2020 FORMULA 1 CALENDER

COVID-19 Recovery proposal

INTRODUCTION

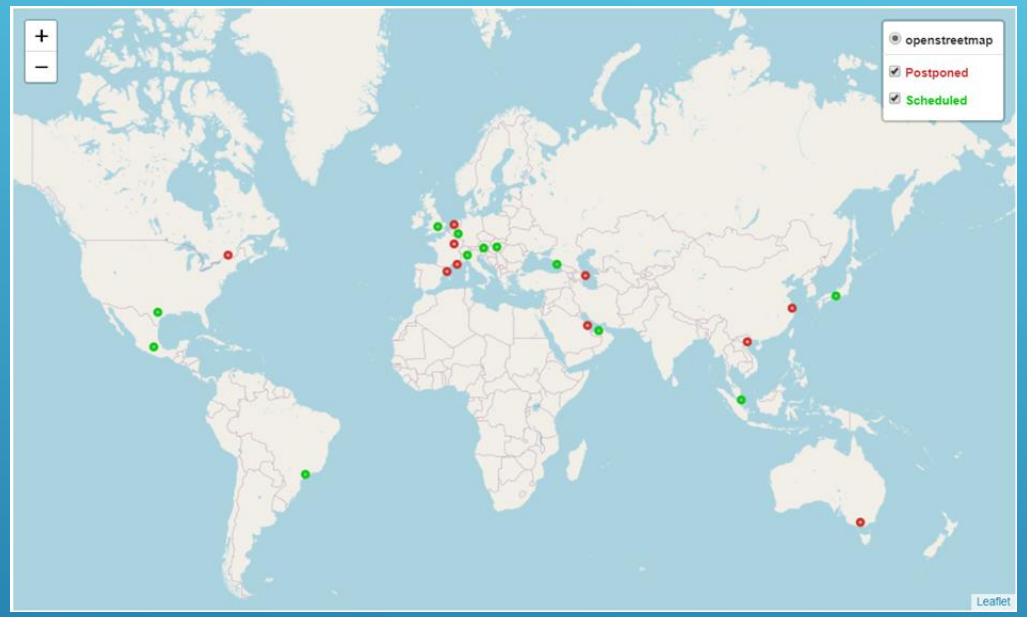
- The FIA Formula One World Championship is the highest class of single-seater racing.
- The 2020 season was intended to run from March to December and comprise of 22 races, in 22 different countries.
- The COVID-19 crisis caused travel and mass gatherings to be severely restricted
  - the first 10 races of the season to be abandoned.

- How should the calendar look post-crisis to recover as much of the lost revenue as possible?

BUSINESS PROBLEM

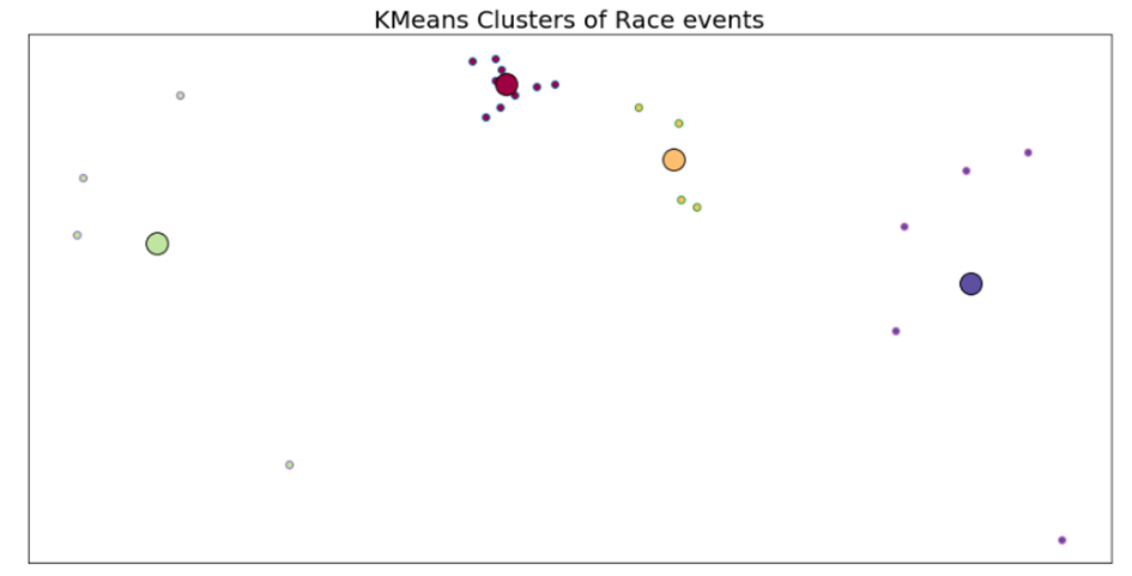
- Racing provides the governing body and the teams with most of their income
- It also brings more brand exposure and advertising income
- Keeping the races to at least 18 has been determined sufficient for income recovery
  - Condensing the season introduces practical and logistical problems for the teams
    - So much travelling in such a short space of time
    - Shipping of equipment around the world

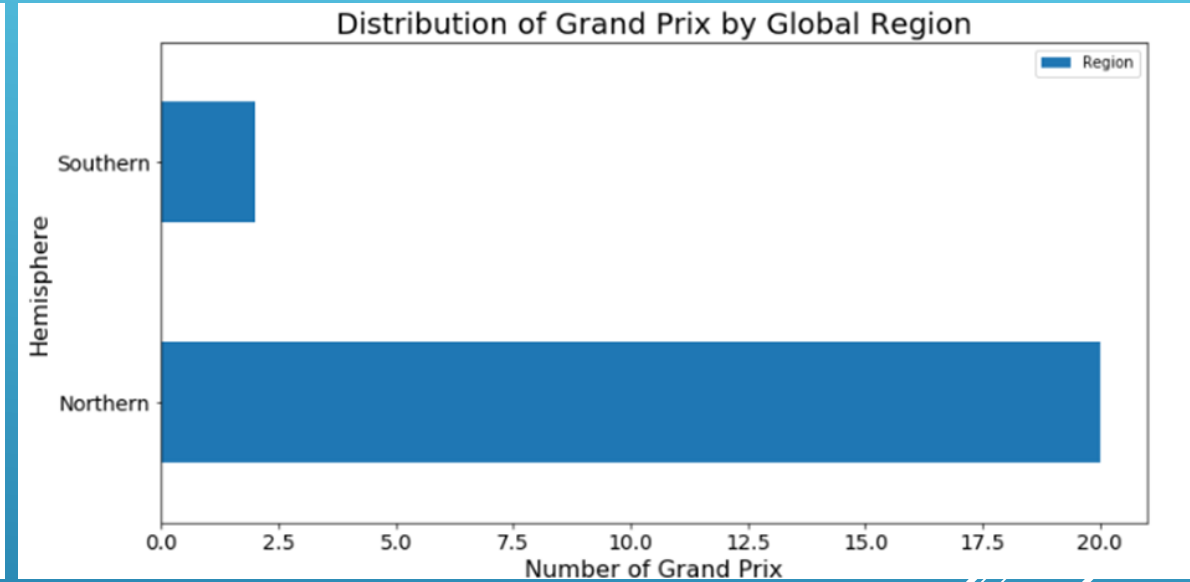
- Races are distributed all over the world
- So far 10 have been postponed by COVID-19



GLOBAL RACE DISTRIBUTION

- The races can be clustered into 4 distinct groups
- They are heavily biased towards the northern hemisphere

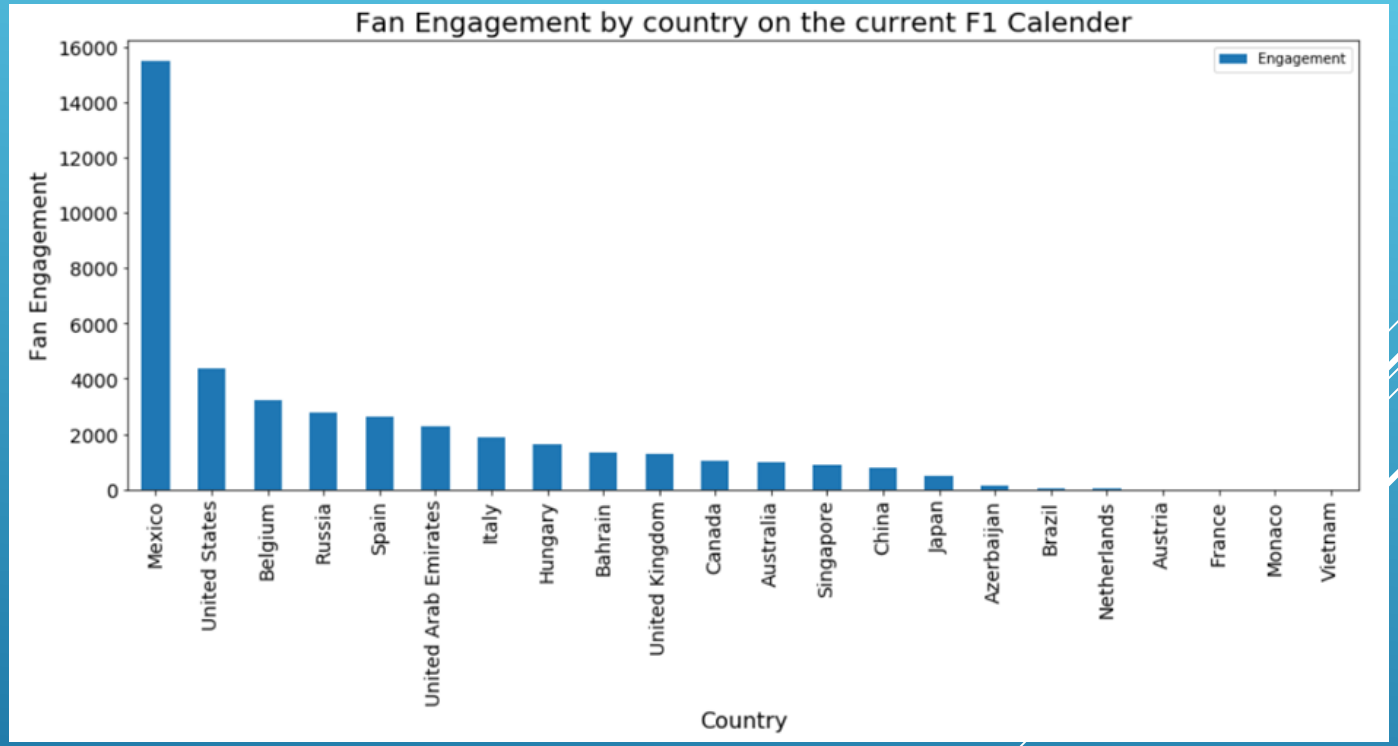




GLOBAL RACE DISTRIBUTION

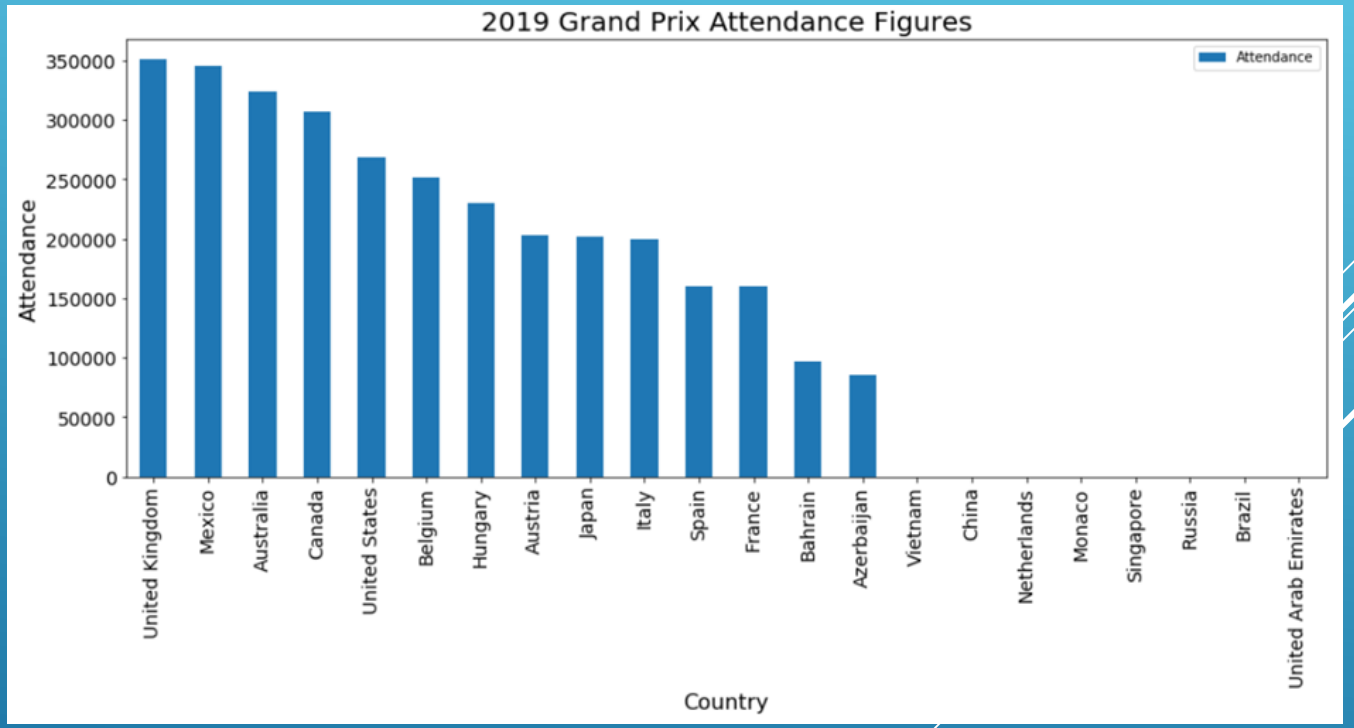
FAN ENGAGEMENT

- FourSquare data was leveraged to interrogate venue categories: ‘racetrack’
- The number of photos and likes in these venues were used to quantify fan interest



- Internet search revealed the publicly available attendance figures from 2019

RACE ATTENDANCE



RECOMMENDATIONS

- Improve travel burden by removing the 2 Southern Hemisphere races
- Remove two more races based on fan engagement and race attendance
- Recommend removing:
  - Australia
  - Bahrain
  - Azerbaijan
  - Brazil

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- Races could be carried out in 4 clusters