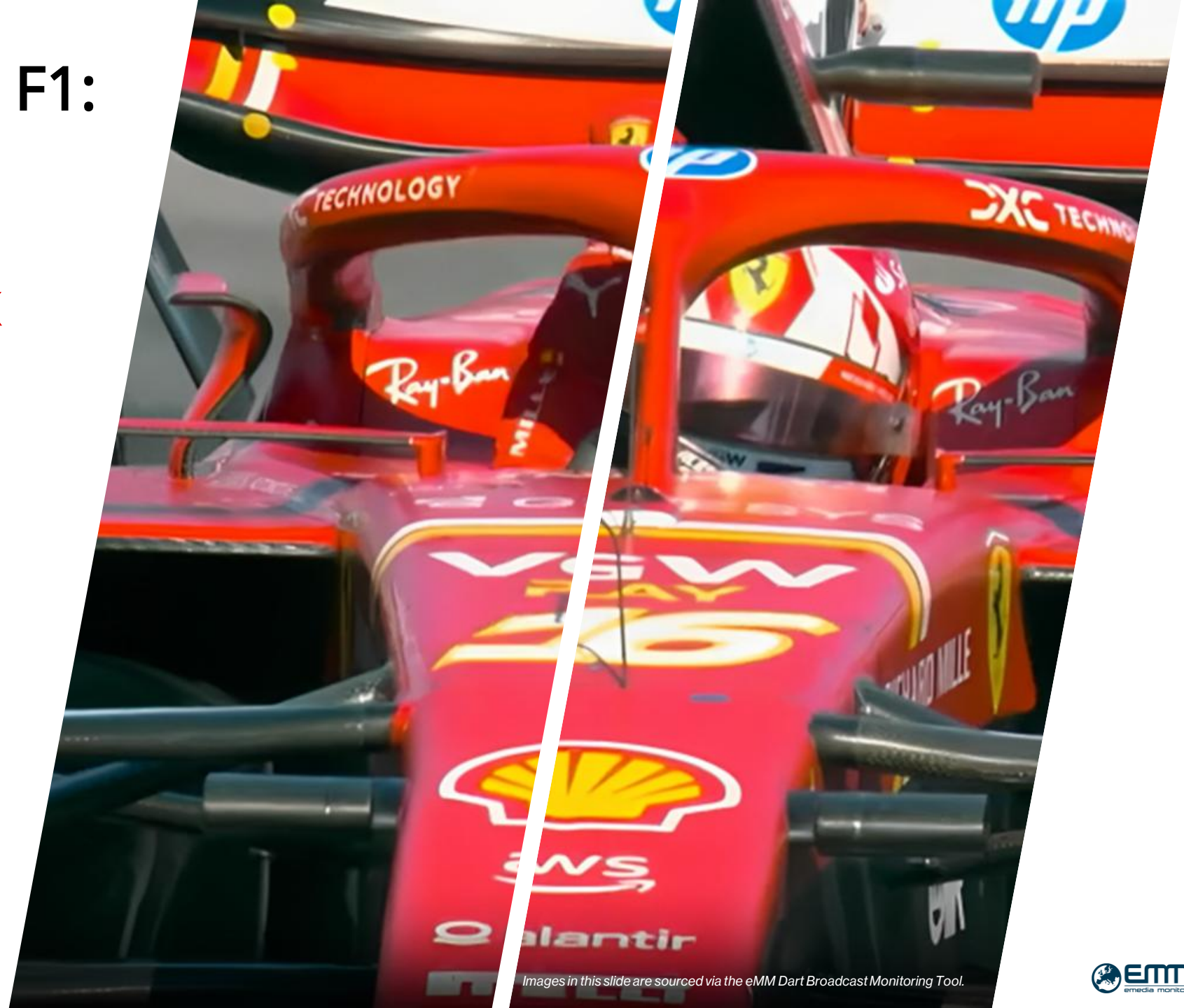


Global Spotlight on F1: The Broadcast Breakdown of the Monaco Grand Prix

How International TV
News Covered the Most
Iconic Event of the F1
Calendar

Let's race into the broadcast trends!

By eMedia Monitor, May 2025



Images in this slide are sourced via the eMM Dart Broadcast Monitoring Tool.

Monaco Grand Prix Coverage: 23rd to 26th May

Fast Facts from the F1 Grid

Total
Broadcast
Volume

10.8K
Mentions

Total
News
Items

1.9K
News Items

8.2K
Broadcast
Minutes



VS.



Monaco Grand Prix had
10.8K Global Broadcast
Mentions – **151%** Higher
than the previous week's
Grand Prix - **4.3K** Global
Broadcast Mentions



Race day drove 45% of total
mentions – **25th May**

Most Mentioned Team

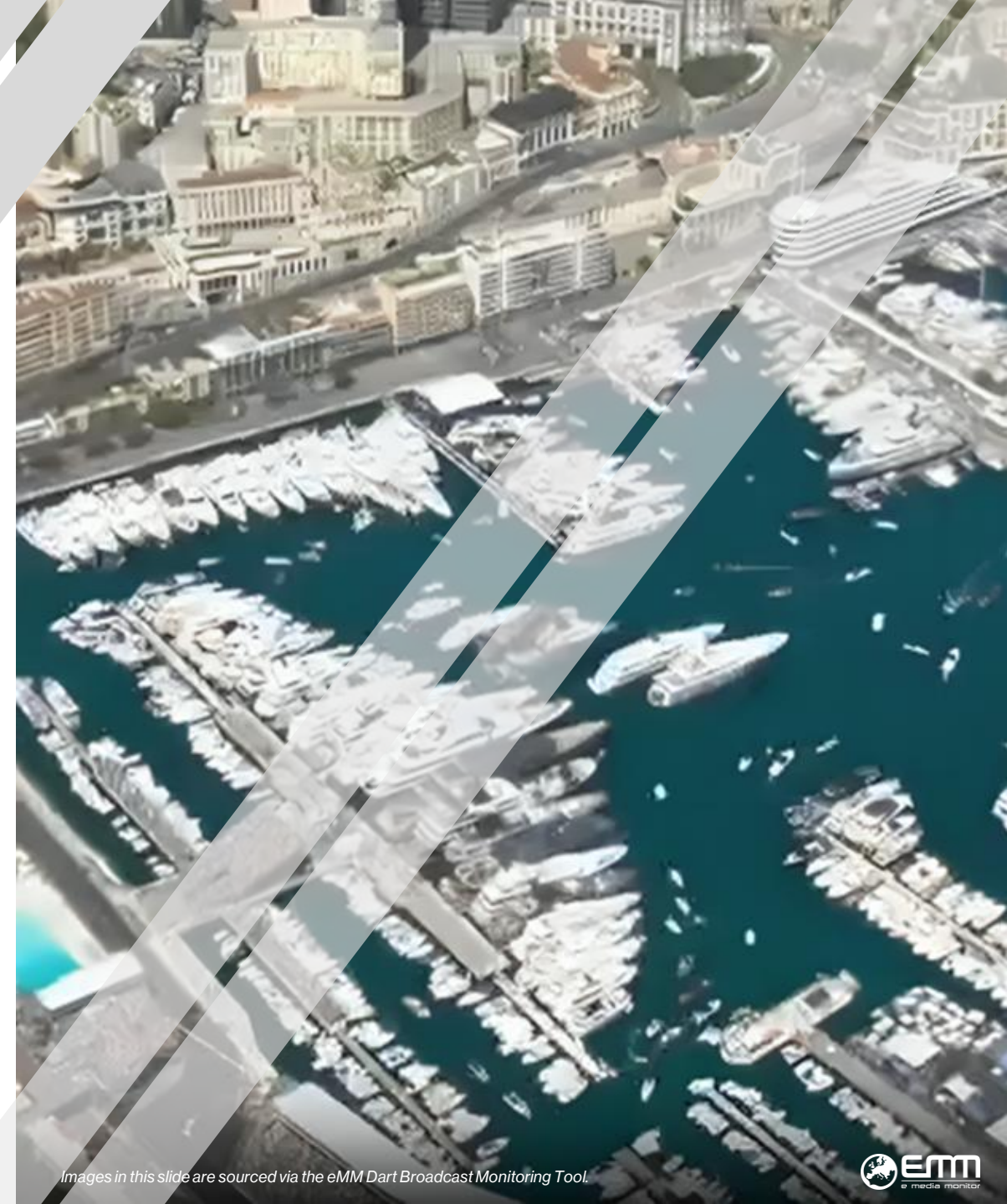


41%
McLaren

Share of Total Team
Broadcast Volume

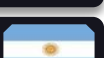


Global Coverage in
27 Countries



Worldwide Broadcast News Interest in the Monaco Grand Prix: Across Every Continent

eMM Global Broadcasting Coverage

1. USA		15. CO	
2. UK		16. CL	
3. CH		17. AE	
4. DE		18. IE	
5. FR		19. HN	
6. AR		20. QA	
7. BE		21. GT	
8. AU		22. CN	
9. ZA		23. SA	
10. IT		23. MC	
11. MX		25. NG	
12. AT		26. VE	
13. ES		27. CR	
14. EC			



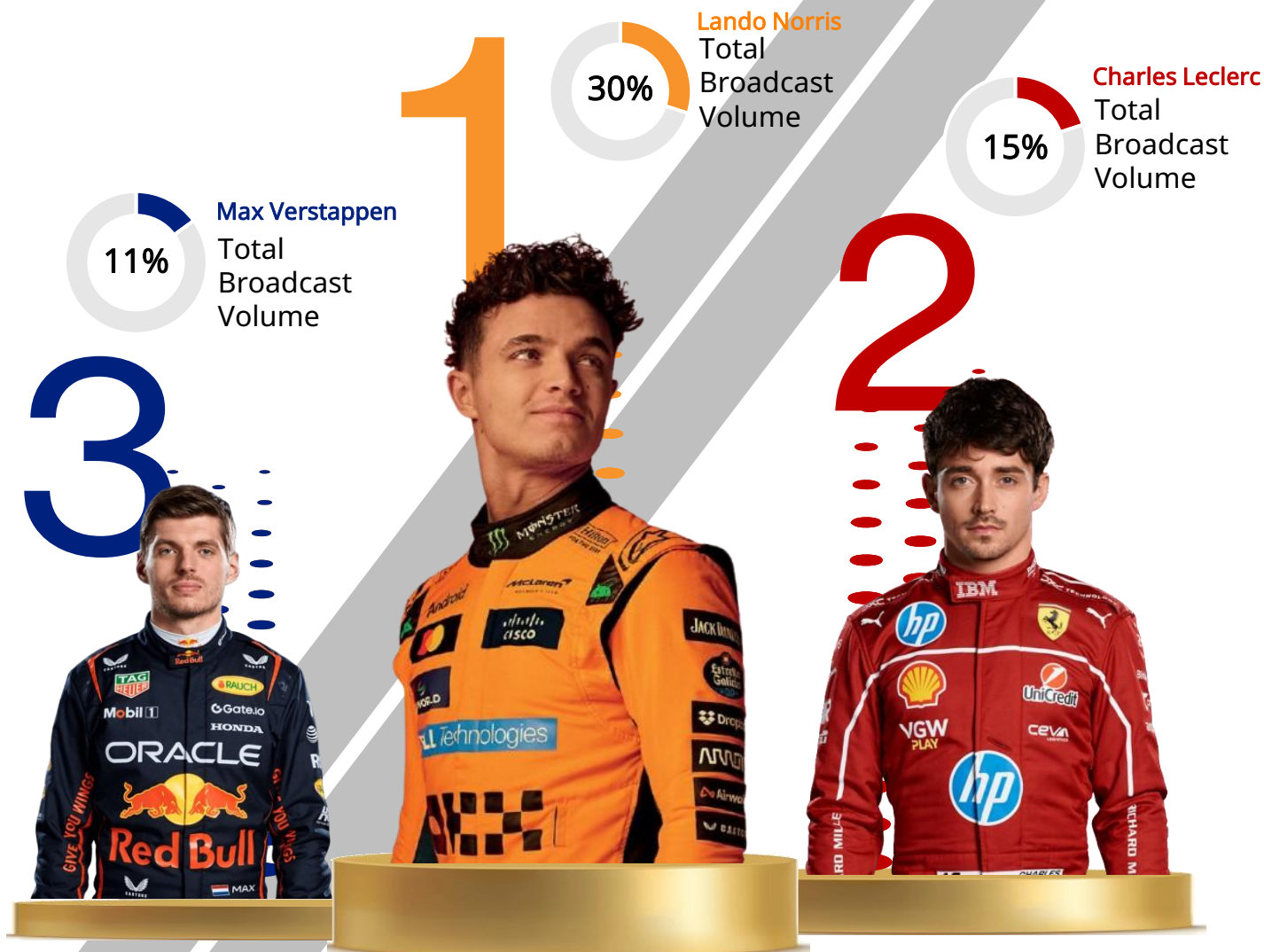
Lando Norris Wins the Race on the Track – And Also Comes Home First in the Broadcast News Numbers

Norris and Leclerc Dominated Race and Coverage: **But Verstappen Upsets the Race Order**

#	Driver Race Results	Time
1	Lando Norris	1:40:33.843
2	Charles Lecrec	+3.131
3	Oscar Piastri	+3.658
4	Max Verstappen	+20.572
5	Lewis Hamilton	+51.387
6	Isack Hadjar	+1 lap

Verstappen gets onto the Broadcast News Podium, ahead of Piastri!

Lando Norris and Charles Leclerc took 1st and 2nd on the track — and maintained their positions in terms of broadcast share. Max Verstappen, however, was the outlier: finishing 4th in the race but overtaking Oscar Piastri to grab the top 3 place for media coverage.



McLaren Wins the Race and Finishes Ahead in Broadcast Rankings: But Ferrari Nudges Red Bull Off the Podium!

#	Team Race Results	Points
1	McLaren	319
2	Mercedes	147
3	Red Bull Racing	143
4	Ferrari	142
5	Williams	54
6	Haas	26

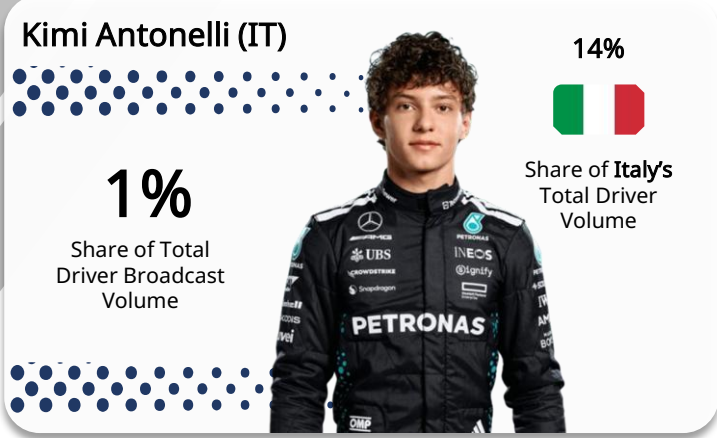
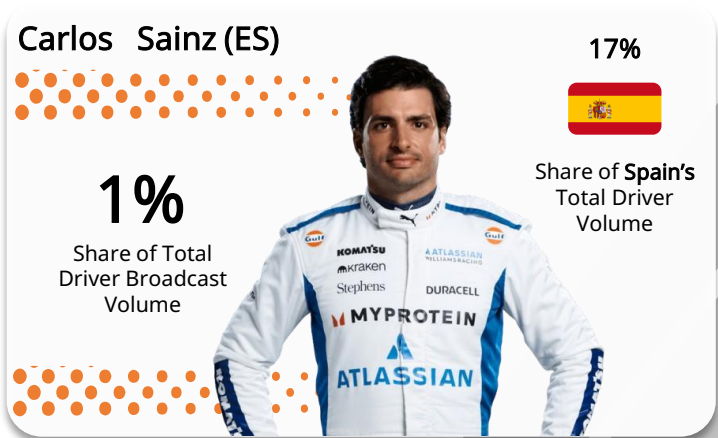
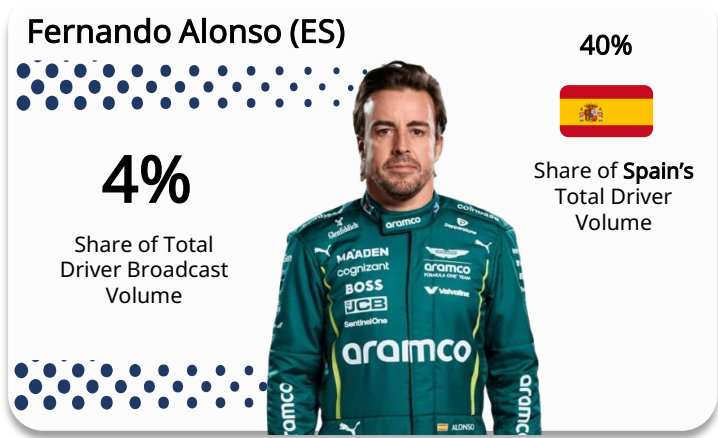
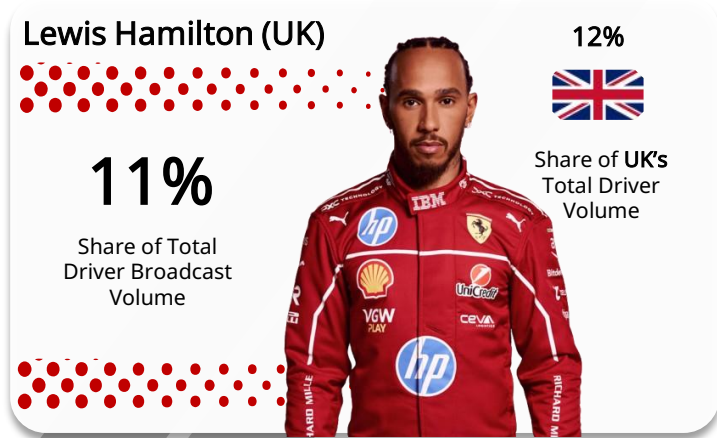
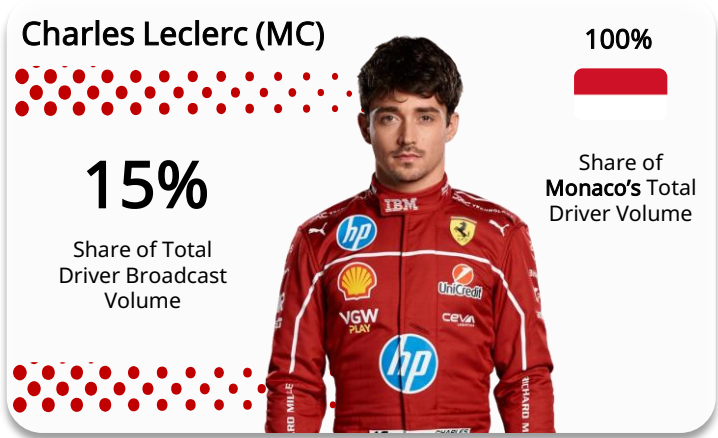
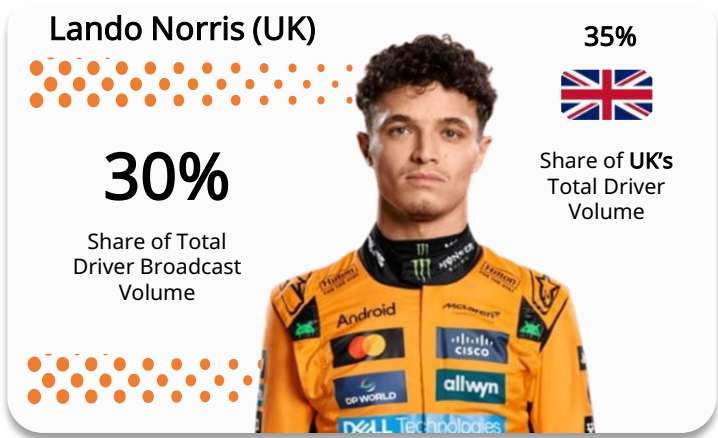


McLaren wins both on the track and in terms of broadcast news mentions.

However, it was Ferrari who upset the race order when it came to broadcast coverage. Ferrari leapfrogged Mercedes into second place and pushed Red Bull Racing out of the top three. This suggests that the Ferrari brand still attracts strong media interest, regardless of its individual race performances.

Cheering on Your Own? How Did Local Broadcast News Report on Their Home Drivers

Comparing drivers' global broadcast share against their respective home countries, with the exception of the British drivers, the results showed a significantly higher percentage of home country share, evidence that local broadcasters place additional focus on their home drivers within their F1 news reporting.



Team Loyalty: How Much Did Broadcast News Focus on Their Home Country Teams?

Comparing the F1 Teams' global broadcast coverage against their home country, we identified a consistently higher share of mentions from home versus global share. Notably, the British teams had relatively similar global v home figures, with the European teams showing much higher levels of domestic broadcast news focus.

McLaren (UK)

49%



Share of UK's
Total Driver
Volume

41%
Share of Total
Team Broadcast
Volume



Ferrari (IT)

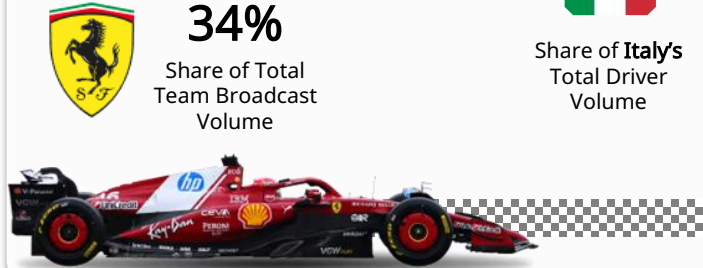
54%



Share of Italy's
Total Driver
Volume

34%

Share of Total
Team Broadcast
Volume



Mercedes (DE)

25%



Share of
Germany's Total
Driver Volume

9%

Share of Total
Team Broadcast
Volume



Williams Racing (UK)

6%



Share of UK's
Total Driver
Volume

5%
Share of Total
Team Broadcast
Volume



Alpine (FR)

9%



Share of
France's Total
Driver Volume

3%

Share of Total
Team Broadcast
Volume



Kick Sauber (CH)

17%



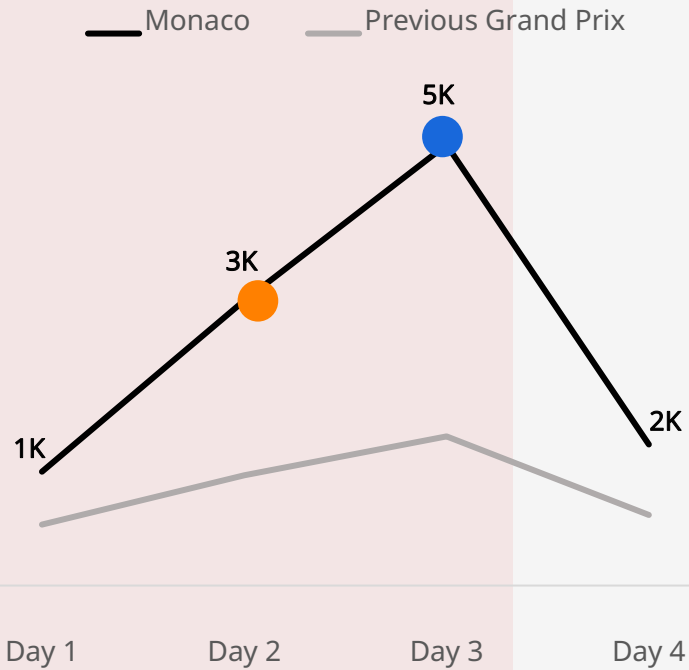
Share of
Switzerland's
Total Driver
Volume

3%
Share of Total
Team Broadcast
Volume



Race Week Heat: When the Airwaves Peaked

Broadcast Timeline: From Practice to Post-Race



Lando Norris secures his first-ever victory at this Monaco Grand Prix.

+45% Spike



Lando Norris took record pole in practice rounds, overtaking Charles Leclerc's practice lead.

+29% Spike



Images in this slide are sourced via the eMM Dart Broadcast Monitoring Tool.

Global Interest: Broadcast News Coverage of the Monaco Grand Prix From Around the World

A sample of major broadcast channels from around the world shows how the Monaco Grand Prix featured across their news bulletins

Cnews - FR



377
Mentions

BBC One - UK



91
Mentions

Todo Noticias - AR



76
Mentions

RTS Un- CH



63
Mentions

7 News - AU



37
Mentions

Rai 1 - IT



29
Mentions

ZDF - DE



19
Mentions

Al Arabiya - KSA



3
Mentions

Channels Covering F1 Grand Prix Monaco Event

Cnews - FR



BBC One - UK



TN - AR



RTS Un - CH



7News - AUS



Rai1 - IT



ZDF - DE

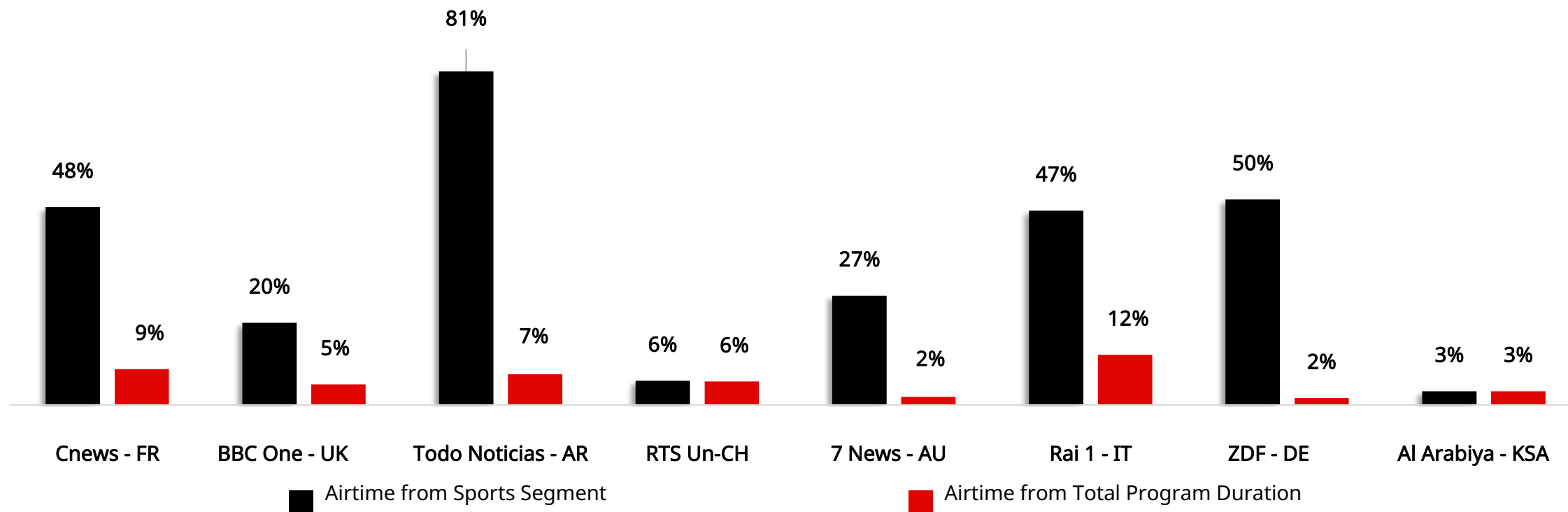


Al Arabia - KSA



F1 Airtime Share in News Broadcasts: How much did Broadcasters Dedicate to Reporting on Monaco?

F1 Airtime Distribution as Percentage of Total News Program and of Sports Segments



Key Highlights

A sample of major broadcast news channels worldwide shows that whilst the Monaco race took up a relatively small percentage of total news program per hour air-time, it was a major sports story in terms of the percentage of air-time it achieved within the news channels' dedicated sports segments.

**The above graph captures a 30-60 min slice of coverage across selected channels, examining how F1 was featured within morning and evening news bulletin/programs. Evaluating the airtime dedicated to sports segments and how much of that was specifically allocated to F1, relative to the total program duration.*

Thank You!

To find out more about
how eMM can empower
your global media
intelligence strategies,
please reach out to
hello@emediamonitor.net