

# CHAMP 1

MEDIA DATA 2024



# FORMULA 1

## THE BIGGEST MOTORSPORT SERIES IN THE WORLD

The relentless battle for pole position

Thrilling racing action

Exciting title fights

Big emotions

Captivating moments

A racing weekend of superlatives

# ALL THIS IS FORMULA 1 2024



The fascination of Formula 1 will continue in 2024!

**FORMULA 1 CAN SPORT & SHOW**

A unique show every race weekend

The best racing on every racing weekend

**RECORD!**

**24**

qualifying sessions

**24**

races

**6**

sprint shootouts

**6**

sprint races

Highlights include:



### Japanese GP

for the first time at the start of a Formula 1 season



### China-GP

back in the racing calendar for the first time since 2019



### 3 racing weekends in America

Miami (May 2024)  
Austin (October 2024)  
Las Vegas (November 2024)



### Classic and cult race tracks

Monaco GP (May 2024)  
Austrian GP (June 2024)  
Spanish GP (June 2024)  
Belgian GP (July 2024)  
Italian GP (September 2024)

# FORMULA 1 CAN BE SUSTAINABLE

Formula 1 calculates that the operation of the engines accounts **for less than one percent** of the CO2 emissions in a season. In the 2019 season, Formula 1 reported its CO2 emissions as the equivalent of 256,551 tonnes.

A World Cup does as much damage to the environment **as eight to ten Formula 1 seasons**.

## The distribution:

Around **45 percent** of emissions come from logistics.

This means:

- » The transport of team equipment (cars, engines, pit stop equipment etc.), tires
- » Formula 1 equipment (e.g. for TV production) and
- » Facility for the so-called “Paddock Club”.

Travel accounts for almost **28 percent**.

This means:

- » A convoy of more than 1,000 people flies around the world and stays in hotels.

Another **20 percent** is accounted for by the operation of the individual team factories and the Formula 1 facilities themselves.

## **FORMULA 1 IS BECOMING A CO2-NEUTRAL BUSINESS:**

Formula 1 has been reducing CO2 emissions step by step **since 2019**.

By 2030, the premier class wants to transform itself into a business that is CO2 neutral. **Decarbonization** is a must if sport wants to be sustainable.

**At the same time, Formula 1 wants to make its contribution to making the global transport sector greener. To do this, she is working on a sustainable fuel.**

Formula 1 has already reduced its carbon footprint by 17% in the first two full years of the initiative by 2021.

***“Net zero by 2030 means reducing our emissions by at least 50 percent.”***

***“Our sustainability strategy rests on three main pillars. The first is to be climate neutral by 2030. The second goal is to hold more sustainable events. And thirdly, we want to ensure our sport becomes more diverse and inclusive.”***

**Ellen Jones**

Head of Environment, Social and Governance at Formula 1

# FORMULA 1 IS ALSO BOOMING AT CHAMP1

Constant growth and record-breaking performance since broadcast start

## 2024:

01/2024: 362,343 views (gross) | 277,106 views (net)

02/2024: 910,390 views (gross) | 699,135 views (net)

03/2024: 1,332,861 views (gross) | 823,012 views (net)

04/2024: 1,010,520 views (gross) | 720,449 views (net)

05/2024: 1,286,812 views (gross) | 797,736 views (net)

06/2024: 1,078,314 views (gross) | 729,173 views (net)

07/2024: 1,201,466 views (gross) | 801,012 views (net)

08/2024: 641,196 views (gross) | 390,546 views (net)

## RELATIONSHIP TO THE COMPETITION

Comparative period: 17/07/2024 - 17/09/2024

1st place: 'Motorsport-Magazin': 4,694,809 views\*

2nd place: 'Champ1': 1,437,859 views\*

3rd place: 'Formel1.de': 673,609 views\*

4th place: 'AllesRacing': 477,510 views\*

5th place: 'F1-Insider.com': 457,929 views\*

Champ1 is the undisputed **second strongest force** of all German-language Formula 1 video platforms on YouTube

\* only VOD views | Source: YouTube



# THE FLAGSHIP FROM CHAMP1

The most successful daily Formula 1 news and tabloid magazine in Germany

## Main programme:

### „Champ1 News“

- » Detailed reporting with up to six topics and a length of up to 45 minutes
- » On Formula 1 race weekends additionally on Saturday and Sunday with highlights and pictures of qualifying, sprint and main race

## Spin-off:

### „Champ1 Breaking News“

Monothematic live reporting in ‘Breaking News’ situations of up to 30 minutes

### „Champ1 News Short“

Express reporting with up to five topics of up to 30 minutes

### „Champ1 News Spezial“

Monothematic in-depth reporting of up to 30 minutes

### „Champ1 News VIP“

Tabloid reporting away from the race track of up to 30 minutes

Average views per programme: between 30,000 and 90,000



# THE MOST HONEST FORMULA 1 TALK IN GERMANY

„Klartext mit Günther Steiner“



Once a month, Champ1 and former Haas F1 team boss Günther Steiner meet up for a live chat.

In each of the one-hour editions, the South Tyrolean, who was Team Principal of the Haas Formula 1 team until the end of 2023, speaks plainly about the topics on and off the racetrack. The man, who has also taken on the role of expert for RTL Formula 1 broadcasts since 2024, talks about the events of the premier class of motorsport in retrospect.

Viewers can also send in their questions via various channels.



# DISTRIBUTION CHANNELS

The daily Formula 1 news coverage can be received via the 'YouTube' platform, as well as via its own web platform Champ1.de.

Viewers can access all Champ1 productions in full length free of charge.

The live programmes 'Champ1 Breaking News' and 'Klartext mit Günther Steiner' are also broadcast via the YouTube platform.

Currently (as of 17/09/2024), over 22,000 people have subscribed to Champ1 on YouTube.



# AGE, GENDER AND COUNTRY DISTRIBUTION

Male: **92,5%**

Female: **7,5%**

13-17 years: 0 %

18-24 years: 3 %

25-34 years: 10,3 %

35-44 years: 18,7 %

45-54 years: 19,5 %

55-64 years: 25,8 %

Over 65 years: 22,6 %



Germany: 62,6%



Austria: 21,7%



Switzerland: 7,5%



Netherlands: 1,1%



Italy: 1,0%

# EDUCATION, PURCHASING AND FINANCIAL STRENGTH AND BRAND ORIENTATION

## Education:

Champ1 seers are more educated and have at least a university entrance qualification

24%: Formula 1 on Sky Sport F1 (pay TV)  
35%: Formula 1 on Sky (streaming)  
18%: Formula 1 on RTL (free TV)  
27%: Formula 1 at Champ1

## Barely and financially strong:

Advertising on Champ1 reaches a particularly financially strong target group  
Net household income > EUR 3,000

45%: Formula 1 on Sky Sport F1 (pay TV)  
74%: Formula 1 on Sky (streaming)  
25%: Formula 1 on RTL (free TV)  
68%: Formula 1 at Champ1

## Brand orientation:

For viewers of Champ1 broadcasts, the brand is often more important than the price

35%: Formula 1 on Sky Sport F1 (pay TV)  
41%: Formula 1 on Sky (streaming)  
23%: Formula 1 on RTL (free TV)  
37%: Formula 1 at Champ1

# RTL and SKY SPORT F1 WITHOUT negative impact

The Formula 1 reporting\* on Champ1 consistently impresses Formula 1 fans and delivers consistently strong coverage - even with parallel broadcasts on RTL and/or Sky Sport F1

## RTL vs. Champ1

Already in 2022 – the year Champ1 was launched – four selected Formula 1 races were shown on RTL. Thanks to the high ratings live broadcast, Champ1 benefited from the subsequent live analysis and summary - thanks to the numerous Formula 1 experts who work for Champ1, **but not** for RTL and Sky Sport F1!

**So if RTL will show seven selected Formula 1 races and 12 qualifying sessions or sprints on free TV in 2024, Champ1 will benefit even more from the free TV attention of the high-reach private broadcaster RTL through its excellent live analysis and summary than in 2022 .**

## Sky Sport F1 vs. Champ1

Champ1 was able to benefit in both 2022 (start of broadcasting) and 2023 from the fact that Sky Sport F1 is an exclusive pay-TV channel. The average audience rating on Sky Sport F1 in 2023 was between 0.3 and 0.8 million viewers per race.

Thanks to the extensive program portfolio, “non-Sky Sport F1 subscribers” obtained a high level of information from Champ1 - both linear (live) and non-linear (on demand).

Subscribers and active viewers of Sky Sport F1 found out about Champ1, especially after the qualifying / sprint / race, due to the well-founded, extensive live analysis and summary, its experts and faces, as well as all the information the viewer needs about a qualifying / sprint / Run.

Champ1 is characterized above all by its speed, which the spectators appreciate. Breaking news is either broadcast live or recorded within less than an hour of being announced and then made available on demand.

***No channel, no platform is faster than Champ1!***

***This is not a promise, but a fact!***

***Why?***

Champ1 is the sole channel and platform dedicated exclusively to Formula 1 and no other sports categories or series

\* Linear & non-linear

# CROSS-MEDIA TARGET GROUP APPROACH



## Champ1 live

Whether from home on your TV or on the go: Champ1 offers Formula 1 fans flexible options to experience a wide variety of live broadcasts in the best HD quality.

## Champ1 on call

No time for live? No problem! Champ1 offers Formula 1 fans the free opportunity to watch all live broadcasts around the clock and on demand from anywhere. This means everyone has access to the high-quality Formula 1 content at any time, anywhere!

## Champ1 with a click

Before, during or after the (live) events and broadcasts, but also outside of them, the Formula 1 fan experiences the best news reporting with Champ1 on all devices, no matter where and at any time.

# ADVERTISE WITH CHAMP1

## THE ADVANTAGES

### Shorter commercial breaks

as RTL (free TV) and Sky Sport F1 (pay TV)

### More attention

in commercial breaks than on RTL (free TV) and Sky Sport F1 (pay TV)

### Longer stay

in the advertising block than on RTL (free TV) and Sky Sport F1 (pay TV)

### Diverse advertising options & powerful advertising forms

in the linear and non-linear broadcasts on Champ1

## BEST COMPANY

Booked advertising joins major national and international brands in the Formula 1 environment



# ADVERTISE ON CHAMP1

fictitious brand

## forms of advertising



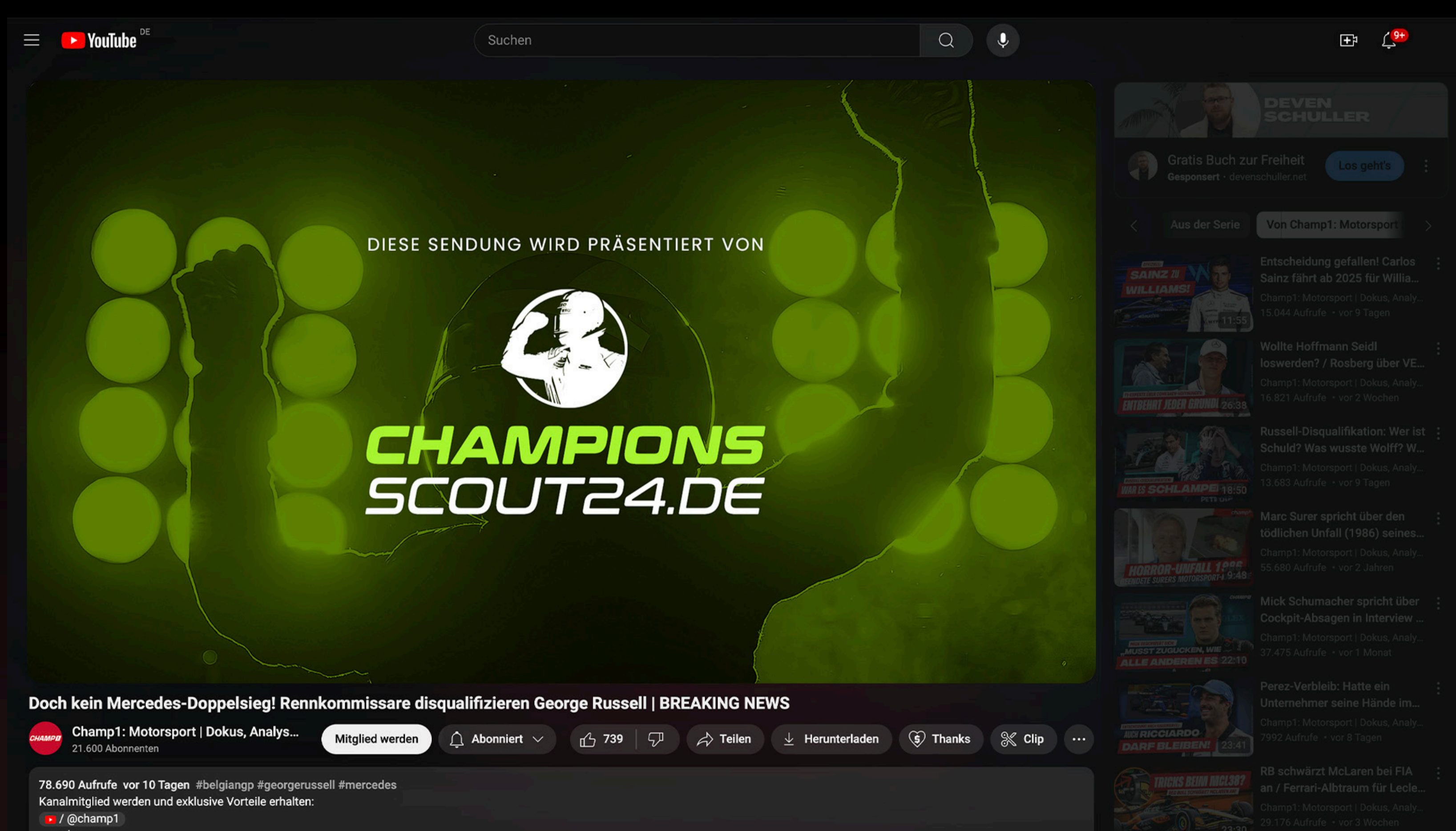
ANIMATED  
ON AIR L-FRAME

STUDIO-BRANDING  
animated Super-  
Wide-Screen Advertising  
+ LED ticker



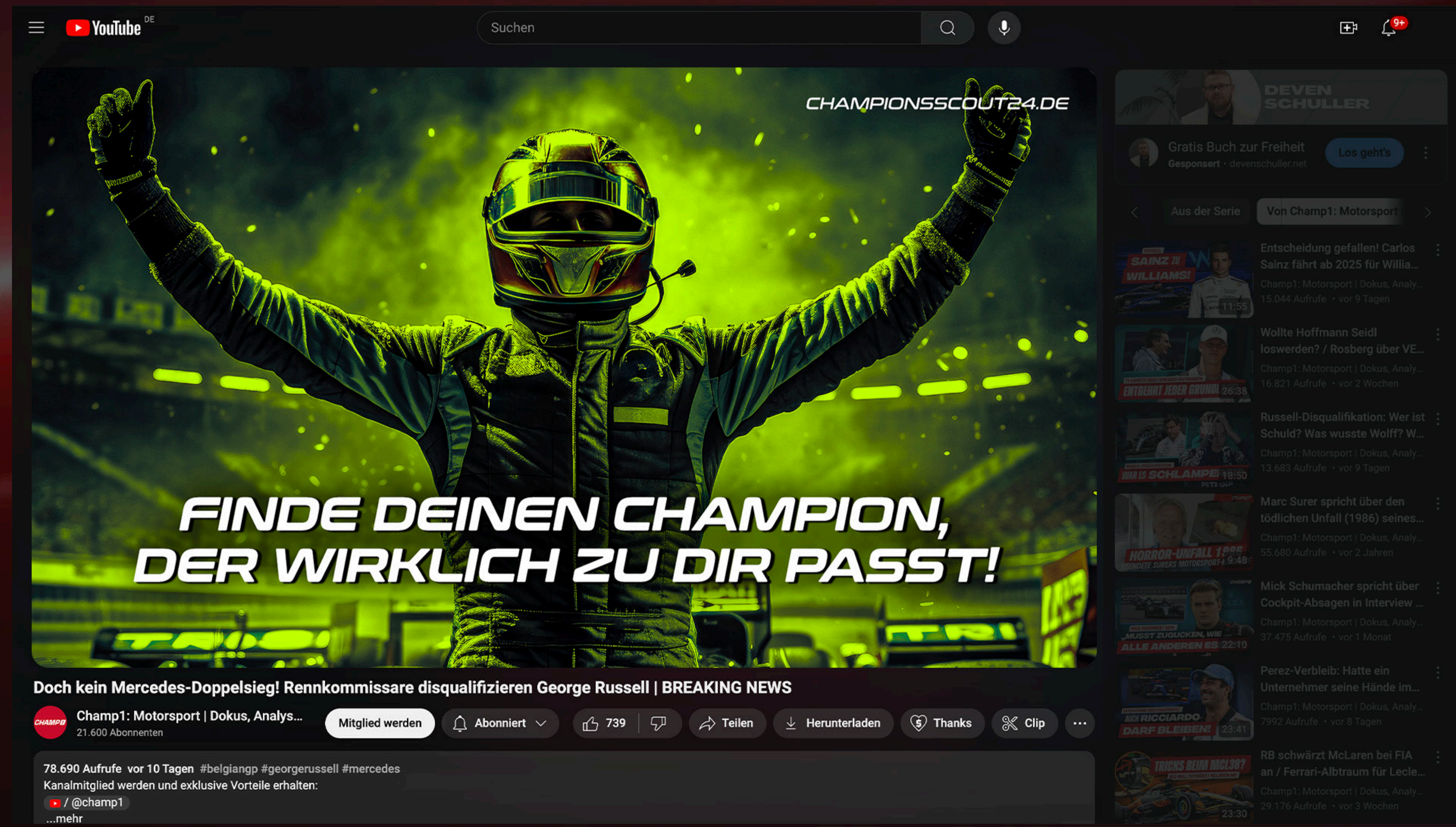
SINGLE-SPOT

TITEL-SPONSORING  
Champ1 News  
presented by  
ChampionsScout24.de



PRESENTER  
with Voice-Over

CLASSIC  
INTERRUPTER  
ADVERTISING



# FORMEL 1 KALENDER 2024



**02.03.2024**  
**Großer Preis von Bahrain**  
Sachir



**09.03.2024**  
**Großer Preis von Saudi-Arabien**  
Dschidda



**24.03.2024**  
**Großer Preis von Australien**  
Melbourne



**07.04.2024**  
**Großer Preis von Japan**  
Suzuka



**21.04.2024**  
**Großer Preis von China**  
Schanghai



**05.05.2024**  
**Großer Preis von Miami**  
Miami



**19.05.2024**  
**Großer Preis der Emilia-Romagna**  
Imola



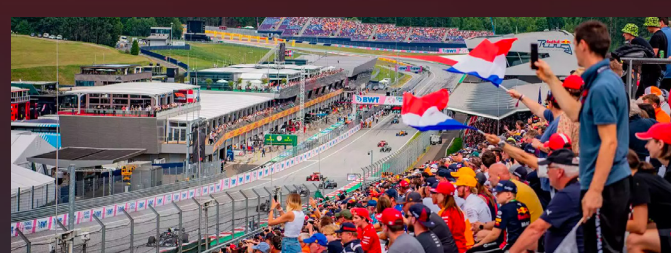
**26.05.2024**  
**Großer Preis von Monaco**  
Monte Carlo



**09.06.2024**  
**Großer Preis von Kanada**  
Montreal



**23.06.2024**  
**Großer Preis von Spanien**  
Barcelona



**30.06.2024**  
**Großer Preis von Österreich**  
Spielberg



**07.07.2024**  
**Großer Preis von Großbritannien**  
Silverstone



**21.07.2024**  
**Großer Preis von Ungarn**  
Budapest



**28.07.2024**  
**Großer Preis von Belgien**  
Spa



**25.08.2024**  
**Großer Preis der Niederlande**  
Zandvoort



**01.09.2024**  
**Großer Preis von Italien**  
Monza



**15.09.2024**  
**Großer Preis von Aserbaidschan**  
Baku



**22.09.2024**  
**Großer Preis von Singapur**  
Singapur



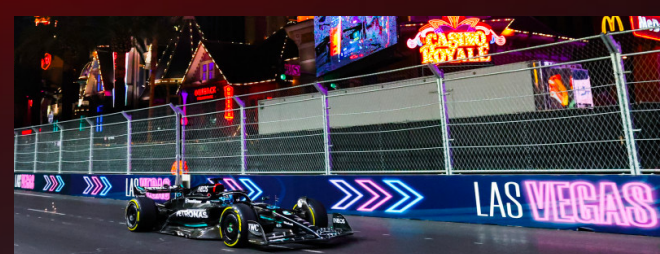
**20.10.2024**  
**Großer Preis der USA**  
Austin



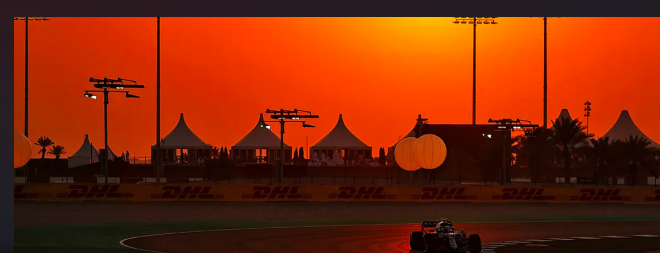
**27.10.2024**  
**Großer Preis Mexiko**  
Mexiko-Stadt



**03.11.2024**  
**Großer Preis von Brasilien**  
Sao Paulo



**23.11.2024**  
**Großer Preis von Las Vegas**  
Las Vegas



**01.12.2024**  
**Großer Preis von Katar**  
Losail



**08.12.2024**  
**Großer Preis von Abu Dhabi**  
Abu Dhabi