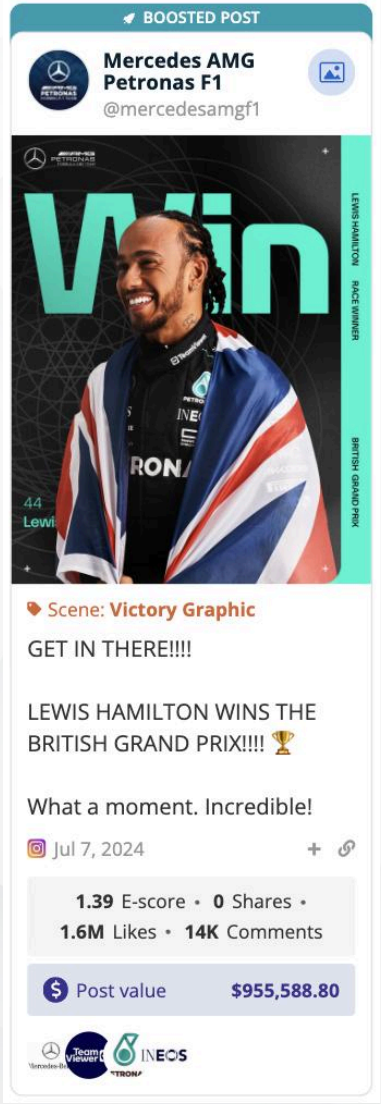
2024

# FORMULA 1 REPORT

Blinkfire™

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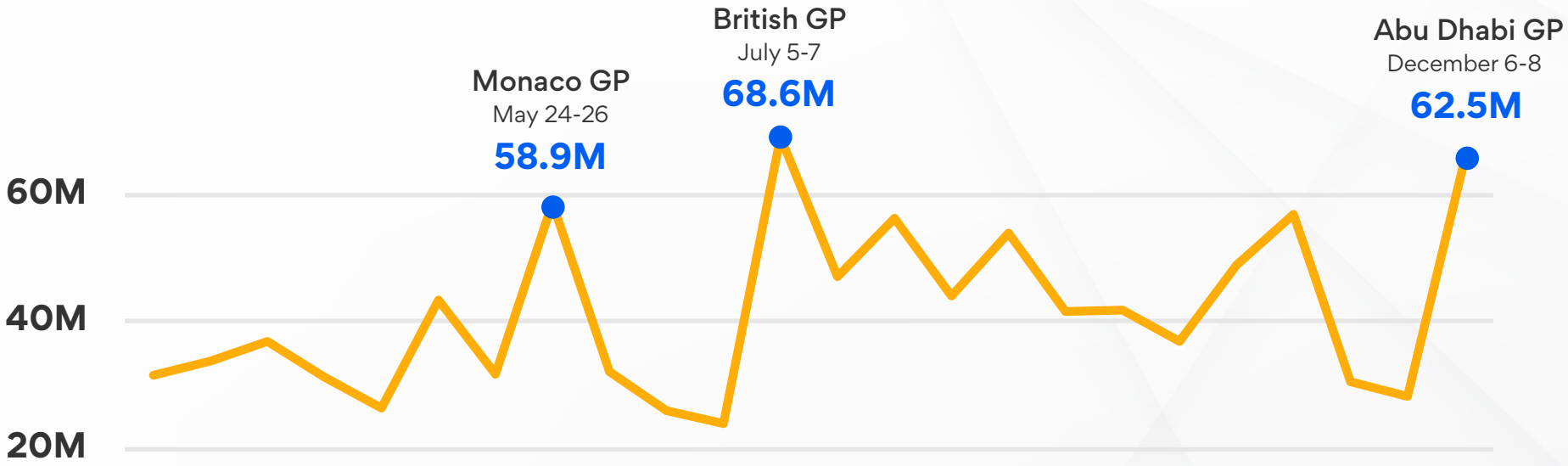
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## ENGAGEMENT BY GRAND PRIX WEEKEND




Throughout the 24 Grands Prix held in the 2024 season, Formula 1 generated over **one billion engagements** across its official channels, reflecting the sport's immense global following.

The **Brirtish Grand Prix emerged as the most engaging race of the season**, amassing more than 68 million interactions. This surge was driven by standout performances from British drivers—George Russell secured pole position, and Lewis Hamilton, in his final year with Mercedes, took a historic victory. Hamilton's win on home soil generated major engagement for the league. A similar trend happened at the Monaco Grand Prix, where local hero Charles Leclerc won.

The Abu Dhabi Grand Prix recorded great overall figures this season. This finale was packed with drama, as Lando Norris clinched second place in the Championship with a victory, and several key departures marked the event. Carlos Sainz bid farewell to Ferrari, while Hamilton's final race with Mercedes closed a defining chapter in his career.

*Based on Blinkfire data from 2024 Grand Prix weekends across Formula 1's Facebook, Instagram, Sina Weibo, TikTok, X, and YouTube*

## FORMULA 1 | **ENGAGEMENT COMPARISON**

Throughout 2024, **Instagram solidified its position** as the most successful social media platform for Formula 1. It is the only platform where interactions per post have experienced a remarkable 19.6% growth, reaching 501,800 engagements per post. These impressive figures highlight the **platform's power to connect with fans and drive impact**. Additionally, Instagram leads in total engagement growth, solidifying its status as the go-to channel for F1 followers.

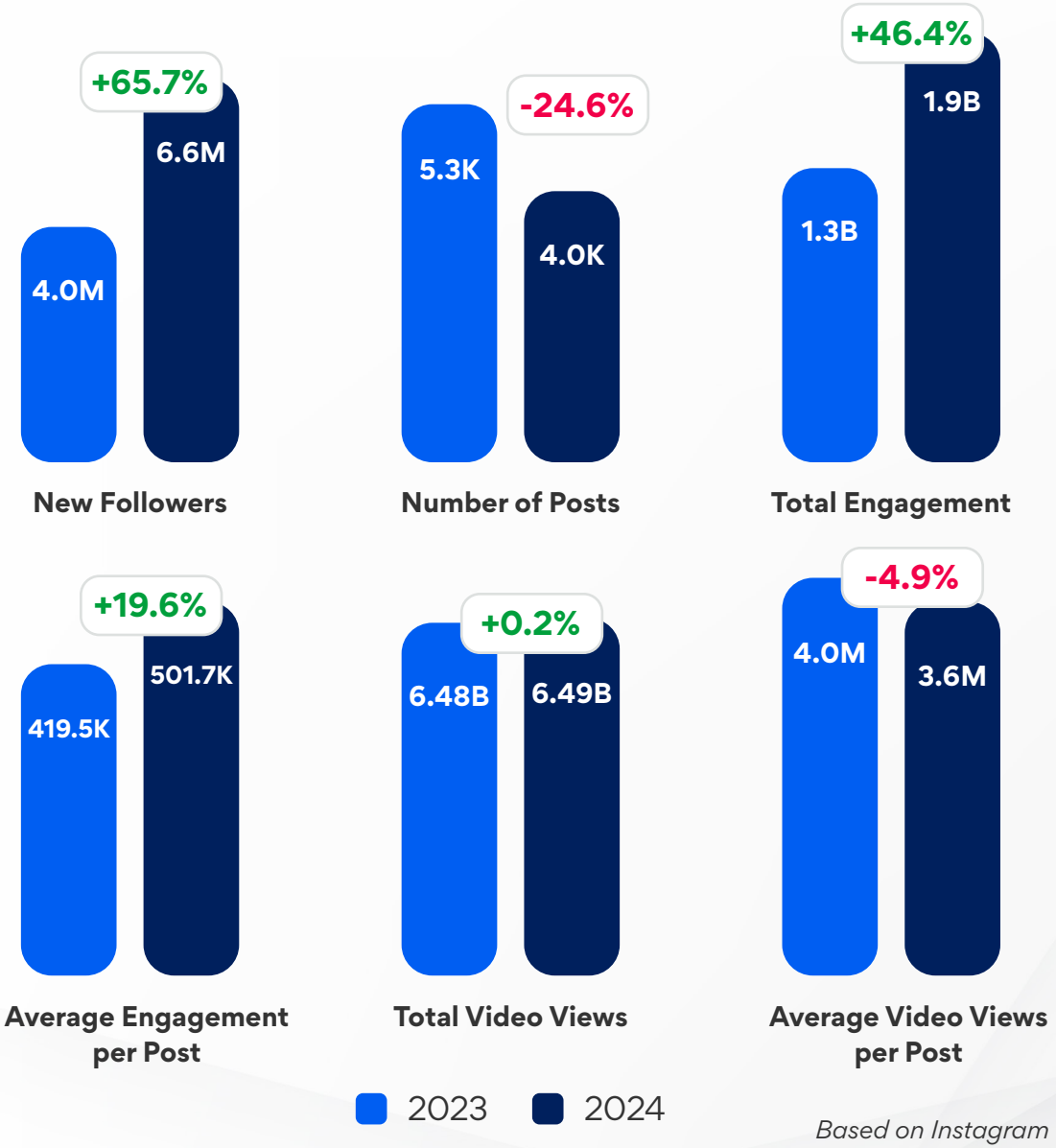
Meanwhile, TikTok ranks as the second-best performing social media platform. Although it has shown growth in total engagement, its interactions per post have dropped by 3.4%. Despite this slight decline, the average interactions per post remain strong at 125,900. This demonstrates that **TikTok remains a highly valuable platform**, especially for connecting with younger audiences.

Year-Over-Year Analysis

| | Total Engagement | Avg. Engagement per Post |
|---|---|---|
| Facebook | -16.3% | -3.5% |
| Instagram | +46.4% | +19.6% |
| TikTok | +36.6% | -3.4% |
| X | +1.0% | -6.3% |
| YouTube | +14.3% | -5.4% |

*Based on data in Blinkfire from 1/1/2023-12/31/2023 and 1/1/2024 -12/31/2024 across Formula 1's Facebook, Instagram, TikTok, X, and YouTube*

## FORMULA 1 | **INSTAGRAM**




**Instagram was Formula 1's most impactful social media platform in 2024**, attracting more than 6.6 million new followers and driving an average daily engagement of 5.3 million. Total engagement on the platform surged by 46.4%, with engagements per post rising by 19.6%. Despite a 24.6% decrease in posts compared to 2023, Instagram delivered exceptional video performance metrics, both in total and per post, solidifying its role as a cornerstone of Formula 1's digital strategy.

In addition to Instagram's dominance, **TikTok showed strong performance, averaging 913,000 video views per post**. The success of these platforms highlights Formula 1's strategic shift toward prioritizing high-quality, engaging content over sheer volume, effectively enhancing fan engagement and optimizing video reach.

*Based on Instagram data in Blinkfire from 1/1/2023-12/31/2023 and 1/1/2024-12/31/2024*

## LEAGUES | FOLLOWER VALUATION

| | League | Followers | Follower to Valuation Ratio ▼ |
|---|---|---|---|
| 1 | Formula 1 | 83.7M | $16.22 |
| 2 | MLB | 58.9M | $10.11 |
| 3 | NWSL | 2.4M | $9.99 |
| 4 | NFL | 135.6M | $7.64 |
| 5 | WNBA | 9.2M | $7.50 |
| 6 | NHL | 25.8M | $7.33 |
| 7 | Saudi Professional League | 11.9M | $6.75 |
| 8 | Kings League Spain | 17.4M | $5.05 |
| 9 | Premier League | 231.9M | $4.42 |
| 10 | NBA | 334.3M | $4.34 |

*Based on data in Blinkfire from leagues' official social accounts from 1/1/2024-12/31/2024*

## BY ENGAGEMENT

### #1

F1
@f1




Your 2025 line-up for Scuderia Ferrari! 😻🤩

#F1 #Formula1 #LewisHamilton #Ferrari @lewishamilton @scuderiaferrari

### #2

F1
@f1

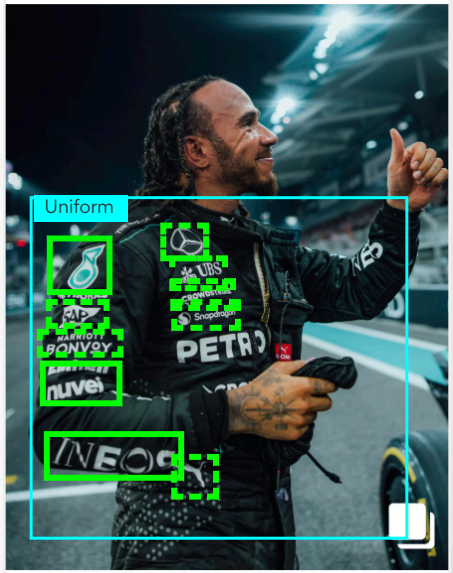



LANDO NORRIS WINS HIS FIRST GRAND PRIX 🤩

#F1 #Formula1 #MiamiGP

### #3

F1
@f1




End of an era.

#F1 #AbuDhabiGP

## BY VIDEO VIEWS

### #1

**F1**
@f1

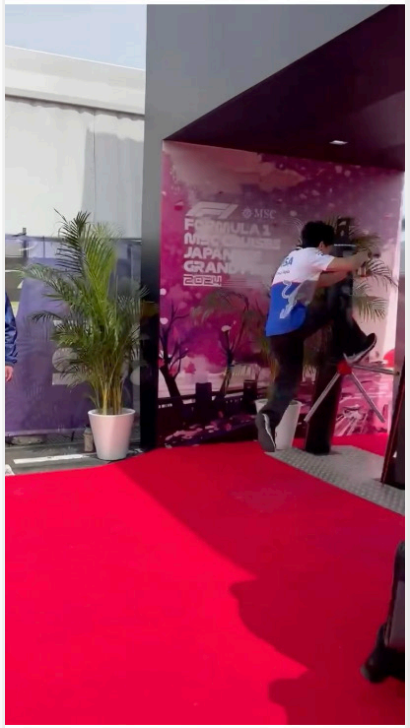



AND THE LIZARD GOES PURPLE
🟣🟣🟣

#F1 #Formula1 #SingaporeGP

### #2

**F1**
@f1



PARKOUR! 👍

Now that's one way to make your entrance into the circuit 😂

#F1 #Formula1 #JapaneseGP

### #3

**F1**
+3
@f1, @mclaren, @mercedesamgf1 and @lewishamilton



Just listen to that noise... 💚💛💙

Lewis Hamilton experiences a car, a track, and a crowd loved by his hero Ayrton Senna 🥹

#F1 #Formula1 #BrazilGP

## TOP 10 DRIVERS | **INSTAGRAM**

| | Name | Followers | Engagement | Avg. Engagement per Post | Media Value ▼ |
|---|---|---|---|---|---|
| 1 | Charles Leclerc | 17.4M | 156.7M | 1.5M | **$97.4M** |
| 2 | Lewis Hamilton | 38.5M | 102.8M | 1.4M | **$63.9M** |
| 3 | Carlos Sainz | 10.9M | 79.9M | 824.1K | **$50.3M** |
| 4 | Max Verstappen | 13.5M | 69.3M | 603.2K | **$42.9M** |
| 5 | Lando Norris | 9.4M | 67.1M | 871.5K | **$41.5M** |
| 6 | George Russell | 6.2M | 57.7M | 415.1K | **$36.1M** |
| 7 | Pierre Gasly | 5.4M | 47.7M | 333.6K | **$30.3M** |
| 8 | Oscar Piastri | 3.2M | 41.2M | 319.3K | **$25.7M** |
| 9 | Checo Pérez | 7.6M | 36.8M | 279.1K | **$22.9M** |
| 10 | Franco Colapinto | 4.3M | 31.6M | 452.1K | **$19.9M** |

*Based on Instagram data in Blinkfire from 1/1/2024-12/31/2024 for 2024 Formula 1 drivers*

# TOP 10 DRIVERS | **INSTAGRAM FOLLOWER GROWTH**

**Monitoring drivers' social media presence is crucial teams and sponsors**, as the growth of a driver's fanbase directly enhances the visibility of both the team and its associated brands.

The 2024 Formula 1 season highlighted this trend, particularly with the debut of two young talents: **Franco Colapinto and Ollie Bearman**. Colapinto and Bearman, initially unknown to the broader Formula 1 audience, quickly captured the attention of fans, reflected in their significant Instagram follower growth.

**Franco Colapinto led the field with a remarkable 701.3% increase in followers**, reaching 3.8 million. **Ollie Bearman followed closely, adding nearly 2 million followers**, marking a 388% increase.

Oscar Piastri, another rising star, also experienced substantial growth. **Following his first Grand Prix victory with McLaren, Piastri's Instagram following grew 97.1%**. Meanwhile, Charles Leclerc was the driver with the largest overall follower gain, adding 3.9 million new Instagram fans.

| | Driver | Growth % |
|---|---|---|
| 1 | Franco Colapinto | 701.3% |
| 2 | Ollie Bearman | 388.3% |
| 3 | Oscar Piastri | 97.1% |
| 4 | Liam Lawson | 89.6% |
| 5 | Logan Sargeant | 56.1% |
| 6 | Zhou Guanyu | 36.4% |
| 7 | Yuki Tsunoda | 35.3% |
| 8 | Carlos Sainz | 31.5% |
| 9 | Charles Leclerc | 29.4% |
| 10 | Lando Norris | 28.6% |

*Based on Instagram data in Blinkfire from 1/1/2024-12/31/2024 for 2024 Formula 1 drivers.*

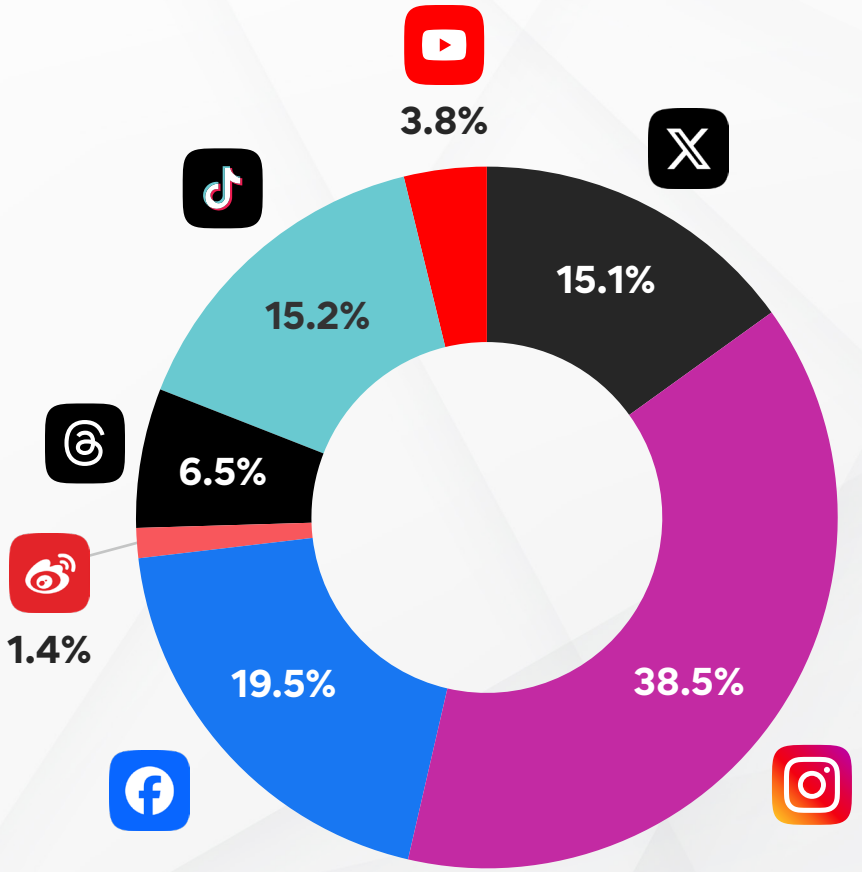
## INSTAGRAM | **POLE POSITION PLATFORM**

At the end of 2024, the 10 Formula 1 teams had a combined social media following of 207 million, with **38.5% of their audience concentrated on Instagram**. Not only does Instagram account for the largest share of followers, but it also emerged as the top-performing platform for Formula 1 in 2024.

Understanding audience preferences across platforms is crucial for optimizing content strategies and maximizing post impact. For Formula 1 teams, **Instagram is the go-to platform for sponsorship value and visibility**.

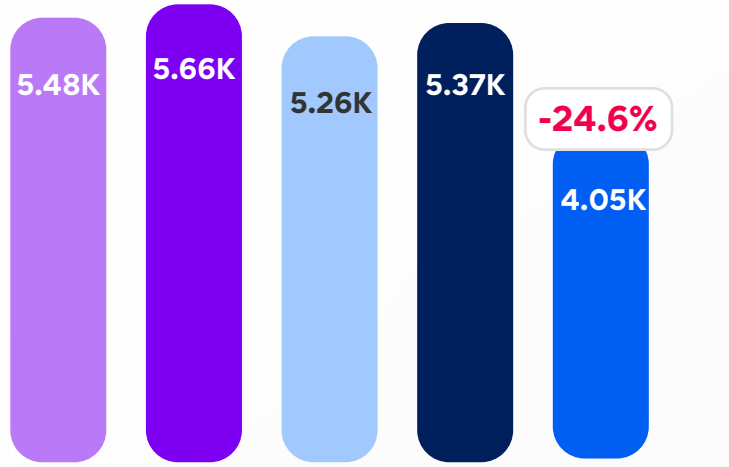
**TikTok has provided an exciting avenue for Formula 1 to reach new audiences**. With its emphasis on bold, creative content and viral trends, TikTok allows teams to experiment and engage fans in fresh, innovative ways, complementing their efforts on more established platforms like Instagram.

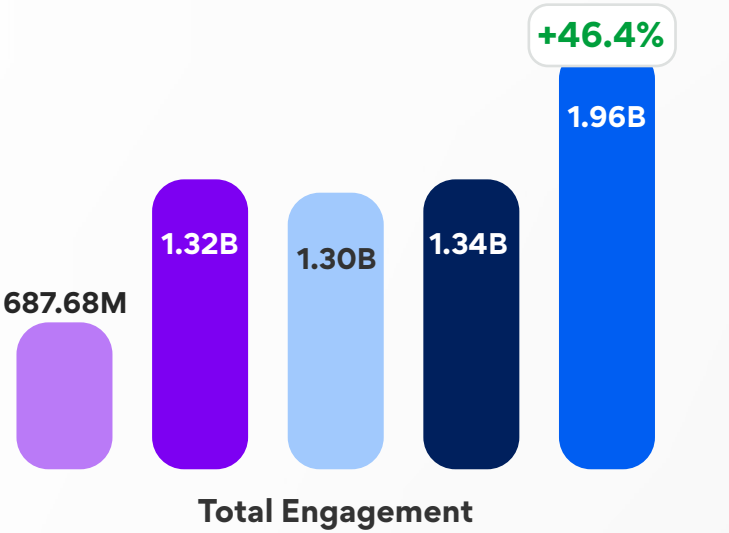
### Follower Distribution
Formula 1 Teams




*Based on data in Blinkfire on 12/31/2024 across Formula 1 teams' official Facebook, Instagram, TikTok, Threads, X, and YouTube channels.*

## INSTAGRAM | EVOLUTION




2020 2021 2022 2023 2024

The strongest evidence of Instagram's Formula 1 impact lies in the platform's performance metrics. Despite **reducing their number of posts by 24.6%, total engagement surged by an impressive 46.4%**. This growth, rising from 687.6 million engagements in 2020 to 1.9 billion in 2024, reflects the sustained interest generated by the teams' content.

Average engagement per post supports this positive trend, increasing by 19.6% to reach 501,780 interactions per post. This shows that **Formula 1 teams** are focused on producing higher-quality, **more relevant content that resonates with their audience**.

While video views per post experienced a slight decline of 4.7% compared to 2023, teams still averaged 3.2 million views per post—a significant leap from the 789,600 views recorded in 2020.

Follower growth also highlights Instagram's effectiveness for Formula 1. Teams collectively added over 6.6 million new followers in 2024, a 65.7% increase. Social media success isn't always about increasing post volume but **strategically delivering content that captivates and expands the audience**.

*Based on Formula 1 Instagram data in Blinkfire from 2020-2024*

## GLOBAL RANKING

### Total Engagement

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1 | | **Scuderia Ferrari** | **682.6M** | 6 | | BWT Alpine F1 Team | **76.8M** |
| 2 | | Oracle Red Bull | **450.9M** | 7 | | Visa Cash App RB | **70.9M** |
| 3 | | Mercedes AMG Petronas | **442.7M** | 8 | | MoneyGram Haas | **46.0M** |
| 4 | | McLaren Racing | **408.4M** | 9 | | Aston Martin Aramco | **43.3M** |
| 5 | | Williams Racing | **115.4M** | 10 | | Stake F1 Team Kick Sauber | **32.8M** |

*Based on data in Blinkfire from 1/1/2024-12/31/2024 across Formula 1 teams' owned and operated Facebook, Instagram, TikTok, X, and YouTube*

## GLOBAL RANKING

### Total Video Views

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1 | Oracle Red Bull Racing | **Oracle Red Bull** | **3.8B** | 6 | Visa Cash App RB | Visa Cash App RB | **529.3M** |
| 2 | Scuderia Ferrari | Scuderia Ferrari | **2.6B** | 7 | BWT Alpine F1 Team | BWT Alpine F1 Team | **347.8M** |
| 3 | Mercedes AMG Petronas | Mercedes AMG Petronas | **1.8B** | 8 | Stake F1 Team Kick Sauber | Stake F1 Team Kick Sauber | **324.4M** |
| 4 | McLaren Racing | McLaren Racing | **1.3B** | 9 | Aston Martin Aramco | Aston Martin Aramco | **256.9M** |
| 5 | Williams Racing | Williams Racing | **562.7M** | 10 | MoneyGram Haas | MoneyGram Haas | **138.3M** |

*Based on data in Blinkfire from 1/1/2024-12/31/2024 across Formula 1 teams' owned and operated Facebook, Instagram, TikTok, X, and YouTube*

## GLOBAL RANKING

### Total Valuation

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1 | | **Scuderia Ferrari** | **$420.6M** | 6 | | BWT Alpine F1 Team | **$43.1M** |
| 2 | | Oracle Red Bull | **$251.3M** | 7 | | Visa Cash App RB | **$41.1M** |
| 3 | | Mercedes AMG Petronas | **$240.7M** | 8 | | MoneyGram Haas | **$27.0M** |
| 4 | | McLaren Racing | **$230.6M** | 9 | | Aston Martin Aramco | **$22.2M** |
| 5 | | Williams Racing | **$65.0M** | 10 | | Stake F1 Team Kick Sauber | **$16.2M** |

*Based on data in Blinkfire from 1/1/2024-12/31/2024 across Formula 1 teams' owned and operated Facebook, Instagram, TikTok, X, and YouTube*

## TOP 10 BRANDS | **BY VALUATION**

The **Red Bull led the top 10 brands with the highest valuation across Formula 1's social media channels in 2024, driven by Max Verstappen's Championship win**.




Ferrari followed in second place, with three of its key sponsors—Shell and HP—also making the top 10, alongside Santander, which joins Williams as a sponsor this year.

Another noteworthy brand is Puma, which has outfitted teams like Ferrari and Mercedes for years. However, **in 2025, Mercedes will debut with Adidas, marking the brand's entry into Formula 1**.

Among F1's official partners, Pirelli was the best-positioned brand. The exclusive tire supplier also has a strong presence on the drivers' caps during podium celebrations.

| | Brand | Total valuation |
|---|---|---|
| 1 | Red Bull | $115.9M |
| 2 | Ferrari | $113.4M |
| 3 | Shell | $89.0M |
| 4 | Pirelli | $65.9M |
| 5 | Petronas | $64.5M |
| 6 | Puma | $62.4M |
| 7 | Mercedes-Benz | $61.0M |
| 8 | Santander | $54.4M |
| 9 | hp | $51.2M |
| 10 | INEOS | $41.5M |

*Based on data in Blinkfire from 1/1/2024-12/31/2024 across Formula 1's owned and operated channels*

Blinkfire is an AI-first company with a leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and streaming. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire's real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire, email at **marketing@blinkfire.com** or visit **www.blinkfire.com**.

