

## Financial highlights

### BROADCAST MEDIA EXPOSURE

- **Red Bull** celebrated victory in the first race of 2011 which made the drinks company the best-exposed brand at the Australian Grand Prix, with coverage worth \$14.1m from its Red Bull Racing and Toro Rosso deals.
- The best-exposed sponsor of the race was **Vodafone** which as title sponsor of McLaren gained coverage worth \$5.9m.
- Australian Grand Prix title sponsor **Qantas** also performed well gaining exposure worth \$5.3m during the GP.

### PRINT MEDIA EXPOSURE

- Analysis of print media coverage brought more good news for F1's title sponsors. At the Abu Dhabi GP, the final race of the 2010 season, race title sponsor **Etihad** appeared in connection with F1 in 45 articles in the local media in the fortnight surrounding GP.

### TEAM PERFORMANCE

- Sebastian Vettel's victory in Australia meant that **Red Bull Racing** spent the least per point of any of the teams at just \$470,000.

### DRIVER PERFORMANCE

- **Vitaly Petrov** continued last year's trend of being the best value for money driver on the grid with his third placed victory in Australia. The unsalaried Russian brought home 15 points from the race.

# CONTENTS

▪ <b>Broadcast media exposure</b>	<b>2</b>
Brand exposure: 2011 Australian GP	2
Top 5 best-exposed team owners: 2011 Australian GP	7
Top 5 best-exposed team sponsors: 2011 Australian GP	8
Team share of brand exposure: 2011 Australian GP	8
Team-by-team exposure summary: 2011 Australian GP	9
- Red Bull Racing exposure summary	9
- McLaren exposure summary	9
- Ferrari exposure summary	10
- Renault exposure summary	11
- Toro Rosso exposure summary	12
- Force India exposure summary	12
- Sauber exposure summary	13
- Virgin exposure summary	13
- Mercedes exposure summary	14
- Lotus exposure summary	14
- Williams exposure summary	15
Trackside advertising exposure summary: 2011 Australian GP	15
Brand exposure: 2011 season so far	16
Team share of brand exposure: 2011 season so far	20
▪ <b>Print media exposure</b>	<b>21</b>
Analysis of the F1 team owners: 2010 Abu Dhabi GP	21
Analysis of F1 title sponsors: 2010 Abu Dhabi Grand Prix	21
▪ <b>Resources per point: team performance</b>	<b>22</b>
Estimated points to resources ratio: 2011 Australian Grand Prix	22
Estimated points to resources ratio: 2011 season so far	22
▪ <b>Cost per point: driver performance</b>	<b>23</b>
Driver value for money: 2011 Australian Grand Prix	23
Driver value for money: 2011 season so far	23
▪ <b>Further information</b>	<b>24</b>

# Broadcast media exposure

One of the most important benefits of an F1 sponsorship is exposure to the sport's 527m global viewers. By using the lap-by-lap performance of each team along with the extent of sponsors' exposure, we have calculated the on-screen media value of team sponsorships based on race performance.

The focus of our data is not time on-screen but is instead the global media value of each sponsor's exposure in order to highlight return on investment. The data includes all brands featured on the 2011 F1 cars, so the value of the exposure to team owners and engine manufacturers is also calculated. As our data is race-performance based we have focussed only on the exposure gained during the race itself, excluding exposure from the grid or the podium. For 2011, we have also added data on the exposure achieved by the trackside advertisers at each race.

In addition to our table of brand exposure the **ROI REVIEW** also includes information on the teams' share of voice and a team-by-team breakdown of exposure value. We are also keeping a running tally of the total exposure of all brands throughout the 2011 season.

The exposure data for the **2011 Australian Grand Prix** is featured below.

## BRAND EXPOSURE: 2011 AUSTRALIAN GRAND PRIX

	Brand	Team(s) / Race	Type of relationship	Estimated advertising value equivalent	Share of exposure (%)
1	Red Bull	Red Bull Racing, Toro Rosso	Team owner	\$14,099,546	24.01
2	Vodafone	McLaren	Sponsor	\$5,956,639	10.14
3	Qantas	Australian GP	Trackside advertiser	\$5,251,031	8.94
4	Ferrari	Ferrari	Team owner	\$3,518,603	5.99
5	Santander	Ferrari	Sponsor	\$3,070,781	5.23
6	Group Lotus	Renault	Sponsor	\$2,359,076	4.02
7	Pirelli	All teams, Australian GP	Series tyre supplier	\$2,060,868	3.51
8	Kingfisher/Fly Kingfisher	Force India	Sponsor	\$1,957,281	3.33
9	Renault	Renault, Red Bull Racing, Lotus	Engine partner/ sponsor	\$1,591,794	2.71
10	UBS	Australian GP	Trackside advertiser	\$1,575,309	2.68
11	Total	Renault, Red Bull Racing	Sponsor	\$1,351,868	2.30
12	DHL	Australian GP	Trackside advertiser	\$1,260,248	2.15
13	Shell/V-Power	Ferrari,	Sponsor,	\$912,054	1.55

		Australian GP	trackside advertiser		
14	Claro	Sauber	Sponsor	\$901,194	1.53
15	Mercedes	Mercedes, McLaren	Team owner, engine partner/sponsor	\$856,045	1.46
16	Petronas	Mercedes	Sponsor	\$743,100	1.27
17	Lexus	Australian GP	Trackside advertiser	\$682,634	1.16
18	Whyte & Mackay	Force India	Sponsor	\$605,825	1.03
19	Virgin	Virgin	Team owner	\$600,439	1.02
20	Mobil 1	McLaren	Sponsor	\$595,664	1.01
21	Infiniti	Red Bull Racing	Sponsor	\$566,458	0.96
22	Marussia	Virgin	Sponsor/team owner	\$562,911	0.96
23	Telmex	Sauber	Sponsor	\$540,716	0.92
24	Sauber F1 Team	Sauber	Team name	\$405,537	0.69
25	PDVSA	Williams	Sponsor	\$404,379	0.69
26	LG	Australian GP	Trackside advertiser	\$393,827	0.67
27	Disensa	Sauber	Sponsor	\$360,478	0.61
28	Johnnie Walker	McLaren	Sponsor	\$357,398	0.61
29	Air Asia	Lotus	Sponsor	\$287,616	0.49
30	Melbourne	Australian GP	Trackside advertiser	\$262,552	0.45
31	Naza Group	Lotus	Sponsor	\$261,469	0.45
32	Support for Japan	All teams	Charity/campaign	\$222,253	0.38
33	AT&T	Williams	Sponsor	\$210,277	0.36
34	Red Bull Mobile	Red Bull Racing, Toro Rosso	Sponsor	\$197,183	0.34
35	NEC	Sauber	Sponsor	\$180,239	0.31
36	Genii Business Exchange	Renault	Team owner/sponsor	\$171,569	0.29
37	Medion/Medion Mobile	Force India	Sponsor	\$139,806	0.24
38	Cuervo Tequila	Sauber	Sponsor	\$135,179	0.23
39	Allianz	Australian Grand Prix	Trackside advertiser	\$131,276	0.22
40	TW Steel	Renault	Sponsor	\$128,677	0.22
41	UB Group	Force India	Team owner brand	\$124,272	0.21
42	Homeless World Cup Mexico 2012	Sauber	Charity/campaign	\$112,649	0.19
43	Rauch	Red Bull Racing	Sponsor	\$108,934	0.19

44	EQ8	Lotus	Sponsor	\$104,588	0.18
45	Royal Challenge	Force India	Sponsor	\$93,204	0.16
46	Interproteccion	Sauber	Sponsor	\$90,119	0.15
47	Qnet	Virgin	Sponsor	\$90,066	0.15
48	Red Bull Cola	Red Bull Racing, Toro Rosso	Team owner brand	\$84,350	0.14
49	Aigo	McLaren	Sponsor	\$79,422	0.14
50	Certina	Sauber	Sponsor	\$67,590	0.12
51	Pepe Jeans	Red Bull Racing	Sponsor	\$65,361	0.11
52	Fiat	Ferrari	Sponsor	\$63,975	0.11
53	Deutsche Post	Mercedes	Sponsor	\$59,448	0.10
54	Force India	Force India	Team name	\$58,252	0.10
55	McLaren	McLaren	Team name	\$57,581	0.10
56	Randstad	Williams	Sponsor	\$53,917	0.09
57	Team Lotus	Lotus	Team name	\$52,294	0.09
58	The Red Bulletin	Toro Rosso	Team owner brand	\$50,970	0.09
59	CNN	Lotus	Sponsor	\$48,808	0.08
60	Telcel	Sauber	Sponsor	\$47,313	0.08
61	Asia Jet	Sauber	Sponsor	\$45,060	0.08
62	Elf	Renault	Sponsor	\$43,750	0.07
63	Tune Group	Lotus	Sponsor	\$43,578	0.07
64	Thomson Reuters	Williams	Sponsor	\$43,134	0.07
65	Suncore Corporation	Renault	Sponsor	\$42,892	0.07
66	Hugo Boss	McLaren	Sponsor	\$39,711	0.07
67	Vladivar	Force India	Team owner brand	\$38,835	0.07
68	Syntium	Mercedes	Sponsor	\$37,155	0.06
69	Lada	Renault	Sponsor	\$35,172	0.06
70	1Malaysia	Lotus	Team name	\$34,863	0.06
71	Singha Beer	Red Bull Racing	Sponsor	\$32,680	0.06
72	ORIS	Williams	Sponsor	\$32,350	0.06
73	Ferrari World Abu Dhabi	Ferrari	Team owner	\$31,987	0.05
74	CNBC	Virgin	Sponsor	\$31,523	0.05
75	Sibur	Renault	Sponsor	\$30,882	0.05
76	Money Service Group	Toro Rosso	Sponsor	\$30,582	0.05
77	Quantel	Virgin	Sponsor	\$30,022	0.05
78	AkzoNobel	McLaren	Sponsor	\$29,783	0.05
79	Japan Rags	Renault	Sponsor	\$29,167	0.05
80	Trina Solar	Renault	Sponsor	\$25,735	0.04

81	Aabar	Mercedes	Sponsor	\$24,770	0.04
82	Mad Croc	Sauber	Sponsor	\$22,530	0.04
83	FXDD	Red Bull Racing	Sponsor	\$21,787	0.04
84	Siemens	Red Bull Racing, Toro Rosso	Sponsor	\$20,578	0.04
85	AMD	Ferrari	Sponsor	\$20,472	0.03
86	Scuderia Toro Rosso	Toro Rosso	Team name	\$20,388	0.03
87	Emil Frey	Sauber	Sponsor	\$20,277	0.03
88	Tata Consultancy Services	Ferrari	Sponsor	\$19,832	0.03
89	Acer	Ferrari	Sponsor	\$19,192	0.03
90	Wrigley's Doublemint	Force India	Sponsor	\$18,641	0.03
91	Armin Strom	Virgin	Sponsor	\$18,013	0.03
92	Kaspersky	Ferrari	Sponsor	\$17,913	0.03
93	M I G	Mercedes	Sponsor	\$17,339	0.03
94	Flagman Vodka	Renault	Sponsor	\$17,157	0.03
95	Reebok	Force India	Sponsor	\$17,087	0.03
96	Williams	Williams	Team name	\$16,175	0.03
97	Make Roads Safe	Renault, Sauber	Charity/ campaign	\$15,875	0.03
98	Casio	Red Bull Racing	Sponsor	\$15,251	0.03
99	Cosworth	Williams	Engine partner	\$13,479	0.02
100	Brembo	Ferrari	Sponsor	\$13,435	0.02
101	Helvetica	Renault	Miscellaneous	\$12,868	0.02
102	Autonomy	Mercedes	Sponsor	\$12,385	0.02
103	SKF	Ferrari	Sponsor	\$12,155	0.02
104	Coal Rover	Renault	Miscellaneous	\$12,010	0.02
105	Platform	Red Bull Racing	Sponsor	\$11,983	0.02
106	OMR	Ferrari	Sponsor	\$11,515	0.02
107	Quick	Virgin	Driver sponsor	\$11,258	0.02
108	Network Appliance	Renault	Sponsor	\$11,152	0.02
109	Puma	Ferrari	Sponsor	\$10,876	0.02
110	Elysium	Renault	Sponsor	\$10,294	0.02
111	Dmshapes.com	McLaren	Sponsor	\$9,928	0.02
112	Symantec	Renault	Sponsor	\$9,436	0.02
113	Venezuela Tourism	Williams	Sponsor	\$9,166	0.02
114	EI Sturdza	Renault	Miscellaneous	\$8,578	0.01
115	CSC	Virgin	Sponsor	\$8,256	0.01
116	EADS	Force India	Sponsor	\$7,767	0.01
117	Servus TV	Red Bull Racing	Team owner brand	\$7,625	0.01

118	Pepper	Virgin	Miscellaneous	\$7,505	0.01
119	Monster	Mercedes	Sponsor	\$7,431	0.01
120	Wirth Research	Virgin	Miscellaneous	\$6,755	0.01
121	Magneti Marelli	Renault	Sponsor	\$6,434	0.01
122	Airbus	Force India	Sponsor	\$6,214	0.01
123	CD Adapco	Renault	Sponsor	\$6,005	0.01
124	UST Global	Virgin	Sponsor	\$6,004	0.01
125	Ridge Solutions	Williams	Sponsor	\$5,931	0.01
126	McGregor	Williams	Sponsor	\$5,392	0.01
127	Speed Week	Toro Rosso	Team owner brand	\$5,097	0.01
128	Graham London	Mercedes	Sponsor	\$4,954	0.01
129	GAC	Williams	Sponsor	\$4,853	0.01
130	Capri Sun	Force India	Sponsor	\$3,883	0.01
131	Kappa	Virgin	Sponsor	\$2,252	<0.01
132	Henri Lloyd	Mercedes	Sponsor	\$2,229	<0.01
	<b>TOTAL</b>			<b>\$58,720,155</b>	

Notes:

*Exposure is calculated for the duration of the race only and excludes branding of on-screen graphics. Pre-race events, the podium, practice sessions and qualifying are not included. Brands with less than \$1,000 worth of exposure are not included.*

#### TOP FIVE BEST-EXPOSED TEAM OWNERS: 2011 AUSTRALIAN GRAND PRIX

	Brand	Estimated advertising value equivalent	Share of exposure (%)
1	Red Bull	\$14,099,546	24.01
2	Ferrari	\$3,518,603	10.14
3	Mercedes	\$856,045	8.94
4	Virgin	\$600,439	5.99
5	Marussia	\$562,911	5.23

**TOP FIVE BEST-EXPOSED TEAM SPONSORS: 2011 AUSTRALIAN GRAND PRIX**

	<b>Brand</b>	<b>Estimated advertising value equivalent</b>	<b>Share of exposure (%)</b>
1	Vodafone	\$5,956,639	24.01
2	Santander	\$3,070,781	10.14
3	Group Lotus	\$2,359,076	8.94
4	Kingfisher/Fly Kingfisher	\$1,957,281	5.99
5	Renault	\$1,591,794	5.23

**TEAM SHARE OF BRAND EXPOSURE: 2011 AUSTRALIAN GRAND PRIX**

	<b>Team</b>	<b>Estimated advertising value equivalent</b>	<b>Share of exposure (%)</b>
1	Red Bull Racing	\$12,141,271	25.74
2	McLaren	\$7,891,057	16.73
3	Ferrari	\$7,724,933	16.37
4	Renault	\$4,743,030	10.05
5	Toro Rosso	\$4,403,289	9.33
6	Force India	\$3,095,145	6.56
7	Sauber	\$3,027,560	6.42
8	Virgin	\$1,378,757	2.92
9	Mercedes	\$1,024,240	2.17
10	Lotus	\$937,803	1.99
11	Williams	\$810,646	1.72
	<b>TOTAL</b>	<b>\$47,177,731</b>	

## TEAM-BY-TEAM EXPOSURE SUMMARY: 2011 AUSTRALIAN GRAND PRIX

### Red Bull Racing exposure summary: 2011 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Red Bull	\$10,021,954
2	Total	\$871,474
3	Infiniti	\$566,458
4	Renault	\$217,869
5	Rauch	\$108,934
6	Support for Japan	\$76,254
7	Pepe Jeans	\$65,361
8	Red Bull Mobile	\$54,467
9	Red Bull Cola	\$43,574
10	Singha Beer	\$32,680
11	FXDD	\$21,787
12	Casio	\$15,251
13	Pirelli	\$14,706
14	Platform	\$11,983
15	Siemens	\$10,893
16	Servus TV	\$7,625
	<b>TOTAL</b>	<b>\$12,141,271</b>

### McLaren exposure summary: 2011 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Vodafone	\$5,956,639
2	Mercedes	\$744,580
3	Mobil 1	\$595,664
4	Johnnie Walker	\$357,398
5	Aigo	\$79,422
6	McLaren	\$57,581
7	Hugo Boss	\$39,711
8	AkzoNobel	\$29,783
9	Pirelli	\$15,388
10	DMshapes.com	\$9,928
11	Support for Japan	\$4,964
	<b>TOTAL</b>	<b>\$7,891,057</b>

## Ferrari exposure summary: 2011 Australian Grand Prix

	<b>Brand</b>	<b>Estimated advertising value equivalent</b>
1	Ferrari	\$3,518,603
2	Santander	\$3,070,781
3	Shell/V-Power	\$895,644
4	Fiat	\$63,975
5	Ferrari World Abu Dhabi	\$31,987
6	AMD	\$20,472
7	Tata Consultancy Services	\$19,832
8	Acer	\$19,192
9	Kaspersky	\$17,913
10	Brembo	\$13,435
11	SKF	\$12,155
12	OMR	\$11,515
13	Puma	\$10,876
14	Pirelli	\$9,596
15	Support for Japan	\$8,956
	<b>TOTAL</b>	<b>\$7,724,933</b>

## Renault exposure summary: 2011 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Group Lotus	\$2,359,076
2	Renault	\$1,286,769
3	Total	\$480,394
4	Genii Business Exchange	\$171,569
5	TW Steel	\$128,677
6	Elf	\$43,750
7	Suncore Corporation	\$42,892
8	Lada	\$35,172
9	Sibur	\$30,882
10	Japan Rags	\$29,167
11	Trina Solar	\$25,735
12	Flagman Vodka	\$17,157
13	Helvetica	\$12,868
14	Coal Rover	\$12,010
15	Network Appliance	\$11,152
16	Elysium	\$10,294
17	Symantec	\$9,436
18	EI Sturdza	\$8,578
19	Pirelli	\$8,150
20	Make Roads Safe	\$6,863
21	Magneti Marelli	\$6,434
22	CD Adapco	\$6,005
	<b>TOTAL</b>	<b>\$4,743,030</b>

**Toro Rosso exposure summary: 2011 Australian Grand Prix**

	<b>Brand</b>	<b>Estimated advertising value equivalent</b>
1	Red Bull	\$4,077,592
2	Red Bull Mobile	\$142,716
3	The Red Bulletin	\$50,970
4	Red Bull Cola	\$40,776
5	Money Service Group	\$30,582
6	Scuderia Toro Rosso	\$20,388
7	Support for Japan	\$15,291
8	Pirelli	\$10,194
9	Siemens	\$9,684
10	Speed Week	\$5,097
	<b>TOTAL</b>	<b>\$4,403,289</b>

**Force India exposure summary: 2011 Australian Grand Prix**

	<b>Brand</b>	<b>Estimated advertising value equivalent</b>
1	Kingfisher/Fly Kingfisher	\$1,957,281
2	Whyte & Mackay	\$605,825
3	Medion/Medion Mobile	\$139,806
4	UB Group	\$124,272
5	Royal Challenge	\$93,204
6	Force India	\$58,252
7	Vladivar	\$38,835
8	Wrigley's Doublemint	\$18,641
9	Reebok	\$17,087
10	Support for Japan	\$15,534
11	Pirelli	\$8,544
12	EADS	\$7,767
13	Airbus	\$6,214
14	Capri Sun	\$3,883
	<b>TOTAL</b>	<b>\$3,095,145</b>

### Sauber exposure summary: 2011 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Claro	\$901,194
2	Telmex	\$540,716
3	Sauber F1 Team	\$405,537
4	Disensa	\$360,478
5	NEC	\$180,239
6	Cuervo Tequila	\$135,179
7	Homeless World Cup 2012	\$112,649
8	Interproteccion	\$90,119
9	Support for Japan	\$78,854
10	Certina	\$67,590
11	Telcel	\$47,313
12	Asia Jet	\$45,060
13	Mad Croc	\$22,530
14	Emil Frey	\$20,277
15	Pirelli	\$10,814
16	Make Roads Safe	\$9,012
	<b>TOTAL</b>	<b>\$3,027,560</b>

### Virgin exposure summary: 2011 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Virgin	\$600,439
2	Marussia	\$562,911
3	Qnet	\$90,066
4	CNBC	\$31,523
5	Quantel	\$30,022
6	Armin Strom	\$18,013
7	Quick	\$11,258
8	CSC	\$8,256
9	Pepper	\$7,505
10	Wirth Research	\$6,755
11	UST Global	\$6,004
12	Pirelli	\$3,753
13	Kappa	\$2,252
	<b>TOTAL</b>	<b>\$1,378,757</b>

### Mercedes exposure summary: 2011 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Petronas	\$743,100
2	Mercedes	\$111,465
3	Deutsche Post	\$59,448
4	Syntium	\$37,155
5	Aabar	\$24,770
6	M I G	\$17,339
7	Autonomy	\$12,385
8	Monster	\$7,431
9	Graham London	\$4,954
10	Pirelli	\$2,725
11	Henri Lloyd	\$2,229
12	Support for Japan	\$1,239
	<b>TOTAL</b>	<b>\$1,024,240</b>

### Lotus exposure summary: 2011 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Air Asia	\$287,616
2	Naza Group	\$261,469
3	EQ8	\$104,588
4	Renault	\$87,156
5	Team Lotus	\$52,294
6	CNN	\$48,808
7	Tune Group	\$43,578
8	1Malaysia	\$34,863
9	Support for Japan	\$13,073
10	Pirelli	\$4,358
	<b>TOTAL</b>	<b>\$937,803</b>

**Williams exposure summary: 2011 Australian Grand Prix**

	<b>Brand</b>	<b>Estimated advertising value equivalent</b>
1	PDVSA	\$404,379
2	AT&T	\$210,277
3	Randstad	\$53,917
4	Thomson Reuters	\$43,134
5	ORIS	\$32,350
6	Williams	\$16,175
7	Cosworth	\$13,479
8	Venezuela Tourism	\$9,166
9	Support for Japan	\$8,088
10	Ridge Solutions	\$5,931
11	McGregor	\$5,392
12	GAC	\$4,853
13	Pirelli	\$3,505
	<b>TOTAL</b>	<b>\$810,646</b>

**TRACKSIDE ADVERTISING EXPOSURE SUMMARY: 2011 AUSTRALIAN GRAND PRIX**

	<b>Brand</b>	<b>Estimated advertising value equivalent</b>
1	Qantas	\$5,251,031
2	Pirelli	\$1,969,137
3	UBS	\$1,575,309
4	DHL	\$1,260,248
5	Lexus	\$682,634
6	LG	\$393,827
7	Melbourne	\$262,552
8	Allianz	\$131,276
9	Shell	\$16,409
	<b>TOTAL</b>	<b>\$11,542,423</b>

## BRAND EXPOSURE: 2011 SEASON SO FAR

	Brand	Team(s) / Race	Type of relationship	Estimated advertising value equivalent	Share of exposure (%)
1	Red Bull	Red Bull Racing, Toro Rosso	Team owner	\$14,099,546	24.01
2	Vodafone	McLaren	Sponsor	\$5,956,639	10.14
3	Qantas	Australian GP	Trackside advertiser	\$5,251,031	8.94
4	Ferrari	Ferrari	Team owner	\$3,518,603	5.99
5	Santander	Ferrari	Sponsor	\$3,070,781	5.23
6	Group Lotus	Renault	Sponsor	\$2,359,076	4.02
7	Pirelli	All teams, Australian GP	Series tyre supplier	\$2,060,868	3.51
8	Kingfisher/Fly Kingfisher	Force India	Sponsor	\$1,957,281	3.33
9	Renault	Renault, Red Bull Racing, Lotus	Engine partner/sponsor	\$1,591,794	2.71
10	UBS	Australian GP	Trackside advertiser	\$1,575,309	2.68
11	Total	Renault, Red Bull Racing	Sponsor	\$1,351,868	2.30
12	DHL	Australian GP	Trackside advertiser	\$1,260,248	2.15
13	Shell/V-Power	Ferrari, Australian GP	Sponsor, trackside advertiser	\$912,054	1.55
14	Claro	Sauber	Sponsor	\$901,194	1.53
15	Mercedes	Mercedes, McLaren	Team owner, engine partner	\$856,045	1.46
16	Petronas	Mercedes	Sponsor	\$743,100	1.27
17	Lexus	Australian GP	Trackside advertiser	\$682,634	1.16
18	Whyte & Mackay	Force India	Sponsor	\$605,825	1.03
19	Virgin	Virgin	Team owner	\$600,439	1.02
20	Mobil 1	McLaren	Sponsor	\$595,664	1.01
21	Infiniti	Red Bull Racing	Sponsor	\$566,458	0.96
22	Marussia	Virgin	Sponsor/team owner	\$562,911	0.96
23	Telmex	Sauber	Sponsor	\$540,716	0.92
24	Sauber F1 Team	Sauber	Team name	\$405,537	0.69
25	PDVSA	Williams	Sponsor	\$404,379	0.69
26	LG	Australian GP	Trackside advertiser	\$393,827	0.67

27	Disensa	Sauber	Sponsor	\$360,478	0.61
28	Johnnie Walker	McLaren	Sponsor	\$357,398	0.61
29	Air Asia	Lotus	Sponsor	\$287,616	0.49
30	Melbourne	Australian GP	Trackside advertiser	\$262,552	0.45
31	Naza Group	Lotus	Sponsor	\$261,469	0.45
32	Support for Japan	All teams	Charity/campaign	\$222,253	0.38
33	AT&T	Williams	Sponsor	\$210,277	0.36
34	Red Bull Mobile	Red Bull Racing, Toro Rosso	Sponsor	\$197,183	0.34
35	NEC	Sauber	Sponsor	\$180,239	0.31
36	Genii Business Exchange	Renault	Team owner/sponsor	\$171,569	0.29
37	Medion/Medion Mobile	Force India	Sponsor	\$139,806	0.24
38	Cuervo Tequila	Sauber	Sponsor	\$135,179	0.23
39	Allianz	Australian Grand Prix	Trackside advertiser	\$131,276	0.22
40	TW Steel	Renault	Sponsor	\$128,677	0.22
41	UB Group	Force India	Team owner brand	\$124,272	0.21
42	Homeless World Cup Mexico 2012	Sauber	Charity/campaign	\$112,649	0.19
43	Rauch	Red Bull Racing	Sponsor	\$108,934	0.19
44	EQ8	Lotus	Sponsor	\$104,588	0.18
45	Royal Challenge	Force India	Sponsor	\$93,204	0.16
46	Interproteccion	Sauber	Sponsor	\$90,119	0.15
47	Qnet	Virgin	Sponsor	\$90,066	0.15
48	Red Bull Cola	Red Bull Racing, Toro Rosso	Team owner brand	\$84,350	0.14
49	Aigo	McLaren	Sponsor	\$79,422	0.14
50	Certina	Sauber	Sponsor	\$67,590	0.12
51	Pepe Jeans	Red Bull Racing	Sponsor	\$65,361	0.11
52	Fiat	Ferrari	Sponsor	\$63,975	0.11
53	Deutsche Post	Mercedes	Sponsor	\$59,448	0.10
54	Force India	Force India	Team name	\$58,252	0.10
55	McLaren	McLaren	Team name	\$57,581	0.10
56	Randstad	Williams	Sponsor	\$53,917	0.09
57	Team Lotus	Lotus	Team name	\$52,294	0.09
58	The Red Bulletin	Toro Rosso	Team owner brand	\$50,970	0.09
59	CNN	Lotus	Sponsor	\$48,808	0.08

60	Telcel	Sauber	Sponsor	\$47,313	0.08
61	Asia Jet	Sauber	Sponsor	\$45,060	0.08
62	Elf	Renault	Sponsor	\$43,750	0.07
63	Tune Group	Lotus	Sponsor	\$43,578	0.07
64	Thomson Reuters	Williams	Sponsor	\$43,134	0.07
65	Suncore Corporation	Renault	Sponsor	\$42,892	0.07
66	Hugo Boss	McLaren	Sponsor	\$39,711	0.07
67	Vladivar	Force India	Team owner brand	\$38,835	0.07
68	Syntium	Mercedes	Sponsor	\$37,155	0.06
69	Lada	Renault	Sponsor	\$35,172	0.06
70	1Malaysia	Lotus	Team name	\$34,863	0.06
71	Singha Beer	Red Bull Racing	Sponsor	\$32,680	0.06
72	ORIS	Williams	Sponsor	\$32,350	0.06
73	Ferrari World Abu Dhabi	Ferrari	Team owner	\$31,987	0.05
74	CNBC	Virgin	Sponsor	\$31,523	0.05
75	Sibur	Renault	Sponsor	\$30,882	0.05
76	Money Service Group	Toro Rosso	Sponsor	\$30,582	0.05
77	Quantel	Virgin	Sponsor	\$30,022	0.05
78	AkzoNobel	McLaren	Sponsor	\$29,783	0.05
79	Japan Rags	Renault	Sponsor	\$29,167	0.05
80	Trina Solar	Renault	Sponsor	\$25,735	0.04
81	Aabar	Mercedes	Sponsor	\$24,770	0.04
82	Mad Croc	Sauber	Sponsor	\$22,530	0.04
83	FXDD	Red Bull Racing	Sponsor	\$21,787	0.04
84	Siemens	Red Bull Racing, Toro Rosso	Sponsor	\$20,578	0.04
85	AMD	Ferrari	Sponsor	\$20,472	0.03
86	Scuderia Toro Rosso	Toro Rosso	Team name	\$20,388	0.03
87	Emil Frey	Sauber	Sponsor	\$20,277	0.03
88	Tata Consultancy Services	Ferrari	Sponsor	\$19,832	0.03
89	Acer	Ferrari	Sponsor	\$19,192	0.03
90	Wrigley's Doublemint	Force India	Sponsor	\$18,641	0.03
91	Armin Strom	Virgin	Sponsor	\$18,013	0.03
92	Kaspersky	Ferrari	Sponsor	\$17,913	0.03
93	M I G	Mercedes	Sponsor	\$17,339	0.03
94	Flagman Vodka	Renault	Sponsor	\$17,157	0.03
95	Reebok	Force India	Sponsor	\$17,087	0.03
96	Williams	Williams	Team name	\$16,175	0.03

97	Make Roads Safe	Renault, Sauber	Charity/ campaign	\$15,875	0.03
98	Casio	Red Bull Racing	Sponsor	\$15,251	0.03
99	Cosworth	Williams	Engine partner	\$13,479	0.02
100	Brembo	Ferrari	Sponsor	\$13,435	0.02
101	Helvetica	Renault	Miscellaneous	\$12,868	0.02
102	Autonomy	Mercedes	Sponsor	\$12,385	0.02
103	SKF	Ferrari	Sponsor	\$12,155	0.02
104	Coal Rover	Renault	Miscellaneous	\$12,010	0.02
105	Platform	Red Bull Racing	Sponsor	\$11,983	0.02
106	OMR	Ferrari	Sponsor	\$11,515	0.02
107	Quick	Virgin	Driver sponsor	\$11,258	0.02
108	Network Appliance	Renault	Sponsor	\$11,152	0.02
109	Puma	Ferrari	Sponsor	\$10,876	0.02
110	Elysium	Renault	Sponsor	\$10,294	0.02
111	Dmshapes.com	McLaren	Sponsor	\$9,928	0.02
112	Symantec	Renault	Sponsor	\$9,436	0.02
113	Venezuela Tourism	Williams	Sponsor	\$9,166	0.02
114	EI Sturdza	Renault	Miscellaneous	\$8,578	0.01
115	CSC	Virgin	Sponsor	\$8,256	0.01
116	EADS	Force India	Sponsor	\$7,767	0.01
117	Servus TV	Red Bull Racing	Team owner brand	\$7,625	0.01
118	Pepper	Virgin	Miscellaneous	\$7,505	0.01
119	Monster	Mercedes	Sponsor	\$7,431	0.01
120	Wirth Research	Virgin	Miscellaneous	\$6,755	0.01
121	Magneti Marelli	Renault	Sponsor	\$6,434	0.01
122	Airbus	Force India	Sponsor	\$6,214	0.01
123	CD Adapco	Renault	Sponsor	\$6,005	0.01
124	UST Global	Virgin	Sponsor	\$6,004	0.01
125	Ridge Solutions	Williams	Sponsor	\$5,931	0.01
126	McGregor	Williams	Sponsor	\$5,392	0.01
127	Speed Week	Toro Rosso	Team owner brand	\$5,097	0.01
128	Graham London	Mercedes	Sponsor	\$4,954	0.01
129	GAC	Williams	Sponsor	\$4,853	0.01
130	Capri Sun	Force India	Sponsor	\$3,883	0.01
131	Kappa	Virgin	Sponsor	\$2,252	<0.01
132	Henri Lloyd	Mercedes	Sponsor	\$2,229	<0.01
	<b>TOTAL</b>			<b>\$58,720,155</b>	

## TEAM SHARE OF BRAND EXPOSURE: 2011 SEASON SO FAR

	Team	Estimated media value (US\$)	Share of voice (%)
1	Red Bull Racing	\$12,141,271	25.74
2	McLaren	\$7,891,057	16.73
3	Ferrari	\$7,724,933	16.37
4	Renault	\$4,743,030	10.05
5	Toro Rosso	\$4,403,289	9.33
6	Force India	\$3,095,145	6.56
7	Sauber	\$3,027,560	6.42
8	Virgin	\$1,378,757	2.92
9	Mercedes	\$1,024,240	2.17
10	Lotus	\$937,803	1.99
11	Williams	\$810,646	1.72
12	HRT	\$0	0
	<b>TOTAL</b>	<b>\$47,177,731</b>	

*Note: Season so far figures are rounded to the nearest whole number and totals may not exactly match the sum of the components.*

# Print media exposure

Analysis of F1 partners' television exposure only provides half of the picture as F1 is covered in tens of thousands of print media outlets every day. In order to assess the print media exposure of F1's key partners, Formulamoney carries out extensive analysis of the Dow Jones Factiva print media archives. The source is unrivalled in its breath and credibility since Factiva covers over 14,000 media outlets including all major newspapers, newswires and magazines worldwide.

After each race we will analyse these archives to calculate the print media exposure of some of F1's key stake-holders – team owners and title sponsors – in that race's home market. Data covers the print media exposure of these entities in the week before and after every race, showing who is getting the most headlines from each race. The data also provides a valuable insight into how the media in Grand Prix host nations covers F1.

The media exposure results are not qualitative in that they do not pass any judgement on the quality of the exposure and focus instead on the number of mentions in the wide variety of media outlets covered. The results provide a fascinating analysis of F1 partner exposure.

## Notes:

*Data covers articles published in the United Arab Emirates in the week before and week after the 2010 Brazilian Grand Prix (Monday 8th November - Sunday 21st November 2010).*

*Team name brands refers to companies (usually owners) who are not classed as sponsors of the team but are contributing to the team's budget and whose names are included in the team's name.*

## Print media exposure analysis of the F1 team owners: 2010 Abu Dhabi Grand Prix

	Team name brand	Total articles*
1	Ferrari	545
2	Red Bull	486
3	Renault	192
4	Mercedes	153
5	Virgin	73
6	Hispania	34

\* Refers to the number of print media articles mentioning both the team owner's name and F1.

## Print media exposure analysis of F1 title sponsors: 2010 Abu Dhabi Grand Prix

	Sponsor	Team/race	Total articles*
1	Etihad	Abu Dhabi GP	45
2	AT&T	Williams	5
3	Vodafone	McLaren	4
-	Marlboro	Ferrari	4
5	Petronas	Mercedes	2

\* Refers to the number of print media articles mentioning both the title sponsor's name and F1.

## Resources per point: team performance

Race results are the measure of the success of a Formula One team on-track, but its business yardstick is how well it makes use of the resources available to it. The following data shows the ratio of the number of points scored by each team in the **2011 Australian Grand Prix** to the level of resources that team had available to it for the race. The team that has the smallest resources per point is the team can be said to be gaining the best 'value for money' from the race as each point is costing it less than those won by its rivals.

### POINTS TO RESOURCES RATIO: 2011 AUSTRALIAN GRAND PRIX

	Team	Points	Estimated resources per point (US\$)
1	Red Bull Racing	35	\$470,000
2	McLaren	26	\$540,000
3	Renault	15	\$720,000
4	Ferrari	18	\$1.12m
5	Toro Rosso	4	\$1.74m
6	Force India	3	\$1.79m
	All other teams	0	No points

### POINTS TO RESOURCES RATIO: 2011 SEASON SO FAR

	Team	Points	Estimated resources per point (US\$)
1	Red Bull Racing	35	\$470,000
2	McLaren	26	\$540,000
3	Renault	15	\$720,000
4	Ferrari	18	\$1.12m
5	Toro Rosso	4	\$1.74m
6	Force India	3	\$1.79m
	All other teams	0	No points

#### Notes:

*Team resources estimates are based on Formula Money's estimated 2011 team total resources. Figures are based on a 19-race season and will be adapted in future ROI Reviews to a 20-race season if Bahrain returns to the calendar.*

## Cost per point: driver performance

The following data shows the value for money of each driver to his team. The drivers' cost per point is calculated by dividing a driver's average pay for the race by the number of points he scores there. This shows which drivers are bringing the biggest rewards to their team for the least expenditure on the team's part.

### DRIVER VALUE FOR MONEY: 2011 AUSTRALIAN GRAND PRIX

	Driver	Points	Estimated cost per point (US\$)
1	Vitaly Petrov	15	No salary
2	Sebastien Buemi	4	\$13,158
-	Adrian Sutil	2	\$13,158
-	Paul di Resta	1	\$13,158
5	Mark Webber	10	\$31,579
6	Sebastian Vettel	25	\$33,684
7	Lewis Hamilton	18	\$58,480
8	Jenson Button	8	\$65,789
9	Felipe Massa	6	\$122,807
10	Fernando Alonso	12	\$175,439
	All other drivers	0	No points

### DRIVER VALUE FOR MONEY: 2011 SEASON SO FAR

	Driver	Points	Estimated cost per point (US\$)
1	Vitaly Petrov	15	\$0
2	Sebastien Buemi	4	\$13,158
-	Adrian Sutil	2	\$13,158
-	Paul di Resta	1	\$13,158
5	Mark Webber	10	\$31,579
6	Sebastian Vettel	25	\$33,684
7	Lewis Hamilton	18	\$58,480
8	Jenson Button	8	\$65,789
9	Felipe Massa	6	\$122,807
10	Fernando Alonso	12	\$175,439
	All other drivers	0	No points

#### Notes:

*Driver cost estimates are based on Formula Money's estimated 2011 team driver salaries. Figures are based on a 19-race season and will be adapted in future ROI Reviews to a 20-race season if Bahrain returns to the calendar.*

## FURTHER INFORMATION

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### About the ROI Review:

The Formulamoney **ROI REVIEW** is a PDF data release which is sent out after every Grand Prix, to compliment the annual Formulamoney report. The ROI Review contains figures which show how the business of the F1 teams has been affected by each race – sponsorship exposure, print media coverage, and what the teams have spent to gain on-track success.

### About Formula Money:

Formulamoney is an annual data report on the business of F1 containing 180 A4 pages with more than 200 tables. These uncover every aspect of the sport's finances from a valuation of each current team sponsorship deal to the typical budget for a Grand Prix. The company also provides consultancy services for numerous parties within the sport such as circuits, sponsors and investors.

### About CNC:

The publishing partner of Formulamoney is CNC, the communications consultancy which has worked with and represented several major sponsors, all car manufacturers and several of the teams which participate in F1. For more information please visit [www.cnc-communications.com](http://www.cnc-communications.com)



### Further information:

If you would like to receive further information about Formulamoney and the Formulamoney ROI Review, please email [info@formulamoney.com](mailto:info@formulamoney.com)

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