

accenture

F1 TV

On the fast track to success

Formula 1® revs up fan engagement



Call for change

Formula 1® is the world's most prestigious motor racing championship. Since its launch in 1950, it's captivated millions of fans across the globe.

While many fans get the chance to attend races in person, until recently the only alternative for the majority was watching the coverage on broadcast TV—giving fans a thrilling experience, but not a personalised one.

Formula 1 wanted to get fans closer to the action. This would be a real

win for a sport with such a huge global fanbase. After all, F1® organises races in multiple countries across four continents. How could it bring the excitement of race day into the hands of millions of fans all over the world?

Formula 1 quickly found an answer—a digital offering that would empower fans to tailor their own viewing experience. Speed fanatics would be able to follow their favourite drivers or watch competitors tackle difficult corners, while self-confessed data nerds

could immerse themselves in race statistics. And the reinvented experience would attract even more fans.

At the same time, the digital platform would enable Formula 1 to build direct relationships with consumers around the world and gain deep insights into their behaviour. Plus, it would create a new revenue stream and strengthen the commercial position for years to come.

We've brought together the power of cloud and cutting-edge video technology to deliver a cost-effective, scalable solution for Formula 1 and a superb experience for motor racing fans.

Ed Renshaw
Managing Director,
Accenture

When tech meets human ingenuity

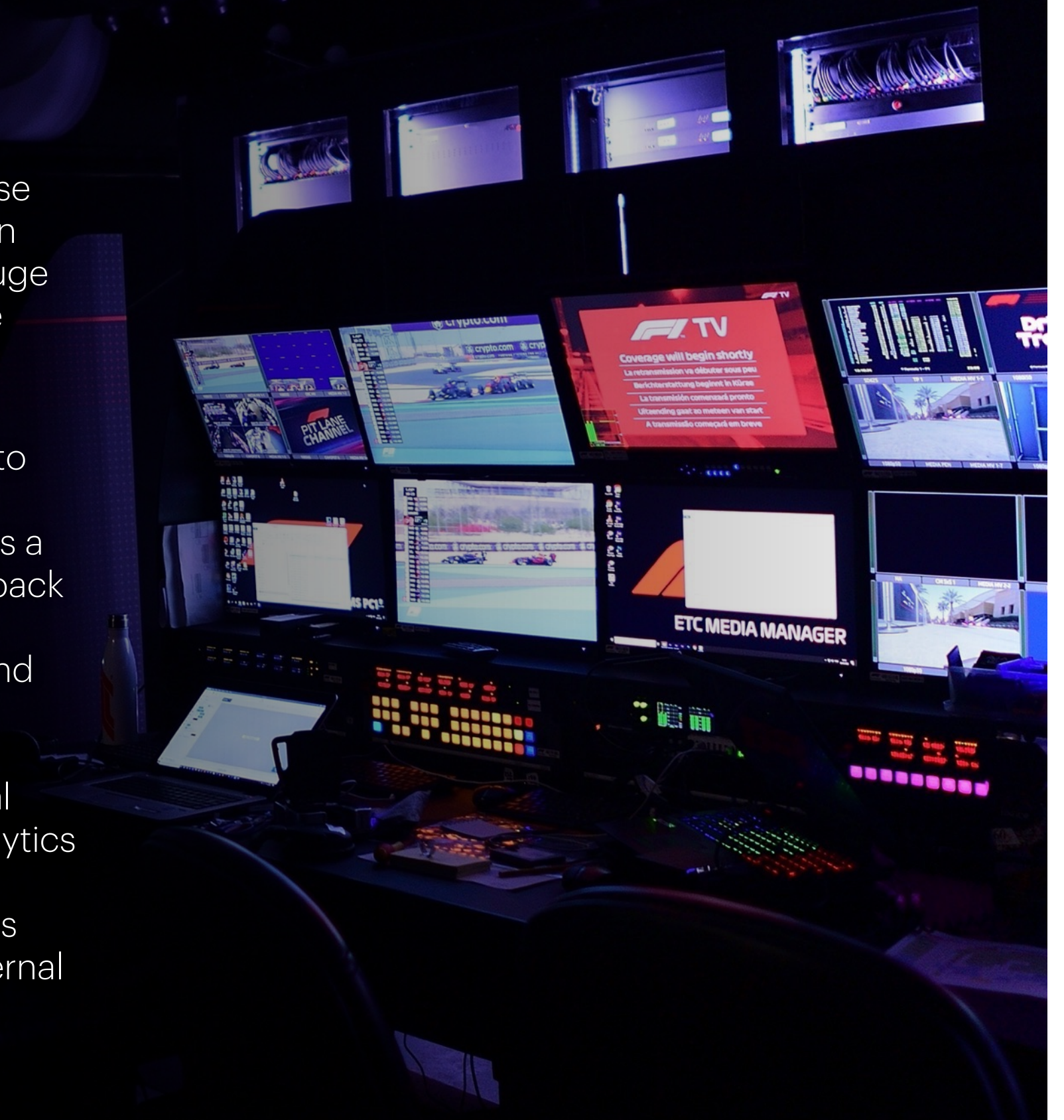
Formula 1® teamed up with Accenture Industry X to relaunch F1 TV, a cloud-based multi-platform video experience designed to satisfy even the most passionate fans.

Based on the Accenture Video Solution, the new F1® TV service captures live streams from 24 track and on-board cameras and is available globally on a growing range of connected devices. Viewers can seamlessly switch between the primary broadcast, exclusive in-depth technical commentary, their favourite drivers' on-board cameras and can even check out race stats in real time. Fans can also pause or rewind the live stream at any moment—for example, to watch an overtake again, switching to the driver's view as it happens. In between Grand Prix™, the platform boasts thousands of hours of archive sessions, analysis and highlights packages as well as exclusive original shows. The intelligent multi-device platform adapts to each environment to provide the best possible fan experience.

A cloud-first approach was key to enabling reliable global video distribution at scale. That's why we delivered the solution in partnership with Amazon Web Services (AWS), as part of our deep collaboration with AWS professional services and product teams working on cutting-edge technology.

Cloud also helps us scale the platform up and down to optimise costs and manage peaks in demand. For example, the Amazon Elastic Container Service helps the platform accommodate huge spikes in viewer numbers on race weekends—especially in the run-up to the live broadcast.

The platform uses multiple content delivery networks (CDNs) to optimise quality of service, with AWS CloudFront serving the majority of video content to fans across the globe. It harnesses a leading commercial Video Player and Analytics for video playback on the web, smartphones, tablets and TVs. AWS Elemental MediaLive and MediaPackage support efficient transcoding and publication of video content, while AWS Step Functions orchestrates recordings for full event replays. To help support reliability, we use a range of reactive and proactive operational tools, including real-time application monitoring, big data analytics and AWS-specific tools for system monitoring, testing and emergency management. Application Programming Interfaces (APIs) connect the platform to a range of third parties and internal systems within the Formula 1 digital media ecosystem.



When tech meets human ingenuity

Local customization was crucial to cater to the huge global fan base. The platform uses Amazon Transcribe, which is powered by AI and machine learning, to automatically generate real-time Closed Captions in multiple languages.

It supports more languages and countries than the previous version of the platform. Critically, we ensured that the platform serves the appropriate content to fans globally, dependent on the complex structure of broadcast rights across the globe.

These are just some of the ways that we tailored the solution to

Formula 1's unique requirements and fans' high expectations during the first year of our four-year engagement with Formula 1. When Covid-19 forced the 2020 FIA Formula One World Championship™ to be revised as global sport came to a standstill, we worked with F1 to adjust the delivery plan to reflect the operational and commercial challenges faced by F1 without disrupting the project.

We've successfully launched the platform in 115 countries, and we'll continue to operate it continuously and enhance it over the next three years. Operations are supported by a global team working in partnership with Formula 1 to

ensure that every event is run meticulously. The team works during race weekends, monitoring the platform, managing the broadcast of live sessions and adapting to changes to the schedule to ensure a superb viewing experience. The highly flexible platform gives the editorial team excellent control over how they curate the content for F1 TV's users. We can also run ad-hoc live events, such as pre-season testing.

We're thrilled to be working with Formula 1 to deliver the best possible experience to fans across the globe. We look forward to continued innovation and success working with Formula 1 in seasons to come.

Daniel Farrell,
Managing Director,
Accenture

A valuable difference

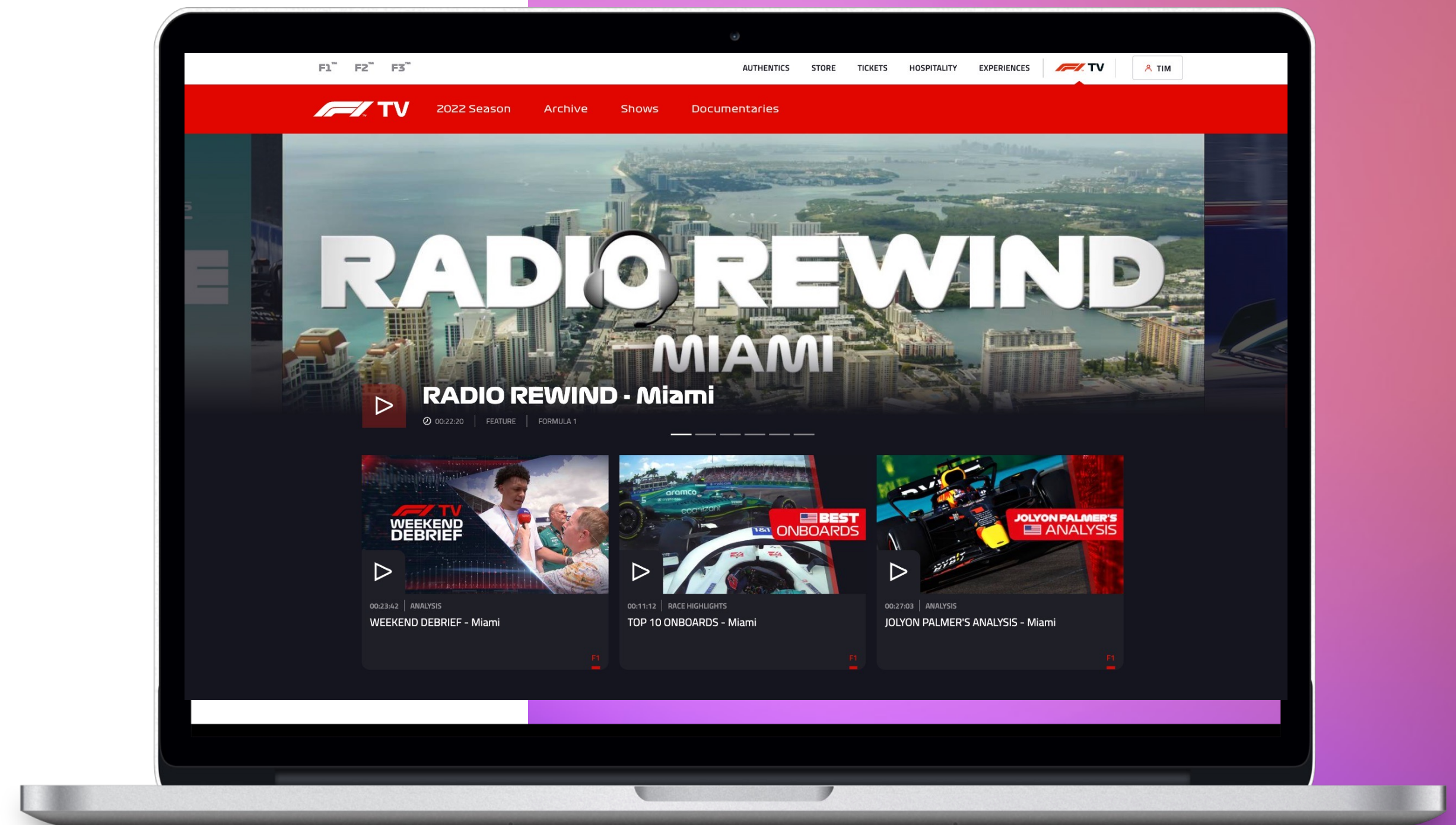
The groundbreaking platform empowers fans to tailor their viewing experiences by switching between feeds in real time, bringing fans across the globe into the heart of the action.

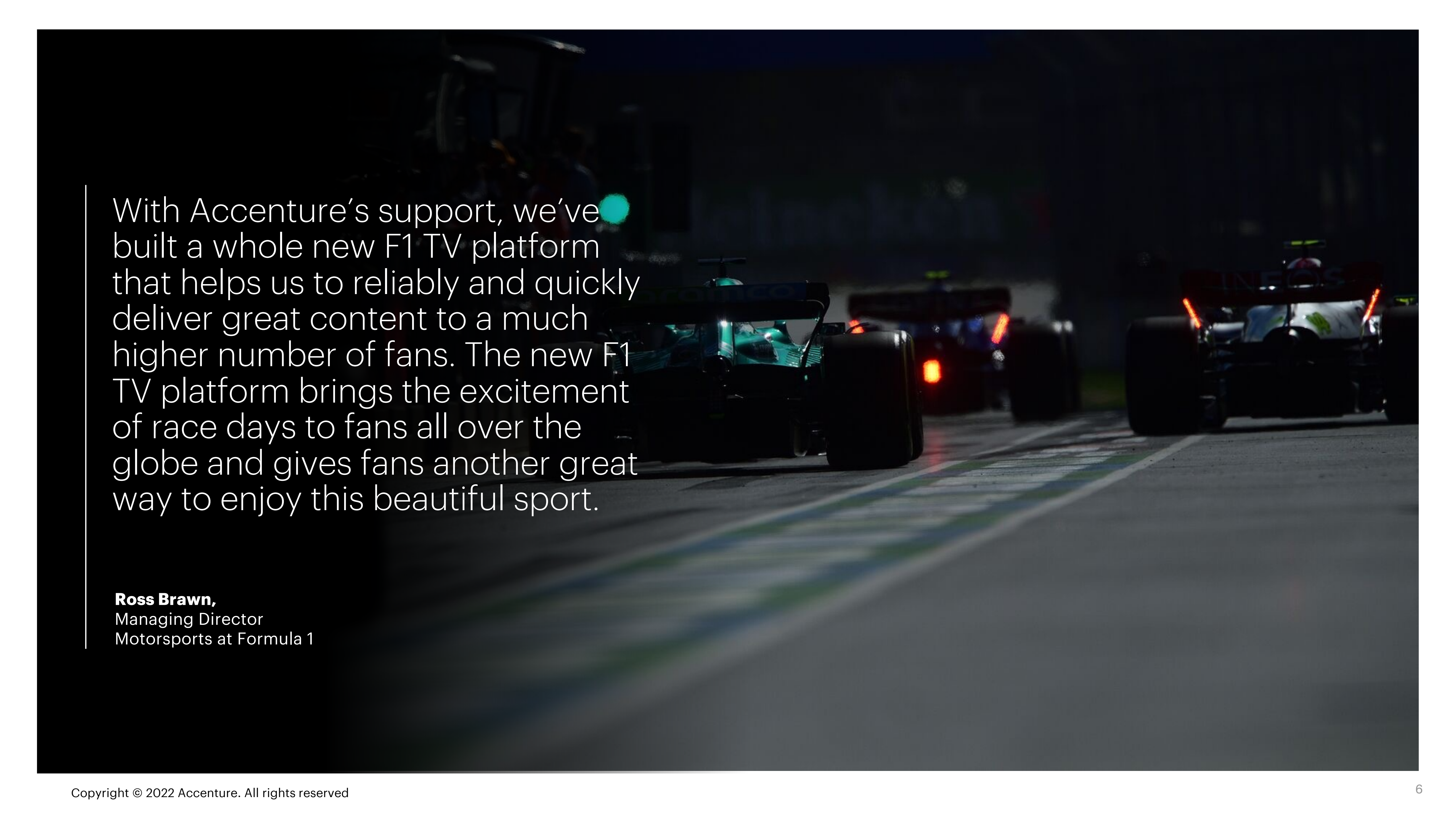
Formula 1 has seen record levels of interest and strong growth in the popularity of the service with each race since the 2021 season re-launch as well as an increase in content consumption levels, reflecting the richness of the fan experience and the quality of service provided.

The new platform complements fan engagement on social media and other channels, enabling the development of more intimate relationships with existing fans while attracting new and more diverse audiences.

We're already working with Formula 1 to evolve the platform and make it available even more on big-screen devices such as Apple TV and Amazon Fire TV, with many more to follow, as well as enhancing the platform's features to meet fans' expectations and maximise the business potential for Formula 1. Over time, the platform will give Formula 1 deep insights into viewing behaviour and consumption patterns, enabling further segmentation and personalisation. The aim is to make F1® TV a leading over-the-top video service.

The platform is already a real game-changer: it enables the global scaling of a new business model and revenue stream to drive business growth and help keep this historic competition thriving long into the future.





With Accenture's support, we've built a whole new F1 TV platform that helps us to reliably and quickly deliver great content to a much higher number of fans. The new F1 TV platform brings the excitement of race days to fans all over the globe and gives fans another great way to enjoy this beautiful sport.

Ross Brawn,
Managing Director
Motorsports at Formula 1

Accenture Industry X embeds intelligence in how clients design and engineer connected products and services as well as run factories and plants—enabling companies to transform how they make things, and the things they make; making manufacturing and operations more efficient, effective and safe, for sustainable growth.

Disclaimer

This content is provided for general information purposes and is not intended to be used in place of consultation with our professional advisors. This document refers to marks owned by third parties. All such third-party marks are the property of their respective owners. No sponsorship, endorsement or approval of this content by the owners of such marks is intended, expressed or implied.

Copyright © 2022 Accenture.

All rights reserved. Accenture and its logo are registered trademarks of Accenture

The F1 logo, FORMULA 1, F1, GRAND PRIX and related marks are trademarks of Formula One Licensing BV, a Formula 1 company. All rights reserved.