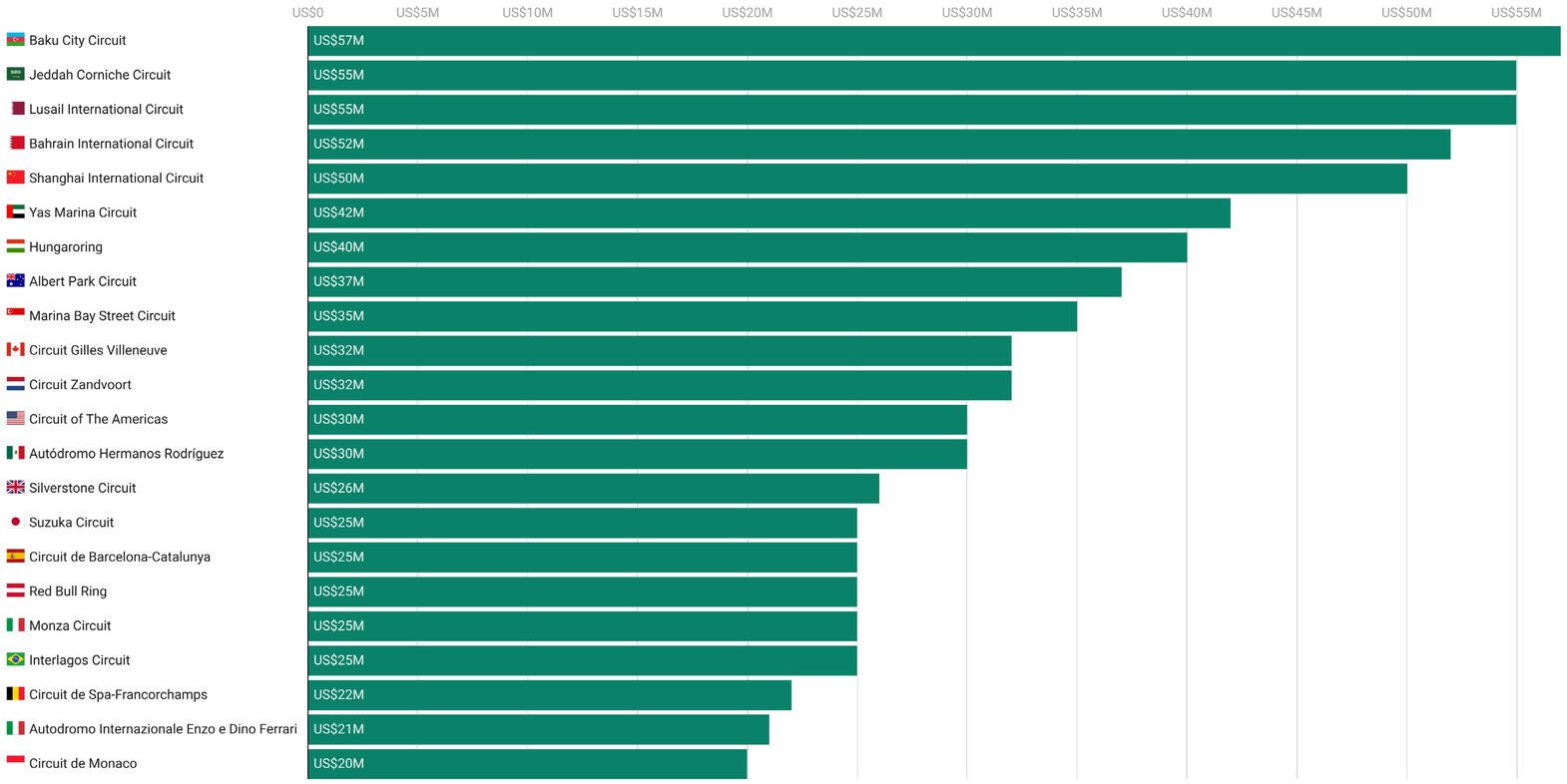
INSIGHT

Every Formula One team is now worth more than US$1 billion as team valuations hit an average of US$2.31 billion in 2024, according to data from Sportico.

Ferrari lead the way with a valuation of US$4.78 billion, followed by Mercedes at US$3.94 billion. Red Bull round out the top three at US$3.5 billion.

The teams' average revenue for 2023 totalled US$376.2 million and all but two (Aston Martin and Williams) generated operating profits during that year.

F1 2024 GRAND PRIX HOSTING FEES



INSIGHT

It's an interesting Formula One quirk that the circuits that regularly bring in the lowest attendances pay the most for a place on the schedule.

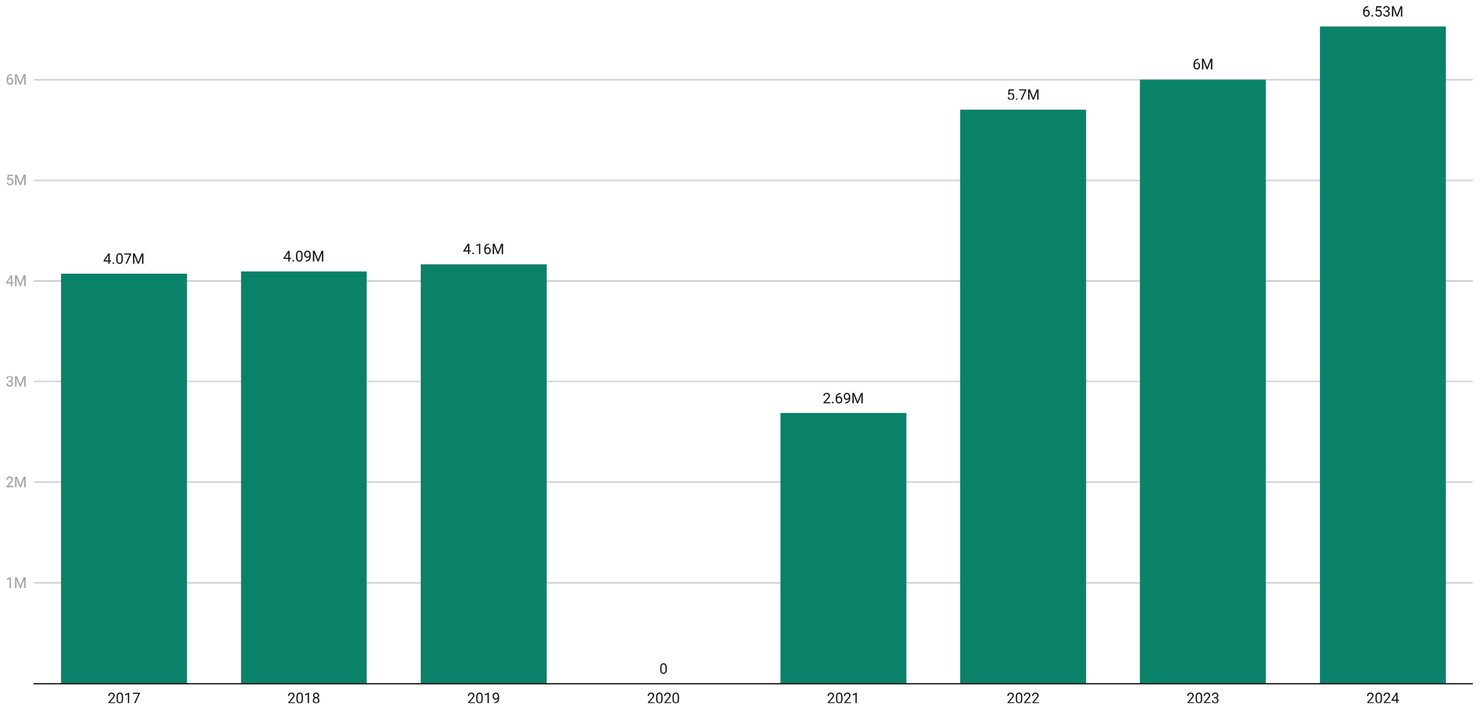
Ultimately, the races outside of the series' European heartland have the financial power that Formula One is seeking, so we will see lower-paying races like Imola fall by the wayside soon.

The Belgian Grand Prix also recently became the first race to switch to a rotational contract which, if adopted by more races, will allow Formula One to enter new markets without cutting off historic circuits.

Sources: Statista F1 invested upwards of US$500 million in the Las Vegas Grand Prix. The series also part-finances the Miami Grand Prix.

ATTENDANCE

TOTAL ATTENDANCE AT ALL F1 RACES



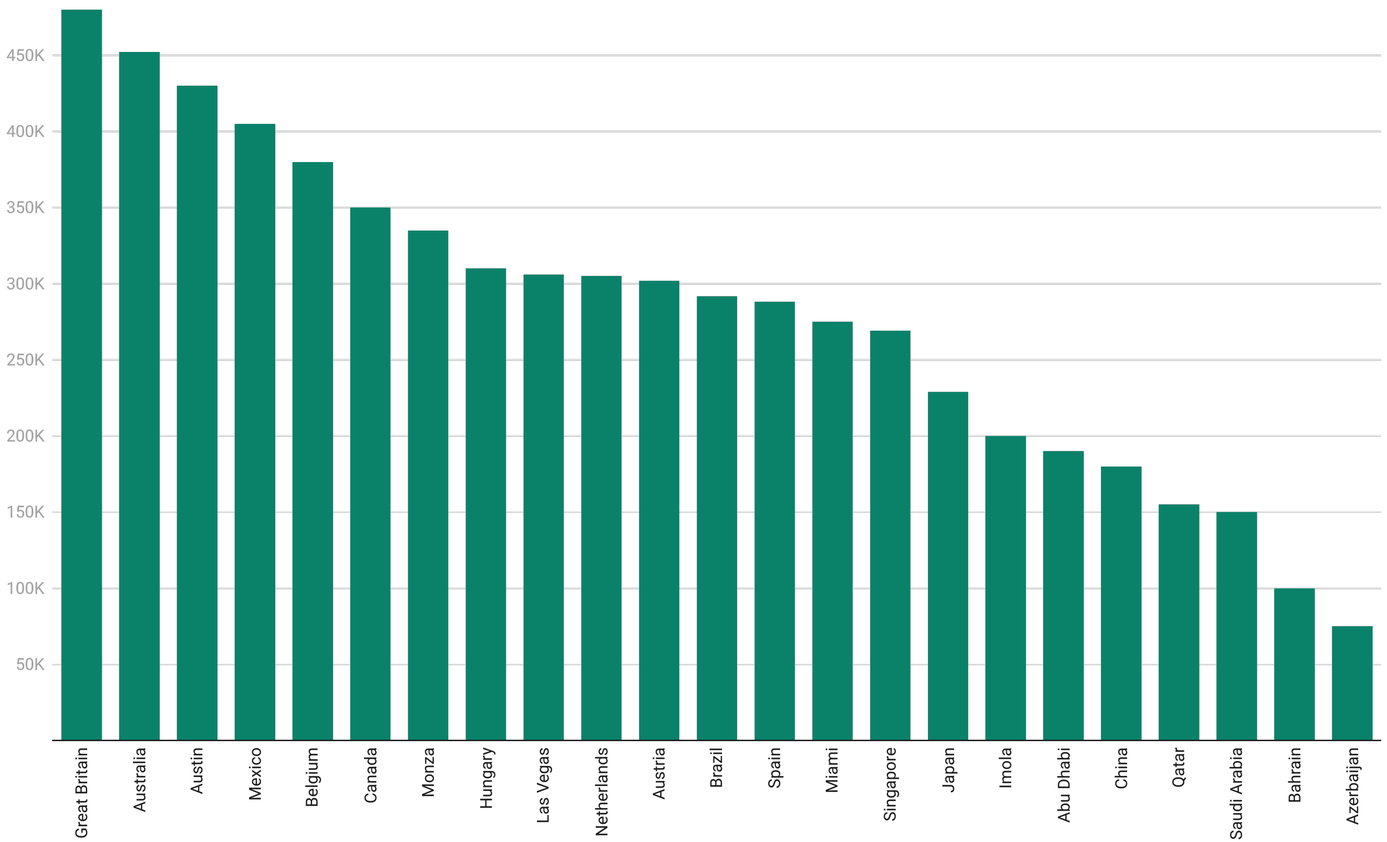
Source: Various 2020 had zero attendance due to the Covid pandemic. 2021 saw reduced attendances due to Covid restrictions. Statistics for the current season include estimated attendances for select races.

INSIGHT

Total attendance rose to over 6.5 million fans across the 2024 season, a nine per cent increase year-over-year. This increase needs to be qualified, though, as the 2024 season had two more races than the previous year.

In fact, average attendance per race has plateaued, sitting at just over 270,000 fans at each Grand Prix for consecutive seasons. But the growth that the series has enjoyed should not be underplayed, with attendances increasing by 60 per cent since Liberty Media acquired the championship in 2017.

CURRENT F1 CIRCUITS ATTENDANCE FIGURES



Source: Various Any circuits missing are due to the attendance figures not being disclosed publicly, except the Covid-affected 2020 and 2021 seasons.

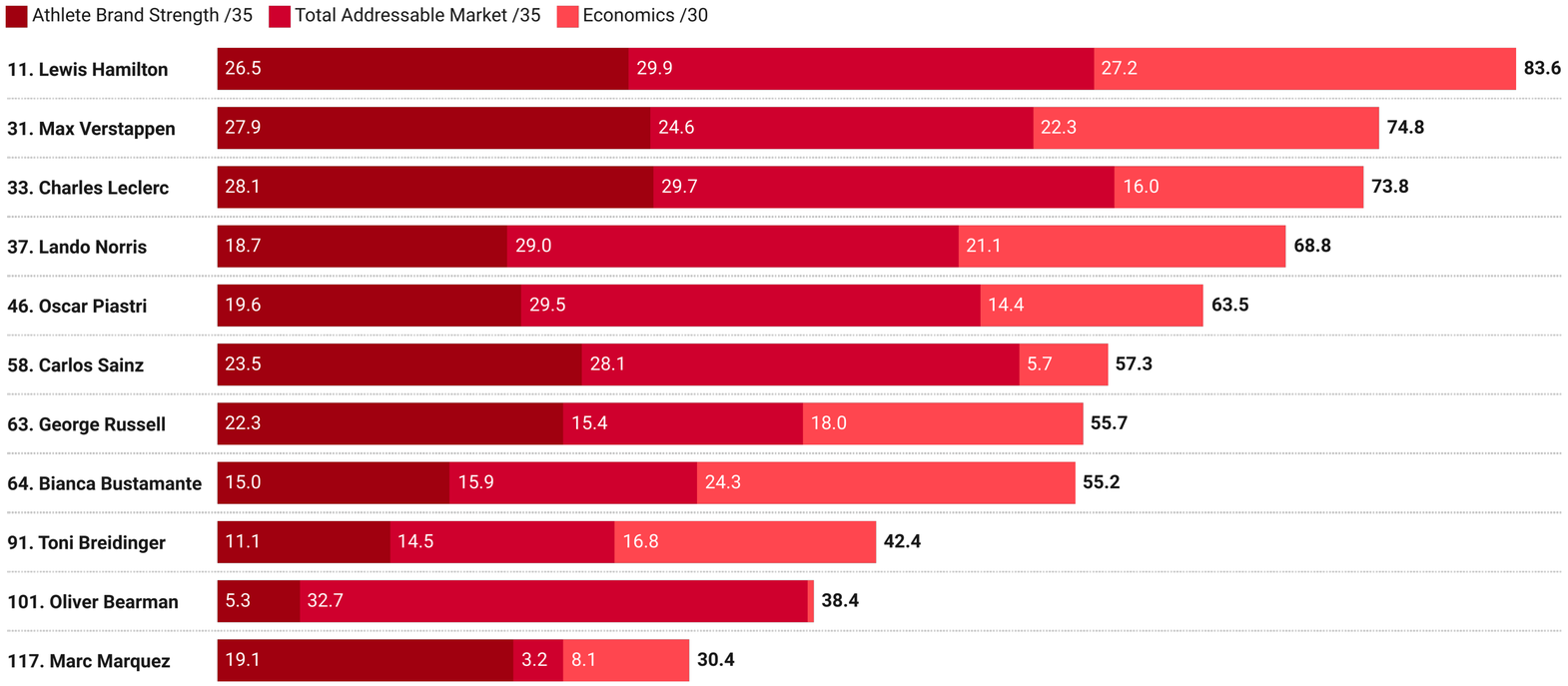
INSIGHT

As usual, Monaco's 2024 attendance was not reported, although as it's the only figure missing, we know the crowd was in the region of 70,000.

The highest-attended race was the British GP for the second year running as most events delivered consistent YoY crowds. Notable increases included Qatar (29.2%) and Monza (10.1%). Interestingly, of the three races that suffered attendance decreases compared to 2023, two of them were in the US. There were only marginal falls for the trio of Austria, Austin, and Las Vegas, but the series will hope this is not an early sign of apathy among American fans.

ATHLETES

MOST MARKETABLE ATHLETES IN MOTORSPORT



Source: SportsPro/NorthStar Solutions Group

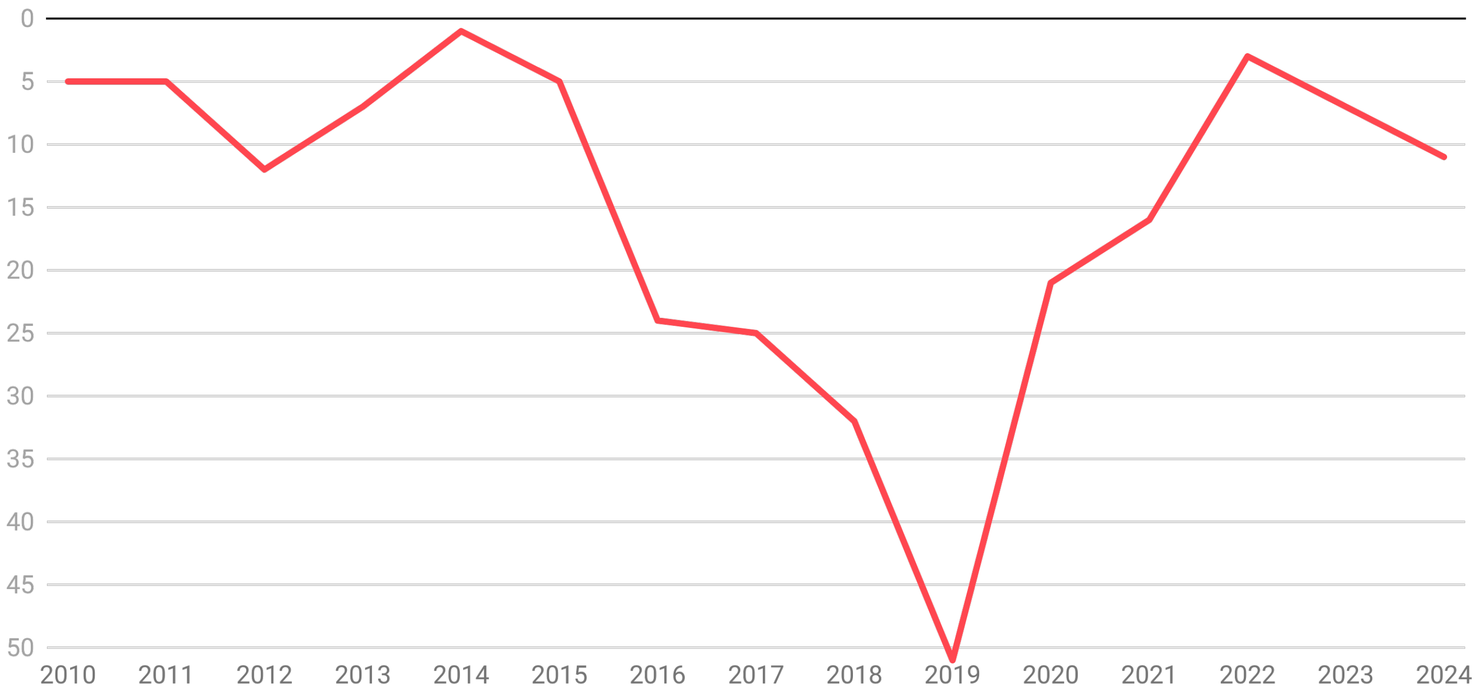
INSIGHT

Ranked 11th overall, Lewis Hamilton was named motorsport's most marketable athlete for the 12th time in SportsPro's 50 Most Marketable (50MM) athletes.

His new teammate Charles Leclerc, the McLaren duo of Lando Norris and Oscar Piastri, and reigning four-time F1 champion Max Verstappen are the other drivers to crack the top 50.

Notable appearances for Bianca Bustamante and Toni Breidinger also emphasise the shifting landscape in a traditionally male-dominated sport.

LEWIS HAMILTON'S 50MM RANKING SINCE 2010



INSIGHT

Hamilton has made the most appearances of any athlete on SportsPro's 50MM list, underlining his enduring relevance not just in Formula One but around the world

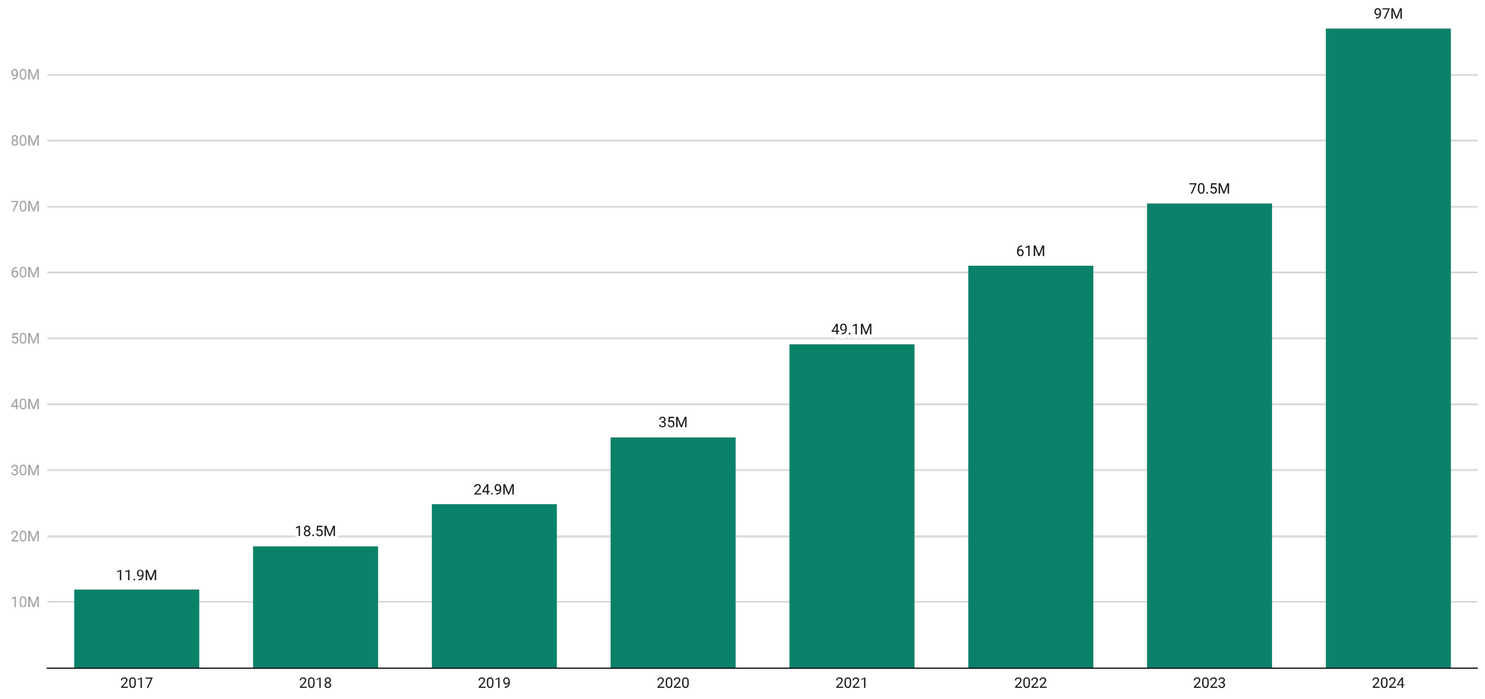
He topped the ranking once in 2014, but has found himself in the top ten a further six times and has appeared in all but one of the 15 annual editions of 50MM. The seven-time world champion is one of the rare athletes to transcend the sport in which they compete.



Source: SportsPro/NorthStar Solutions Group

SOCIAL

SOCIAL MEDIA AUDIENCE



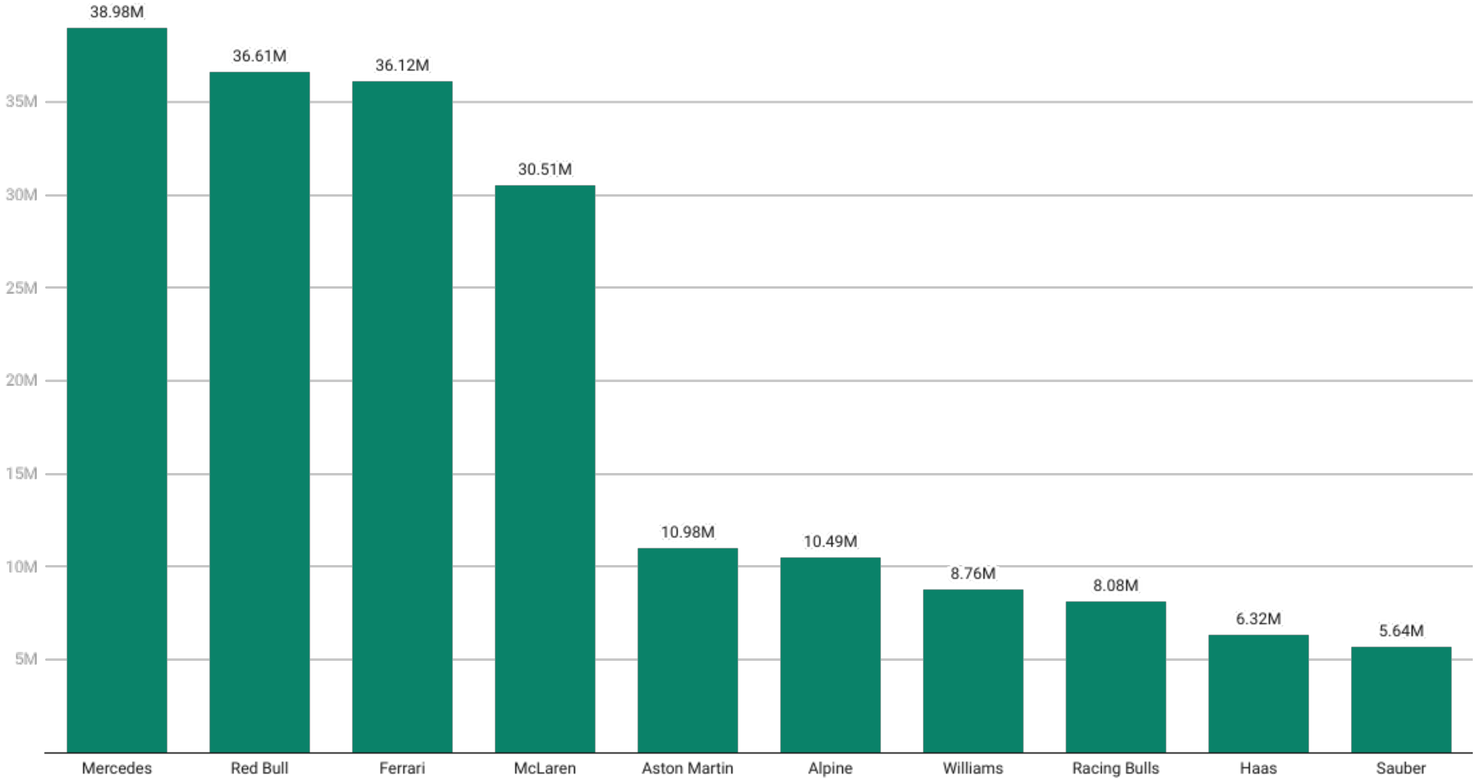
Sources: F1 Data covers Facebook, Twitter, Instagram, YouTube, Tiktok, Snapchat, Twitch and Chinese social platforms. F1 has not released data on video views since 2021.

INSIGHT

Formula One's social presence has grown considerably since Liberty Media's acquisition, growing from 11.9 million followers in 2017 to 97 million last year.

Infamously, teams were not allowed to post social content under Bernie Ecclestone's leadership. Thanks to the loosening of these rules and the impact of Netflix's Drive to Survive docuseries, the audience growth has been exponential.

F1 TEAMS SOCIAL MEDIA FOLLOWINGS 2025



Sources: Facebook, X, Instagram, YouTube, TikTok

All figures accurate as of 14th March 2025.

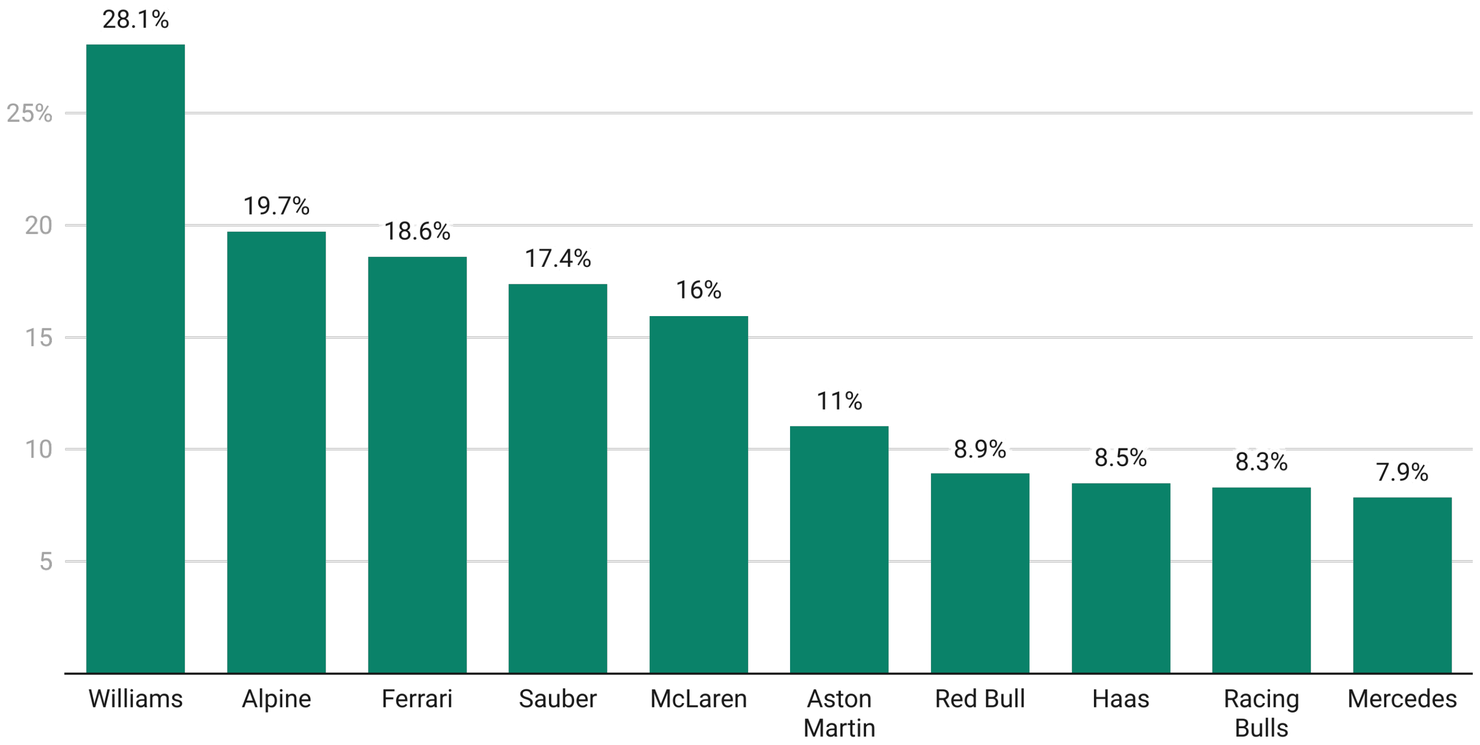
INSIGHT

Four teams are well clear of the rest of the grid, with fourth-placed McLaren having almost three times as many followers as Aston Martin in fifth.

It's close at the top, though, with Mercedes' following of 39 million just edging out on-track rivals Red Bull (37 million) and Ferrari (36 million).

And if any context was needed on the sheer scale of Formula One on the global stage, the combined total of the most-followed team in each of Nascar, IndyCar, MotoGP, and Formula E would rank just ahead of Haas in ninth.

YOY PERCENTAGE GROWTH IN SOCIAL MEDIA FOLLOWING BY TEAM



INSIGHT

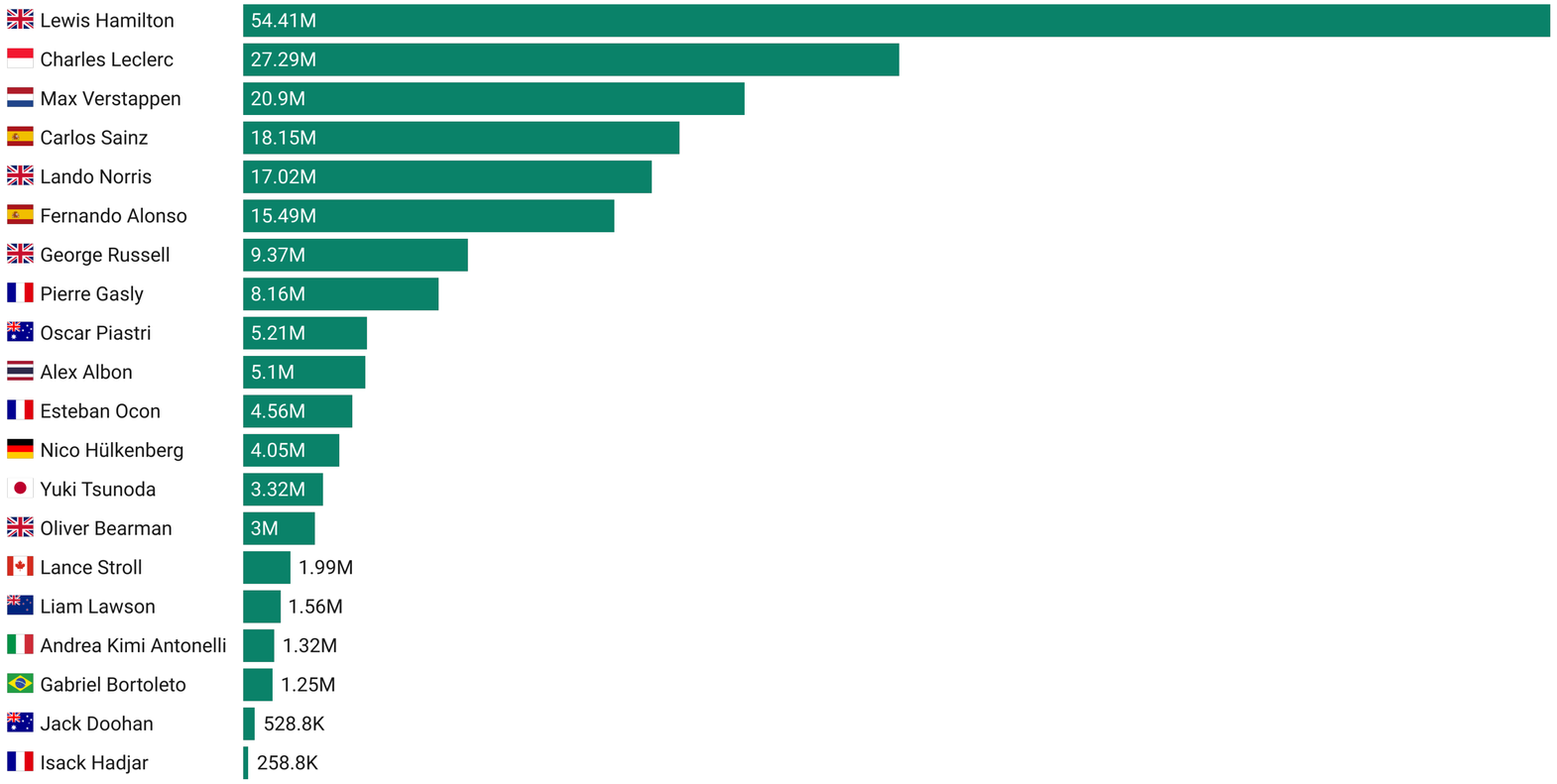
Drilling down into the details, we can see which teams are more upwardly mobile. Williams are reaping the benefits of a proactive social approach from team principal James Vowles, while the addition of Spaniard Carlos Sainz will have also helped boost followers.

Ferrari experiencing an 18% increase in followers is notable as they already had one of the bigger social media audiences. Clearly, Lewis Hamilton had an impact here, which is also underlined by his old team Mercedes having the lowest percentage increase of any team on the grid.

Sources: Various

Data compares start of 2024 season versus 2025.

2025 F1 DRIVER SOCIAL FOLLOWINGS



Sources: Instagram, YouTube, TikTok, X, and Facebook Data correct as of 13th March 2025.

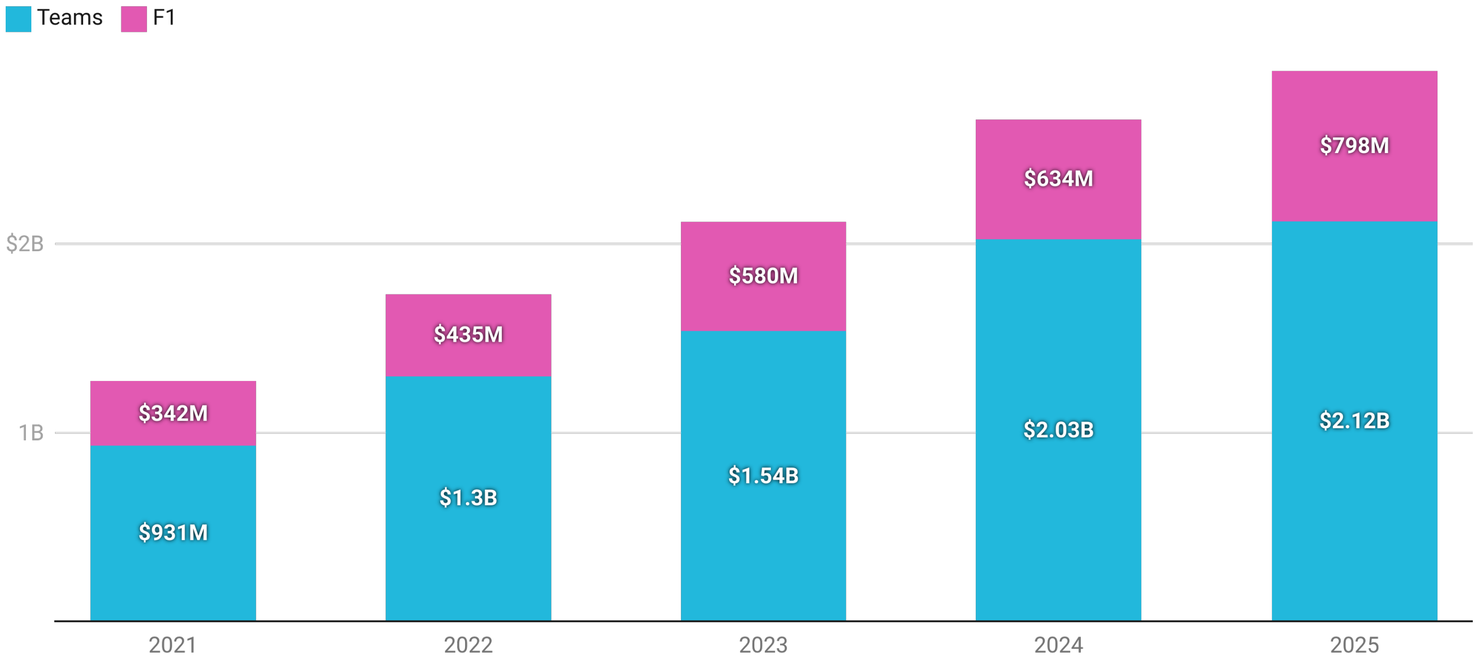
INSIGHT

No prizes for guessing who is the most-followed Formula One driver, but a combined following of over 80 million for the new Ferrari duo of Lewis Hamilton and Charles Leclerc makes for an unprecedented marketing platform.

In terms of driver pairings, it is perhaps surprising that the second-highest combined audience belongs to Carlos Sainz and Alex Albon of Williams, just edging out Red Bull's Max Verstappen and Liam Lawson and McLaren's Lando Norris and Oscar Piastri.

SPONSORSHIP

F1 TOTAL SPONSORSHIP VALUE PER YEAR



Source: Ampere Analysis

Value in US dollars. 2025 F1 revenue is projected

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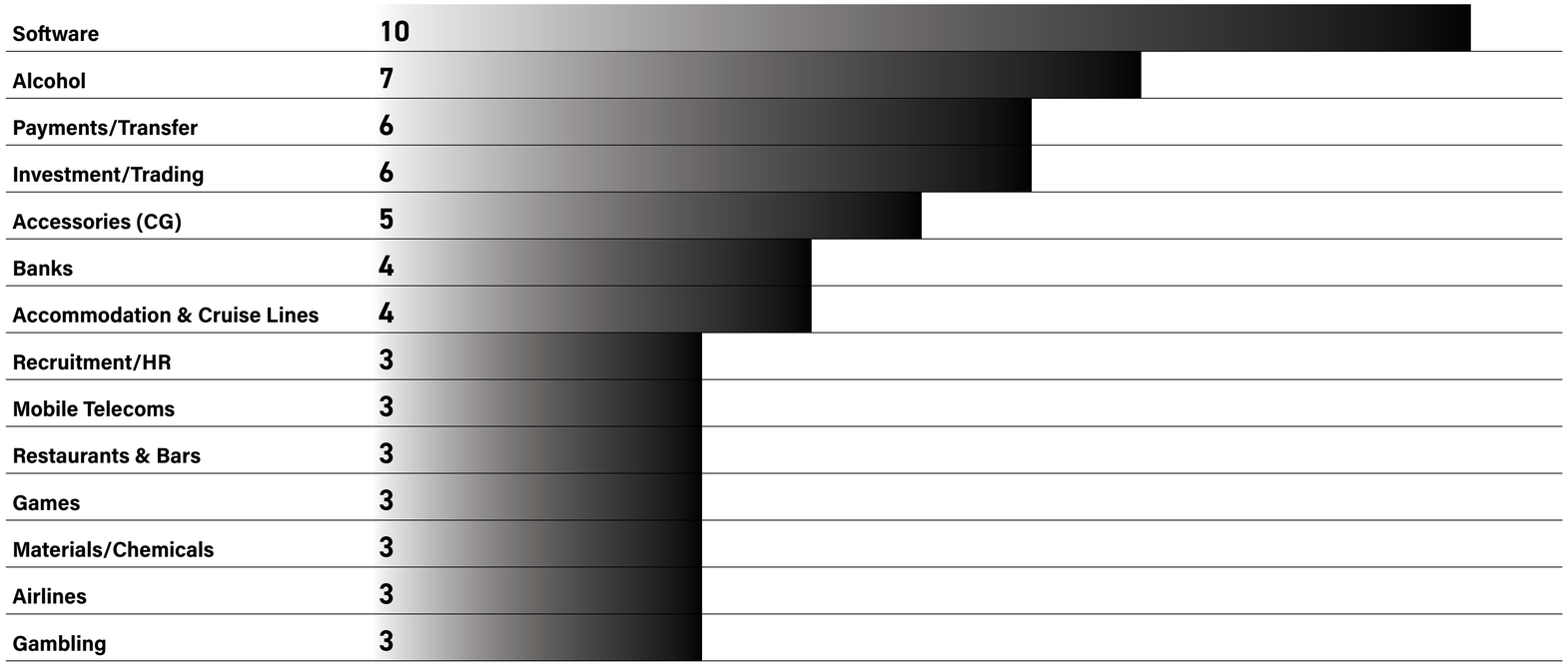
AMPERE ANALYSIS INSIGHT

Sponsorship spend across Formula One and its teams is projected to hit US$2.9 billion in 2025. Teams currently account for 72% of total sponsorship revenue.

Technology and financial service brands are the largest investors, each accounting for around 20% of all new sponsorship deals. 34% of new deals come from companies based in the US, the highest of any country.

FASTEST-GROWING SUBCATEGORIES

These are the subcategories undertaking the biggest increase in the number of F1 sponsorships between Nov 2021 and March 2025. e.g. The number of software sponsors across the ten teams and F1 itself increased by ten.



Source: Caytooo

CG = consumer goods manufacturer - # = change in number of deals

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caytoo

CAYTOO INSIGHT

The biggest rise in F1 sponsors has come from the software category. These software tools are used by the teams as a central thrust of the deal to improve how their organisations are run and, ultimately, how well the car performs.

The second biggest jump is by alcohol brands – namely whisky and vodka. It's impressive considering the negative link between drinking and driving but F1 has been clever in promoting responsible drinking to overcome this.

The joint-third biggest rise is from investment/trading brands. This rise is entirely down to online platforms specialising in trading on foreign exchange rates and the high-risk contracts for differences (CFDs).

GAP ANALYSIS OF MOST PREVALENT SPONSORS BY SUBCATEGORY

This table shows which teams do (in red) and don't (in grey) have a sponsor in the most prevalent subcategories sponsoring F1 (and if so how many sponsors they have in that subcategory). E.g. Aston Martin doesn't have a software sponsor.

	Software	Clothing/Apparel (CG)	Auto Components	Accessories (CG)	Manufacturing/Engineering
Alpine	3	2	2	3	1
Aston Martin		2	2	3	1
Ferrari	2	3	8	1	2
Haas	1	4		1	2
Kick Sauber	3	4	2	2	8
McLaren	10	5	1	3	1
Mercedes AMG	4	1	2	1	
Racing Bulls	1	1		3	1
Red Bull Racing	5	3	2	3	1
Williams	2	1	1		1

Source: Caytoo

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caytoo

CAYTOO INSIGHT

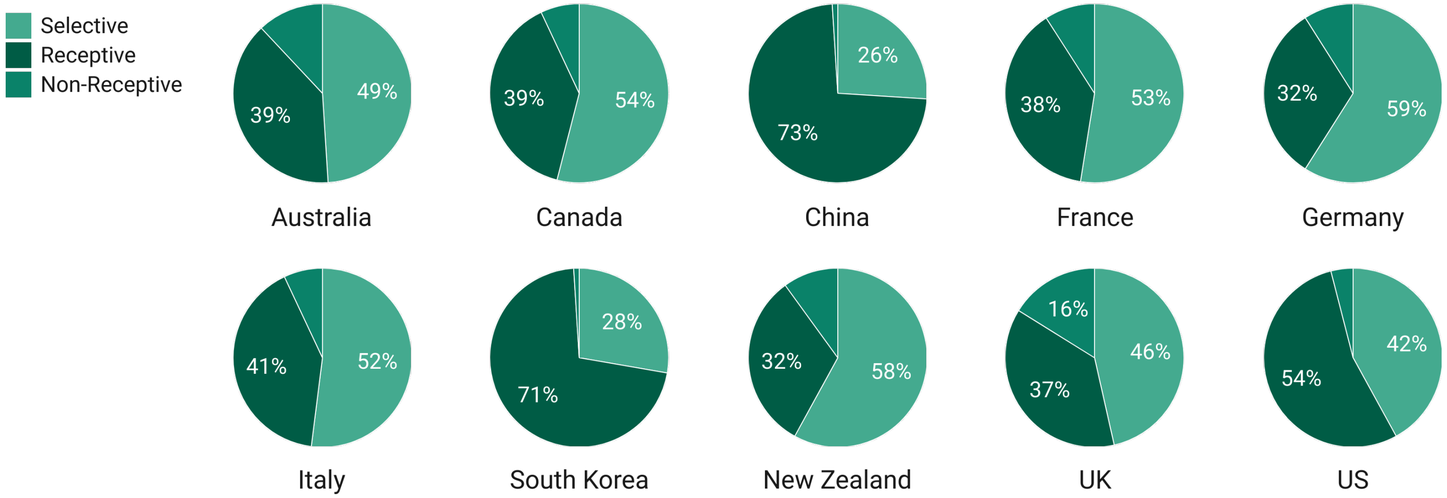
The point of a gap analysis is to identify the most prevalent categories among a team's competitive set in which your team doesn't have a sponsor.

The idea being that the category overall deems F1 sponsorship to be an effective marketing channel so it should be easier for any teams missing a sponsor in that category to convince them to come on board.

For example, software is the most prevalent sponsor category in F1. However, Aston Martin doesn't have a sponsor in this category so that's where they should prioritise targeting new sponsors. Likewise, Haas and Racing Bulls should prioritise targeting auto components.

FANDOM

RECEPTIVITY OF F1 FANS IN KEY MARKETS



Source: Dentsu Sports Analytics

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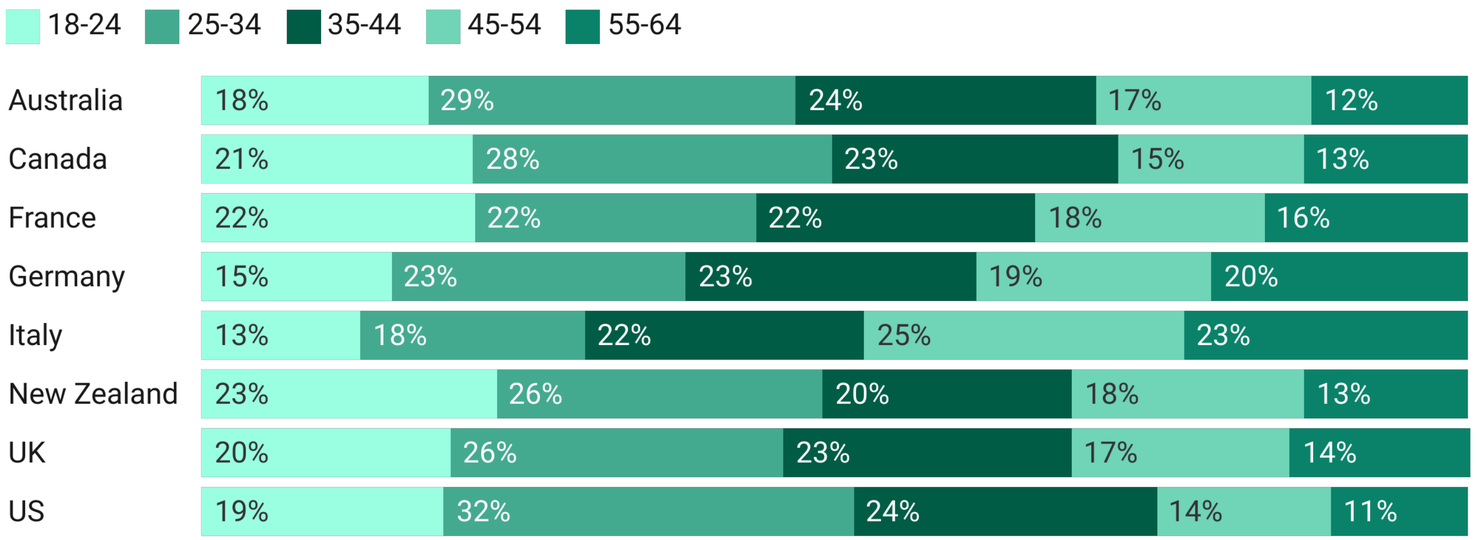
dentsu sports analytics

DENTSU SPORTS ANALYTICS INSIGHT

A receptive fan is one that engages frequently and responds postively to sponsors, compared to a selective fan who only engages intermittently. But the latter still feels positive about the role of sponsors.

Comparatively, a non-receptive fan has limited or no engagement with sponsors and is resistant to their role, but this is the smallest wedge in each market.

AGE DEMOGRAPHIC OF F1 FANS IN KEY MARKETS



Source: Dentsu Sports Analytics

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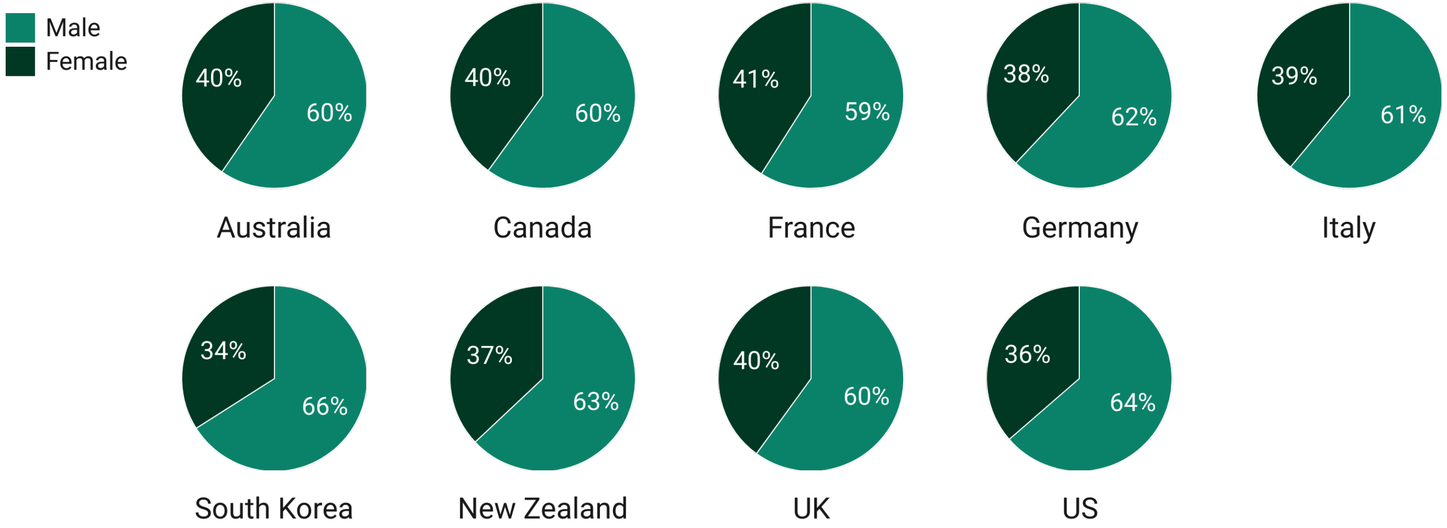
sports analytics

DENTSU SPORTS ANALYTICS INSIGHT

Globally, a majority of Formula One fans are between the ages of 18 and 44. For context, the survey only included fans between the ages of 18 and 64.

The US has the youngest fanbase, with 51 per cent aged 18-34. Italy has the oldest fanbase with 70 per cent over the age of 35.

GENDER DEMOGRAPHICS OF F1 FANS IN KEY MARKETS



Source: Dentsu Sports Analytics

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dentsu sports analytics

DENTSU SPORTS ANALYTICS INSIGHT

As would be expected in a male-dominated sport, Formula One fans are mostly male (61 per cent male vs. 39 per cent female).

The highest proportion of female fans is found in France (41 per cent) and the lowest proportion is in South Korea (34 per cent).

TICKETING

BY THE NUMBERS

Demand across all F1 races (based on Sunday race ticket sales) on **Viagogo's platform up 20% YoY**

F1 tickets purchased in 125 countries as of 22nd February 2025 - **an increase of 7 markets versus the same time last year**

F1 on track to retain its position as the most global sporting competition (160 markets in 2024, 25 more than second-placed MLB)



United States, **Canada** and **UK** retain positions as the **top 3 countries for cumulative ticket sales**. Argentina is the biggest mover, up 13 places into the top 10.



Japanese (+504%), Mexican (+223%) Abu Dhabi GPs (+184%) experience the **biggest YoY sales growth**



Races in **Canada (#1)**, **Miami (#2)** and **Monza (#3)** are the **most in-demand on Viagogo**

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VIAGOGO INSIGHT

Tickets have been purchased in 125 countries as of 22nd February 2025, an increase of seven markets versus the same time last year. In this context, Formula One is also on track to retain its position as the most global sporting competition.

The US, Canada and the UK retain their positions as the top three countries for cumulative ticket sales. Argentina is the highest-growing market in the last year, highlighting the impact of home hero Franco Colapinto.

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TICKETING - DATA BREAKDOWN

MOST IN-DEMAND RACES 2025 SEASON*

1.	Canada F1 GP (same as 2024)
2.	Miami F1 GP (same as2024)
3.	Italian F1 GP (+1)
4.	Australia F1 GP (same as 2024)
5.	Monaco F1 GP (-2)
6.	Emilia Romagna F1 GP (-1)
7.	Austrian F1 GP (-4)
8.	United States F1 GP (+2)
9.	Japan F1 GP (+4)

*Sunday tickets only. Ranking based on the cumulative sales on Viagogo international marketplaces, as of 22nd February 2025.

TOP 10 BEST-SELLING F1 MARKETS*

1.	United States (same as 2024)
2.	Canada (same as 2024)
3.	United Kingdom (same as 2024)
4.	Germany (+ 1)
5.	Mexico (+3)
6.	Romania (+3)
7.	Australia (same as 2024)
8.	Spain (-2)
9.	Netherlands (-5)
10.	Argentina (+13)

*Ranking based on the cumulative number of tickets sales on viagogo international marketplaces as of 22nd February 2025.

TOP SPORTING EVENTS BY GLOBAL MARKET SALES*

1.	Formula 1 – 160 countries
2.	MLB – 135
3.	EURO 2024 – 134
4.	MLS – 118
5.	NFL – 101
6.	NBA – 74
7.	MotoGP – 60

* Based on 2024 full-year data

TICKETING - DATA BREAKDOWN

Brought to you by viagogo

2025 MOST IN-DEMAND RACES*

1.	Abu Dhabi GP (+70%)
2.	Azerbaijan GP (+40%)
3.	Italian GP (+34%)
4.	Japanese GP (+32%)
5.	British GP (+30%)
6.	Australian GP (+20%)
7.	Singapore GP (+19%)
8.	Belgian GP (+18%)
9.	Emilia Romagna GP (+13%)
10.	Chinese GP (+9%)

*Ranking based on cumulative number of tickets sold to buyers on viagogo international marketplaces as of 22nd February 2025.

2025 TOP-TRENDING RACES*

1.	Japanese GP (+504%)
2.	Mexican GP (+223%)
3.	Abu Dhabi GP (+184%)
4.	Australian GP (+137%)
5.	Singapore GP (+135%)

*Ranking based on highest jump in sales YoY from cumulative number of tickets sold to buyers on viagogo international marketplaces as of 22nd February 2025.

Brought to you by viagogo

VIAGOGO INSIGHT

The highest jump in ticket sales YoY is for the Japanese Grand Prix, although this is largely because the race is taking place much earlier in the year compared to 2024.

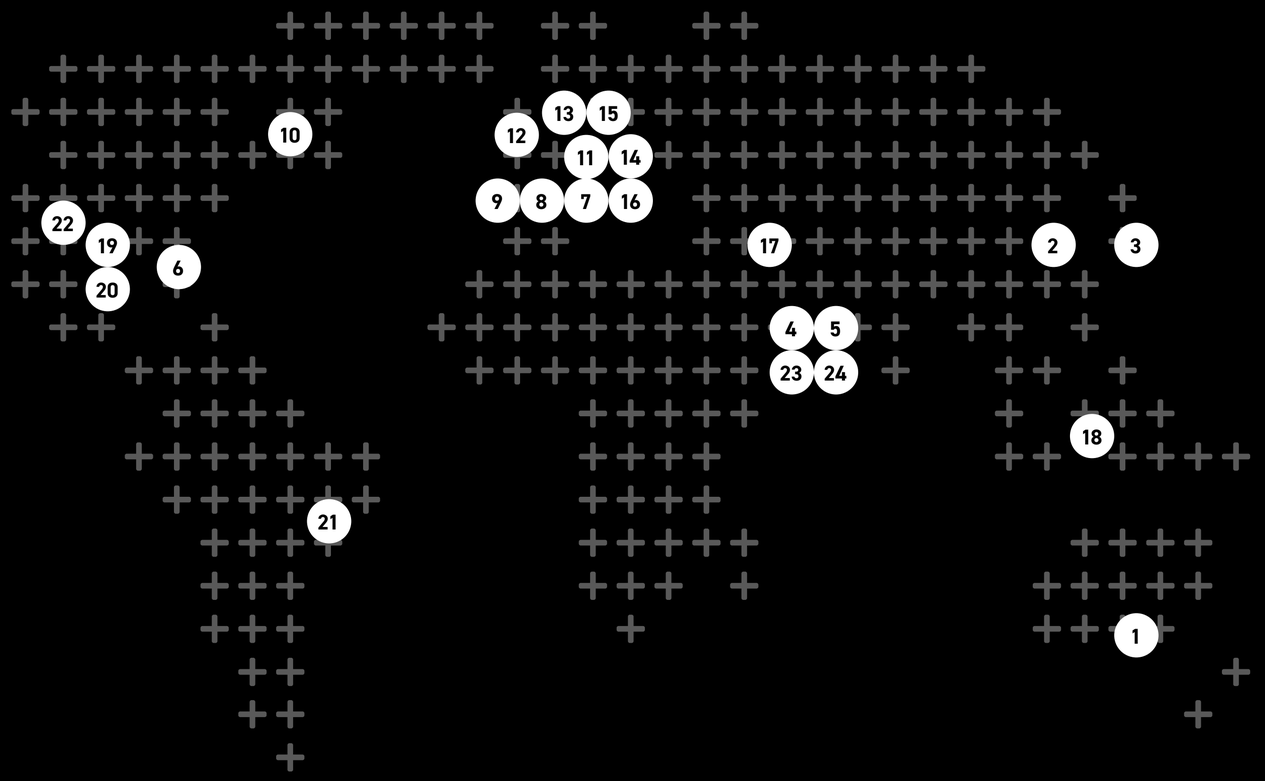
The Mexican Grand Prix is also experiencing a surge in demand, which could be a sign of worried local fans as the race enters the final year of its contract.

CIRCUITS



2025 CALENDAR

1	**Australia**	Albert Park Circuit	16th March
2	**China**	Shanghai International Circuit	23rd March
3	**Japan**	Suzuka International Racing Course	6th April
4	**Bahrain**	Bahrain International Circuit	13th April
5	**Saudi Arabia**	Jeddah Corniche Circuit	20th April
6	**Miami**	Miami International Autodrome	4th May
7	**Emilia Romagna**	Imola Circuit	18th May
8	**Monaco**	Circuit de Monaco	25th May
9	**Spain**	Circuit de Barcelona-Catalunya	1st June
10	**Canada**	Circuit Gilles Villeneuve	15th June
11	**Austria**	Red Bull Ring	29th June
12	**Great Britain**	Silverstone Circuit	6th July
13	**Belgium**	Circuit de Spa-Francorchamps	27th July
14	**Hungary**	Hungaroring	3rd August
15	**Netherlands**	Zandvoort Circuit	31st August
16	**Italy**	Monza Circuit	7th September
17	**Azerbaijan**	Baku City Circuit	21st September
18	**Singapore**	Marina Bay Street Circuit	5th October
19	**United States**	Circuit of The Americas	19th October
20	**Mexico City**	Autódromo Hermanos Rodríguez	26th October
21	**São Paulo**	Interlagos Circuit	9th November
22	**Las Vegas**	Las Vegas Strip Circuit	22nd November
23	**Qatar**	Lusail International Circuit	30th November
24	**Abu Dhabi**	Yas Marina Circuit	7th December



INSIGHT

WHERE IS THE NEXT NEW F1 RACE GOING TO HAPPEN?



Formula One is exploring new locations for future calendars, with multiple countries throwing their hat in the ring. SportsPro analyses potential new markets the series could be racing in soon and rates their chances.

As South Africa gears up for an official bid for a Formula One Grand Prix, rumours around future destinations for the series have intensified.

Formula One's expansion into the US has been well documented but, with three races now taking place in the country, that particular market is now saturated. The series will not be looking to add a fourth event anytime soon.

Instead, underdeveloped markets are the main focus for a global championship that does not yet race on every continent. Africa hasn't hosted a Formula One race since 1993, Southeast Asia remains underserved, and emerging countries with global ambitions want a slice of the Formula One action.

But where are the most likely landing spots for a future Formula One race? SportsPro looks at five potential options and gives the verdict on their chances of joining the schedule.

Thailand

Reports emerged in early 2024 that Thailand was looking into joining the Formula One calendar. The country would be a new market for the series but not wider motorsport.

Srettha Thavisin, Thailand's prime minister at the time, had pitched a street race in Bangkok to Formula One chief executive Stefano Domenicali, and these conversations have continued with his replacement Paetongtarn Shinawatra.

Significantly, Thai billionaire businessman Chalerm Yoovidhya owns 51 per cent of Red Bull, whose team has dominated Formula One with Max Verstappen for the past four years. A race in Thailand would also provide current Williams driver Alex Albon with a home race.

VERDICT: **MEDIUM**

South Korea

Murmurings of Formula One returning to South Korea intensified when Yoo Jeong-bok, mayor of Incheon, reportedly submitted a letter of intent in April 2024 for the city to host a street race as early as next year.

The potential event would be different to the previous Korean Grand Prix, which took place at the Korea International Circuit in Yeongam but struggled to generate much momentum before dropping off the schedule in 2014 after four years.

However, previous financial challenges, logistical issues and a lack of local interest for the Korean Grand Prix all work against the country's chances of returning to the calendar.

VERDICT: **LOW**

South Africa

Formula One hasn't raced in Africa since the South African Grand Prix at the Kyalami Circuit in 1993, but going back to the continent is high on the agenda for series executives.

Indeed, the event in South Africa came close to a return in 2022. However, Domenicali stepped away from talks as he wanted to be certain that the commercial package around the race was sustainable. There was also said to be a lack of confidence in the local promoter in South Africa, but efforts to find a new one had proven unsuccessful.

If South Africa's prospects appeared to be fading, the country's government breathed new life into a bid at the start of the year when it asked parties interested in hosting a race to submit their proposals by the end of January. South Africa is seeking a ten-year contract with Formula One starting in either 2026 or 2027.

VERDICT: **MEDIUM**

Rwanda

The country's capital Kigali has already hosted the International Automobile Federation's (FIA) end-of-year prize giving ceremony.

But a Grand Prix in Rwanda would be controversial given Kagame has been accused of creating an autocratic state.

Notably, Human Rights Watch states that several high-profile critics of the government have been arrested or threatened and authorities regularly fail to conduct credible investigations into cases of enforced disappearances and suspicious deaths of government opponents.

The political situation could scupper Rwanda's F1 bid. But questionable human rights records have not deterred the series before.

VERDICT: **HIGH**

ALBERT PARK CIRCUIT

LOCATION	**Melbourne, Australia**
OPENING DATE	**1953**
CAPACITY	**125,000**
CONTRACT EXPIRY	**2035**
TITLE SPONSOR	**Louis Vuitton**

WEEKEND ATTENDANCE

2024 **452,055**

2023 **444,631**

2022 **419,100**

2024 HOSTING FEE

US$37M

Source: Statista



SHANGHAI INTERNATIONAL CIRCUIT

LOCATION	**Shanghai, China**
OPENING DATE	**2004**
CAPACITY	**200,000**
CONTRACT EXPIRY	**2030**
TITLE SPONSOR	**Heineken**

WEEKEND ATTENDANCE

2024 **180,000**

2023 **RACE CANCELLED**

2022 **RACE CANCELLED**

2024 HOSTING FEE

US$50M

Source: Statista



SUZUKA CIRCUIT

LOCATION	**Suzuka, Japan**
OPENING DATE	**1962**
CAPACITY	**155,000**
CONTRACT EXPIRY	**2029**
TITLE SPONSOR	**Lenovo**

WEEKEND ATTENDANCE

2024 **229,000**

2023 **222,000**

2022 **200,000**

2024 HOSTING FEE

US$40M

Source: Statista



BAHRAIN INTERNATIONAL CIRCUIT

LOCATION	**Sakhir, Bahrain**
OPENING DATE	**2004**
CAPACITY	**70,000**
CONTRACT EXPIRY	**2036**
TITLE SPONSOR	**Gulf Air**

WEEKEND ATTENDANCE

2024 **100,000**

2023 **99,500**

2022 **98,000**

2024 HOSTING FEE

US$52M

Source: Statista



JEDDAH CORNICHE CIRCUIT

LOCATION	**Jeddah, Saudi Arabia**
OPENING DATE	**2021**
CAPACITY	**70,000**
CONTRACT EXPIRY	**2030**
TITLE SPONSOR	**STC**

WEEKEND ATTENDANCE

2024 **150,000**

2023 **150,000**

2022 **NO FIGURE RELEASED**

2024 HOSTING FEE

US$55M

Source: Statista



MIAMI INTERNATIONAL AUTODROME

LOCATION	**Miami, USA**
OPENING DATE	**2022**
CAPACITY	**65,000**
CONTRACT EXPIRY	**2031**
TITLE SPONSOR	**Crypto.com**

WEEKEND ATTENDANCE

2024 **275,000**

2023 **270,000**

2022 **243,000**

2024 HOSTING FEE

N/A*

*Part financed by Formula One

Source: Statista



AUTODROMO INTERAZIONALE ENZO E DINO FERRARI

LOCATION	**Imola, Italy**
OPENING DATE	**1953**
CAPACITY	**78,000**
CONTRACT EXPIRY	**2025**
TITLE SPONSOR	**AWS**

WEEKEND ATTENDANCE

2024 **200,000**

2023 **RACE CANCELLED**

2022 **129,656**

2024 HOSTING FEE

US$21M

Source: Statista



CIRCUIT DE MONACO

LOCATION	**Monaco**
OPENING DATE	**1929**
CAPACITY	**37,000**
CONTRACT EXPIRY	**2031**
TITLE SPONSOR	**Tag Heuer**

WEEKEND ATTENDANCE

2024 **NO FIGURE RELEASED**

2023 **NO FIGURE RELEASED**

2022 **NO FIGURE RELEASED**

2024 HOSTING FEE

US$27M

Source: Statista



CIRCUIT DE BARCELONA

LOCATION	**Montmelo, Spain**
OPENING DATE	**1991**
CAPACITY	**140,700**
CONTRACT EXPIRY	**2026**
TITLE SPONSOR	**Aramco**

WEEKEND ATTENDANCE

2024 **288,218**

2023 **284,066**

2022 **277,800**

2024 HOSTING FEE

US$25M

Source: Statista



CIRCUIT GILLES VILLENEUVE

LOCATION	**Montreal, Canada**
OPENING DATE	**1978**
CAPACITY	**100,000**
CONTRACT EXPIRY	**2031**
TITLE SPONSOR	**Pirelli**

WEEKEND ATTENDANCE

2024 **350,000**

2023 **345,000**

2022 **338,000**

2024 HOSTING FEE

US$32M

Source: Statista



RED BULL RING

LOCATION	**Spielberg, Austria**
OPENING DATE	**1969**
CAPACITY	**105,000**
CONTRACT EXPIRY	**2030**
TITLE SPONSOR	**MSC Cruises**

WEEKEND ATTENDANCE

2024 **302,000**

2023 **304,000**

2022 **303,000**



2024 HOSTING FEE

US$25M

Source: Statista

SILVERSTONE CIRCUIT

LOCATION	**Silverstone, UK**
OPENING DATE	**1948**
CAPACITY	**150,000**
CONTRACT EXPIRY	**2034**
TITLE SPONSOR	**Qatar Airways**

WEEKEND ATTENDANCE

2024 **480,000**

2023 **480,000**

2022 **401,000**

2024 HOSTING FEE

US$39M

Source: Statista



CIRCUIT DE SPA-FRANCORCHAMPS

LOCATION	**Stavelot, Belgium**
OPENING DATE	**1921**
CAPACITY	**70,000**
CONTRACT EXPIRY	**2031 (rotational from 2027)**
TITLE SPONSOR	**Moët & Chandon**

WEEKEND ATTENDANCE

2024 **380,000**

2023 **380,000**

2022 **360,000**

2024 HOSTING FEE

US$22M

Source: Statista



HUNGARORING

LOCATION	**Mogyorod, Hungary**
OPENING DATE	**1986**
CAPACITY	**70,000**
CONTRACT EXPIRY	**2032**
TITLE SPONSOR	**Lenovo**

WEEKEND ATTENDANCE

2024 **310,000**

2023 **303,000**

2022 **290,000**

2024 HOSTING FEE

US$40M

Source: Statista



CIRCUIT ZANDVOORT

LOCATION	**Zandvoort, Netherlands**
OPENING DATE	**1948**
CAPACITY	**105,000**
CONTRACT EXPIRY	**2026**
TITLE SPONSOR	**Heineken**

WEEKEND ATTENDANCE

2024	**305,000**
2023	**305,000**
2022	**305,000**

2024 HOSTING FEE

US$32M

Source: Statista



MONZA CIRCUIT

LOCATION	**Monza, Italy**
OPENING DATE	**1922**
CAPACITY	**118,865**
CONTRACT EXPIRY	**2031**
TITLE SPONSOR	**Pirelli**

WEEKEND ATTENDANCE

2024 **335,000**

2023 **304,134**

2022 **337,000**

2024 HOSTING FEE

US$28M

Source: Statista



BAKU CITY CIRCUIT

LOCATION	**Baku, Azerbaijan**
OPENING DATE	**2016**
CAPACITY	**18,500**
CONTRACT EXPIRY	**2026**
TITLE SPONSOR	**Qatar Airways**

WEEKEND ATTENDANCE

2024 **75,000**

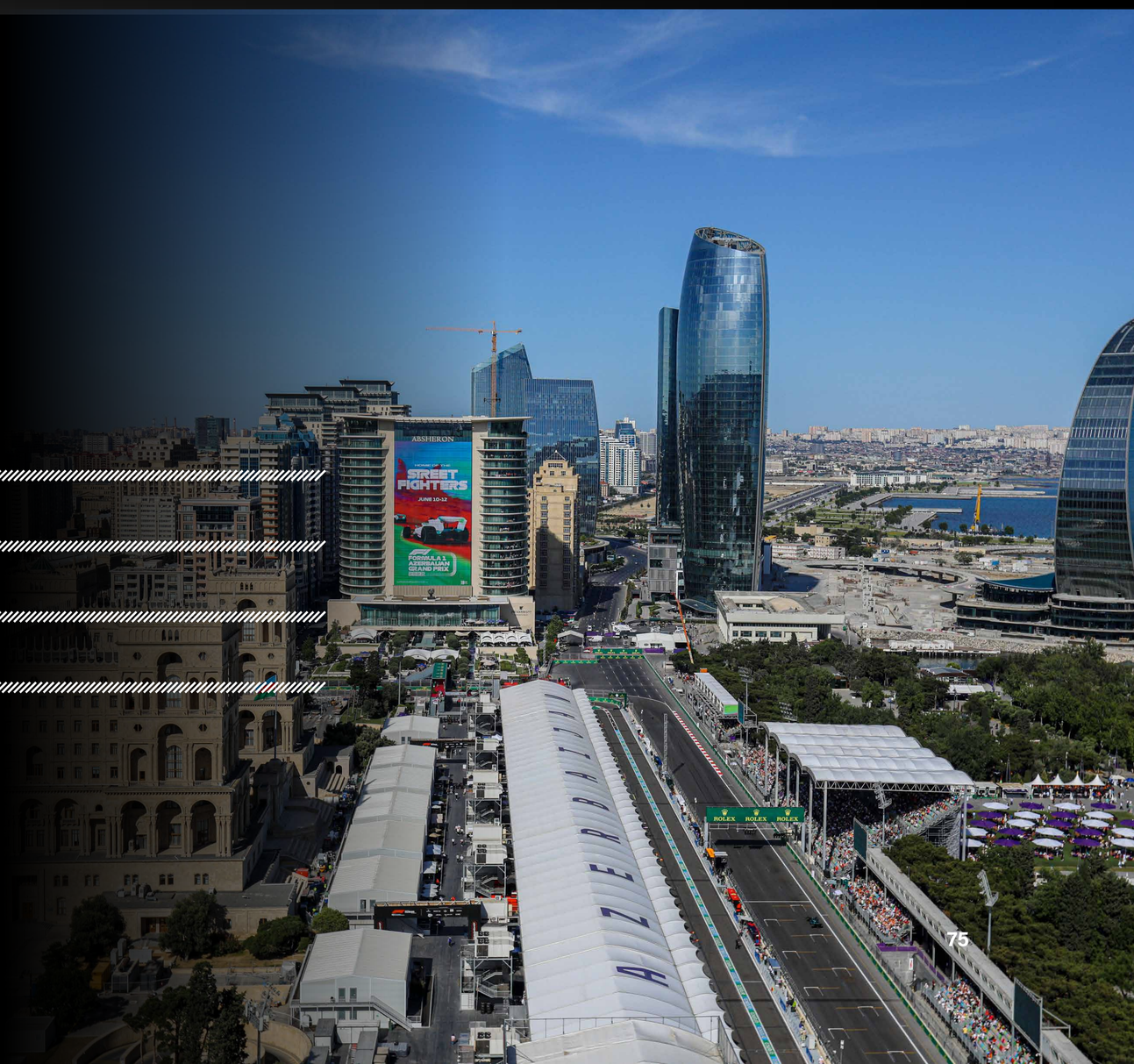
2023 **NO FIGURE RELEASED**

2022 **NO FIGURE RELEASED**

2024 HOSTING FEE

US$57M

Source: Statista



MARINA BAY STREET CIRCUIT

LOCATION	**Singapore**
OPENING DATE	**2008**
CAPACITY	**90,000**
CONTRACT EXPIRY	**2028**
TITLE SPONSOR	**Singapore Airlines**

WEEKEND ATTENDANCE

2024 **269,072**

2023 **264,108**

2022 **302,000**

2024 HOSTING FEE

US$35M

Source: Statista



CIRCUIT OF THE AMERICAS

LOCATION	**Austin, USA**
OPENING DATE	**2012**
CAPACITY	**150,000**
CONTRACT EXPIRY	**2026**
TITLE SPONSOR	**MSC Cruises**

WEEKEND ATTENDANCE

2024 **430,000**

2023 **432,000**

2022 **440,000**

2024 HOSTING FEE

US$30M

Source: Statista



AUTÓDROMO HERMANOS RODRÍGUEZ

LOCATION	**Mexico City, Mexico**
OPENING DATE	**1959**
CAPACITY	**110,000**
CONTRACT EXPIRY	**2025**
TITLE SPONSOR	**N/A**

WEEKEND ATTENDANCE

2024 **404,958**

2023 **400,639**

2022 **395,900**

2024 HOSTING FEE

US$30M

Source: Statista



SP

INTERLAGOS CIRCUIT

LOCATION	**São Paulo, Brazil**
OPENING DATE	**1940**
CAPACITY	**60,000**
CONTRACT EXPIRY	**2030**
TITLE SPONSOR	**MSC Cruises**

WEEKEND ATTENDANCE

2024 **291,700**

2023 **267,000**

2022 **236,000**

2024 HOSTING FEE

US$25M

Source: Statista



LAS VEGAS STREET CIRCUIT

LOCATION	**Las Vegas, USA**
OPENING DATE	**2023**
CAPACITY	**100,000**
CONTRACT EXPIRY	**2025**
TITLE SPONSOR	**Heineken**

WEEKEND ATTENDANCE

2024 **306,000**

2023 **315,000**

2022 **N/A**

2024 HOSTING FEE

N/A*

*Las Vegas is fully financed by Formula One, cost upwards of US$500 million to stage

Source: Statista



LOSAIL INTERNATIONAL CIRCUIT



LOCATION	**Lusail, Qatar**
OPENING DATE	**2004**
CAPACITY	**52,000**
CONTRACT EXPIRY	**2032**
TITLE SPONSOR	**Qatar Airways**

WEEKEND ATTENDANCE

2024 **155,000**

2023 **120,000**

2022 **N/A**

2024 HOSTING FEE

US$55M

Source: Statista



YAS MARINA CIRCUIT

LOCATION	**Abu Dhabi, UAE**
OPENING DATE	**2009**
CAPACITY	**60,000**
CONTRACT EXPIRY	**2030**
TITLE SPONSOR	**Etihad Airways**

WEEKEND ATTENDANCE

2024 **190,000**

2023 **NO FIGURE RELEASED**

2022 **160,000**

2024 HOSTING FEE

US$42M

Source: Statista



INSIGHT

HAS F1'S LAS VEGAS GAMBLE PAID OFF? WE WENT TO THE GRAND PRIX TO FIND OUT



SportsPro analyses the good and the bad from the series' most unique event and asks if Formula One has made a home for itself on the streets of Sin City.

Race day experience

Organisers have made an effort to make the Las Vegas Grand Prix feel like a more inclusive experience, but it still doesn't feel like a race built for more traditional motorsport fans.

That's not to say that spectators didn't flock to this event in droves. Formula One merchandise was noticeable across the city all weekend and a free-to-enter fan festival on Las Vegas Boulevard ran for two days, bringing a more familiar feel to an otherwise atypical Grand Prix weekend.

The organisers also did a much better job of making more general admission tickets available this year. Even so, the cheapest weekend ticket still started at US$600, which puts the race among the most expensive on the calendar.

This correspondent spent race day in the Caesars Palace Experience, a general admission fan zone. The three-day ticket, which at US$638 was at the lower end of the pricing structure,

offered standing room only and a decent view of the back straight along the city's famous strip, although this meant catching a mere flash of each car as they passed by at top speed.

In terms of entertainment, there were four simulators, a pitstop challenge, and a show car all in partnership with the Red Bull team, and an extensive food and drink offering.

Although the pricing of those refreshments was extortionate – a glass of wine would set you back US$26.83 or you could opt for a bottle of beer costing US$17.44 – this is Vegas after all.

A commercial playground

Several companies saw the Las Vegas Grand Prix as the ideal location to launch their partnerships for next season, as the two weeks leading up to the race saw the number of sponsorships skyrocket.

Aston Martin announced three deals with Puma, Xerox, and Glenfiddich. The latter two of those three brands did not officially come on board until 2025 but specifically targeted the Las Vegas weekend to launch their partnerships.

This was also the case for the launch of online casino Modo's partnership with Alpine and Haas' deal to promote the University of Chicago Medicine. The Las Vegas weekend was also the first time the Mastercard logo was visible on the McLaren car ahead of the start of that partnership next year.

Williams agreed a multi-year extension with Duracell which aligned with the brand's move to sponsor a DRS zone at the circuit, the first sponsorship deal of its kind in Formula One, giving the company a highly visible presence at the race. The team also partnered with Amazon-owned Zoox.

Meanwhile Ferrari, who had a fan activation situated outside Caesars Palace with Peroni Nastro Azzurro 0,0%, agreed new deals with IBM and Chivas Regal. The Scotch whisky brand also opted to follow the Las Vegas launch trend.

The impact on local businesses

A report claiming that the inaugural race generated an economic impact of US$1.5 billion was not enough to convince Las Vegas locals of the benefits of staging the race, but it is still very early on in the event's life cycle, with an initial deal due to run until 2025.

Plus, the series has made noticeable improvements to minimise disruption when setting up for the race, including the Flamingo Road bridge being made much smaller to ease congestion. It shows that organisers have been willing to be adapt, but local businesses have seen noticeable disruption.

SportsPro spoke to one local business owner of a bar on the Strip who claimed the Formula One weekend more than halves their daily revenue. On a normal weekend, they would generate US$40,000 per day, but this dropped to just US$15,000 over the Grand Prix weekend.

At the same time, it's important to remember that this event is happening during a traditionally quiet week for Las Vegas, and MGM Resorts went as far as saying that Formula One delivered its highest-grossing weekend ever for last year's inaugural race.

Ultimately, Formula One has invested a huge amount of money into this event – setup costs exceeded US$500 million in year one – but the full benefits are unlikely to be truly felt until years down the line.

The verdict

It's an entirely unique experience, but the fact Formula One is able to shut down a city like Las Vegas for a race weekend highlights just how far the series has come and the influence it now has. This is, at the very least, a seriously impressive logistical feat.

Las Vegas is unlikely to ever become a destination for traditional motorsport fans, but Sin City's Grand Prix is well on its way to becoming the most commercially attractive event of the Formula One season.

It's too early to say if the gamble has paid off for Formula One, but it's easy to see how the Las Vegas Grand Prix could eventually go down as one of the series' finest achievements.

ABOUT

SportsPro

SportsPro is the leading media and events company for the business of sports internationally. Our mission is to provide powerful storytelling and insightful commentary that connects, educates and inspires the industry.

Sportspromedia.com launched in 2008 to connect and inspire the business world of sport. Our website generates over 5.5m views annually and is relied upon for the latest news, insights, analysis, interviews and diverse features from across the international sports industry.

SportsPro's in-person and virtual events, attract top-level executives, creating communities in key markets around the world. Our flagship events SportsPro Live, OTT Summit and OTT Awards, along with our specialist and regional events, connect more than 6,000 global industry professionals annually. We partner with the leading organisations that are transforming the industry, providing you with unrivalled content and networking opportunities.

