



Report reveals that F1 race fees exceed television rights for the first time

Formula Money, the industry monitor for Formula One motor racing, today launches its second annual review which reveals the extent of the sport's drive into new markets. This year, for the first time ever, race hosting fees bring more money to F1's commercial rights holder than TV broadcasting rights. The addition of high-paying new races in Singapore and Valencia has driven fees up to \$403.5m, over \$23m more than the amount brought in by television rights.

This year revenues from all businesses within F1 will reach a record total of US\$4.7bn. The biggest component of this is the \$1.6bn spent by the team owners, which increased from \$1.47bn in 2007 largely due to the arrival of Indian billionaire Vijay Mallya who runs the Force India team.

Team sponsorship increased slightly to \$836.9m, despite the Super Aguri team leaving F1 during this year. Ferrari led this increase and became the first team with over \$200m in sponsorship in a single year.

Formula Money contains more than 200 tables which uncover every aspect of F1's finances from a valuation of every current team sponsorship deal to the typical budget for a Grand Prix. It has expanded to 156 pages, adding sections detailing the finances of F1's feeder series GP2 and analysing the editorial print media exposure of F1's team sponsors – the first time this data has ever been produced.

To produce the print media exposure data Formula Money has carried out an extensive analysis of over 14,000 international media outlets for the full calendar year 2007. Every sponsor's name was searched in conjunction with two other terms: the name of the team sponsored and F1. This monitored each sponsor's exposure from its F1 involvement and the search covered all languages. The results were further broken down in languages key to F1 and were also rated in terms of the sponsors' estimated spending in order to calculate their return on investment. This new perspective on exposure enables better benchmarking and allows companies to see where their money is best spent.

ING got more print media exposure than any other sponsor last year with 883 articles mentioning its name and F1. This was followed by Vodafone, Fiat, Shell and AT&T. However, spending an estimated \$65m, ING did not get the best value for money. This accolade goes to Allianz, which received 225 articles per million dollars invested.

The combined total of all articles mentioning the sponsors' names and F1 in 2007 was 8,243, a slight decrease on 2006's 8,338, mainly due to fewer mentions of F1's tyre partners following Michelin's departure.

The authors of Formula Money, Christian Sylt and Caroline Reid, are the world's only newspaper journalists to regularly cover the business of F1. Their experience covering

the sector stretches across all other types of media from magazines and books to radio and television.

The publishing partner of Formula Money is CNC, the communications consultancy which has worked with and represented several major sponsors, all car manufacturers and eight of the ten teams which participate in F1.

To purchase the new edition of Formula Money please visit www.formulamoney.com

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