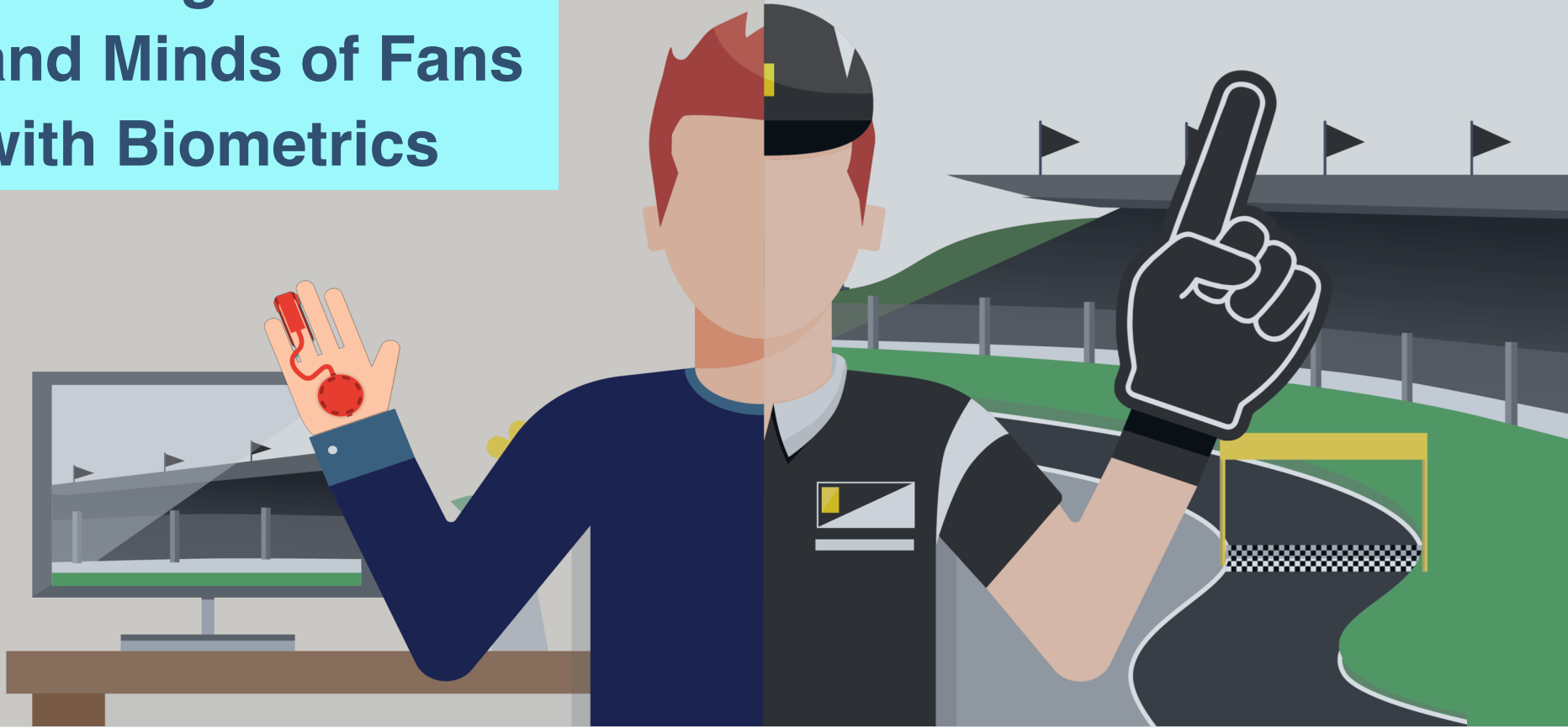


Winning the Hearts and Minds of Fans with Biometrics



Changing iconic brand.



‘ I’m proud of the
business that I built
over the last 40 years ’

Bernie Ecclestone

Changing iconic brand...with a legacy



Google

formula 1 is

formula 1 is **so boring**

formula 1 isg

formula 1 is **not a sport**

formula 1 is **dying**

formula 1 istanbul

formula 1 is **associated with which sports**

formula 1 ist

formula 1 isando

formula 1 issues

formula 1 is **dead**

Google Search

I'm Feeling Lucky

[Report inappropriate predictions](#)

Changing iconic brand.



‘ F1 has huge potential with multiple untapped opportunities to enhance the racing experience ’

Chase Carey

Bigger, Broader, Better.

Culturally relevant



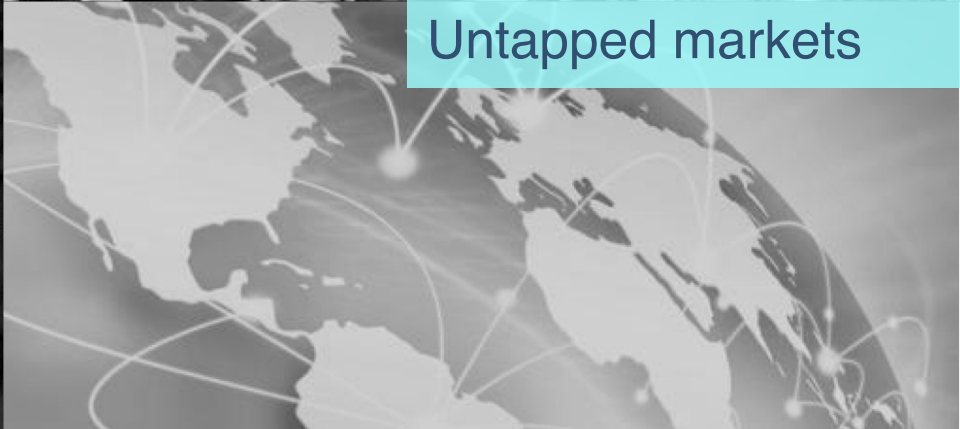
Growing fan base



Media Opportunities



Untapped markets



Improving the viewing experience.

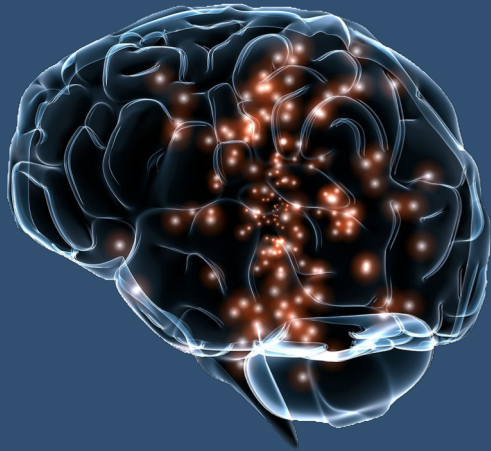


On track action -
high and lows



Composition of
the content

Existing F1 research told an inconsistent story.



Asking people will only result in rational responses



90% of human behaviour is driven by emotions

Combining neuroscience and market research for the full picture.

Galvanic Skin Response

measures
emotional
arousal and
stress



Passive



Natural environment



In-the-moment



Reliable

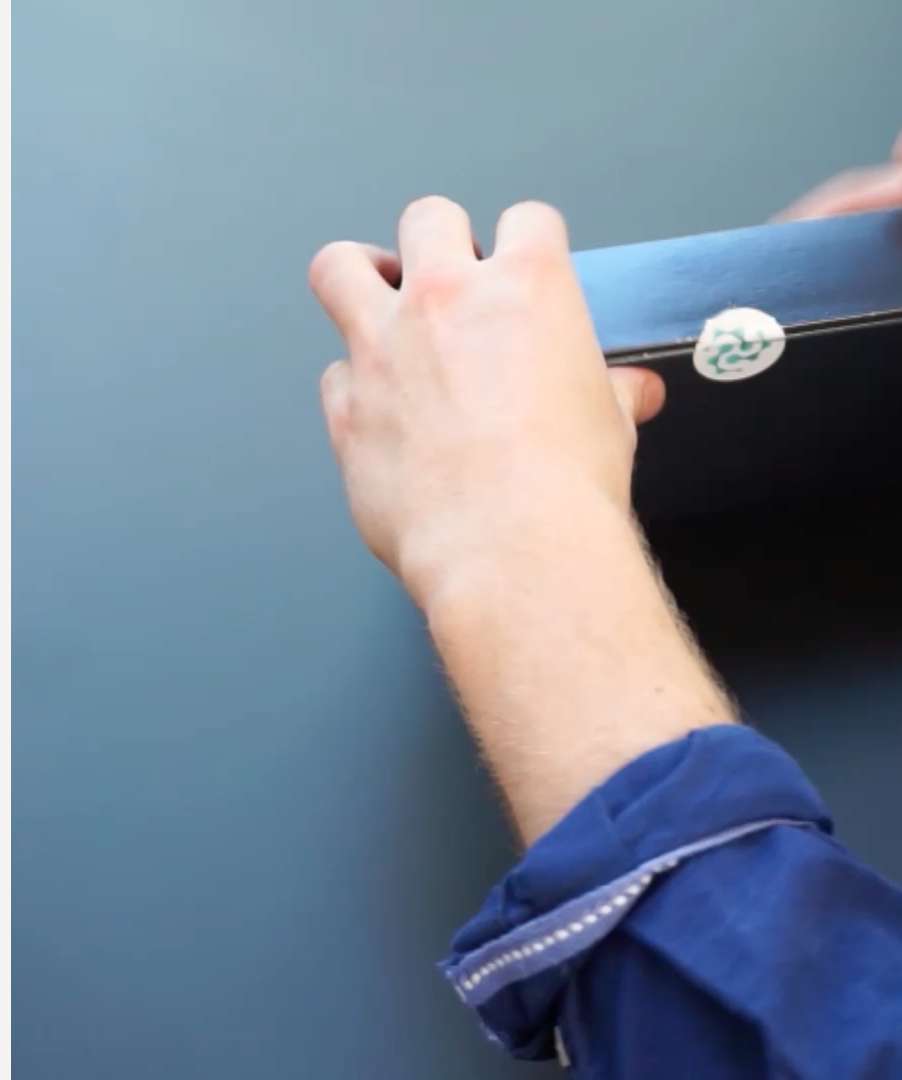
Approach - step 1

Recruit 60 F1 viewers
to take part in study



Approach - step 2

- Participants set up the device in home



Approach - step 3

Participants watch the race live at home whilst the meter captures their engagement



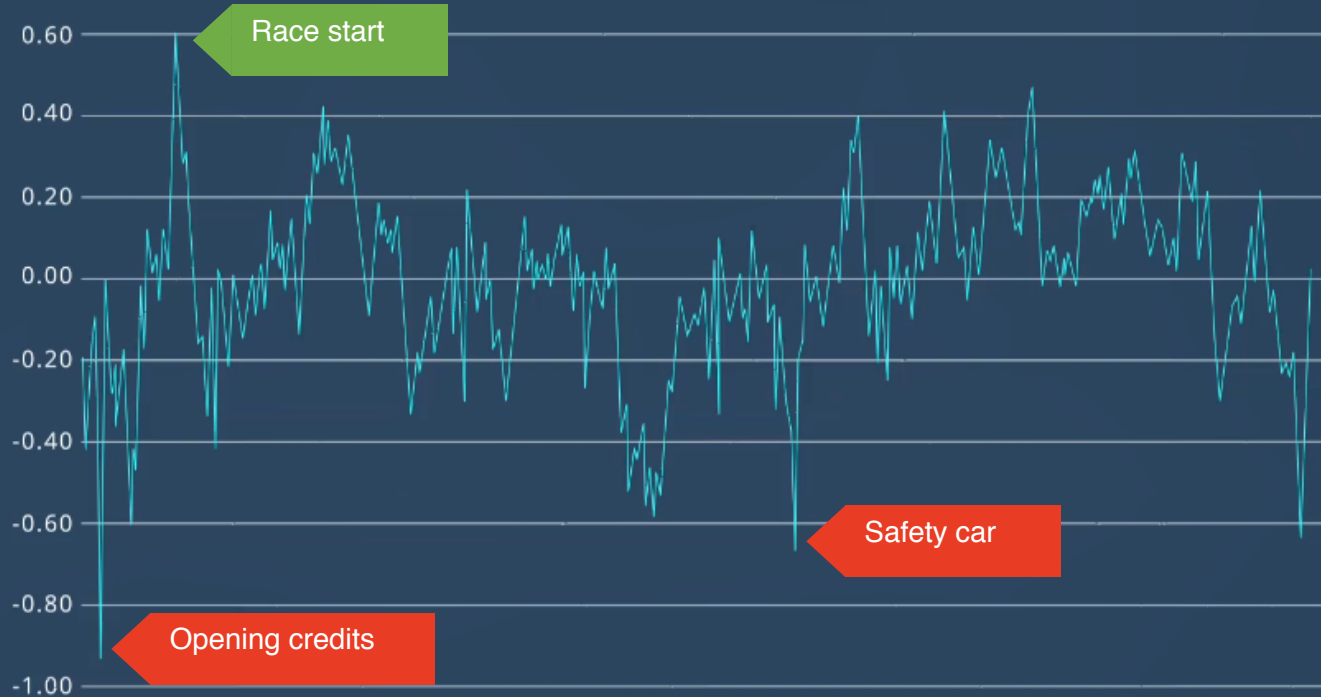
Approach - step 4

Second-by-second results are fed into a dashboard



Headline results - biometrics

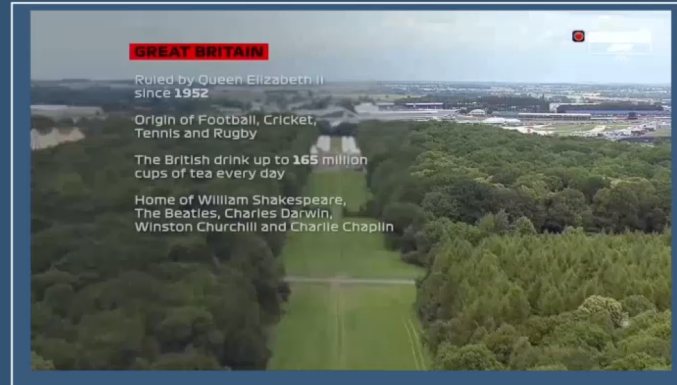
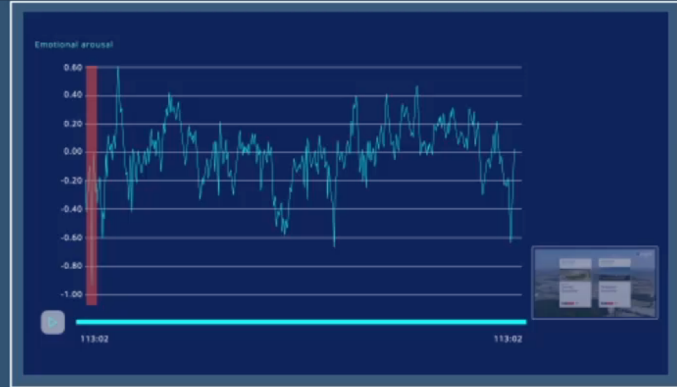
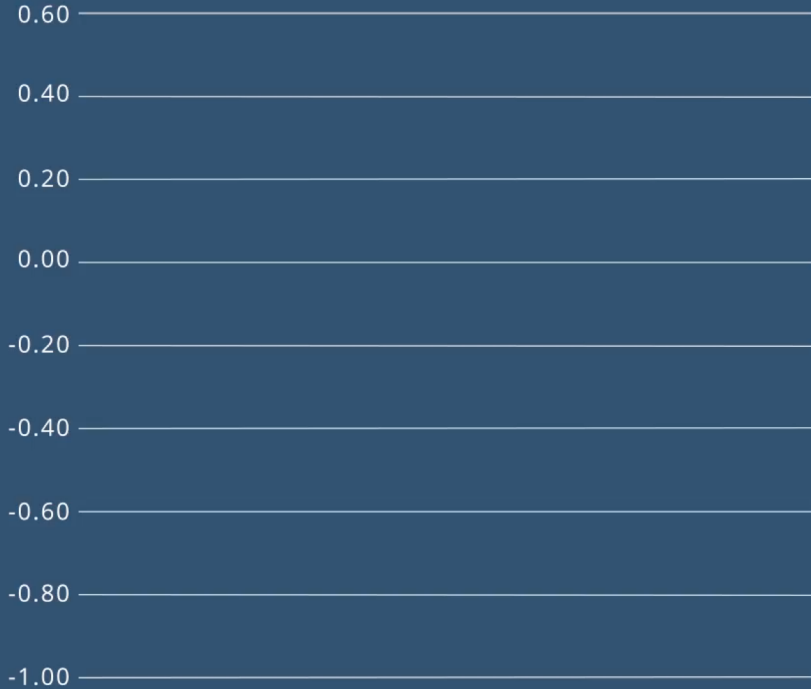
Emotional arousal



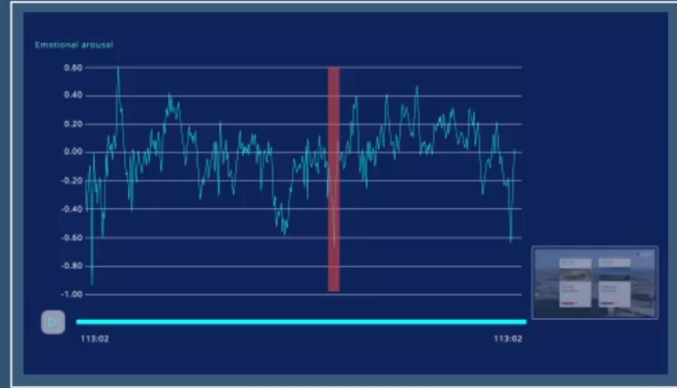
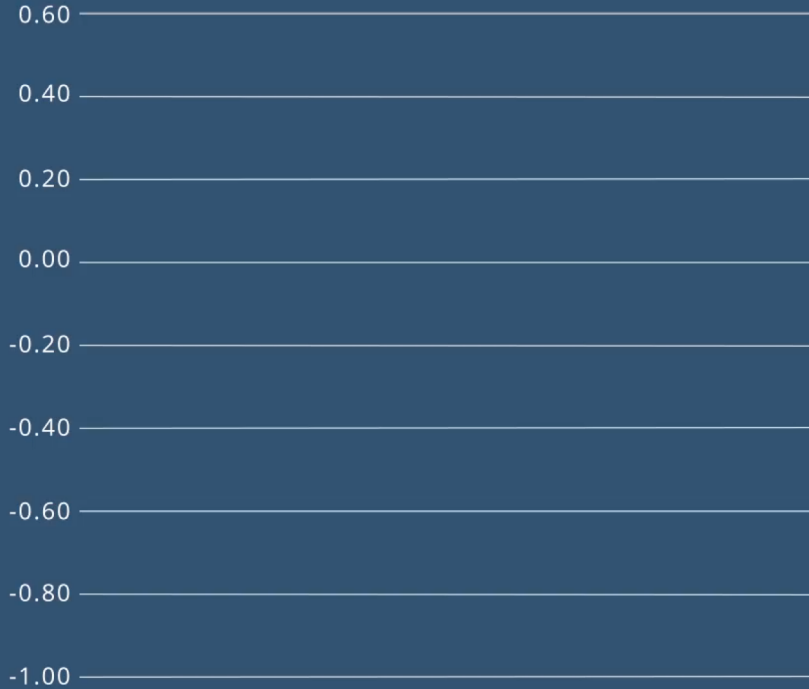
113:02

113:02

Key moment – opening credits



Key moment - safety car



Results to help optimise viewer engagement.



On-board
cameras



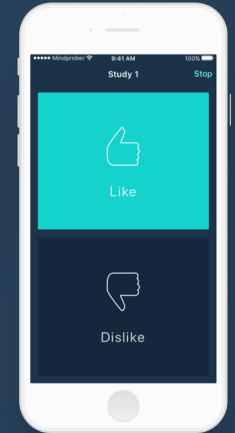
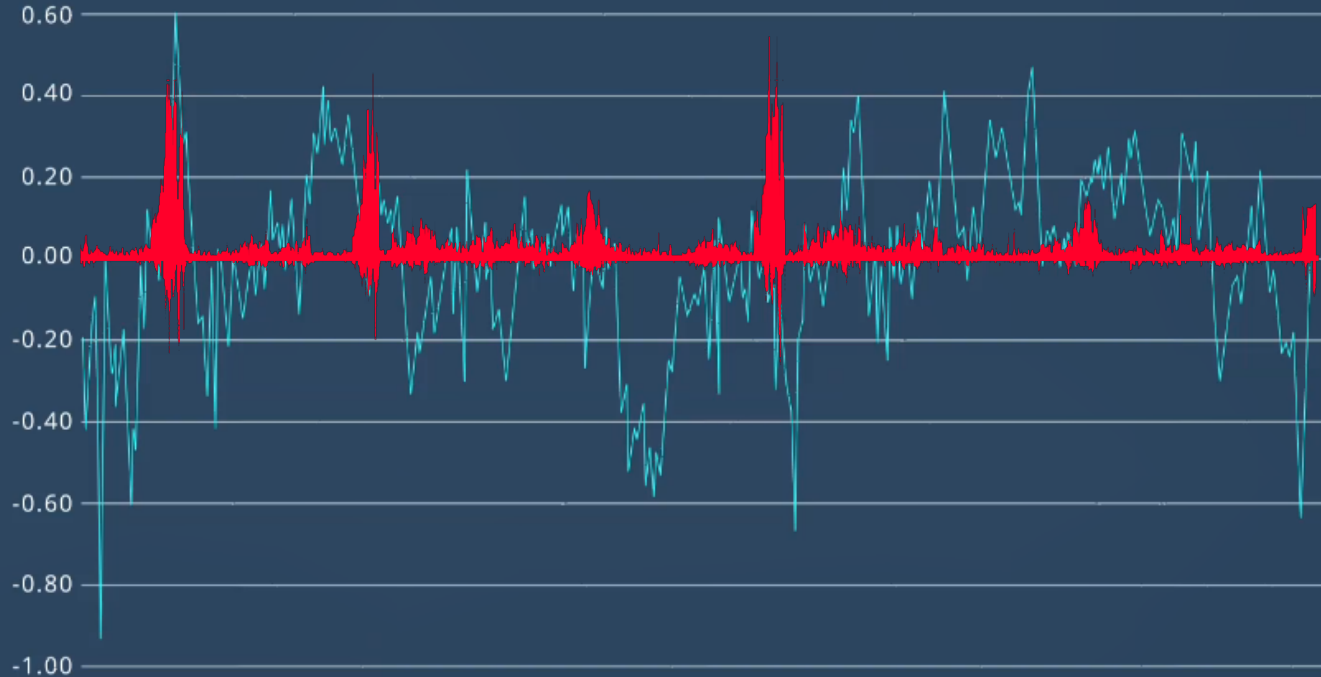
Analysts and
commentators



Mid-field runners

Headline results - likes vs dislikes

Emotional arousal



113:02

113:02

Respondent experience.

% agree

More fun to do a survey with device

68%

It was easy to use the device

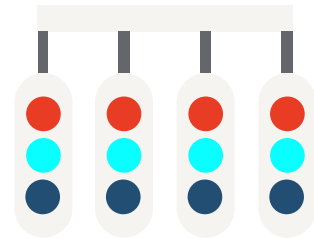
83%

I would be interested in doing another biometric survey

97%

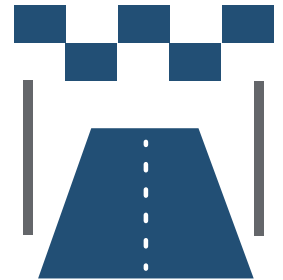
F1 puts the fans first

% agree



47%
pre-race

65%
post-race



Future applications.



Build a bank of knowledge about our fans' engagement

1

Informing production decisions

2

Overlaying other data sets

3

Exploring the advertising potential

4

Building in eye tracking