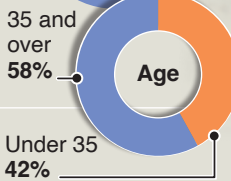
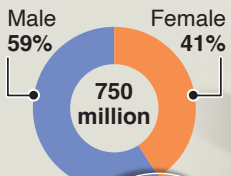


# F1: The Movie aims to drive U.S. fans to sport

F1 owners Liberty Media are hoping that Apple TV's \$200 million production will boost the sport's U.S. fanbase after peaking in 2022, with the fastest growing sector being 16-24 year-old females

## F1 GLOBAL FANBASE

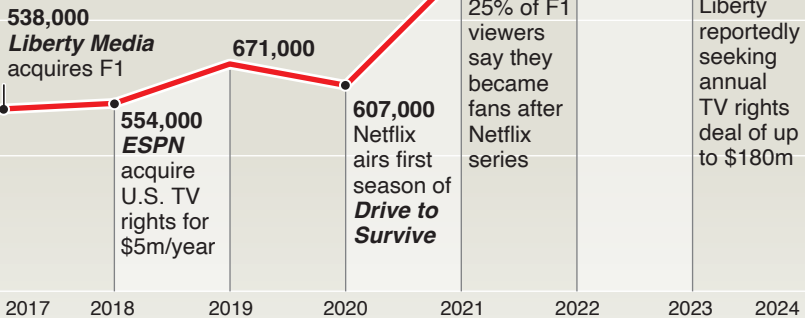


2022: 1.2 million U.S. viewers  
Red Bull's **Max Verstappen** beats Mercedes' **Lewis Hamilton** in final race controversy

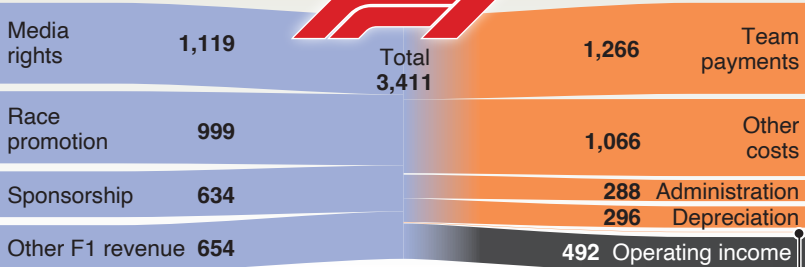


Stars **Damson Idris** and **Brad Pitt**

## U.S. F1 VIEWERS PER RACE



## F1 REVENUE STREAM



3 Stock-based compensation