

Formula 1 – world's richest sport

When the flag falls at the Brazil Grand Prix the 2007 F1 season will have generated estimated revenues of \$4.3 billion, with McLaren heading the league of resources. The cars – the world's fastest moving billboards – will have attracted more than \$834 million in advertising revenue alone

F1 revenue: \$4,319.45m
(2007 estimates)

Team owners:
\$1,470.00m

Driver and off-car sponsorship, PR, merchandising, government grants to circuits etc:
\$548.85m

Trackside advertising:
\$164.25m

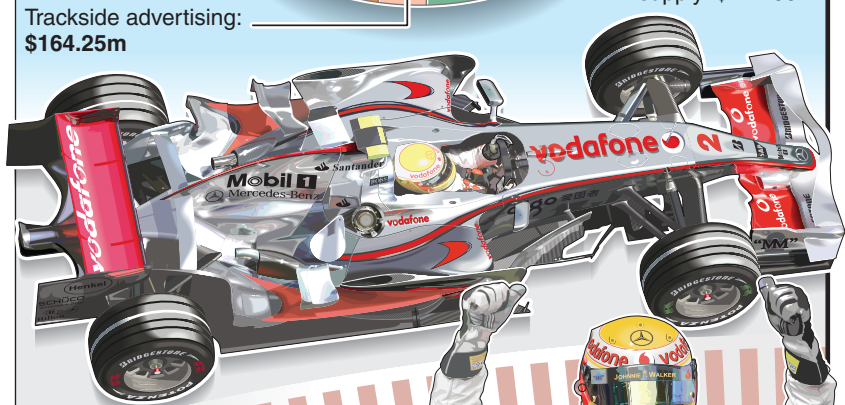
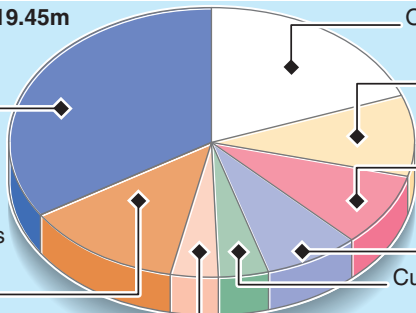
On-car sponsorship:
\$834.25m

Ticket sales (inc. Paddock Club):
\$420.50m

TV rights:
\$380.00m

Race sanction fees:
\$329.00m

Customer engine/tyre supply:
\$172.60m



Team budgets (2007 estimates)

McLaren \$445.4m

Toyota \$444.0m

Ferrari \$378.5m

Renault \$370.4m

Honda \$343.4m

BMW \$329.6m

Red Bull \$141.9m

Williams \$132.8m

Toro Rosso \$84.6m

Super Aguri \$77.6m

Spyker \$53.0m

Total \$2,801.2m

Selected driver salaries

Kimi Raikkonen Ferrari \$32m

Fernando Alonso McLaren \$25m

Lewis Hamilton McLaren \$1m

**Hamilton earns extra \$20,000 per point.
Points to date: 107**