



FUELING THE FAST LANE



Accelerating the Future of Motorsport
Racing: Unlocking Revenue Through
Research and Innovation.

BY: ZOE SCHWARTZ



my INTERESTS



1

FORMULA 1

- Physics of the cars
- Shared passion with my dad
- Competition between teams and drivers
- Mechanism to explore the world
- Financial inner workings of the FIA and teams

2

FINANCE

- A way to conceptualize the world
- Math
- Human behavior analyzation
- Prior experience

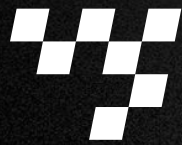




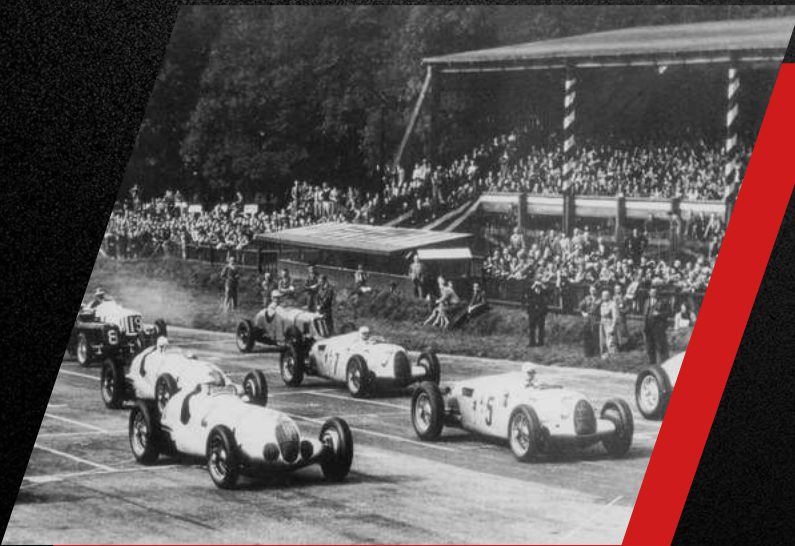
PROJECT GOALS

- Consult with the Fédération Internationale de l'Automobile (FIA) about expansion and profit increase
- A brief history of FIA financials
- Develop graphs of collected data and future projections
 - Travel costs
 - Digital monetization
 - Global expansion





BRIEF OVERVIEW



HISTORY

FIA revenue reached record highs in 2024 (~\$205.4 million)

OPPORTUNITY

Capitalize on surging global F1 interest, especially among younger demographics.



STRATEGY

Digital Monetization
Global Expansion
Travel Cost Reduction



PROJECT OVERVIEW

*ANALYSIS OF THE FÉDÉRATION INTERNATIONALE DE
L'AUTOMOBILE (FIA) FINANCIACES*

Cost reduction

Revenue increase

Audience expansion



DIDGITAL EXPANSION



1

TARGET AUDIENCE

- People ages 16-35
- Sports enthusiasts
- People in non-represented countries

2

AUDIENCE PREFERENCE

- Short-form content
- Interactive content
- Iphone-accessible platforms

3

SOLUTION

- Expand F1TV through tiered subscription offerings
- Launch a behind-the-scenes TikTok channel
- Promote Fantasy F1 during races





DIGITAL PRESENCE HISTORY

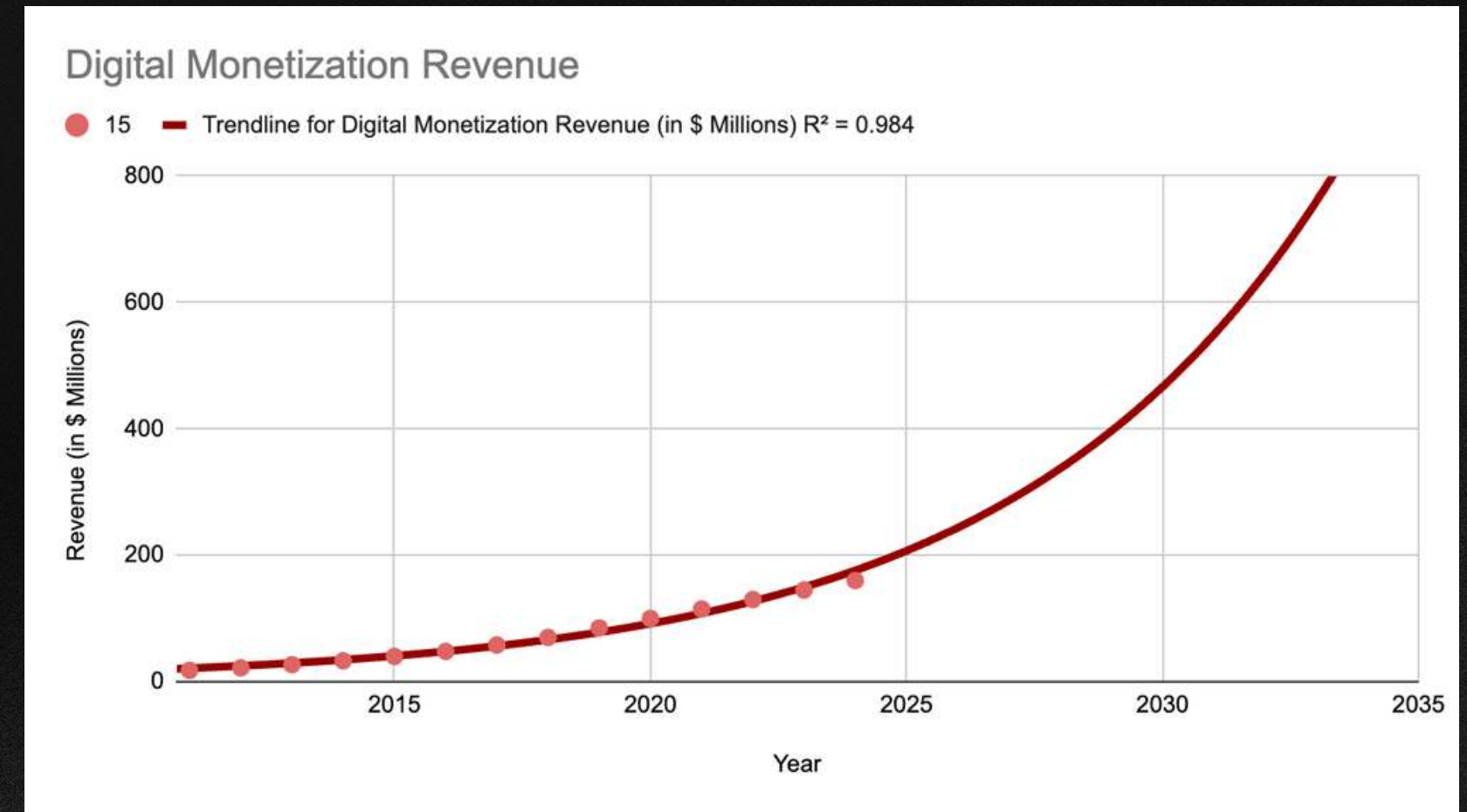
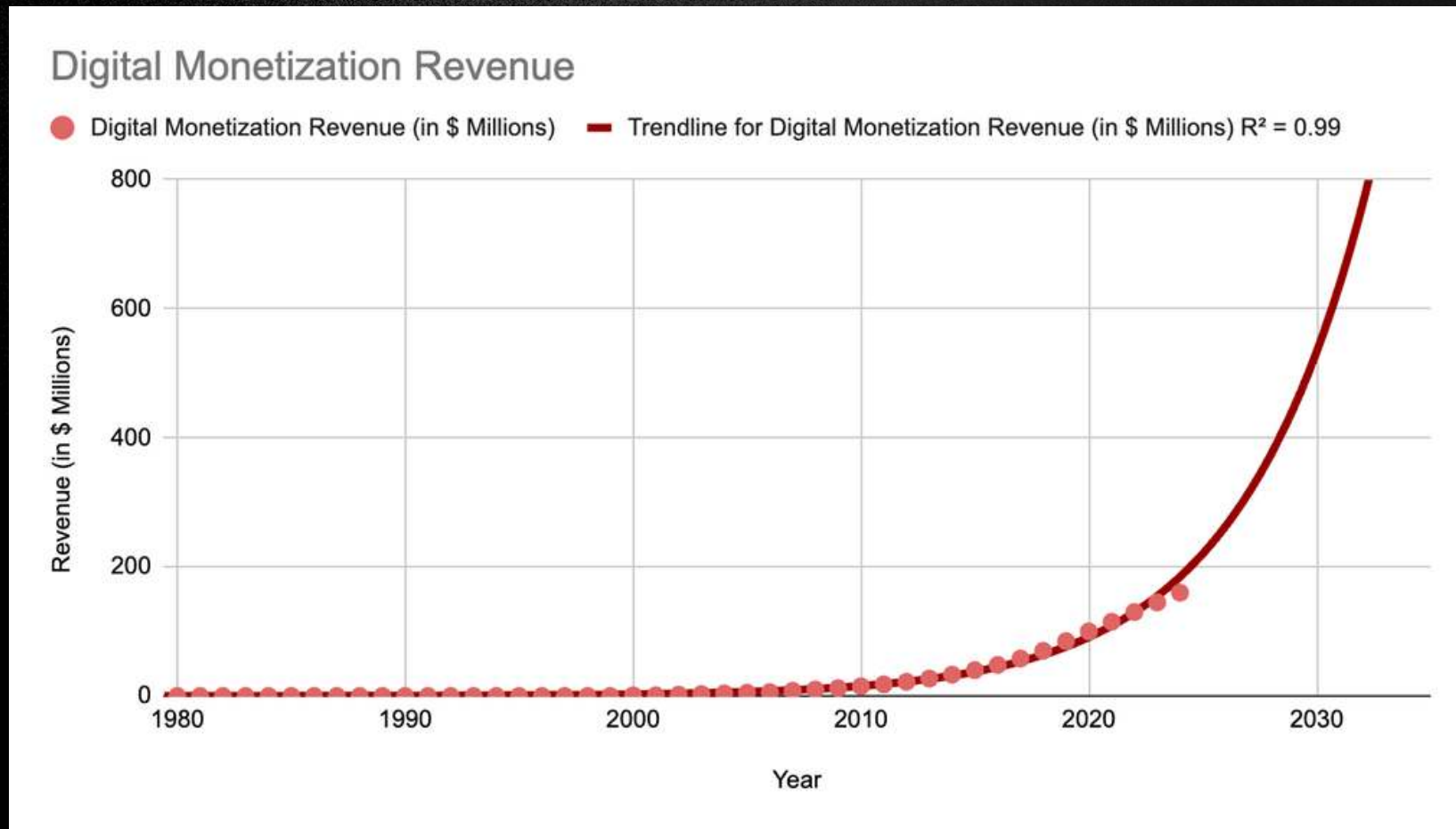
KEY EVENTS:

- 1980-2000: No internet presence
- 2000-2017: Moderate growth
- 2017: Liberty Media acquired F1
- 2018: F1 TV launch
- 2018: AWS Partnered with F1
- 2020: Pandemic pivot
- 2021: Social media boom





DIGITAL MONITIZATION PROJECTIONS



2024: ~\$160M
2028: ~\$340M
2032: ~\$650M

Exponential
Regressions

2024: ~\$160M
2028: ~\$280M
2032: ~\$570M



GLOBAL EXPANSION



1

TARGET LOCATIONS

- Asia
- Middle-East
- Africa

2

SOLUTIONS

- Add races in these target areas
- Partner with target-area broadcasters
- Expand F1 talent scouting





GLOBAL EXPANSION HISTORY

KEY EVENTS:

- 1980–2000: Limited European expansion
- 2000–2017: Steady addition of new circuits
 - China (2004)
 - Singapore (2008)
 - Abu Dhabi (2009)
 - India (2011)
 - Russia (2014).
- 2017: Underrepresented-area expansion
- 2020: Temporary European-double headers
- 2022: Surge in regional deals
- 2024: United States expansion

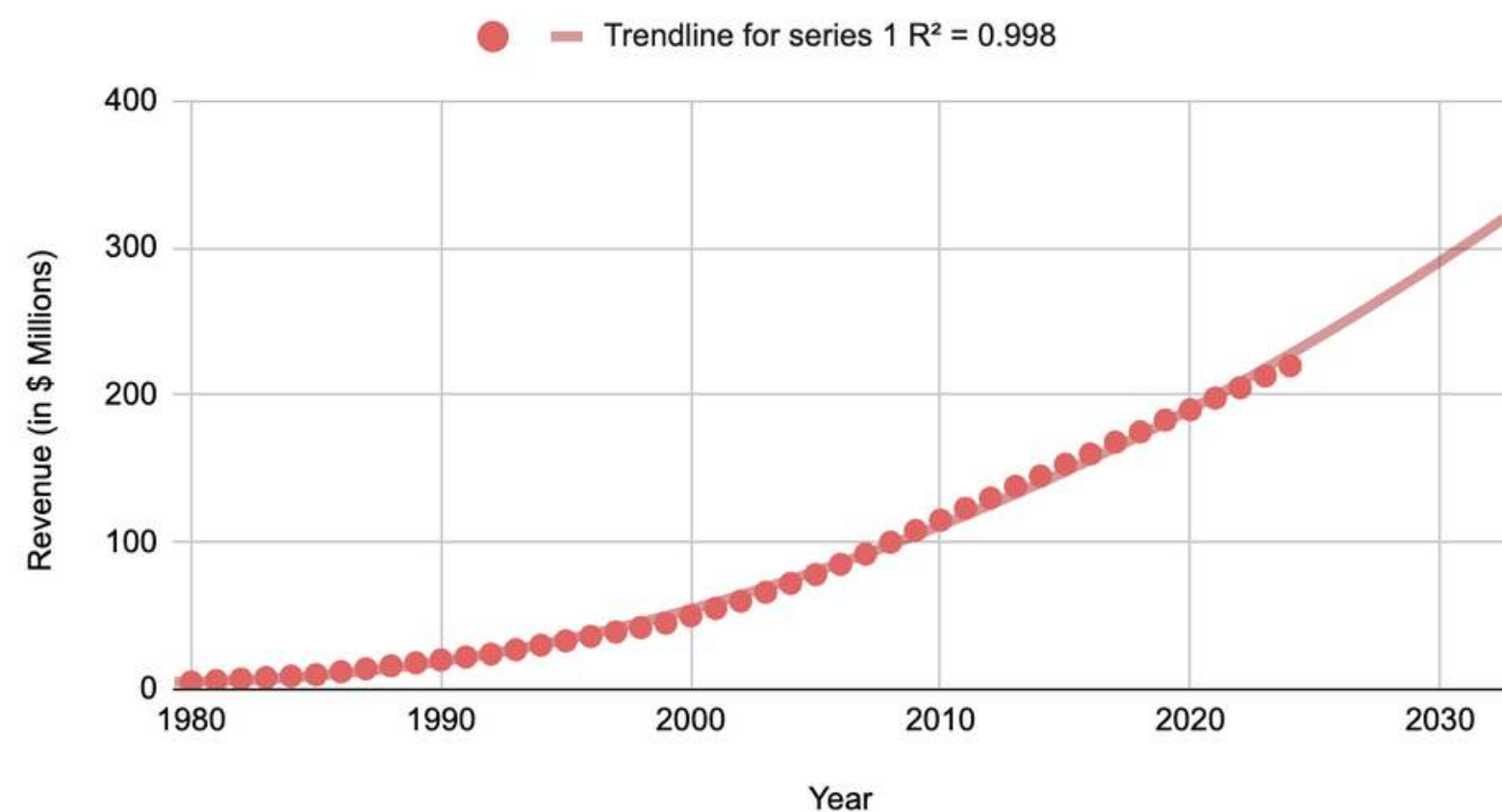




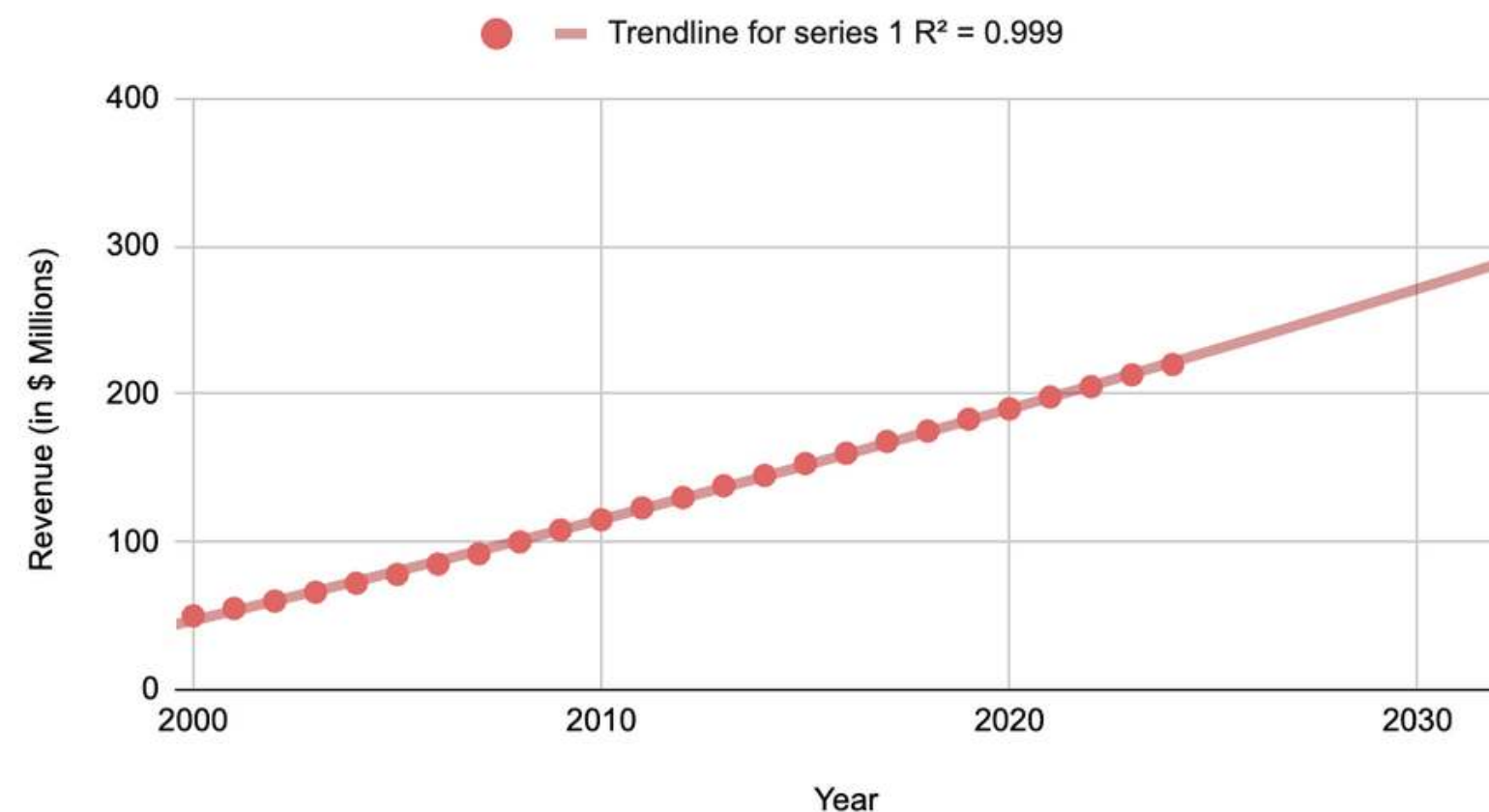
GLOBAL EXPANSION REVENUE PROJECTIONS



Global Expansion Revenue



Global Expansion Revenue



2024: ~\$220M
2028: ~\$280M
2032: ~\$315M

Polynomial
Regressions

2024: ~\$220M
2028: ~\$260M
2032: ~\$295M





TRAVEL



- Travel expenses are the highest operating expense of FIA
- 20 races around the world



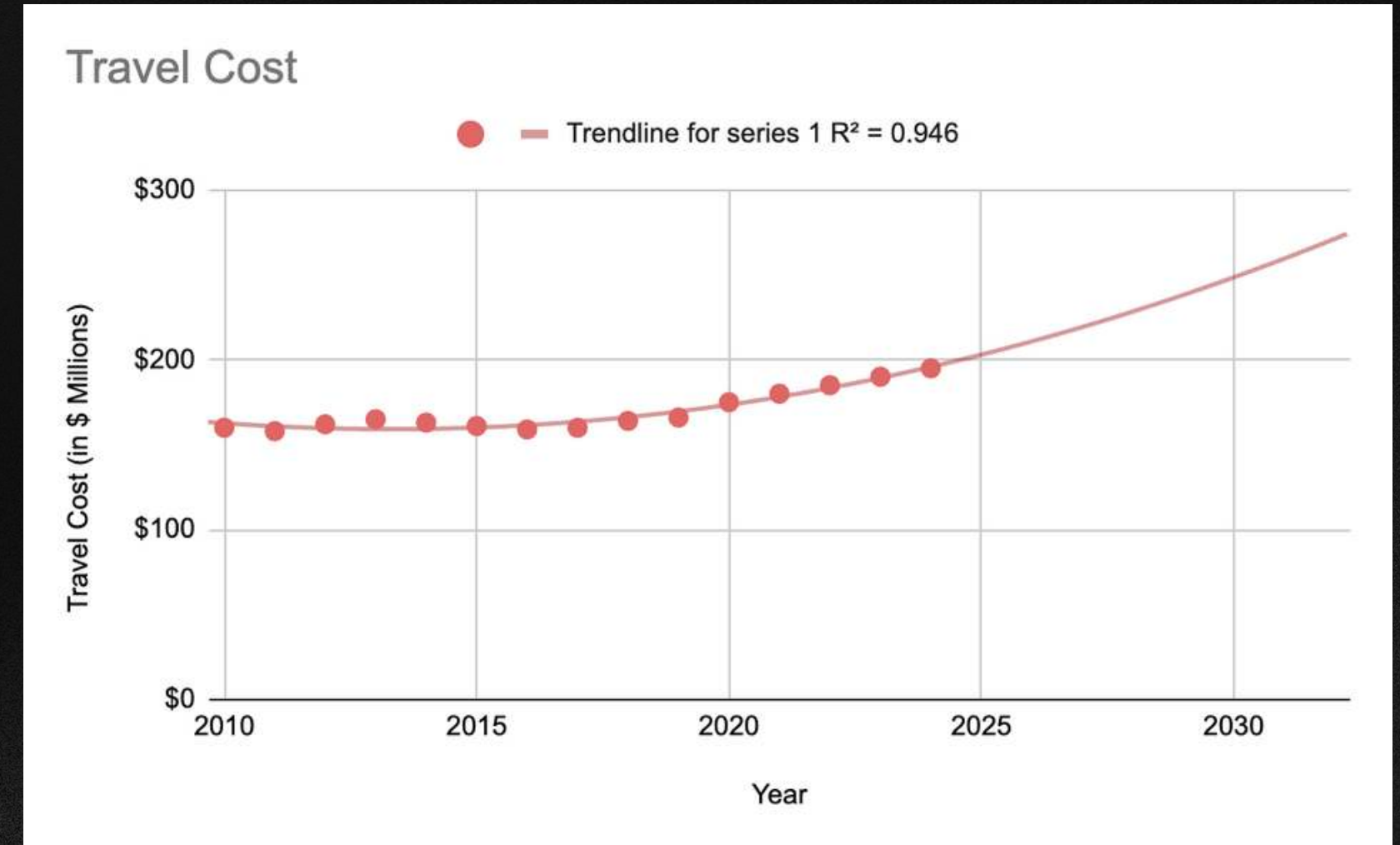
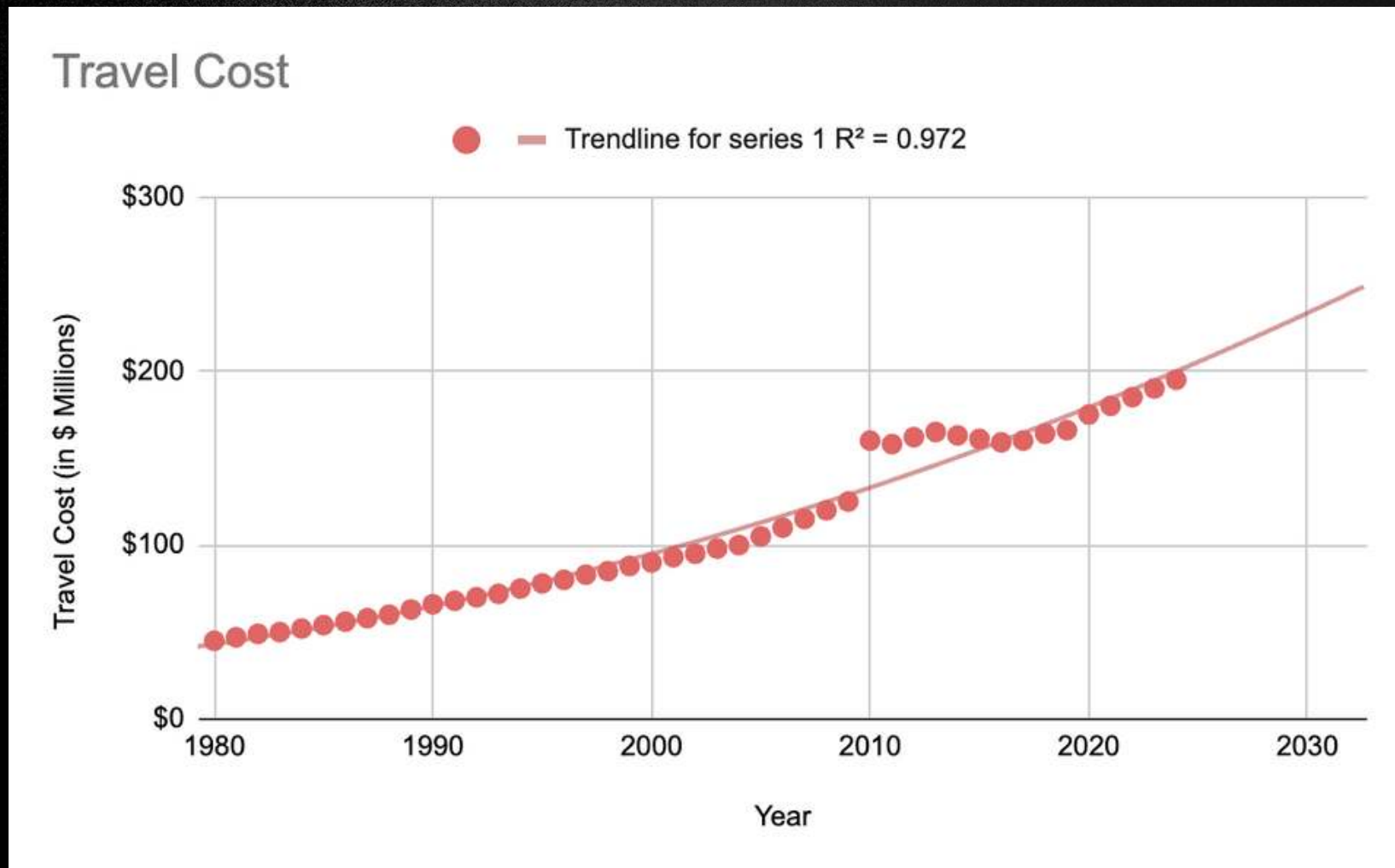
SOLUTION



- Reorganize the race schedule
- Carbon tracking and efficiency software
- Incentivise teams to travel together



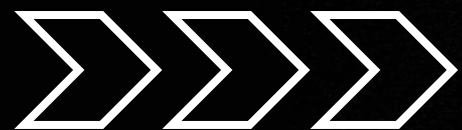
TRAVEL COST PROJECTIONS



2024: ~\$195M
2028: ~\$215M
2032: ~\$345M

Polynomial
Regressions

2024: ~\$195M
2028: ~\$240M
2032: ~\$265M





CHALLENGES FACED

- Acquiring data
- Verifying data
- Data modeling
- Time management
- Transition to Canva
- Audience identification





SOURCES



Liberty Media 2024 Earnings Report:

<https://www.libertymedia.com/investors/news-events/press-releases/detail/425>

GPBlog: How much F1 teams earned in 2024:

<https://www.gpblog.com/en/news/330022/this-is-how-much-f1-teams-got-in-2024.html>

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<https://timesofindia.indiatimes.com/sports/formula-one/news/formula-1-enjoys-record-breaking-revenue-in-2024-which-f1-team-earned-the-most/articleshow/118727794.cms>

Nielsen Sports: 2023 F1 Fan Insights Report:

<https://www.forbes.com/sites/maurybrown/2025/03/22/data-from-nielsen-sports-shows-f1-fandom-surging-as-2025-season-gets-underway/>



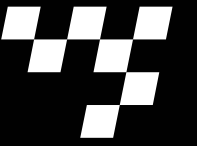


**THANK
YOU**

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QUESTION & ANSWERS