

F1M

2013 FORMULA 1 ROLEX
AUSTRALIAN GRAND PRIX

Formulamoney ROI REVIEW



TEAM RETURN ON INVESTMENT

2013 AUSTRALIAN GRAND PRIX EDITION

BRAND EXPOSURE LEADERS

ROLEX
\$15.9m



RED BULL
\$9.1m



SANTANDER
\$8.7m



LOTUS
\$7.1m



PETRONAS
\$6.6m



INFINITI
\$4.2m



Photography: Sutton Motorsport Images

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www.formulamoney.com



PART 1

Broadcast media exposure

METHODOLOGY

One of the most important benefits of a Formula One sponsorship is exposure to the sport's more than 500m global viewers. By using the lap-by-lap performance of each team along with the extent of sponsors' exposure during a given race, Formulamoney has calculated the advertising value equivalent of team sponsorships factoring in the effects of race performance on brand visibility.

The focus of the data is not time on-screen but is instead the global media value of each sponsor's exposure. The data below covers all brands featured on the 2013 F1 cars and driver helmets, including sponsors, team owners and engine manufacturers. The data also includes the exposure achieved by the trackside advertisers at each race.

The data is race-performance based so exposure is calculated for the duration of the race only and excludes branding of on-screen graphics. Exposure gained from pre-race events, the podium, practice sessions and qualifying is not included in the totals.

Formulamoney also weights each race according to the size of its global television audience. This means that the most-watched races on the calendar are awarded a higher per second exposure value to account for their higher audience. An extra performance rating is applied for teams which have run in the top three during the race.

Brands with less than \$1,000 worth of exposure are not included. Team owner brands which are listed as sponsors on the teams' websites are classed as sponsors here.

In addition to the master 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. There is also a running tally of the total exposure of all brands throughout the 2013 season.

The exposure data for the **2013 Australian Grand Prix** is featured below.



BRAND EXPOSURE: 2013 AUSTRALIAN GRAND PRIX

	Brand	Team(s) / Race	Type of relationship	Estimated advertising value equivalent	Share of exposure (%)
1	Rolex	Australian GP	Trackside advertiser	\$15,907,779	16.85
2	Red Bull	Red Bull Racing, Toro Rosso	Team owner	\$9,105,622	9.64
3	Santander	Ferrari	Sponsor	\$8,704,120	9.22
4	Lotus	Lotus	Team name	\$7,137,896	7.56
5	Petronas	Mercedes	Sponsor	\$6,614,113	7.01
6	Infiniti	Red Bull Racing	Sponsor	\$4,222,588	4.47
7	Kingfisher/Fly Kingfisher	Force India	Sponsor	\$2,962,227	3.14
8	Vodafone	McLaren	Sponsor	\$2,568,473	2.72
9	Ferrari	Ferrari	Team owner	\$2,486,891	2.63
10	Pirelli	All teams, Australian GP	Series tyre supplier	\$2,436,967	2.58
11	PDVSA	Williams, Marussia	Sponsor, Miscellaneous	\$2,256,942	2.39
12	Shell/V-Power	Ferrari, Australian GP	Sponsor, Trackside advertiser	\$1,930,202	2.04
13	UBS	Australian GP	Trackside advertiser	\$1,704,405	1.81
14	Sahara	Force India	Team owner	\$1,542,827	1.63
15	Melbourne	Australian GP	Trackside advertiser	\$1,515,027	1.60
16	Renault	Red Bull Racing, Lotus, Williams, Caterham	Engine partner	\$1,392,660	1.48
17	Force India	Force India	Team name	\$1,234,261	1.31
18	BlackBerry	Mercedes	Sponsor	\$1,221,067	1.29
19	Cepsa	Toro Rosso	Sponsor	\$1,213,539	1.29
20	LG	Australian GP	Trackside advertiser	\$1,136,270	1.20
21	Mercedes-Benz	Mercedes, McLaren	Team owner, Engine partner	\$1,121,278	1.19
22	Marussia	Marussia	Team owner	\$1,100,558	1.17
23	Total	Red Bull Racing, Lotus	Sponsor	\$1,013,487	1.07



	Brand	Team(s) / Race	Type of relationship	Estimated advertising value equivalent	Share of exposure (%)
24	Whyte & Mackay	Force India	Sponsor	\$987,409	1.05
25	Qantas	Australian GP	Trackside advertiser	\$946,892	1.00
26	Claro	Sauber	Sponsor	\$757,309	0.80
27	GE	Caterham	Sponsor	\$682,230	0.72
28	Genii Business Exchange	Lotus	Sponsor	\$617,703	0.65
29	Burn	Lotus	Sponsor	\$549,069	0.58
30	Telmex	Sauber	Sponsor	\$413,078	0.44
31	DHL	Australian GP	Trackside advertiser	\$378,757	0.40
32	Medion Mobile	Force India	Sponsor	\$359,993	0.38
33	UPS	Ferrari	Sponsor	\$323,296	0.34
34	Weichai Power	Ferrari	Sponsor	\$310,861	0.33
35	Falcon Private Bank	Toro Rosso	Sponsor	\$291,249	0.31
36	MIG Bank	Mercedes	Sponsor	\$284,916	0.30
37	Allianz	Australian GP	Trackside advertiser	\$284,067	0.30
38	Lucozade	McLaren	Sponsor	\$265,409	0.28
39	Mobil 1	McLaren	Sponsor	\$256,847	0.27
40	McGregor	Williams, Caterham	Sponsor	\$254,708	0.27
41	Syntium	Mercedes	Sponsor	\$254,389	0.27
42	UB Group	Force India	Sponsor	\$246,852	0.26
43	Johnnie Walker	McLaren	Sponsor	\$214,039	0.23
44	Clear	Lotus	Sponsor	\$205,901	0.22
45	Kaspersky	Ferrari	Sponsor	\$186,517	0.20
46	Safran	Caterham	Sponsor	\$183,747	0.19
47	Airbus	Caterham	Sponsor	\$181,928	0.19
48	Australia	Australian GP	Trackside advertiser	\$151,503	0.16
49	Q	Force India	Team owner brand	\$143,997	0.15
50	Rauch	Red Bull Racing	Sponsor	\$140,753	0.15
51	Rexona	Lotus	Sponsor	\$137,267	0.15
52	Hublot	Ferrari	Sponsor	\$130,562	0.14



	Brand	Team(s) / Race	Type of relationship	Estimated advertising value equivalent	Share of exposure (%)
53	Tooned	McLaren	Miscellaneous	\$128,424	0.14
54	TW Steel	Force India	Sponsor	\$127,540	0.14
55	Fiat	Ferrari	Team owner	\$124,345	0.13
56	Royal Challenge	Force India	Sponsor	\$123,426	0.13
57	Experian	Williams	Sponsor	\$115,885	0.12
58	Pepe Jeans	Red Bull Racing	Sponsor	\$105,565	0.11
59	Armin Strom	Marussia	Sponsor	\$102,719	0.11
60	Qnet	Marussia	Sponsor	\$99,050	0.10
61	Nova Chemicals	Toro Rosso	Sponsor	\$97,083	0.10
62	A-Gas	Marussia	Miscellaneous	\$88,045	0.09
63	Kimi	Lotus	Miscellaneous	\$87,270	0.09
64	Q100	Red Bull Racing	Sponsor	\$84,452	0.09
65	Randstad	Williams	Sponsor	\$82,775	0.09
66	Avanade	Lotus	Sponsor	\$82,360	0.09
67	Vladivar	Force India	Sponsor	\$82,284	0.09
68	AMG	Mercedes	Team owner brand	\$81,404	0.09
69	Geox	Red Bull Racing	Sponsor	\$70,376	0.07
70	Sauber F1 Team	Sauber	Team name	\$69,535	0.07
71	NEC	Sauber	Sponsor	\$68,846	0.07
72	Japan Rags	Lotus	Sponsor	\$61,770	0.07
73	Microsoft Dynamics	Lotus	Sponsor	\$60,398	0.06
74	AGT	Lotus	Sponsor	\$54,907	0.06
75	Romain	Lotus	Miscellaneous	\$51,393	0.05
76	ORIS	Williams	Sponsor	\$49,665	0.05
77	Magneti Marelli	Ferrari, Lotus	Sponsor	\$49,577	0.05
78	CNBC	Lotus	Sponsor	\$49,416	0.05
79	McLaren.com	McLaren	Team brand	\$42,808	0.05
80	Singha Beer	Red Bull Racing	Sponsor	\$42,226	0.04
81	Venezuela Tourism	Williams	Sponsor	\$41,388	0.04
82	Interproteccion	Sauber	Sponsor	\$41,308	0.04
83	#WeMissedYou	Lotus	Miscellaneous	\$41,180	0.04
84	Red Bull Mobile	Red Bull Racing, Toro Rosso	Team owner brand	\$41,161	0.04



	Brand	Team(s) / Race	Type of relationship	Estimated advertising value equivalent	Share of exposure (%)
85	Reebok	Force India	Sponsor	\$41,142	0.04
86	Puma	Ferrari, Mercedes	Sponsor	\$41,038	0.04
87	OMR	Ferrari	Sponsor	\$39,790	0.04
88	lotusf1team.com	Lotus	Team brand	\$38,435	0.04
89	TNT Energy Drink	Ferrari	Sponsor	\$37,303	0.04
90	Mahle	Ferrari	Sponsor	\$36,682	0.04
91	EADS	Caterham	Sponsor	\$36,386	0.04
92	Infor	Ferrari	Sponsor	\$36,060	0.04
93	Peace One Day	Lotus	Miscellaneous	\$35,689	0.04
94	Hugo Boss	McLaren	Sponsor	\$34,246	0.04
95	Symantec	Lotus	Sponsor	\$32,944	0.03
96	CD Adapco	Lotus, Toro Rosso	Sponsor	\$32,566	0.03
97	Ferrari World Abu Dhabi	Ferrari	Team owner brand	\$31,086	0.03
98	Bifold	Marussia	Miscellaneous	\$30,816	0.03
99	Servus TV	Red Bull Racing, Toro Rosso	Team owner brand	\$30,627	0.03
100	Monster Energy	Mercedes	Sponsor	\$30,527	0.03
101	Elysium	Lotus	Sponsor	\$30,199	0.03
102	Sage	Marussia	Sponsor	\$29,348	0.03
103	Casio	Red Bull Racing	Sponsor	\$28,151	0.03
104	The Red Bulletin	Red Bull Racing, Toro Rosso	Team owner brand	\$28,006	0.03
105	Siemens	Red Bull Racing, Toro Rosso	Sponsor	\$27,618	0.03
106	Network Appliance	Lotus	Sponsor	\$27,453	0.03
107	Brembo	Ferrari	Sponsor	\$27,356	0.03
108	Dell	Caterham	Sponsor	\$27,289	0.03
109	TAG Heuer	McLaren	Sponsor	\$26,541	0.03
110	SKF	Ferrari	Sponsor	\$26,112	0.03
111	AkzoNobel	McLaren	Sponsor	\$25,685	0.03
112	Scuderia Toro Rosso	Toro Rosso	Team name	\$25,484	0.03
113	Wihuri	Williams	Sponsor	\$24,833	0.03



	Brand	Team(s) / Race	Type of relationship	Estimated advertising value equivalent	Share of exposure (%)
114	Hilton Honors	McLaren	Sponsor	\$24,829	0.03
115	Kemppi	Williams	Miscellaneous	\$20,694	0.02
116	Cuervo Tequila	Sauber	Sponsor	\$20,654	0.02
117	Alpinestars	Force India	Sponsor	\$20,571	0.02
118	FIA Action for Road Safety	Mercedes, Lotus, Caterham	Charity/campaign	\$20,296	0.02
119	Intel	Caterham	Sponsor	\$18,193	0.02
120	Chelsea FC	Sauber	Sponsor	\$17,212	0.02
121	SAP	McLaren	Sponsor	\$17,123	0.02
122	WilliamsF1.com	Williams	Team brand	\$16,555	0.02
123	Let's Race	Marussia	Miscellaneous	\$14,674	0.02
124	Platform	Red Bull Racing	Sponsor	\$14,075	0.01
125	Oerlikon	Sauber	Sponsor	\$13,769	0.01
126	Auden McKenzie	Lotus	Sponsor	\$13,727	0.01
127	Air Asia	Caterham	Sponsor	\$13,645	0.01
128	Antler	Marussia	Miscellaneous	\$13,207	0.01
129	4G	McLaren	Sponsor	\$12,842	0.01
130	Ligastavok	Marussia	Sponsor	\$11,739	0.01
131	Certina	Sauber	Sponsor	\$10,327	0.01
132	Carplan	Marussia	Sponsor	\$10,272	0.01
133	Caterham	Caterham	Team name	\$9,096	0.01
134	JCC	Marussia	Sponsor	\$8,804	0.01
135	Speed Week	Toro Rosso	Team owner brand	\$7,281	0.01
136	Emil Frey	Sauber	Sponsor	\$6,885	0.01
137	Capri-Sun	Force India	Miscellaneous	\$5,772	0.01
138	Queen's Park Rangers	Caterham	Miscellaneous	\$5,458	0.01
139	EQ8	Caterham	Sponsor	\$4,548	0.00
140	Human Performance Engineering	Caterham	Sponsor	\$4,512	0.00
141	PaucoPlast	Sauber	Sponsor	\$3,442	0.00
142	SauberF1Team.com	Sauber	Team brand	\$2,754	0.00
143	Hatch	Williams	Sponsor	\$2,069	0.00
144	Gives You Wings	Toro Rosso	Team owner brand	\$1,517	0.00



	Brand	Team(s) / Race	Type of relationship	Estimated advertising value equivalent	Share of exposure (%)
145	Wings for Life	Red Bull Racing	Charity/ campaign	\$1,408	0.00
146	20 Years of Formula 1 from Kyalami to Melbourne	Sauber	Miscellaneous	\$1,377	0.00
TOTAL				\$94,407,769	

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. Team owner brands which are listed as sponsors on the teams' websites are classed as sponsors here.

**TOP FIVE BEST-EXPOSED TEAM NAMES, OWNERS AND MANUFACTURERS
2013 AUSTRALIAN GRAND PRIX**

	Brand	Estimated advertising value equivalent	Share of exposure (%)
1	Red Bull	\$9,105,622	9.64
2	Lotus	\$7,137,896	7.56
3	Ferrari	\$2,486,891	2.63
4	Sahara	\$1,542,827	1.63
5	Renault	\$1,392,660	1.48

**TOP FIVE BEST-EXPOSED SPONSORS
2013 AUSTRALIAN GRAND PRIX**

	Brand	Estimated advertising value equivalent	Share of exposure (%)
1	Rolex	\$15,907,779	16.85
2	Santander	\$8,704,120	9.22
3	Petronas	\$6,614,113	7.01
4	Infiniti	\$4,222,588	4.47
5	Kingfisher/Fly Kingfisher	\$2,962,227	3.14



TEAM SHARE OF BRAND EXPOSURE: 2013 AUSTRALIAN GRAND PRIX

	Team	Estimated advertising value equivalent	Share of exposure (%)
1	Ferrari	\$14,308,951	20.46
2	Red Bull Racing	\$12,076,601	17.27
3	Lotus	\$10,481,200	14.99
4	Mercedes	\$9,464,287	13.54
5	Force India	\$7,915,331	11.32
6	Toro Rosso	\$4,625,101	6.61
7	McLaren	\$3,834,730	5.48
8	Williams	\$2,709,647	3.88
9	Marussia	\$1,538,580	2.2
10	Caterham	\$1,538,164	2.2
11	Sauber	\$1,428,560	2.04
	TOTAL	\$69,921,152	



TEAM-BY-TEAM EXPOSURE SUMMARY: 2013 AUSTRALIAN GRAND PRIX

Ferrari exposure summary: 2013 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Santander	\$8,704,120
2	Ferrari	\$2,486,891
3	Shell/V-Power	\$1,740,824
4	UPS	\$323,296
5	Weichai Power	\$310,861
6	Kaspersky	\$186,517
7	Hublot	\$130,562
8	Fiat	\$124,345
9	OMR	\$39,790
10	TNT Energy Drink	\$37,303
11	Mahle	\$36,682
12	Infor	\$36,060
13	Ferrari World Abu Dhabi	\$31,086
14	Brembo	\$27,356
15	SKF	\$26,112
16	Magneti Marelli	\$24,869
17	Pirelli	\$23,625
18	Puma	\$18,652
	TOTAL	\$14,308,951



Red Bull Racing exposure summary: 2013 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Red Bull	\$6,193,129
2	Infiniti	\$4,222,588
3	Total	\$738,953
4	Renault	\$351,882
5	Rauch	\$140,753
6	Pepe Jeans	\$105,565
7	Q100	\$84,452
8	Geox	\$70,376
9	Singha Beer	\$42,226
10	Casio	\$28,151
11	Servus TV	\$19,705
12	The Red Bulletin	\$18,298
13	Red Bull Mobile	\$16,890
14	Siemens	\$15,483
15	Platform	\$14,075
16	Pirelli	\$12,668
17	Wings for Life	\$1,408
	TOTAL	\$12,076,601



Lotus exposure summary: 2013 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Lotus	\$7,137,896
2	Renault	\$823,603
3	Genii Business Exchange	\$617,703
4	Burn	\$549,069
5	Total	\$274,534
6	Clear	\$205,901
7	Rexona	\$137,267
8	Kimi	\$87,270
9	Avanade	\$82,360
10	Japan Rags	\$61,770
11	Microsoft Dynamics	\$60,398
12	AGT	\$54,907
13	Romain	\$51,393
14	CNBC	\$49,416
15	#WeMissedYou	\$41,180
16	lotusf1team.com	\$38,435
17	Peace One Day	\$35,689
18	Symantec	\$32,944
19	Elysium	\$30,199
20	Network Appliance	\$27,453
21	Magneti Marelli	\$24,708
22	Pirelli	\$21,963
23	CD Adapco	\$19,217
24	Auden McKenzie	\$13,727
25	FIA Action for Road Safety	\$2,196
	TOTAL	\$10,481,200



Mercedes exposure summary: 2013 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Petronas	\$6,614,113
2	BlackBerry	\$1,221,067
3	Mercedes-Benz	\$915,800
4	MIG Bank	\$284,916
5	Syntium	\$254,389
6	AMG	\$81,404
7	Monster Energy	\$30,527
8	Pirelli	\$23,404
9	Puma	\$22,386
10	FIA Action for Road Safety	\$16,281
	TOTAL	\$9,464,287

Force India exposure summary: 2013 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Kingfisher/Fly Kingfisher	\$2,962,227
2	Sahara	\$1,542,827
3	Force India	\$1,234,261
4	Whyte & Mackay	\$987,409
5	Medion Mobile	\$359,993
6	UB Group	\$246,852
7	Q	\$143,997
8	TW Steel	\$127,540
9	Royal Challenge	\$123,426
10	Vladivar	\$82,284
11	Reebok	\$41,142
12	Pirelli	\$37,028
13	Alpinestars	\$20,571
14	Capri-Sun	\$5,772
	TOTAL	\$7,915,331



Toro Rosso exposure summary: 2013 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Red Bull	\$2,912,494
2	Cepsa	\$1,213,539
3	Falcon Private Bank	\$291,249
4	Nova Chemicals	\$97,083
5	Scuderia Toro Rosso	\$25,484
6	Red Bull Mobile	\$24,271
7	CD Adapco	\$13,349
8	Siemens	\$12,135
9	Servus TV	\$10,922
10	The Red Bulletin	\$9,708
11	Speed Week	\$7,281
12	Pirelli	\$6,068
13	Gives You Wings	\$1,517
	TOTAL	\$4,625,101



McLaren exposure summary: 2013 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Vodafone	\$2,568,473
2	Lucozade	\$265,409
3	Mobil 1	\$256,847
4	Johnnie Walker	\$214,039
5	Mercedes-Benz	\$205,478
6	Tooned	\$128,424
7	McLaren.com	\$42,808
8	Hugo Boss	\$34,246
9	TAG Heuer	\$26,541
10	AkzoNobel	\$25,685
11	Hilton Honors	\$24,829
12	SAP	\$17,123
13	4G	\$12,842
14	Pirelli	\$11,986
	TOTAL	\$3,834,730



Williams exposure summary: 2013 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	PDVSA	\$2,234,931
2	Experian	\$115,885
3	Renault	\$103,469
4	Randstad	\$82,775
5	ORIS	\$49,665
6	Venezuela Tourism	\$41,388
7	Wihuri	\$24,833
8	Kemppi	\$20,694
9	WilliamsF1.com	\$16,555
10	McGregor	\$9,105
11	Pirelli	\$8,278
12	Hatch	\$2,069
	TOTAL	\$2,709,647

Marussia exposure summary: 2013 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Marussia	\$1,100,558
2	Armin Strom	\$102,719
3	Qnet	\$99,050
4	A-Gas	\$88,045
5	Bifold	\$30,816
6	Sage	\$29,348
7	PDVSA	\$22,011
8	Let's Race	\$14,674
9	Antler	\$13,207
10	Ligastavok	\$11,739
11	Carplan	\$10,272
12	JCC	\$8,804
13	Pirelli	\$7,337
	TOTAL	\$1,538,580



Caterham exposure summary: 2013 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	GE	\$682,230
2	McGregor	\$245,603
3	Safran	\$183,747
4	Airbus	\$181,928
5	Renault	\$113,705
6	EADS	\$36,386
7	Dell	\$27,289
8	Intel	\$18,193
9	Air Asia	\$13,645
10	Pirelli	\$10,006
11	Caterham	\$9,096
12	Queen's Park Rangers	\$5,458
13	EQ8	\$4,548
14	Human Performance Engineering	\$4,512
15	FIA Action for Road Safety	\$1,819
	TOTAL	\$1,538,164



Sauber exposure summary: 2013 Australian Grand Prix

	Brand	Estimated advertising value equivalent
1	Claro	\$757,309
2	Telmex	\$413,078
3	Sauber F1 Team	\$69,535
4	NEC	\$68,846
5	Interproteccion	\$41,308
6	Cuervo Tequila	\$20,654
7	Chelsea FC	\$17,212
8	Oerlikon	\$13,769
9	Certina	\$10,327
10	Emil Frey	\$6,885
11	PaucoPlast	\$3,442
12	Pirelli	\$2,065
13	SauberF1Team.com	\$2,754
14	20 Years of Formula 1 from Kyalami to Melbourne	\$1,377
	TOTAL	\$1,428,560



TRACKSIDE ADVERTISING EXPOSURE SUMMARY: 2013 AUSTRALIAN GRAND PRIX

	Brand	Estimated advertising value equivalent
1	Rolex	\$15,907,779
2	Pirelli	\$2,272,540
3	UBS	\$1,704,405
4	Melbourne	\$1,515,027
5	LG	\$1,136,270
6	Qantas	\$946,892
7	DHL	\$378,757
8	Allianz	\$284,067
9	Shell	\$189,378
10	Australia	\$151,503
	TOTAL	\$24,486,618

BRAND EXPOSURE: 2013 SEASON SO FAR

	Brand	Team(s) / Race	Type of relationship	Estimated advertising value equivalent	Share of exposure (%)
1	Rolex	Australian GP	Trackside advertiser	\$15,907,779	16.85
2	Red Bull	Red Bull Racing, Toro Rosso	Team owner	\$9,105,622	9.64
3	Santander	Ferrari	Sponsor	\$8,704,120	9.22
4	Lotus	Lotus	Team name	\$7,137,896	7.56
5	Petronas	Mercedes	Sponsor	\$6,614,113	7.01
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7	Kingfisher/Fly Kingfisher	Force India	Sponsor	\$2,962,227	3.14
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10	Pirelli	All teams, Australian GP	Series tyre supplier	\$2,436,967	2.58
11	PDVSA	Williams, Marussia	Sponsor, Miscellaneous	\$2,256,942	2.39
12	Shell/V-Power	Ferrari, Australian GP	Sponsor, Trackside advertiser	\$1,930,202	2.04



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13	UBS	Australian GP	Trackside advertiser	\$1,704,405	1.81
14	Sahara	Force India	Team owner	\$1,542,827	1.63
15	Melbourne	Australian GP	Trackside advertiser	\$1,515,027	1.60
16	Renault	Red Bull Racing, Lotus, Williams, Caterham	Engine partner	\$1,392,660	1.48
17	Force India	Force India	Team name	\$1,234,261	1.31
18	BlackBerry	Mercedes	Sponsor	\$1,221,067	1.29
19	Cepsa	Toro Rosso	Sponsor	\$1,213,539	1.29
20	LG	Australian GP	Trackside advertiser	\$1,136,270	1.20
21	Mercedes-Benz	Mercedes, McLaren	Team owner, Engine partner	\$1,121,278	1.19
22	Marussia	Marussia	Team owner	\$1,100,558	1.17
23	Total	Red Bull Racing, Lotus	Sponsor	\$1,013,487	1.07
24	Whyte & Mackay	Force India	Sponsor	\$987,409	1.05
25	Qantas	Australian GP	Trackside advertiser	\$946,892	1.00
26	Claro	Sauber	Sponsor	\$757,309	0.80
27	GE	Caterham	Sponsor	\$682,230	0.72
28	Genii Business Exchange	Lotus	Sponsor	\$617,703	0.65
29	Burn	Lotus	Sponsor	\$549,069	0.58
30	Telmex	Sauber	Sponsor	\$413,078	0.44
31	DHL	Australian GP	Trackside advertiser	\$378,757	0.40
32	Medion Mobile	Force India	Sponsor	\$359,993	0.38
33	UPS	Ferrari	Sponsor	\$323,296	0.34
34	Weichai Power	Ferrari	Sponsor	\$310,861	0.33
35	Falcon Private Bank	Toro Rosso	Sponsor	\$291,249	0.31
36	MIG Bank	Mercedes	Sponsor	\$284,916	0.30
37	Allianz	Australian GP	Trackside advertiser	\$284,067	0.30
38	Lucozade	McLaren	Sponsor	\$265,409	0.28
39	Mobil 1	McLaren	Sponsor	\$256,847	0.27



	Brand	Team(s) / Race	Type of relationship	Estimated advertising value equivalent	Share of exposure (%)
40	McGregor	Williams, Caterham	Sponsor	\$254,708	0.27
41	Syntium	Mercedes	Sponsor	\$254,389	0.27
42	UB Group	Force India	Sponsor	\$246,852	0.26
43	Johnnie Walker	McLaren	Sponsor	\$214,039	0.23
44	Clear	Lotus	Sponsor	\$205,901	0.22
45	Kaspersky	Ferrari	Sponsor	\$186,517	0.20
46	Safran	Caterham	Sponsor	\$183,747	0.19
47	Airbus	Caterham	Sponsor	\$181,928	0.19
48	Australia	Australian GP	Trackside advertiser	\$151,503	0.16
49	Q	Force India	Team owner brand	\$143,997	0.15
50	Rauch	Red Bull Racing	Sponsor	\$140,753	0.15
51	Rexona	Lotus	Sponsor	\$137,267	0.15
52	Hublot	Ferrari	Sponsor	\$130,562	0.14
53	Tooned	McLaren	Miscellaneous	\$128,424	0.14
54	TW Steel	Force India	Sponsor	\$127,540	0.14
55	Fiat	Ferrari	Team owner	\$124,345	0.13
56	Royal Challenge	Force India	Sponsor	\$123,426	0.13
57	Experian	Williams	Sponsor	\$115,885	0.12
58	Pepe Jeans	Red Bull Racing	Sponsor	\$105,565	0.11
59	Armin Strom	Marussia	Sponsor	\$102,719	0.11
60	Qnet	Marussia	Sponsor	\$99,050	0.10
61	Nova Chemicals	Toro Rosso	Sponsor	\$97,083	0.10
62	A-Gas	Marussia	Miscellaneous	\$88,045	0.09
63	Kimi	Lotus	Miscellaneous	\$87,270	0.09
64	Q100	Red Bull Racing	Sponsor	\$84,452	0.09
65	Randstad	Williams	Sponsor	\$82,775	0.09
66	Avanade	Lotus	Sponsor	\$82,360	0.09
67	Vladivar	Force India	Sponsor	\$82,284	0.09
68	AMG	Mercedes	Team owner brand	\$81,404	0.09
69	Geox	Red Bull Racing	Sponsor	\$70,376	0.07
70	Sauber F1 Team	Sauber	Team name	\$69,535	0.07
71	NEC	Sauber	Sponsor	\$68,846	0.07



	Brand	Team(s) / Race	Type of relationship	Estimated advertising value equivalent	Share of exposure (%)
72	Japan Rags	Lotus	Sponsor	\$61,770	0.07
73	Microsoft Dynamics	Lotus	Sponsor	\$60,398	0.06
74	AGT	Lotus	Sponsor	\$54,907	0.06
75	Romain	Lotus	Miscellaneous	\$51,393	0.05
76	ORIS	Williams	Sponsor	\$49,665	0.05
77	Magneti Marelli	Ferrari, Lotus	Sponsor	\$49,577	0.05
78	CNBC	Lotus	Sponsor	\$49,416	0.05
79	McLaren.com	McLaren	Team brand	\$42,808	0.05
80	Singha Beer	Red Bull Racing	Sponsor	\$42,226	0.04
81	Venezuela Tourism	Williams	Sponsor	\$41,388	0.04
82	Interproteccion	Sauber	Sponsor	\$41,308	0.04
83	#WeMissedYou	Lotus	Miscellaneous	\$41,180	0.04
84	Red Bull Mobile	Red Bull Racing, Toro Rosso	Team owner brand	\$41,161	0.04
85	Reebok	Force India	Sponsor	\$41,142	0.04
86	Puma	Ferrari, Mercedes	Sponsor	\$41,038	0.04
87	OMR	Ferrari	Sponsor	\$39,790	0.04
88	lotusf1team.com	Lotus	Team brand	\$38,435	0.04
89	TNT Energy Drink	Ferrari	Sponsor	\$37,303	0.04
90	Mahle	Ferrari	Sponsor	\$36,682	0.04
91	EADS	Caterham	Sponsor	\$36,386	0.04
92	Infor	Ferrari	Sponsor	\$36,060	0.04
93	Peace One Day	Lotus	Miscellaneous	\$35,689	0.04
94	Hugo Boss	McLaren	Sponsor	\$34,246	0.04
95	Symantec	Lotus	Sponsor	\$32,944	0.03
96	CD Adapco	Lotus, Toro Rosso	Sponsor	\$32,566	0.03
97	Ferrari World Abu Dhabi	Ferrari	Team owner brand	\$31,086	0.03
98	Bifold	Marussia	Miscellaneous	\$30,816	0.03
99	Servus TV	Red Bull Racing, Toro Rosso	Team owner brand	\$30,627	0.03
100	Monster Energy	Mercedes	Sponsor	\$30,527	0.03
101	Elysium	Lotus	Sponsor	\$30,199	0.03
102	Sage	Marussia	Sponsor	\$29,348	0.03



	Brand	Team(s) / Race	Type of relationship	Estimated advertising value equivalent	Share of exposure (%)
103	Casio	Red Bull Racing	Sponsor	\$28,151	0.03
104	The Red Bulletin	Red Bull Racing, Toro Rosso	Team owner brand	\$28,006	0.03
105	Siemens	Red Bull Racing, Toro Rosso	Sponsor	\$27,618	0.03
106	Network Appliance	Lotus	Sponsor	\$27,453	0.03
107	Brembo	Ferrari	Sponsor	\$27,356	0.03
108	Dell	Caterham	Sponsor	\$27,289	0.03
109	TAG Heuer	McLaren	Sponsor	\$26,541	0.03
110	SKF	Ferrari	Sponsor	\$26,112	0.03
111	AkzoNobel	McLaren	Sponsor	\$25,685	0.03
112	Scuderia Toro Rosso	Toro Rosso	Team name	\$25,484	0.03
113	Wihuri	Williams	Sponsor	\$24,833	0.03
114	Hilton Honors	McLaren	Sponsor	\$24,829	0.03
115	Kemppi	Williams	Miscellaneous	\$20,694	0.02
116	Cuervo Tequila	Sauber	Sponsor	\$20,654	0.02
117	Alpinestars	Force India	Sponsor	\$20,571	0.02
118	FIA Action for Road Safety	Mercedes, Lotus, Caterham	Charity/campaign	\$20,296	0.02
119	Intel	Caterham	Sponsor	\$18,193	0.02
120	Chelsea FC	Sauber	Sponsor	\$17,212	0.02
121	SAP	McLaren	Sponsor	\$17,123	0.02
122	WilliamsF1.com	Williams	Team brand	\$16,555	0.02
123	Let's Race	Marussia	Miscellaneous	\$14,674	0.02
124	Platform	Red Bull Racing	Sponsor	\$14,075	0.01
125	Oerlikon	Sauber	Sponsor	\$13,769	0.01
126	Auden McKenzie	Lotus	Sponsor	\$13,727	0.01
127	Air Asia	Caterham	Sponsor	\$13,645	0.01
128	Antler	Marussia	Miscellaneous	\$13,207	0.01
129	4G	McLaren	Sponsor	\$12,842	0.01
130	Ligastavok	Marussia	Sponsor	\$11,739	0.01
131	Certina	Sauber	Sponsor	\$10,327	0.01
132	Carplan	Marussia	Sponsor	\$10,272	0.01
133	Caterham	Caterham	Team name	\$9,096	0.01
134	JCC	Marussia	Sponsor	\$8,804	0.01



	Brand	Team(s) / Race	Type of relationship	Estimated advertising value equivalent	Share of exposure (%)
135	Speed Week	Toro Rosso	Team owner brand	\$7,281	0.01
136	Emil Frey	Sauber	Sponsor	\$6,885	0.01
137	Capri-Sun	Force India	Miscellaneous	\$5,772	0.01
138	Queen's Park Rangers	Caterham	Miscellaneous	\$5,458	0.01
139	EQ8	Caterham	Sponsor	\$4,548	0.00
140	Human Performance Engineering	Caterham	Sponsor	\$4,512	0.00
141	PaucoPlast	Sauber	Sponsor	\$3,442	0.00
142	SauberF1Team.com	Sauber	Team brand	\$2,754	0.00
143	Hatch	Williams	Sponsor	\$2,069	0.00
144	Gives You Wings	Toro Rosso	Team owner brand	\$1,517	0.00
145	Wings for Life	Red Bull Racing	Charity/ campaign	\$1,408	0.00
146	20 Years of Formula 1 from Kyalami to Melbourne	Sauber	Miscellaneous	\$1,377	0.00
TOTAL				\$94,407,769	

TOP FIVE BEST-EXPOSED TEAM NAMES, OWNERS AND MANUFACTURERS 2013 SEASON SO FAR

	Brand	Estimated advertising value equivalent	Share of exposure (%)
1	Red Bull	\$9,105,622	9.64
2	Lotus	\$7,137,896	7.56
3	Ferrari	\$2,486,891	2.63
4	Sahara	\$1,542,827	1.63
5	Renault	\$1,392,660	1.48



TOP FIVE BEST-EXPOSED SPONSORS 2013 SEASON SO FAR

	Brand	Estimated advertising value equivalent	Share of exposure (%)
1	Rolex	\$15,907,779	16.85
2	Santander	\$8,704,120	9.22
3	Petronas	\$6,614,113	7.01
4	Infiniti	\$4,222,588	4.47
5	Kingfisher/Fly Kingfisher	\$2,962,227	3.14

TEAM SHARE OF BRAND EXPOSURE: 2013 SEASON SO FAR

	Team	Estimated media value (US\$)	Share of voice (%)
1	Ferrari	\$14,308,951	20.46
2	Red Bull Racing	\$12,076,601	17.27
3	Lotus	\$10,481,200	14.99
4	Mercedes	\$9,464,287	13.54
5	Force India	\$7,915,331	11.32
6	Toro Rosso	\$4,625,101	6.61
7	McLaren	\$3,834,730	5.48
8	Williams	\$2,709,647	3.88
9	Marussia	\$1,538,580	2.2
10	Caterham	\$1,538,164	2.2
11	Sauber	\$1,428,560	2.04
	TOTAL	\$69,921,152	

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