

UPDATED IDEA

What makes a Formula 1 team appealing to a younger audience?

- Focus on McLaren F1
 - [The Race Fan Census results: The most popular F1 drivers and teams](#)
 - [New global fan survey reveals Formula 1's most popular team and driver](#)
 - Lando Norris' interest in eSports + usage of Twitch to connect with fans
 - Oscar Piastri's sensational rookie season
- Driver of the Day statistics
- Social Media presence
- Drive to Survive?

Sources:

- Tiggy Valen - She has already responded to my email and we're just finalizing the schedule

Video idea:

- Front Office Sports-esque
 - Combination of F1 clips, data laid out in photos, reporter showing up to do a stand up