



2009 FORMULA 1
ING BELGIAN GRAND PRIX

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Formulamoney *ROI Review*

TEAM RETURN ON INVESTMENT

Financial highlights

SPONSORSHIP EXPOSURE

- Giancarlo Fisichella's stunning second place sees **Kingfisher** head the list of the best-exposed sponsors at the Belgian Grand Prix with a global media value of \$5.3m.
- As the only team with two cars in the points, **BMW** brings its sponsors the highest share of voice in Belgium.

PRINT MEDIA EXPOSURE

- Home hero Fernando Alonso's popularity sees **ING** finish as the title sponsor with the most print media coverage in Spain in the weeks surrounding the European Grand Prix at Valencia.

TEAM PERFORMANCE

- **Force India** records the best team performance rating in Belgium, with its first ever points costing just \$880,000 each.

DRIVER PERFORMANCE

- As a result **Giancarlo Fisichella** is the best value-for-money driver in Spa, costing Force India just \$23,000 for each of the eight points he scored.

Sponsorship exposure

One of the most important benefits of an F1 sponsorship is exposure to the sport's 600m 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.

In keeping with Formulamoney's aim to increase financial transparency in Formula One, the focus of our data is not time on-screen but instead the global media value. 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. Only sponsors with on-car branding were assessed in the data.

The sponsorship exposure data for the Belgian Grand Prix is featured below.

Sponsorship exposure: 2009 Belgian Grand Prix

	Sponsor	Team(s)	Estimated media value (US\$)	Share of voice (%)
1	Kingfisher	Force India	5,276,960	14.41
2	Petronas	BMW	3,903,700	10.66
3	Panasonic	Toyota	3,614,867	9.87
4	Marlboro	Ferrari	3,255,544	8.89
5	Vodafone	McLaren	2,809,141	7.67
6	FX-Pro	BMW	1,707,869	4.66
-	T-Systems	BMW	1,707,869	4.66
8	ING	Renault	1,611,511	4.4
9	RBS	Williams	1,360,081	3.71
10	Shell	Ferrari	1139441	3.11
11	Bridgestone	All teams	1,091,395	2.98
12	Philips	Williams	816,048	2.23
-	AT&T	Williams	816,048	2.23
14	Total/Elf	Red Bull, Renault	804,703	2.2
15	Whyte & Mackay	Force India	703,595	1.92
16	Virgin Group	Brawn	678,802	1.85
17	Medion	Force India	633,235	1.73
18	M I G	Brawn	509,102	1.39
19	Denso	Toyota	314,614	0.86
20	Mobil 1	McLaren	298,201	0.81
21	Royal Challenge	Force India	281,438	0.77
22	Alice	Ferrari	279,047	0.76
23	Intel	BMW	260,247	0.71
24	Johnnie Walker	McLaren	259,305	0.71
25	Santander	McLaren	259,305	0.71
26	Etihad Airways	Ferrari	251,142	0.69
27	Gauteng	BMW	243,981	0.67
28	Air Asia	Williams	217,613	0.59
29	Randstad	Williams	163,210	0.45
30	Graham London	Brawn	135,760	0.37
31	Rauch	Red Bull	90,625	0.25
32	Reliance	Force India	70,359	0.19
33	Fiat	Ferrari	69,762	0.19
34	Aigo	McLaren	69,148	0.19
35	Pepe Jeans	Renault	66,113	0.18
36	Thomson Reuters	Williams	54,403	0.15
37	ORIS	Williams	54,403	0.15
38	Magneti Marelli	Red Bull	49,445	0.14

39	Puma	Renault, Ferrari, Toro Rosso	49,109	0.13
40	Signature	Force India	46,906	0.13
-	Reebok	Force India	46,906	0.13
42	AMD	Ferrari	46,508	0.13
43	Siemens	Red Bull	45,313	0.12
44	Hugo Boss	McLaren	34,574	0.09
45	Henri Lloyd	Brawn	33,940	0.09
46	Fill the Cup/Ebbon Dacs	Toyota	31,461	0.09
47	Mubadala	Ferrari	27,905	0.08
-	Acer	Ferrari	27,905	0.08
49	Hilton	McLaren	25,931	0.07
50	Wrigley's	Force India	23,453	0.06
-	Airbus	Force India	23,453	0.06
-	Alpinestars	Force India	23,453	0.06
-	EADS	Force India	23,453	0.06
54	Mutua Madrilenia	Renault	20,660	0.06
55	Tata Consultancy Services	Ferrari	18,603	0.05
-	SKF	Ferrari	18,603	0.05
-	OMR	Ferrari	18,603	0.05
-	Brembo	Ferrari	18,603	0.05
59	KDDI	Toyota	15,731	0.04
60	Motors and Leisure	Williams	13,601	0.04
-	Hell Energy Drink	Williams	13,601	0.04
62	SAP	McLaren	12,965	0.04
63	Ridge Solutions	Williams	6,800	0.02
64	Elysium	Renault	4,132	0.01
-	Steria	Renault	4,132	0.01
-	Symantec	Renault	4,132	0.01
-	Altran	Renault	4,132	0.01
-	CD Adapco	Renault	4,132	0.01
	TOTAL		\$36,616,731	

Notes:

Exposure is calculated for the duration of the race only. Pre-race events, the podium, practice sessions and qualifying are not included.

Team share of voice: 2009 Belgian Grand Prix

	Team	Estimated media value (US\$)	Share of voice (%)
1	BMW	7,921,258	21.63
2	Force India	7,223,572	19.73
3	Ferrari	5,385,601	14.71
4	Toyota	3,992,403	10.9
5	Williams	3,801,425	10.38
6	McLaren	3,794,501	10.36
7	Renault	2,208,596	6.03
8	Brawn	1,561,245	4.26
9	Red Bull	657,032	1.79
10	Toro Rosso	71,099	0.19
	TOTAL	36,616,731	

BMW sponsorship exposure summary: 2009 Belgian Grand Prix

	Sponsor	Estimated media value (US\$)
1	Petronas	3,903,700
2	FX-Pro	1,707,869
-	T-Systems	1,707,869
4	Intel	260,247
5	Gauteng	243,981
6	Bridgestone	97,593
	TOTAL	7,921,258

Force India sponsorship exposure summary: 2009 Belgian Grand Prix

	Sponsor	Estimated media value (US\$)
1	Kingfisher	5,276,960
2	Whyte & Mackay	703,595
3	Medion	633,235
4	Royal Challenge	281,438
5	Reliance	70,359
-	Bridgestone	70,359
7	Signature	46,906
-	Reebok	46,906
9	Wrigley's	23,453
-	Alpinestars	23,453
-	EADS	23,453
-	Airbus	23,453
	TOTAL	7,223,572

Ferrari sponsorship exposure summary: 2009 Belgian Grand Prix

	Sponsor	Estimated media value (US\$)
1	Marlboro	3,255,544
2	Shell	1,139,441
3	Alice	279,047
4	Etihad Airways	251,142
5	Bridgestone	195,333
6	Fiat	69,762
7	AMD	46,508
8	Mubadala	27,905
-	Acer	27,905
10	Tata Consultancy Services	18,603
-	SKF	18,603
-	OMR	18,603
-	Puma	18,603
-	Brembo	18,603
	TOTAL	5,385,601

Toyota sponsorship exposure summary: 2009 Belgian Grand Prix

	Sponsor	Estimated media value (US\$)
1	Panasonic	3,614,867
2	Denso	314,614
3	Fill the Cup/Ebbon Dacs	31,461
4	KDDI	15,731
-	Bridgestone	15,731
	TOTAL	3,992,403

Williams sponsorship exposure summary: 2009 Belgian Grand Prix

	Sponsor	Estimated media value (US\$)
1	RBS	1,360,081
2	Philips	816,048
-	AT&T	816,048
4	Bridgestone	285,617
5	Air Asia	217,613
6	Randstad	163,210
7	Thomson Reuters	54,403
-	ORIS	54,403
8	Motors and Leisure	13,601
-	Hell Energy Drink	13,601
10	Ridge Solutions	6,800
	TOTAL	3,801,425

McLaren sponsorship exposure summary: 2009 Belgian Grand Prix

	Sponsor	Estimated media value (US\$)
1	Vodafone	2,809,141
2	Mobil 1	298,201
3	Johnnie Walker	259,305
-	Santander	259,305
5	Aigo	69,148
6	Hugo Boss	34,574
7	Hilton	25,931
8	Bridgestone	25,931
9	SAP	12,965
	TOTAL	3,794,501

Renault sponsorship exposure summary: 2009 Belgian Grand Prix

	Sponsor	Estimated media value (US\$)
1	ING	1,611,511
2	Total/Elf	464,859
3	Pepe Jeans	66,113
4	Mutua Madrilenia	20,660
5	Bridgestone	18,594
6	Altran	4,132
-	Elysium	4,132
-	Magneti Marelli	4,132
-	Steria	4,132
-	Symantec	4,132
-	CD Adapco	4,132
12	Puma	2,066
	TOTAL	2,208,596

Brawn sponsorship exposure summary: 2009 Belgian Grand Prix

	Sponsor	Estimated media value (US\$)
1	Virgin Group	678,802
2	M I G	509,102
3	Bridgestone	203,641
4	Graham London	135,760
5	Henri Lloyd	33,940
	TOTAL	1,561,245

Red Bull Racing sponsorship exposure summary: 2009 Belgian Grand Prix

	Sponsor	Estimated media value (US\$)
1	Total	339,844
2	Bridgestone	135,938
3	Rauch	90,625
4	Magneti Marelli	45,313
-	Siemens	45,313
	TOTAL	657,032

Toro Rosso sponsorship exposure summary: 2009 Belgian Grand Prix

	Sponsor	Estimated media value (US\$)
1	Bridgestone	42,659
2	Puma	28,439
	TOTAL	71,099

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.

Print media exposure analysis of the F1 team owners: 2009 European Grand Prix

	Team owner	Total articles*
1	Ferrari	347
2	Renault	260
3	Red Bull	164
4	BMW	111
5	Toyota	107
6	Mercedes	90

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

Notes:

Data covers articles published in Spain in the week before and week after the 2009 European Grand Prix (Monday 17th August - Sunday 30th August 2009).

Team owners refers to owner companies who are not classed as sponsors of the team but are contributing to the team's budget.

**Print media exposure analysis of F1 team title sponsors:
2009 European Grand Prix**

	Sponsor	Team	Total articles*
1	ING	Renault	25
2	Vodafone	McLaren	9
3	Marlboro	Ferrari	2
4	AT&T	Williams	1
5	Panasonic	Toyota	0

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

Notes:

Data covers articles published in Spain in the week before and week after the 2009 European Grand Prix (Monday 17th August - Sunday 30th August 2009).

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 Belgian 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.

Estimated points to resources ratio: 2009 Belgian Grand Prix

	Team	Points	Estimated resources per point (US\$)
1	Force India	8	\$880,000
2	Red Bull	6	\$1.95m
3	Ferrari	10	\$2.17m
4	BMW	9	\$2.19m
5	Brawn	2	\$3.68m
6	Williams	1	\$7.27m
7	McLaren	3	\$9.48m
8	Toro Rosso	0	No points
9	Renault	0	No points
10	Toyota	0	No points

Notes:

Team cost estimates are based on the estimated 2009 team total resources which will be published in the 2009/10 Formula Money report.

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: 2009 Belgian Grand Prix

	Driver	Points	Estimated cost per point (US\$)
1	Giancarlo Fisichella	8	\$23,000
2	Rubens Barrichello	2	\$30,000
3	Nick Heidfeld	4	\$60,000
-	Nico Rosberg	1	\$60,000
5	Sebastian Vettel	6	\$78,000
6	Robert Kubica	5	\$94,000
7	Heikki Kovalainen	3	\$97,000
8	Kimi Räikkönen	10	\$218,000
	All other drivers	0	No points

Notes:

Driver cost estimates are based on the estimated 2009 driver salaries which will be published in the 2009/10 Formula Money report.

FURTHER INFORMATION

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About the ROI Review:

The **Formulamoney ROI Review** is a new 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 150 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. The 2009/10 edition of **Formulamoney** will be published later this summer and will include a new section on sponsorship media value and an expanded chapter about race finances.

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 seven of the 10 teams which participate in F1. For more information please visit www.cnc-communications.com



Further information:

If you would like to be added to our mailing list to receive further information about **Formulamoney** and the **Formulamoney ROI Review**, please email info@formulamoney.com

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