2025

FORMULA 1

REPORT



Blinkfire™

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The 2025 Formula 1 season delivered far beyond the track, as teams and drivers pushed boundaries in how they connected with fans worldwide on social media. From breakout storylines and driver moves fueling global conversation, F1 continued to set the pace as one of the most culturally relevant sports leagues. Social audiences surged across all platforms, with short-form video and real-time storytelling playing a central role in how fans followed the season.

Dive into Blinkfire's 2025 Formula 1 Report for a data-driven look at league performance, engagement rankings, sponsorship value, and the brands shaping the paddock.



DATA & METHODOLOGY OVERVIEW

This report is powered by Blinkfire's proprietary social media, digital, broadcast, and sponsorship analytics platform, which tracks and measures performance across sports, entertainment and culture at a global scale.

Data Sources

Insights in this report are based on data collected from official owned and earned social media accounts for teams, leagues, organizations, brands, athletes, influencers, celebrities, musicians, media companies, and events tracked by Blinkfire.

Platform Coverage

Data includes activity across major social platforms, including Instagram, Facebook, TikTok, YouTube, X, Threads, and Sina Weibo (where applicable).

Time Period

Unless otherwise noted, analysis reflects activity from March 15, 2025 to December 7, 2025. Certain league highlights, events, and seasonal analyses use custom dates aligned to the respective league's calendar year.

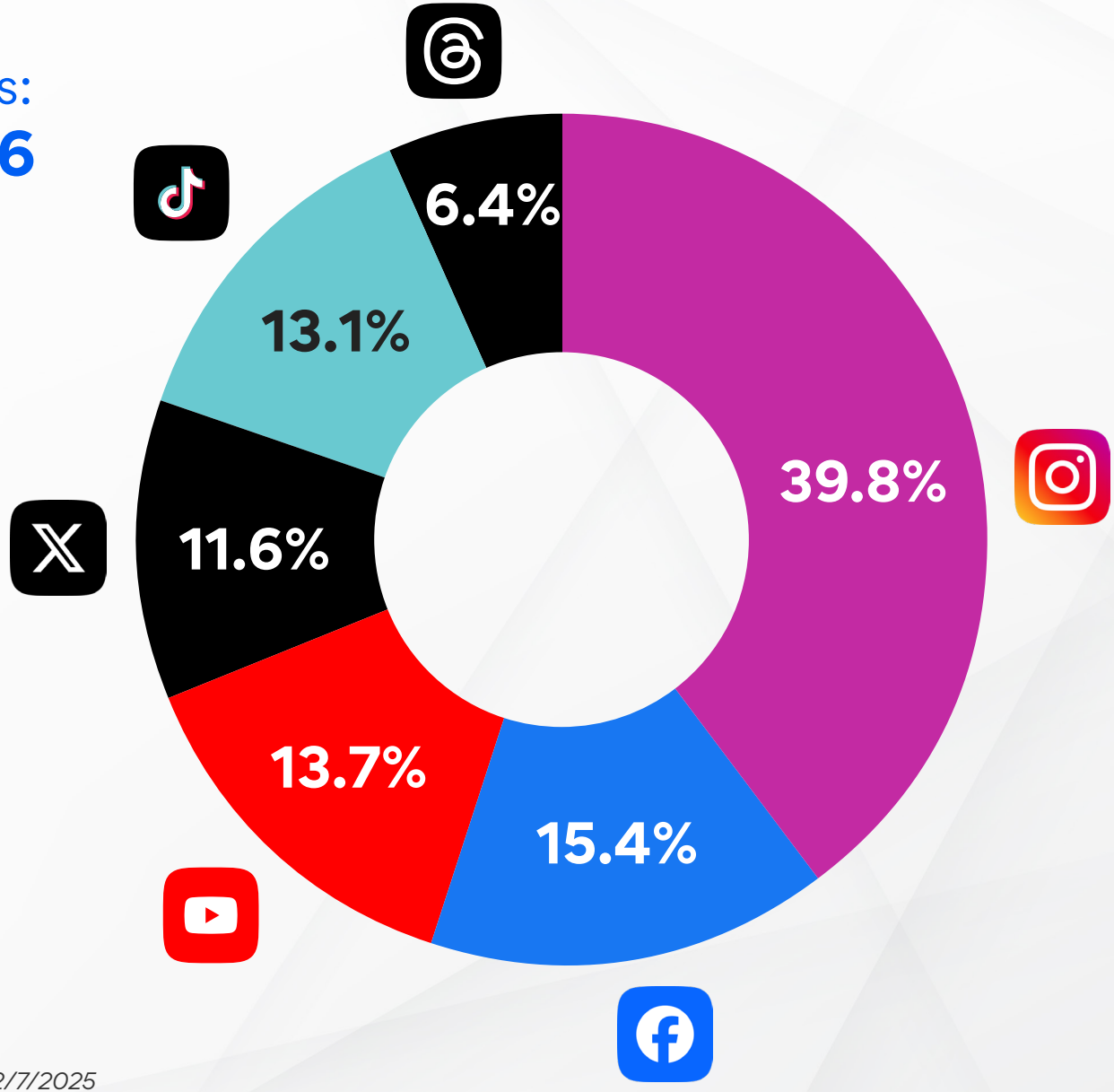
Metrics & Valuation

Blinkfire measures performance and valuation using metrics such as followers, engagement, views, and impressions (estimated).

FOLLOWER DISTRIBUTION

Total Followers:
101,096,726

Meta dominates when it comes to Formula 1 followers, making up 55.2% of their total followers. However, Facebook's slice of the pie has shrunk, while video-first platforms like YouTube are gaining market share as they continue to engage young fan bases.

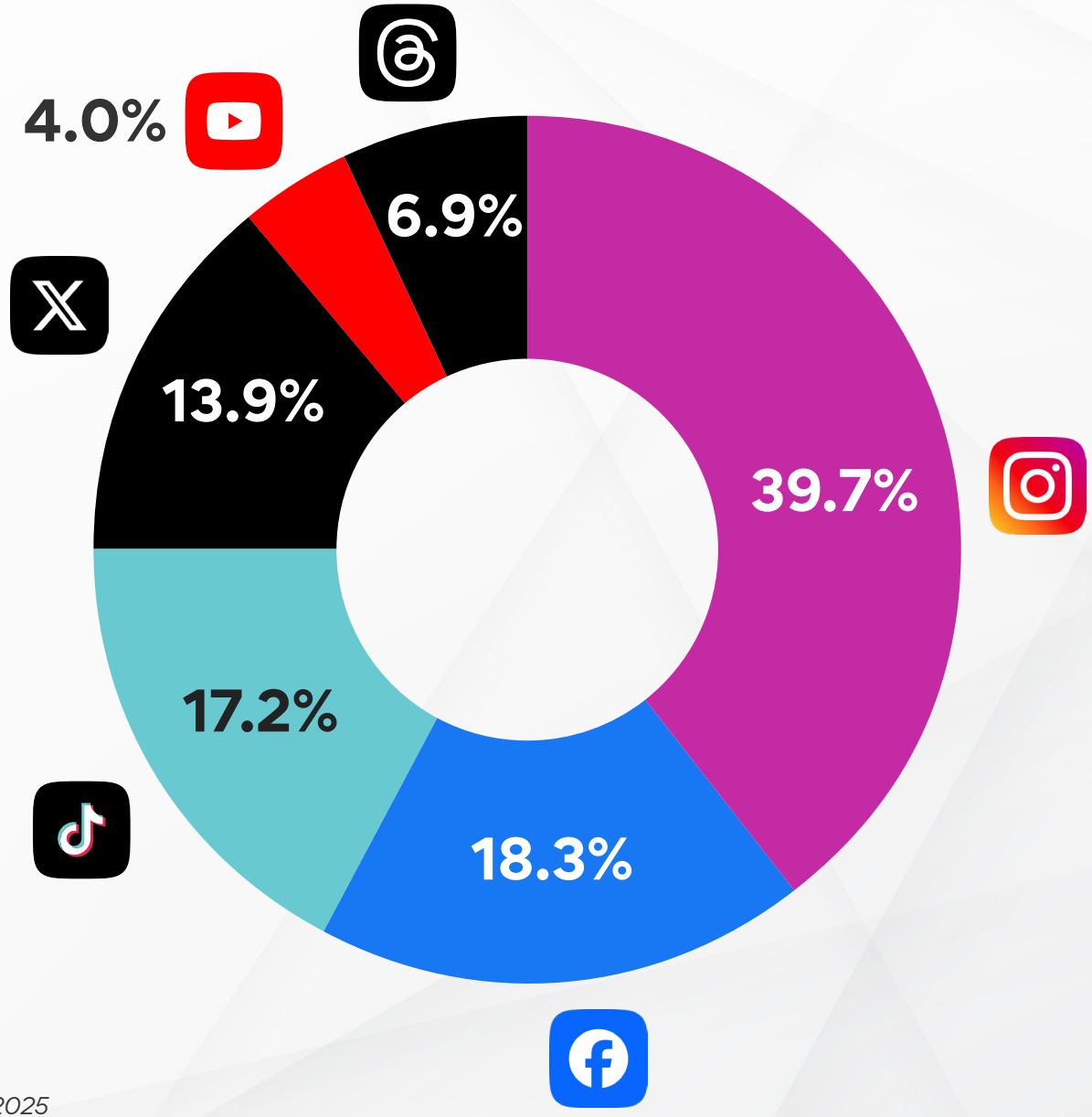


Based on Formula 1 league data tracked in Blinkfire from 12/7/2025

TEAM FOLLOWER DISTRIBUTION

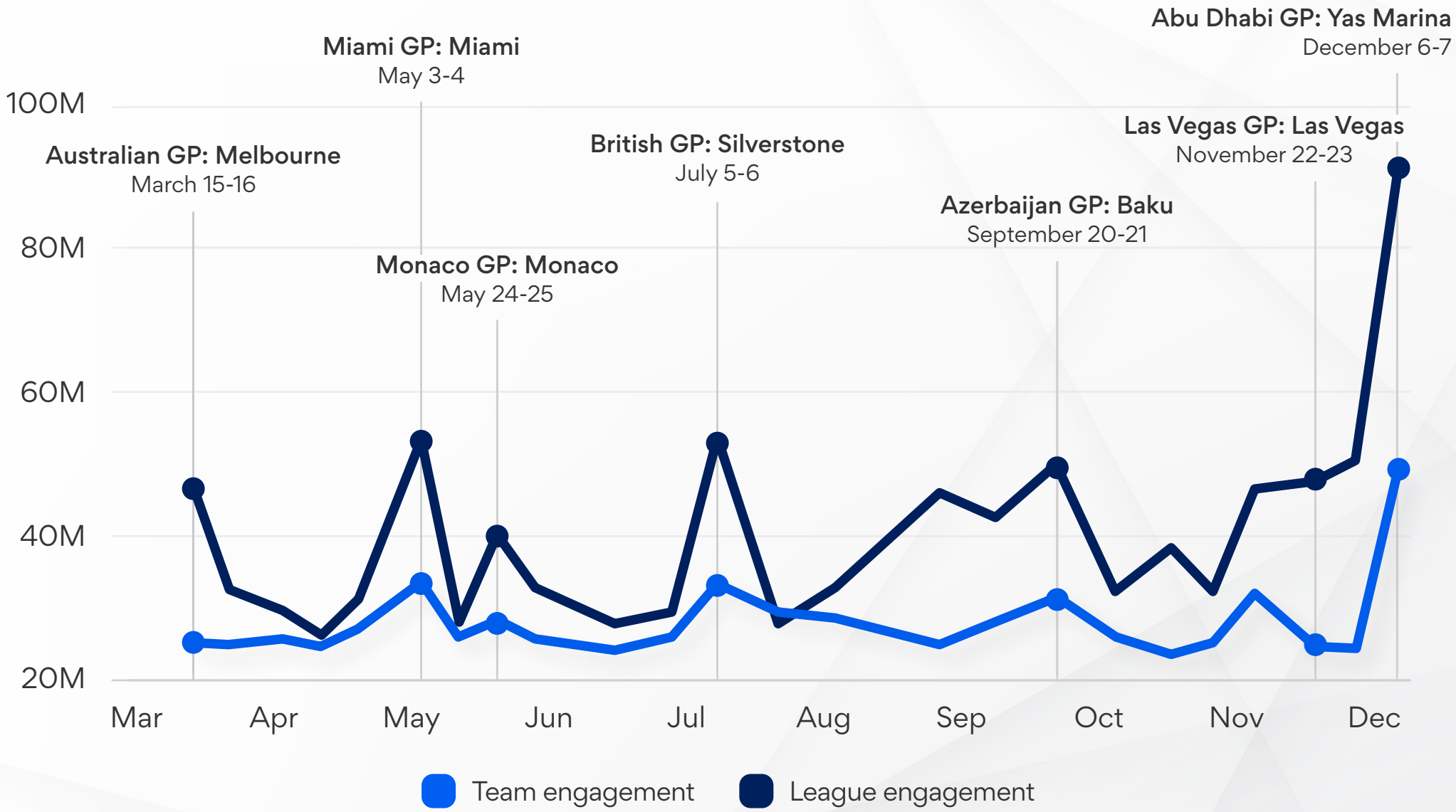
Total Followers:
231,878,288

TikTok dominated Formula 1 teams' growth, with two teams increasing their followings by over 100% this season. Overall, TikTok increased its share of total team followers (+2% from 2024), while X and Facebook experienced decreases.



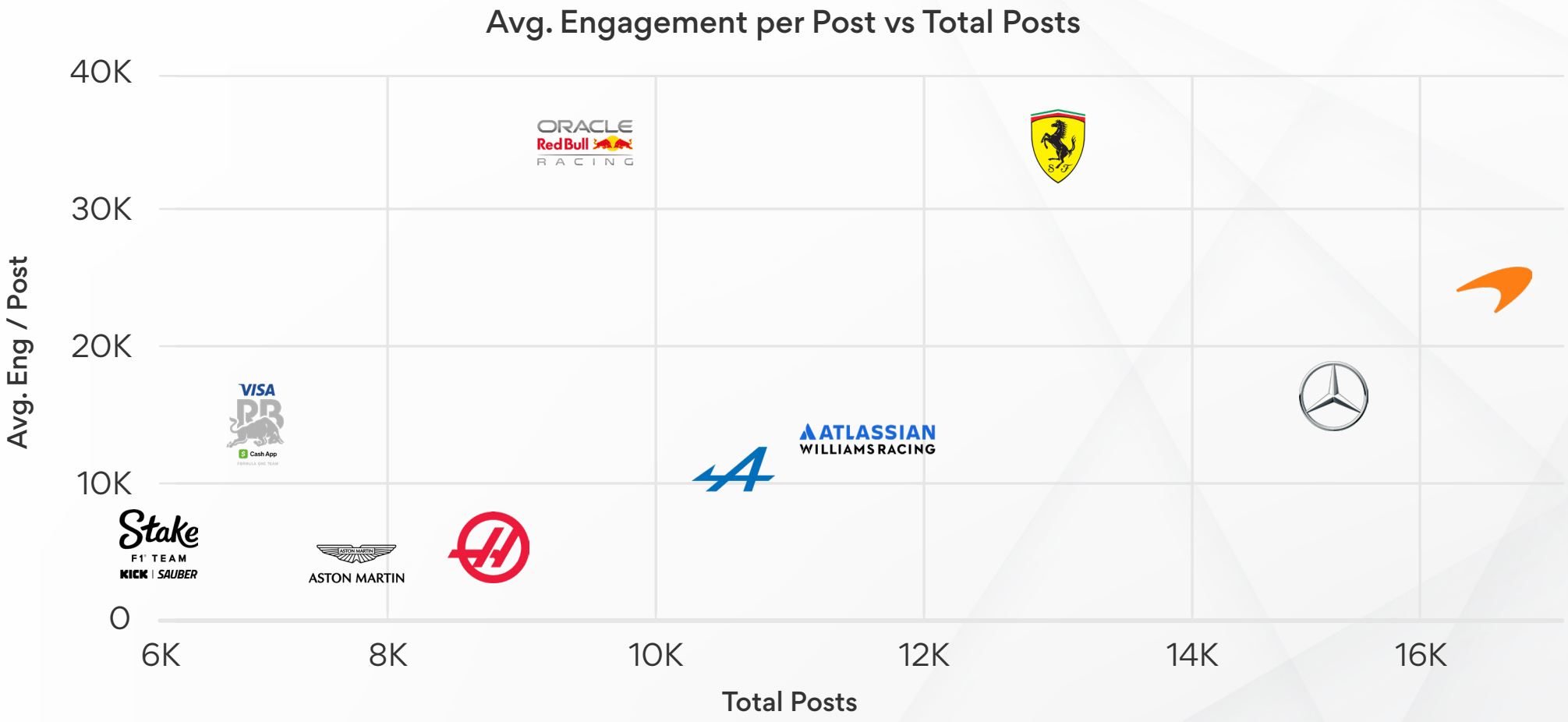
Based on Formula 1 teams' data tracked in Blinkfire from 12/7/2025

LEAGUE & TEAM ENGAGEMENT | **RACE WEEKENDS**



Based on Formula 1 league and team data tracked in Blinkfire from 3/15/2025-12/7/2025

QUALITY VS QUANTITY



Oracle Red Bull Racing and Scuderia Ferrari HP are the clear outliers in efficiency. With only 9,409 posts (about 59% of Mercedes' volume), Oracle Red Bull Racing doubled Mercedes' average engagement per post. Each end of the spectrum has its advantages, but efficiency is important when it comes to content creation.

Based on Formula 1 team data tracked in Blinkfire from 3/15/2025-12/7/2025

GLOBAL RANKING: LEAGUE ENGAGEMENT

Formula 1 continued to set the benchmark for fan engagement in 2025. Despite having fewer followers than many global leagues, F1 dominated in engagement-to-follower ratio.

Formula 1's engagement-to-follower ratio was **3× higher than the NFL and over 7× the NBA.** The racing league is capturing fans' attention across the globe with their social storytelling.

	Name	Followers	Engagement-to-Follower Ratio ▼
1	Formula 1	**103.1**M	**24.0**
2	MLB	**77.1**M	**10.2**
3	NFL	**147.2**M	**7.4**
4	FIFA World Cup	**187.9**M	**5.2**
5	LaLiga EA Sports	**236.0**M	**3.8**
6	Premier League	**258.0**M	**3.6**
7	UEFA Champions League	**348.1**M	**3.4**
8	NBA	**366.8**M	**3.2**

Based on league data tracked in Blinkfire from 3/15/2025-12/7/2025

TOP 10 TEAMS | **OWNED SOCIAL MEDIA**



	Team	Value
1	Scuderia Ferrari HP	**$272.1**M
2	McLaren Racing	**$221.9**M
3	Oracle Red Bull Racing	**$177.0**M
4	Mercedes AMG Petronas F1 Team	**$138.4**M
5	Atlassian Williams Racing	**$77.5**M
6	BWT Alpine F1 Team	**$61.8**M
7	Visa Cash App RB F1 Team	**$44.3**M
8	Moneygram Haas F1 Team	**$19.9**M
9	Stake F1 Team Kick Sauber	**$16.2**M
10	Aston Martin Aramco F1 Team	**$13.8**M

Based on Formula 1 team data tracked in Blinkfire from 3/15/2025-12/7/2025

TOP FORMULA 1 DRIVERS | INSTAGRAM & TIKTOK

	Name	Followers	Views	Engagement	Value ▼
1	Lewis Hamilton	44.5M	513.6M	122.5M	$66.3M
2	Charles Leclerc	26.3M	491.3M	107.7M	$62.8M
3	Max Verstappen	17.4M	130.2M	64.6M	$39.6M
4	Carlos Sainz Jr.	15.5M	249.6M	46.6M	$28.5M
5	Lando Norris	14.2M	332.6M	45.4M	$26.4M
6	Oscar Piastri	5.9M	101.8M	37.2M	$23.2M
7	George Russell	7.9M	102.2M	36.2M	$22.3M
8	Kimi Antonelli	4.8M	102.9M	30.7M	$18.3M
9	Franco Colapinto	5.8M	147.5M	24.0M	$15.2M
10	Pierre Gasly	6.0M	136.3M	21.2M	$13.5M

Based on Formula 1 driver Instagram and TikTok data tracked in Blinkfire from 3/15/2025-12/7/2025

SOCIAL PERFORMANCE

	Team	Views
1	Oracle Red Bull Racing	**3.0**B
2	Scuderia Ferrari HP	**2.1**B
3	Mercedes AMG Petronas F1	**1.92**B
4	McLaren Racing	**1.91**B
5	Atlassian Williams Racing	**842.9**M
6	Visa Cash App RB F1 Team	**742.1**M
7	BWT Alpine F1 Team	**514.1**M
8	Aston Martin Aramco F1 Team	**384.5**M
9	Stake F1 Team Kick Sauber	**199.3**M
10	Moneygram Haas F1 Team	**178.9**M

	Team	Engagement
1	Scuderia Ferrari HP	**439.1**M
2	McLaren Racing	**404.7**M
3	Oracle Red Bull Racing	**329.0**M
4	Mercedes AMG Petronas F1	**265.0**M
5	Atlassian Williams Racing	**151.9**M
6	BWT Alpine F1 Team	**109.1**M
7	Visa Cash App RB F1 Team	**92.1**M
8	Moneygram Haas F1 Team	**38.5**M
9	Stake F1 Team Kick Sauber	**32.8**M
10	Aston Martin Aramco F1	**26.6**M

Based on Formula 1 team data tracked in Blinkfire from 3/15/2025-12/7/2025

TEAMS | **ENGAGEMENT-TO-FOLLOWER RATIO**

Big audiences don't always mean the strongest connection. In 2025, **Atlassian Williams Racing** led the league in engagement-to-follower ratio with the seventh highest follower count. The most followed team, Mercedes AMG Petronas F1 Team, ranked seventh in this particular KPI.

Scuderia Ferrari HP impressed in 2025, ranking second. While top teams typically attract casual fans (who engage less), Ferrari maintained high engagement rates throughout the season.

	TEAM	ENGAGEMENT-TO-FOLLOWER RATIO
1	**Atlassian Williams Racing**	**15.4**
2	Scuderia Ferrari HP	**12.0**
3	McLaren Racing	**11.9**
4	Visa Cash App RB F1 Team	**10.1**
5	BWT Alpine F1 Team	**9.4**

Based on Formula 1 team data tracked in Blinkfire from 3/15/2025-12/7/2025

TEAMS | **FOLLOWER GROWTH**

This season, **Atlassian Williams Racing** experienced the largest overall follower growth. Some of that momentum can be tied to the arrival of Carlos Sainz Jr., whose move instantly boosted global interest, conversation, and fan engagement around the Williams brand. Meanwhile, **Scuderia Ferrari HP's** strong follower growth shows the resilience of iconic teams, proving that even during a disappointing season on track, loyal fanbases and trending content can still drive meaningful audience expansion.

OVERALL

	TEAM	% GROWTH
1	**Atlassian Williams Racing**	**39.5%**
2	Scuderia Ferrari HP	**23.8%**
3	Visa Cash App RB F1 Team	**21.9%**
4	Stake F1 Team Kick Sauber	**19.4%**
5	McLaren Racing	**18.6%**

Based on Formula 1 team data tracked in Blinkfire from 3/15/2025-12/7/2025

TEAMS | **FOLLOWER GROWTH**

INSTAGRAM

	TEAM	% GROWTH
1	Atlassian Williams Racing	37.4%
2	BWT Alpine F1 Team	36.5%
3	Scuderia Ferrari HP	23.6%
4	Stake F1 Team Kick Sauber	22.7%
5	McLaren Racing	17.9%

TIKTOK

	TEAM	% GROWTH
1	Atlassian Williams Racing	107.9%
2	Visa Cash App RB F1 Team	104.9%
3	Stake F1 Team Kick Sauber	76.2%
4	BWT Alpine F1 Team	66.7%
5	Oracle Red Bull Racing	34.5%

Based on Formula 1 team data tracked in Blinkfire from 3/15/2025-12/7/2025

TEAMS | **FOLLOWER GROWTH**

FACEBOOK

	TEAM	% GROWTH
1	**Atlassian Williams Racing**	**37.1%**
2	Mclaren Racing	**13.1%**
3	Scuderia Ferrari HP	**12.7%**
4	Stake F1 Team Kick Sauber	**10.7%**
5	BWT Alpine F1 Team	**7.7%**

YOUTUBE

	TEAM	% GROWTH
1	**Atlassian Williams Racing**	**132.1%**
2	Oracle Red Bull Racing	**41.0%**
3	Scuderia Ferrari HP	**25.0%**
4	Moneygram Haas F1 Team	**18.3%**
5	Mclaren Racing	**17.3%**

Based on Formula 1 team data tracked in Blinkfire from 3/15/2025-12/7/2025

TEAMS | FOLLOWER GROWTH

X

	TEAM	% GROWTH
1	**Scuderia Ferrari HP**	**9.6%**
2	McLaren Racing	**6.6%**
3	Atlassian Williams Racing	**5.2%**
4	Moneygram Haas F1 Team	**5.0%**
5	BWT Alpine F1 Team	**4.6%**

THREADS

	TEAM	% GROWTH
1	**Atlassian Williams Racing**	**56.3%**
2	Stake F1 Team Kick Sauber	**38.1%**
3	BWT Alpine F1 Team	**34.2%**
4	Moneygram Haas F1 Team	**27.8%**
5	Mclaren Racing	**27.5%**

Based on Formula 1 team data tracked in Blinkfire from 3/15/2025-12/7/2025

TOP 10 BRANDS BY VALUE | **OWNED & EARNED SOCIAL MEDIA**



	Brand	Value
1	Red Bull	$329.2M
2	Ferrari	$252.1M
3	HP	$245.3M
4	PUMA	$228.5M
5	PIRELLI	$223.0M
6	Shell	$201.4M
7	UniCredit	$160.2M
8	PETRONAS	$136.8M
9	Mercedes	$122.8M
10	RICHARD MILLE	$115.2M

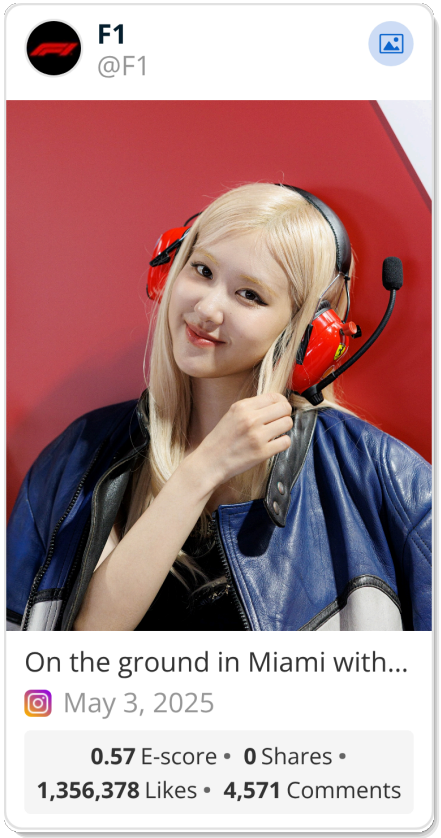
Based on Formula 1 league and team owned and earned social media data tracked in Blinkfire from 3/15/2025-12/7/2025

CELEBRITY CONTENT

Anya Taylor-Joy



Rosé



F1: THE MOVIE, THE INTERSECTION OF FILM & SPORT

One of the hit movies of the summer was Brad Pitt's *F1: The Movie*. With the help of the league, posts featuring "#F1TheMovie" generated massive marketing value for the movie and the sport on social media.

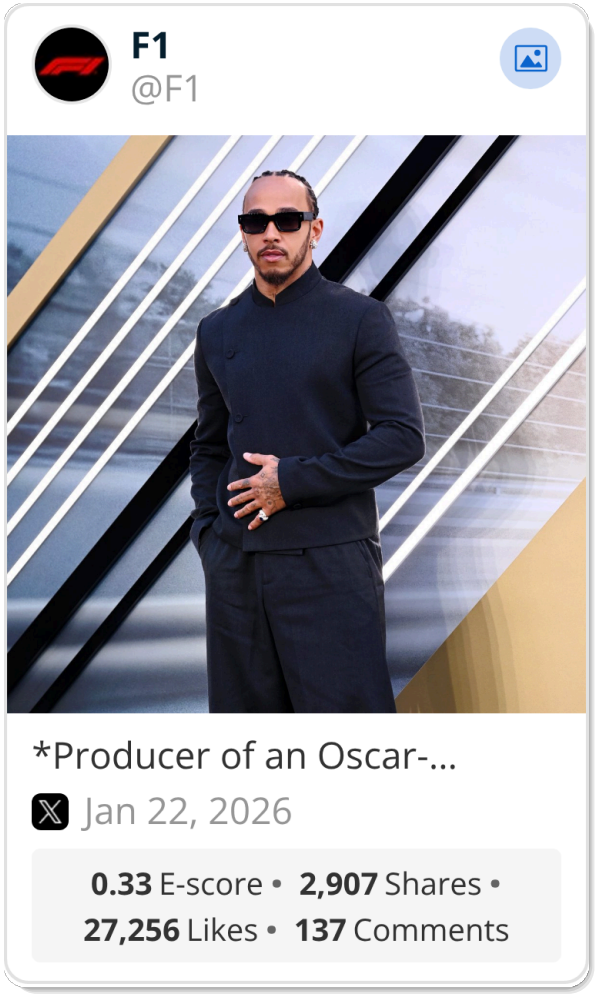
#F1TheMovie Posts

$54.3M Value

837.5M Views

82.9M Engagements





Based on data tracked in Blinkfire from 1/1/2025-12/31/2025

LANDO NORRIS: 2025 WORLD CHAMPION

Lando Norris and McLaren Racing won the 2025 Formula 1 World Championship. Norris had a standout year on social media, adding 2.7 million new followers (+47.7% compared to the 2024 season). Norris also climbed two spots in total views amongst Formula 1 drivers, generating 126.6% more views than last season on social media.

New Followers	Total Views
2.7M	**332.9M**
+12.8% Overall	**#3 Driver** (+2)
+47.7% YoY	**+126.6%** YoY



Based on Lando Norris' data tracked in Blinkfire from 3/15/2025-12/7/2025

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 Advanced TV. 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 Analytics' 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**.

