**Formula 1 announced launching second Esports partnership**

Formula 1 announced launching second of its Esports championship, which is more focused on the mobile racers and mobile Esports sector. F1 seems to hit the screens since 2017, and this is for the first time for it to hold an exclusive mobile-based championship in the Codemasters’ official F1 mobile game, F1 Mobile Racing.

With the partnership, from 7th September 2020, the F1 Mobile Racing Esports Series began; and this is to continue forward for the next three months, featuring the qualification leagues. Also, the winners of these leagues will qualify for the December 2020’s finals, which is meant to be a 9-day long tournament for the F1 Mobile racing Esports Championship.

Formula 1’s Head of Digital Business Esports and Initiatives, Dr. Julian Tan stated in a release about the championship’s creation that Gen Zs and Gen Alpha spend a huge amount of time on their phones in gaming, and with this, the Mobile Esports sector is enormously thriving. In the development of the product sets and gaining expertise in the sector, Formula 1 views enormous potential. With the growing efforts to target and grow a giant fan base of the youngsters, Formula 1 ensures higher engagement and attraction.

Dr. Julian Tan also added that with the strategy of Formula1, they aim at the continuous accessibility of sports for the fans, with the Esports and gaming sector. For the same, F1 Mobile Racing developed by the Codemasters, is free for downloading and installation game, and the free accessibility aims at acquiring a giant fan base. He concluded with the statement that they excitedly kick off the search for the 2020’s Mobile Racing Esports Championship by F1.

A spokesperson from F1 also stated that this year’s virtual Grand Prix Series attracted a giant user base and the viewers, even though it runs amid the Covid-19 pandemic and lockdown.