

# The Business of Formula One

Volume One: The Sport, the Teams, the Drivers and the Media

Christian Sylt and Caroline Reid

Foreword by Bernie Ecclestone



Marketing Partners





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Volume Two: The Market, the Sponsors, Hospitality and the Races

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Behind the on-track and often off-track drama of Formula One is a complex global industry worth an estimated \$4 billion per year. F1's commercial rights alone are worth a billion dollars annually, of which the largest part is the revenues from the sale of broadcast rights to over 170 countries around the globe.

The industry is in midst of a time of great change, There has been an influx of new investors in the past few years – sponsors, team owners and even a new majority owner of the commercial rights group, CVC Capital Partners. These newcomers will lead the sport into its new era.

**The Business of Formula One** is a comprehensive analysis of the sport and consists of two volumes.

**Volume One** unravels the complex structure of the sport, detailing the composition of its commercial rights and how the vast revenues it generates are divided. It analyses the financial structure and the ownership of teams and assesses the drivers, their managers, their earnings and their sponsors. The volume also explores the statistics behind F1's global media coverage and key issues facing the sport.

## What the experts say:



"F1 is an important and unique business and this report gets right to the heart of it. It shows you how to place the most effective investments and maximise returns. As the sport is moving forward at such a rapid rate this is invaluable. Well worth reading to stay in pole position."

**Bernie Ecclestone, Chief Executive, Formula One Group**



"Although the FIA is not responsible for the commercial side of Formula One and functions solely as the regulator, we are glad to see this important subject dealt with seriously by a responsible publication. This is probably the first ever in-depth analysis of Formula One business and as such must be welcomed by everyone who values the sport."

**Max Mosley, President, The FIA**



"This report provides a comprehensive insight into the universe of Formula 1, and the opportunities offered to investors by every aspect of the business. It is a fascinating and invaluable insight, into how our industry works and how it can be leveraged."

**Flavio Briatore, Managing Director, Renault F1 Team**

Continued on inside back cover





"The F1 SportBusiness report is the major tool for a company like TAG Heuer to monitor its return on Formula 1 investments as well as plan for the future and optimise its initiatives. After 37 years in Formula 1, TAG Heuer is a living example of Formula 1 commercial power and will continue to invest in the field all the more since the F1 SportBusiness manual provides down-to-earth operational guidance."

**Jean-Christophe Babin, CEO, TAG Heuer**



"The Business of Formula One Report is an essential tool for potential sponsors looking to invest in F1 and for existing sponsors to maximise their returns. It is an ideal manual for navigating the investment process and should bring even more to the commercial strength of F1."

**Juan Carlos Perez, General Manager Global Sponsorships, Shell**



"The report provides a valuable one-stop insight into the business of F1 and is an essential tool for Hilton International as a relative newcomer to the industry. There is a wealth of information to assist with optimising commercial opportunities in all areas of the F1 industry."

**Ian Carter, CEO, Hilton International**



"This is the most authoritative report yet on the commercial, organisational and operational aspects of Formula One. Highly recommended reading for anyone involved – or considering getting involved."

**Dr. Christoph Walther, CEO, CNC AG, advisors to the car manufacturers participating in Formula One**