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Formula 1 is a sport like no other. A sport that pushes the boundaries of technological innovation and human performance. A sport that inspires and excites over 500m fans around the world. A sport with 70 years of pioneering heritage whose best years are yet ahead.

Since Liberty Media took over custodianship of Formula 1, we have transformed how we go-to-market with more open and collaborative ways of working, a solutions-focused attitude to new opportunities, and a commitment to have our fans at the heart of everything we do.

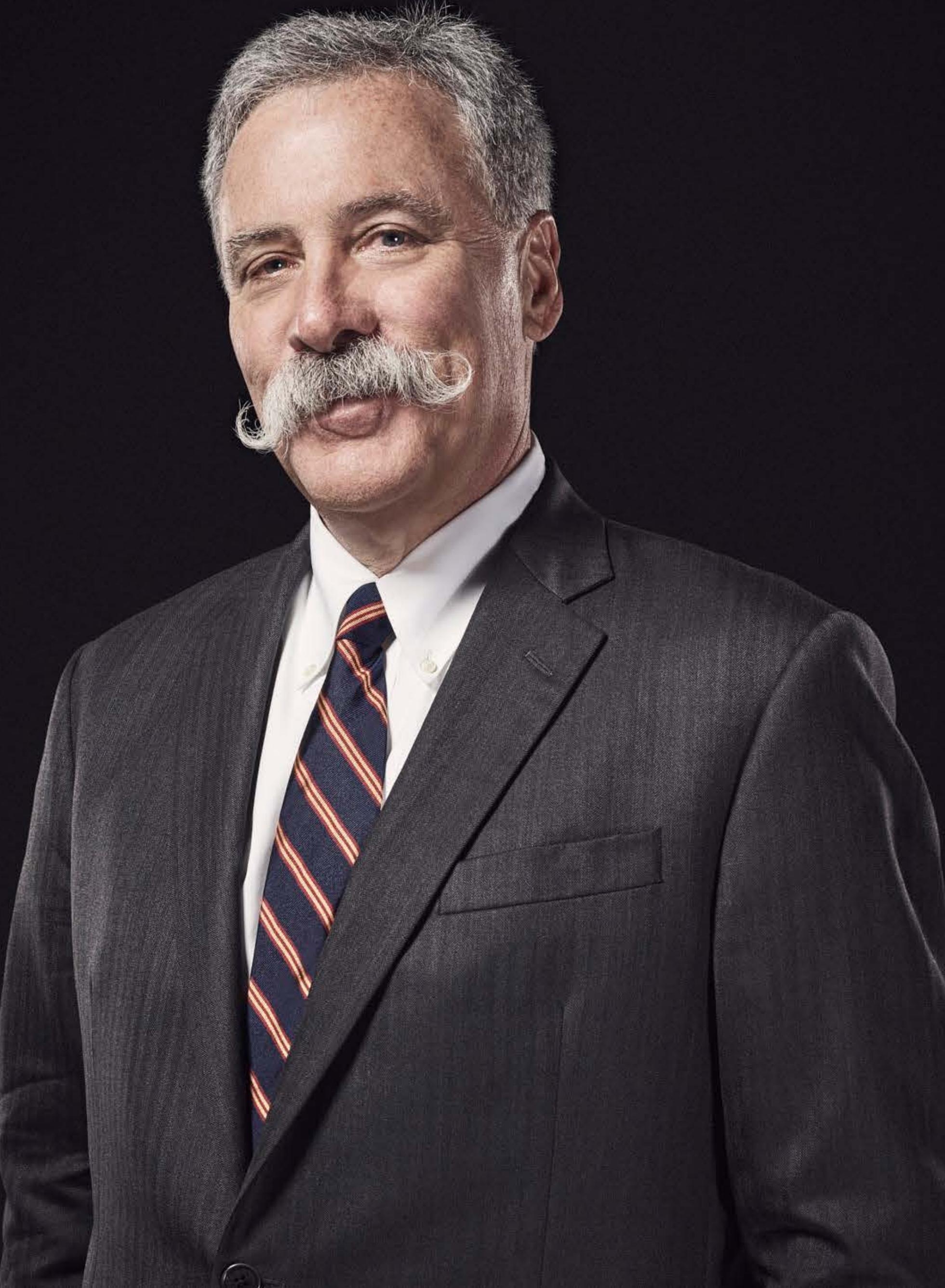
We have built a 21st century organisation that supports the repositioning of F1 into an Entertainment and Media company with our first ever Marketing, Digital, Strategy and Research divisions, expanded teams managing our key revenue streams and a dedicated Motorsports function, led by Ross Brawn, that is using state-of-the-art technology to develop regulations alongside the FIA to facilitate great racing.

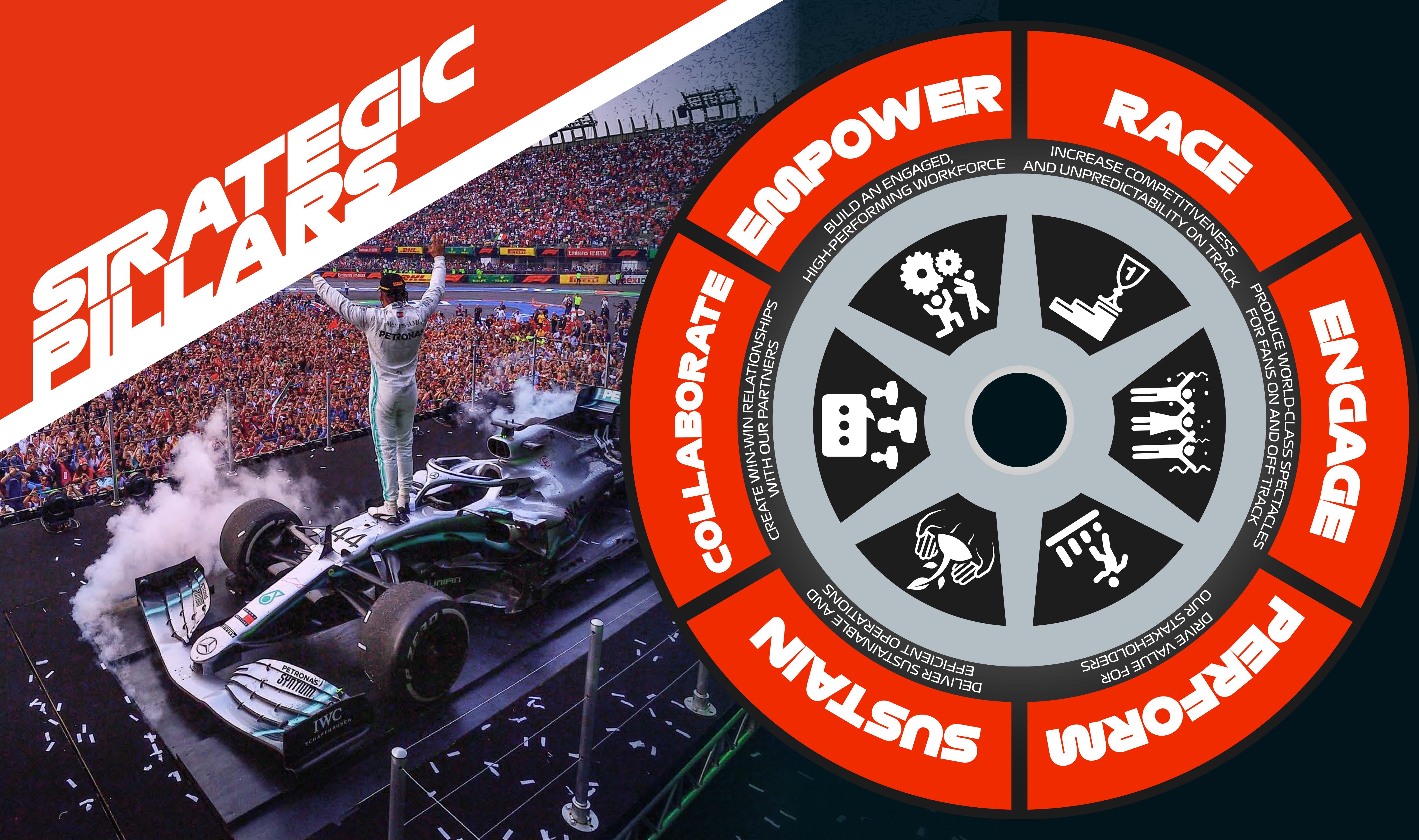
At the heart of all this is a long-term strategy that we believe will deliver more excitement and unpredictability on track and a healthier organisation off-track.

All in all, a plan to unleash the greatest racing spectacle on the planet.



Chase Carey, CEO of Formula 1®







RACE

INCREASE COMPETITIVENESS AND UNPREDICTABILITY ON TRACK



TECHNICAL

- / Develop power unit, suspension, tyre, and aerodynamic specifications with the FIA to close the gap between the front and back of the grid
- / Codify car designs that showcase best-in-class engineering and inspire the future of the sport and automotive industry

FINANCIAL

- / Introduce a financial framework to underpin the sustainability of the sport and its teams
- / Make F1 an attractive business for all teams by distributing revenue more equitably and better rewarding on-track performance

SPORTING

- / Identify exciting new formats that engage broader demographics
- / Support the design and upgrade of circuits to improve the racing spectacle

GOVERNANCE

- / Streamline the decision-making process
- / Establish governance practices that enable transparent, fair and timely decision-making





FORMULA 1

PRODUCE WORLD-CLASS SPECTACLES FOR FANS ON AND OFF TRACK



EVENTS

- / Make all of our live events amazing standalone spectacles that bring the thrill of F1 to global audiences
- / Expand the F1 Esports Championship to engage with the next generation of F1 fans

VIEWING EXPERIENCE

- / Reach the broadest audience on relevant linear and digital platforms
- / Develop local language coverage in F1's biggest markets

CONTENT CREATION

- / Produce original and tailored content to deepen fan engagement
- / Increase fan interactions by creating engaging content available through always-on social and digital platforms

MARKETING

- / Build targeted campaigns with recognised partners that strengthen perceptions of F1 as the ultimate racing and entertainment spectacle
- / Access popular culture to ignite people's passion for F1 through influencer partnerships





FOR
DRIVE VALUE FOR OUR STAKEHOLDERS



PERFORMANCE
DRIVE VALUE FOR OUR STAKEHOLDERS

MEDIA

- / Drive sustainable growth with broadcast partners
- / Grow and enhance direct-to-consumer OTT proposition to super-serve hardcore fans

RACE PROMOTION

- / Build a geographically diverse race calendar, maintaining heritage circuits and adding new races in iconic locations and destination cities
- / Pursue opportunities to broaden activities during race week

SPONSORSHIP

- / Sign a broad range of partners in every sponsorship tier
- / Create additional assets to increase commercial opportunities and exposure

HOSPITALITY

- / Continue to deliver the gold standard of sports hospitality
- / Grow Paddock Club ticket sales, supported by enhanced in-house sales and marketing resources





SUSIAN

DELIVER SUSTAINABLE AND EFFICIENT OPERATIONS



SUSTAIN
DELIVER SUSTAINABLE AND EFFICIENT OPERATIONS

DECARBONISATION

- / Facilitate development of F1 cars, powered by hybrid engines and 100% advanced sustainable fuels to ensure F1 is net zero carbon by 2030
- / Develop logistics operations to move our resources around the world with minimal environmental impact

REMOTE OPERATIONS

- / Adopt technical solutions that minimise the amount of equipment and people sent to each race
- / Develop and optimise office vs. track-based TV production operations

INNOVATION

- / Deploy 5G technology to enable a hyper-connected car, fan and paddock
- / Scale multi-feed ability by implementing a more cloud-based sports broadcasting platform

CORPORATE EFFICIENCY

- / Maximise the energy efficiency of our offices and transition to 100% renewable power sources
- / Adopt the highest standards in digital security, protecting our data and strengthening systems reliability

For more information on our sustainability plan, please [click here](#)



COCA-COLA **A-BORATO**
CREATE WIN-WIN RELATIONSHIPS WITH OUR PARTNERS



PROMOTERS

- / Generate new commercial opportunities that enhance promoter sustainability
- / Provide marketing support to drive ticket sales and fan engagement

SPONSORS

- / Co-create assets and activations that allow sponsors to tell more effective brand stories through the medium of F1
- / Provide a platform for global visibility of sponsors

BROADCASTERS

- / Co-create original content to support own-channel and broadcaster programming
- / Enhance availability and accessibility of relevant information and talent

LOCAL COMMUNITIES

- / Create more opportunities for local people, causes and businesses to access and benefit from F1 events
- / Work with governments and other partners to launch an ambitious F1-related STEM programme from primary school through to tertiary education

F1 COMMUNITY

- / Strengthen relationship with the FIA and F1 Teams
- / Encourage a two-way dialogue with fans through the market-leading FanVoice platform



INTENSE
COMPETITIVENESS

HUMAN CAPITAL

POWER

BUILD AN ENGAGED, HIGH-PERFORMING WORKFORCE



With
MIT
MANAGEMENT
EXECUTIVE EDUCATION



ENPOWER

BUILD AN ENGAGED, HIGH-PERFORMING WORKFORCE

DIVERSITY

- / Improve the diversity of the F1 grid by supporting and promoting driver talent from underrepresented backgrounds
- / Encourage a diverse and inclusive working environment from office to paddock

CAPABILITIES

- / Use training to develop the skills required to meet our organisational objectives
- / Identify and nurture talent and ability throughout the organisation

WELLBEING

- / Cultivate a healthy workforce by championing employee wellbeing and mental health initiatives
- / Maintain safe working environments for all employees

CULTURE

- / Enhance our culture of embracing innovation and encouraging diversity of thought
- / Ensure our values of respect, integrity and inclusiveness are embodied by all of our employees







UNLEASH THE GREATEST
RACING SPECTACLE
ON THE PLANET

