



Welcome to FANBOOST

**VOTE TO GIVE YOUR FAVOURITE DRIVER  
AN EXTRA *POWER BOOST***

Voting for the New York E-Prix opens in:

**53 : 03 : 43**

DAYS

HOURS

MINUTES

Photo by: FIA Formula E

# Formula-E Fanboost Analysis

by Katharina Börsig

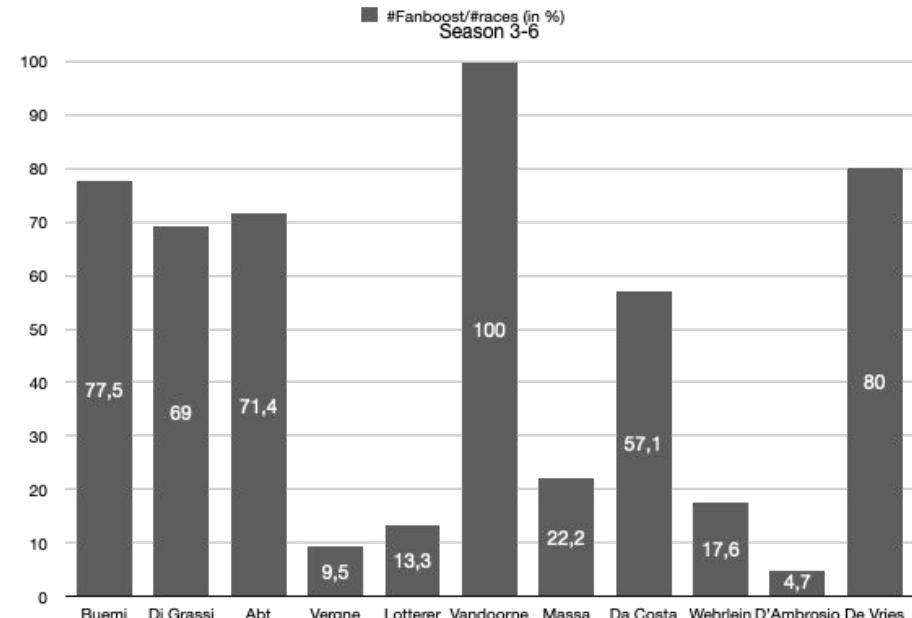
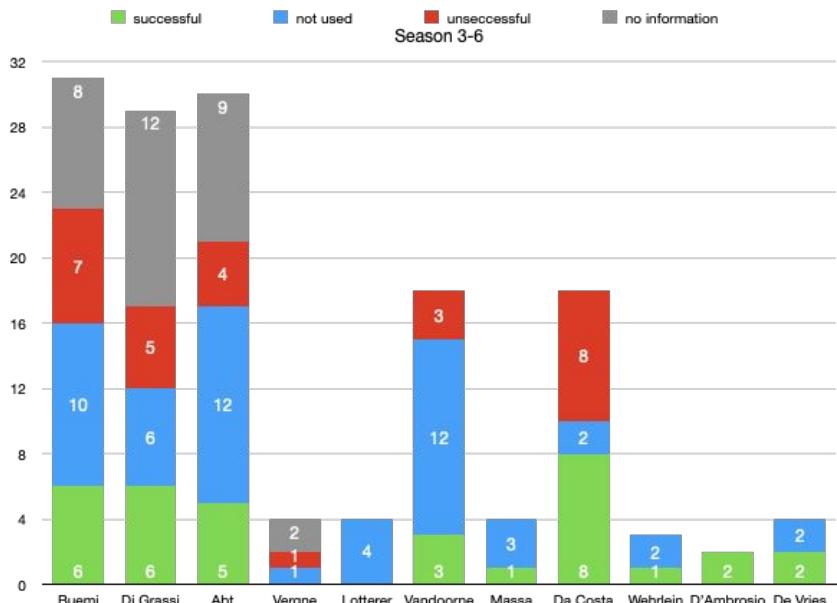
# What is Formula E?



- Full electric racing series
- Started 2014
- Major manufacturers:  
Audi, BMW, Mahindra, Mercedes, Nissan,  
Jaguar and Porsche

- Fanboost = boost during race (for overtaking manœuvres) for 5 driver with most votes
- Voting via Twitter or official Fanboost Website during 3 days prior to race

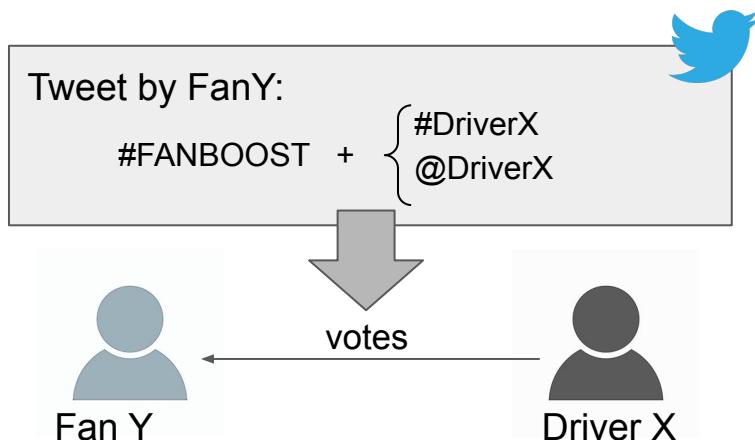
# Fanboost - How is it used?



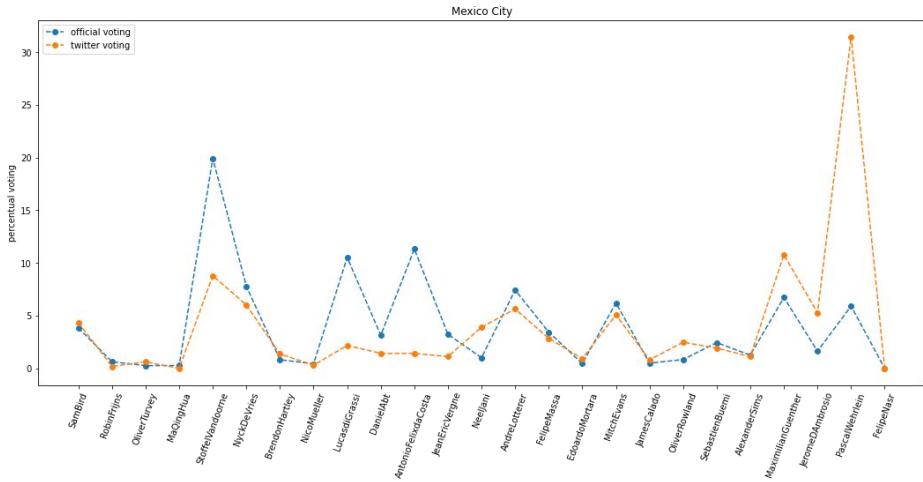
Successful/unsucessful = overtaking manoeuvre successful

# Twitter Voltings

How it works:



Twitter vs. Official Voting Platform



# Example: Race in Mexico City

Twitter Voting Network



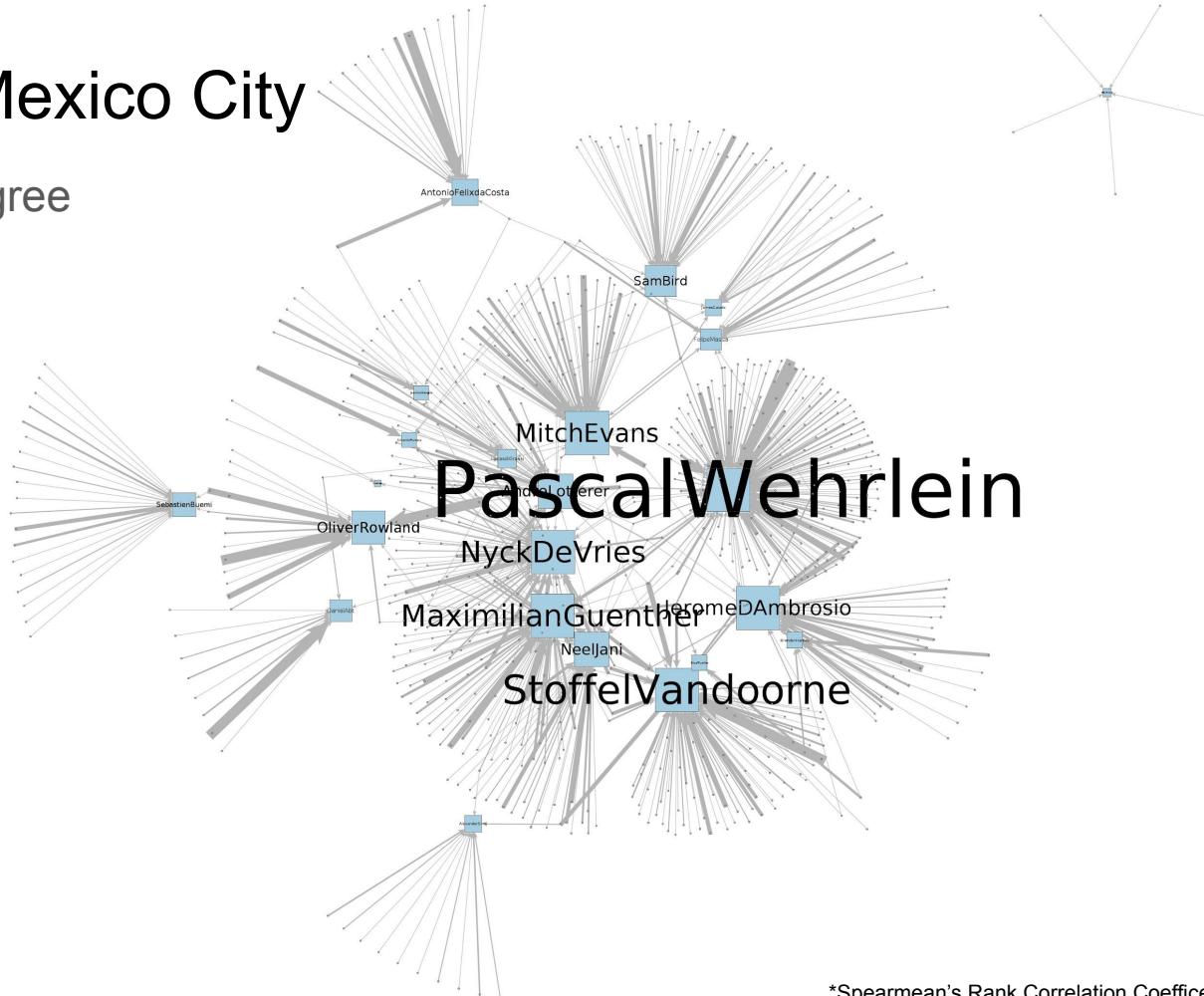
# Example: Race in Mexico City

Twitter Voting Network - Indegree

Ranking by Number of Followers

1. Massa
2. Abt
3. Vandoorne
4. Vergne
5. Di Grassi
6. Buemi

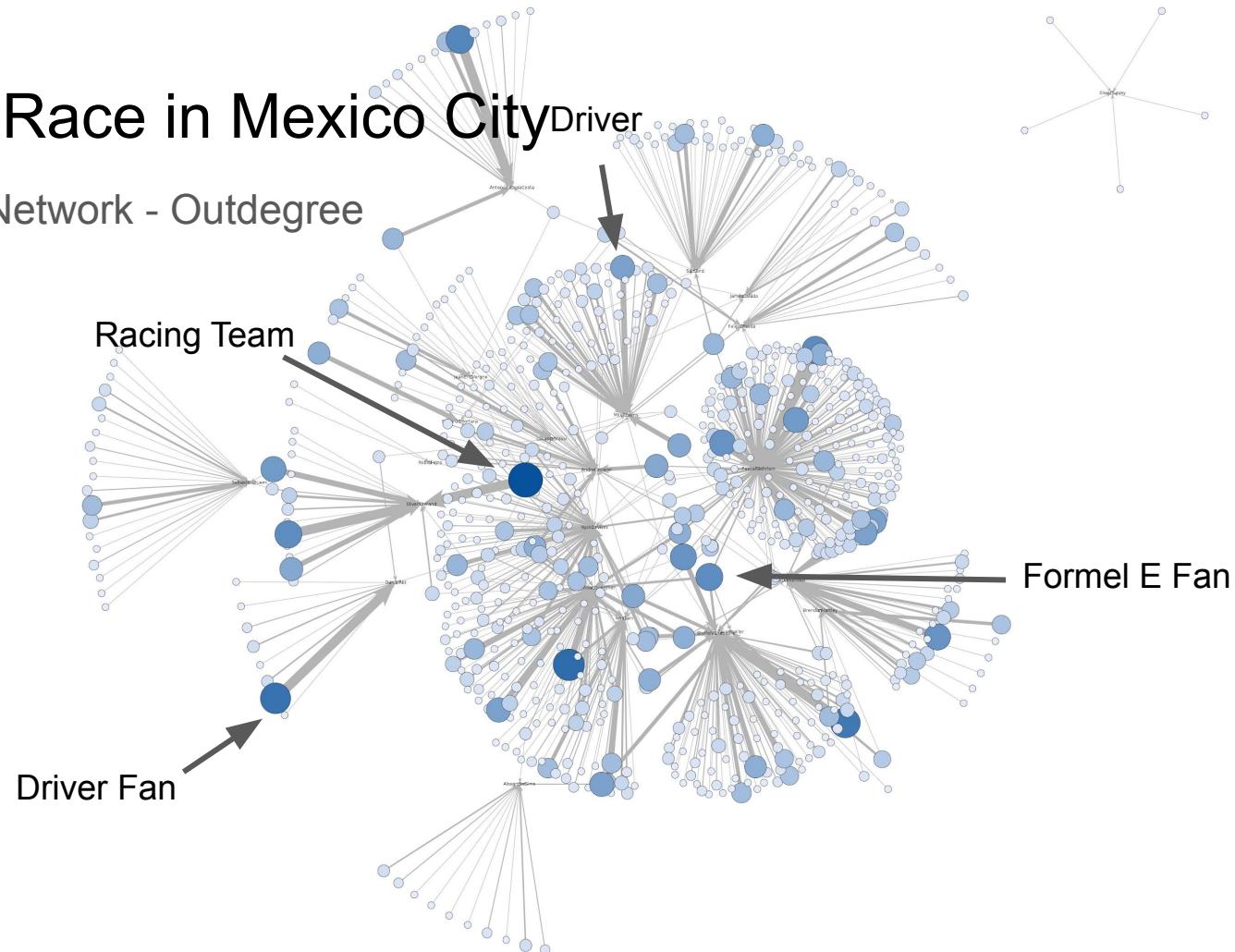
→ Correlation of Votes and Follower Rankings: 0.35\*



\*Spearman's Rank Correlation Coefficient

# Example: Race in Mexico City

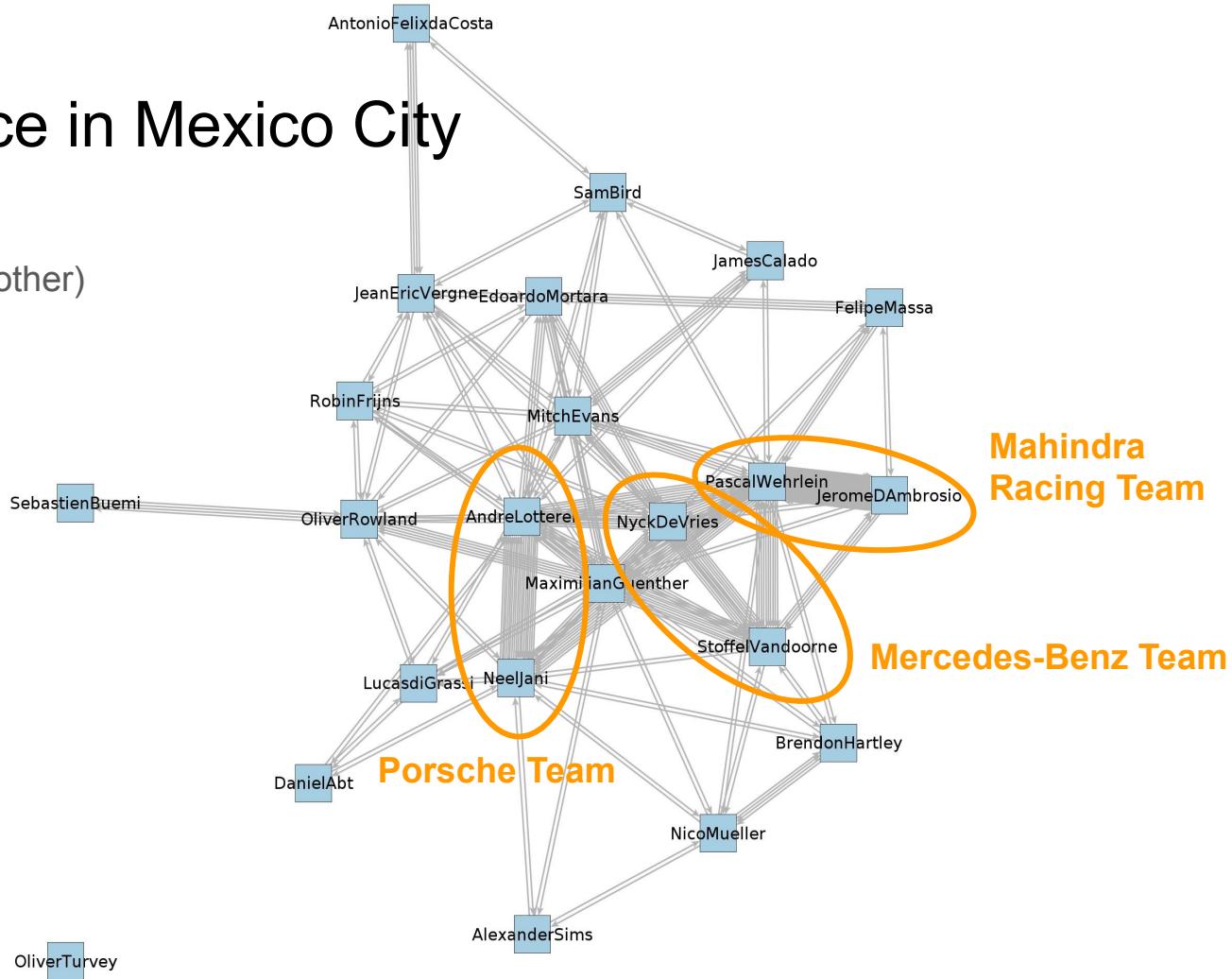
Twitter Voting Network - Outdegree



# Example: Race in Mexico City

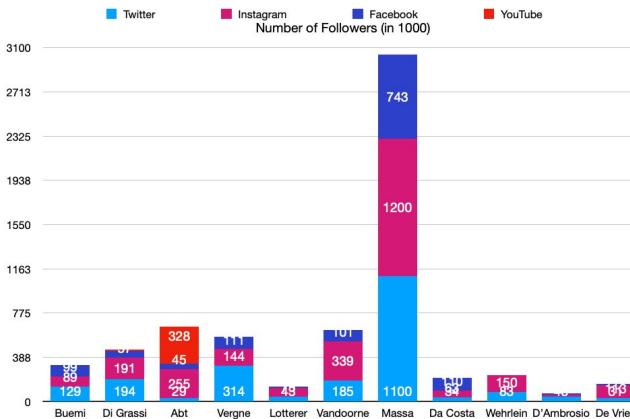
## Driver Network

(Drivers voting for each other)

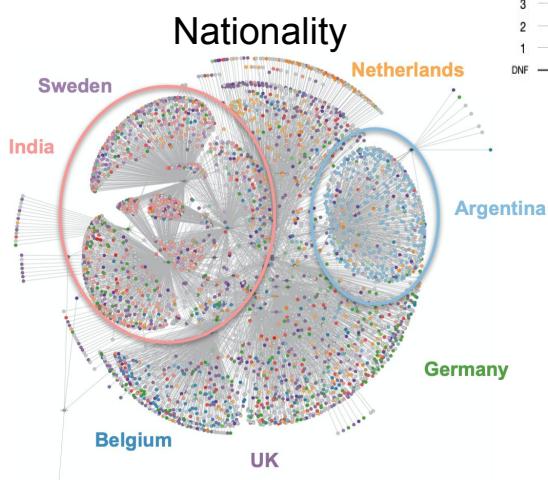
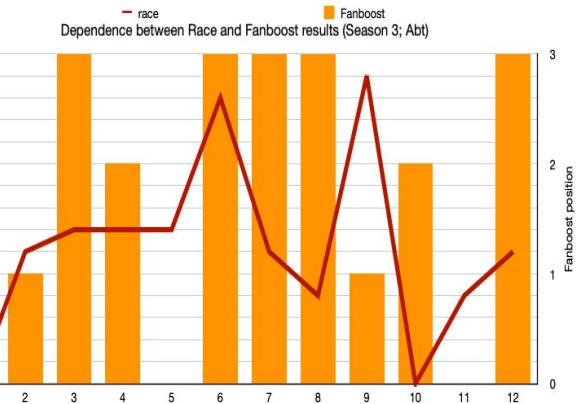


# What influences the votes?

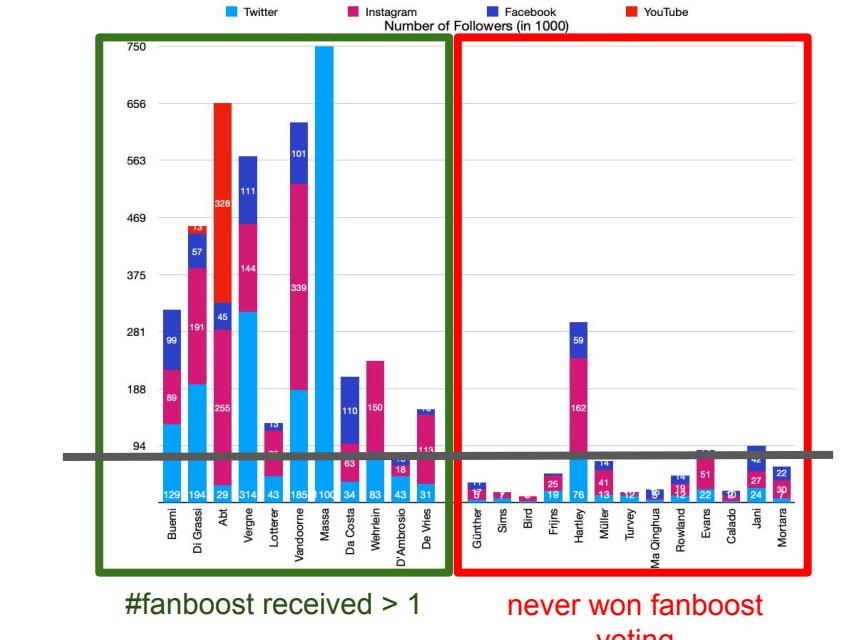
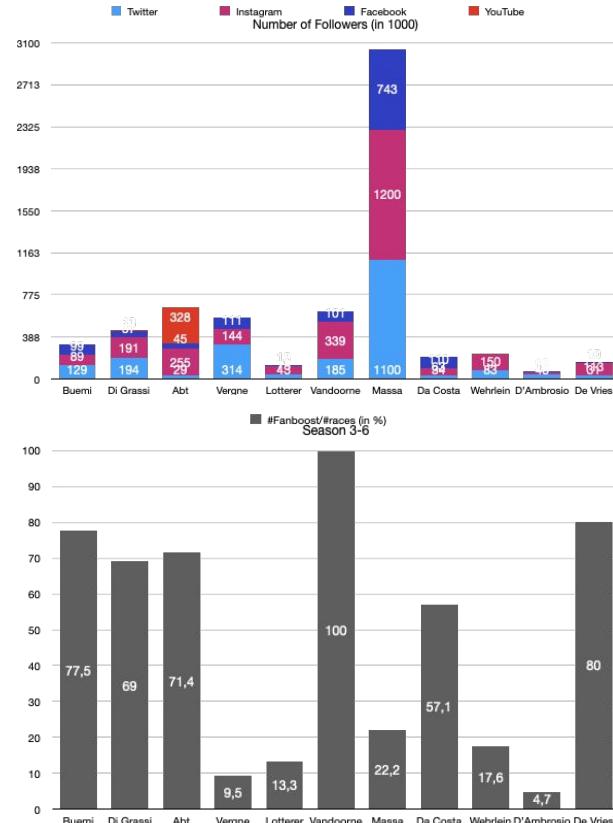
## Social Media Presence



## Race Performance

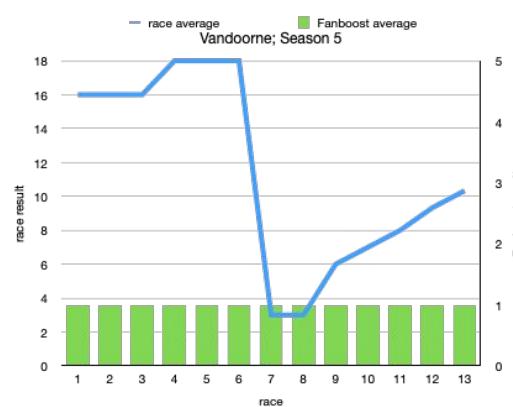
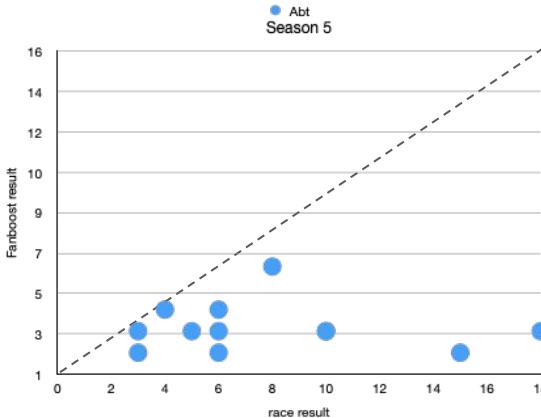
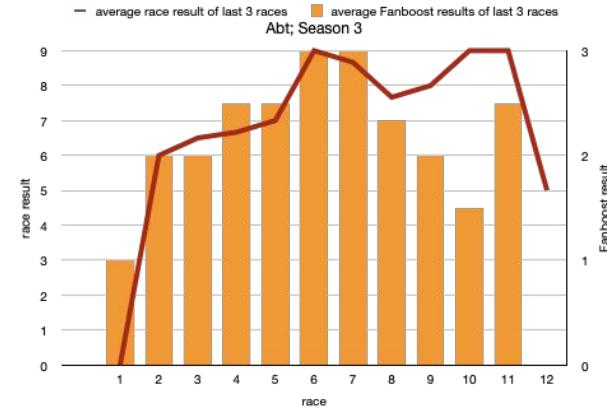
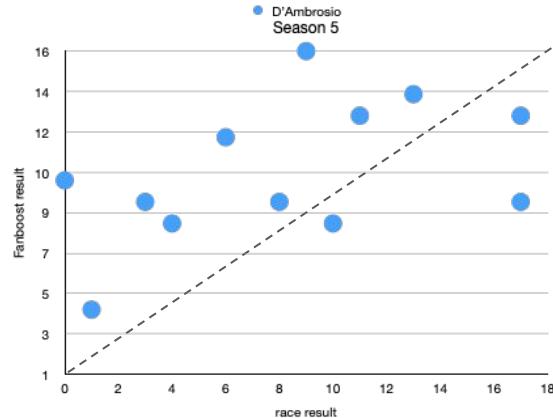


# Social Media Presence



→ Social Media presence is necessary but not sufficient for winning Fanboost voting

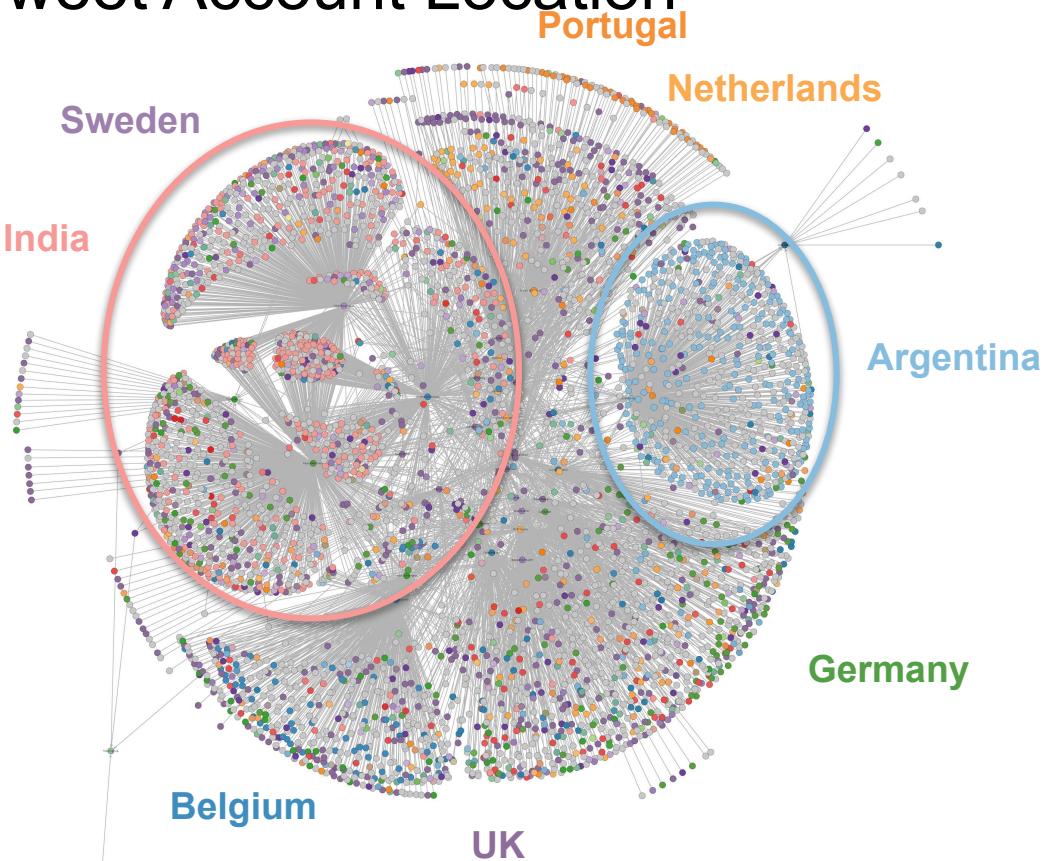
# Race Performance



- Some drivers fanboost results influenced by race results (e.g. Abt)
- But for some drivers (e.g. Vandoorne) race results irrelevant

→ no general correlation between race performance and fanboost result

# Nationality - Tweet Account Location

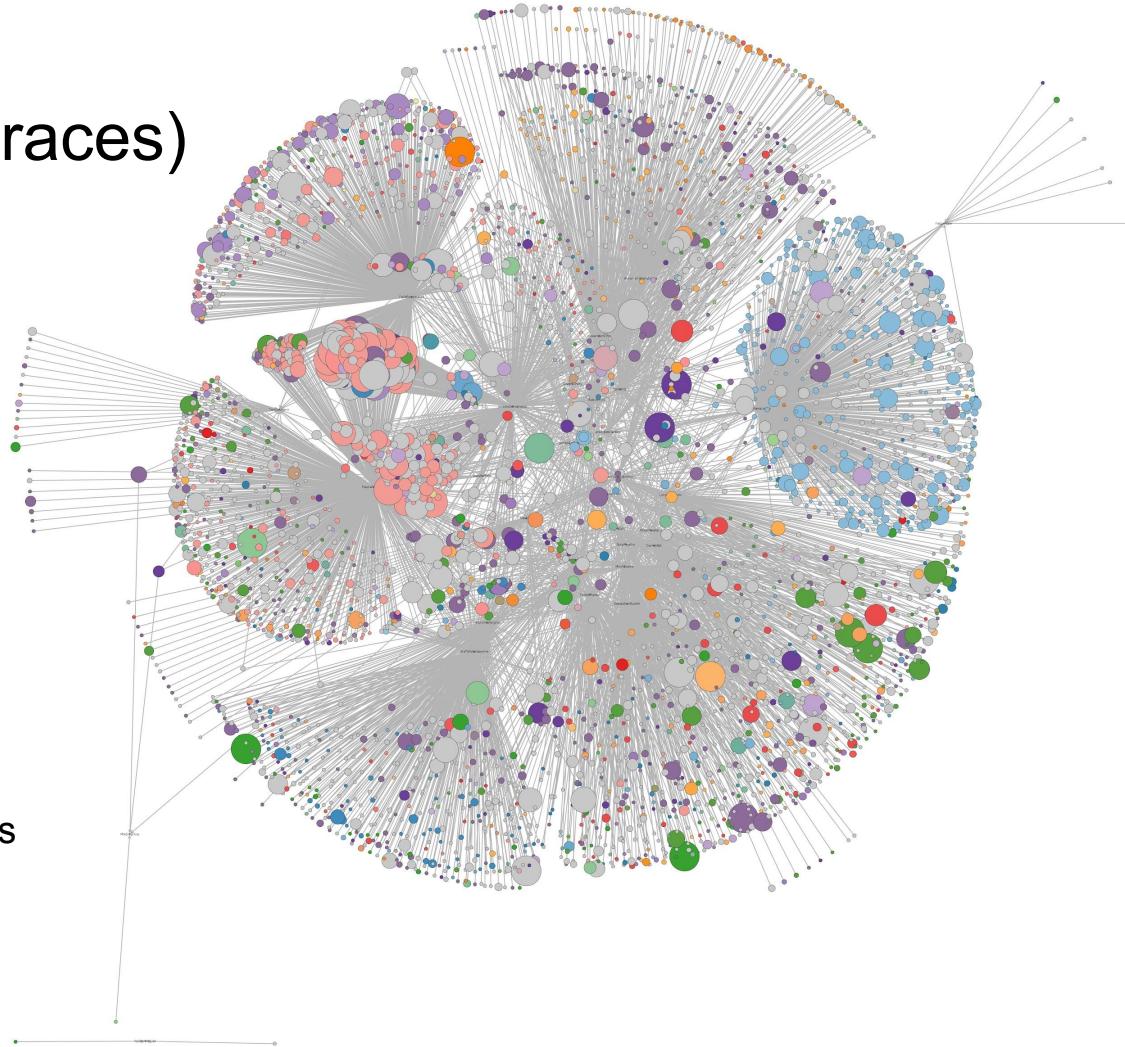


# Full Network (all races)

#Votes

TOP Twitter Voters

- “Mahindra Racing” Fans
- “General” Formel E Fans
- Racing Teams & Sponsors
- a Driver’s Dad (Fun Fact)



# Conclusion

- Fanboost Voltions:
  - “High” #Followers necessary
  - Race performance irrelevant
  - Some nationalities more active
  - Some teams and supporters more active
- Relevance of Fanboost
  - No huge advantage for driver (boost often unsuccessful)
  - Strategy to create a fanbase for FormelE

