

***MERIT Report on  
FORMULA ONE  
Media Value 2012***

**Executive Summary**

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## **Presentation - MERIT social value**

MERIT (Methodology for the Evaluation and Rating of Intangible Talent) is part of an academic endeavor that has broad applications in the area of sports management and business. MERIT was conceived and developed within the context of university research and one of its traits of identity is that it is closely linked to academia. Its novel approach makes it possible to evaluate the economic value of intangible assets in professional sports.

The social value is a major asset on which an increasing number of firms develop their business. Although intangible talent is difficult to measure, MERIT obtains successful results applying its methodology. The basic guidelines of this methodology for estimating social value consist of analysing two criteria: popularity and media value. Building upon these notions, MERIT calculates accurate indexes for appraising the economic value of talent, as captured by the interest of fans and the level of mass media exposure.

The strength of MERIT derives precisely from its capacity to deliver homogeneous indicators in a wide variety of sport competitions and in other entertainment industries. This feature makes it possible to carry out accurate comparisons between individuals today and over time. Based on individual media value appraisals, we are also able to work out the media value of teams, institutions and leagues, and to calculate related measures.

Apart from rankings, our database allows performing several analyses about economic and business problems: estimating players' transfer price, calculating teams' and leagues' brand value, assessing strategic alliances between brands, players' and clubs' image, etc. Further information is available at:

[www.meritsocialvalue.com](http://www.meritsocialvalue.com) | [www.uic.es/merit](http://www.uic.es/merit)

## **MERIT Report on Formula One Media Value - 2012**

This report has been elaborated with large databases, whose gathering is made possible with the help of our own software and the potentialities offered by the new technologies. The conclusions we present here are the result of analysing extensive information, which includes more than 100 millions news from worldwide media sources as well as from Internet web sites. To get further information, please consult our web:

### **Contents:**

- 1. Media Value Rankings of the Drivers and their evolution over 2012.**
- 2. Media Value Rankings of the Formula One Racing Teams.**
- 3. Main Markets of Formula One in season 2012.**
- 4. Brand Value and strategic alliances: Drivers versus Teams.**
- 5. Main Protagonists of Grand Prix Races.**

## Executive Summary of the

### MERIT Report on Formula One Media Value (Season 2012)

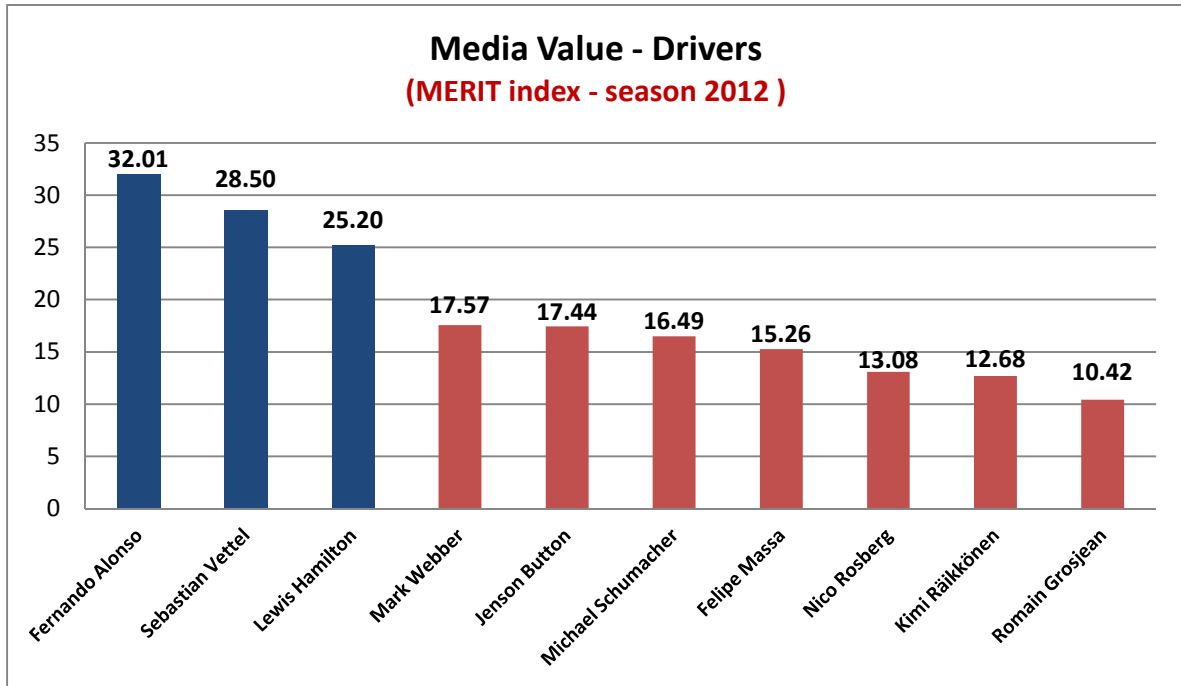
An academic research, led by a professor of the Universitat Internacional de Catalunya, has launched the MERIT report on Formula One media value 2012. The media value rankings (of drivers and racing teams) are calculated by applying the innovative MERIT methodology. The study examines also other issues, such as: the evolution of media value over the season; disaggregated analysis by countries, the strengths and synergies stemming from strategic alliances between brands, etc.

#### 1. Alonso, Vettel and Hamilton, media value leaders of Formula One in season 2012

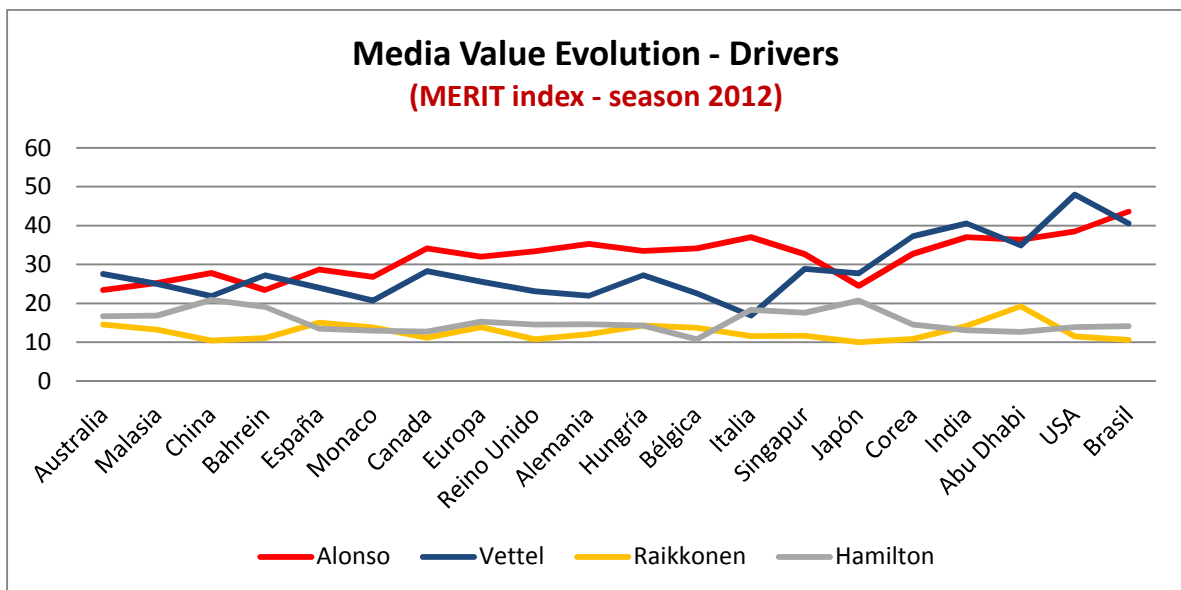
The study identifies Fernando Alonso as the Formula One driver with the highest media value during the 2012 season. Alonso earned 32.0 points in the MERIT media value ranking. Sebastian Vettel took second place with 28.5 points, while British driver Lewis Hamilton held third position with 25.2 points.

Rank	Driver	MERIT index of Media Value
1	Fernando Alonso (Ferrari)	32.01
2	Sebastian Vettel (Red Bull)	28.50
3	Lewis Hamilton (McLaren)	25.20
4	Mark Webber (Red Bull)	17.57
5	Jenson Button (McLaren)	17.44
6	Michael Schumacher (Mercedes)	16.49
7	Felipe Massa (Ferrari)	15.26
8	Nico Rosberg (Mercedes)	13.08
9	Kimi Räikkönen (Lotus)	12.68
10	Romain Grosjean (Lotus)	10.42
11	Pastor Maldonado (Williams)	9.71
12	Sergio Pérez (Sauber)	8.98
13	Nico Hulkenberg (Force India)	6.27
14	Kamui Kobayashi (Sauber)	5.76
15	Bruno Senna (Williams)	5.62
16	Paul Di Resta (Force India)	5.26
17	Pedro De la Rosa (HRT)	4.06
18	Jean-Eric Vergne (Toro Rosso)	3.86
19	Daniel Ricciardo (Toro Rosso)	3.71
20	Heikki Kovalainen (Caterham)	3.45
21	Narain Karthikeyan (HRT)	3.32
22	Vitaly Petrov (Caterham)	2.72
23	Charles Pic (Marussia)	0.25
24	Timo Glock (Marussia)	0.24

MERIT index is calculated to express the relative position of a driver with respect to the others. More specifically, the magnitude of the individual rating is the factor by which the media value of a particular driver multiplies the media value status of the normal (average) individual of our sample of about 5,000 sportsmen. In this regard, throughout season 2012, Alonso has multiplied by 32.01 the media exposure of the normal (average) sportsman (with value 1), whereas Vettel does it by 28.5 times.

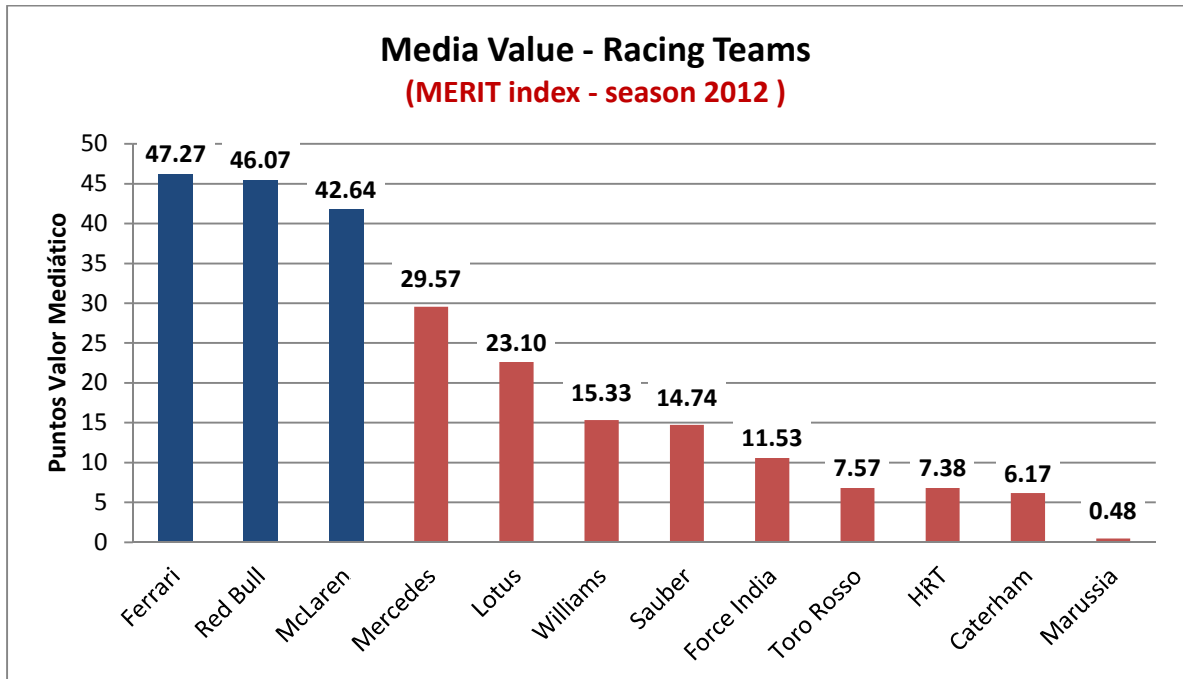


Several former world champions fought fiercely for the top media value position, which changed hands many times throughout the year. At the beginning of the season, three drivers (Hamilton, Alonso and Vettel) shared leadership. Then, at the Spanish Grand Prix, Alonso widened the gap, which he maintained until the Singapore and Japanese Grand Prix races. In the latter part of the championship, Vettel outperformed Alonso, but it was not enough to snatch top position from the Spanish driver.



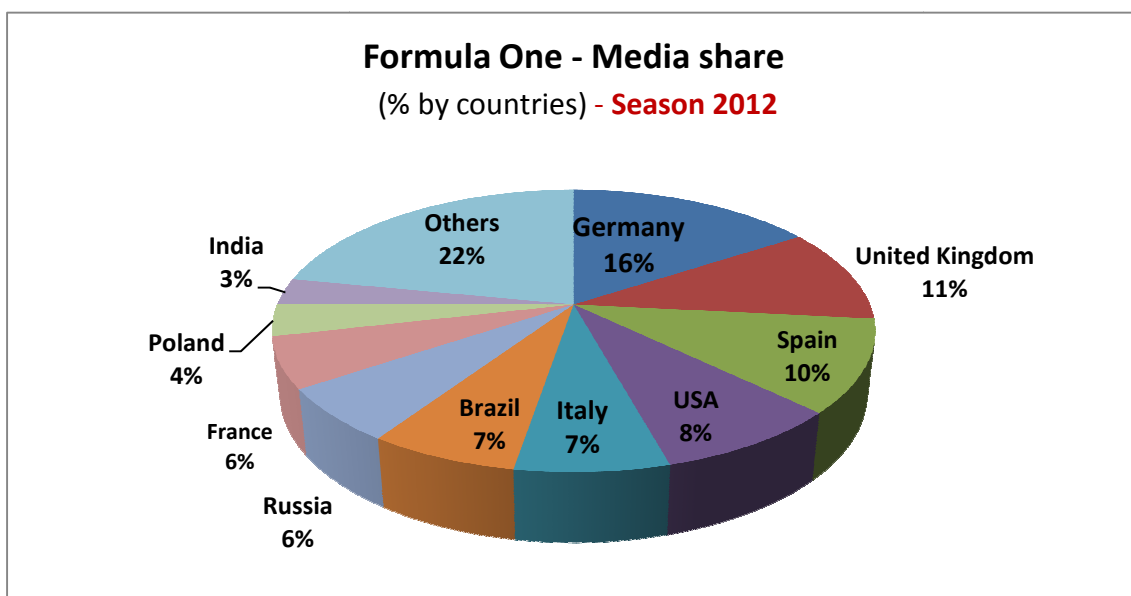
## 2. Ferrari and Red Bull share prominence in 2012 Formula One World Championship

Regarding team rankings, top spot was taken by Ferrari, with 47.27 points, followed by Red Bull, the winner of the 2012 Formula One World Constructors' Championship, with 46.07 points. Ferrari has therefore regained the media dominance that Red Bull enjoyed in the last two editions. A little behind, there is McLaren, whereas it is noticeable a wider gap with the other outstanding teams: Mercedes, Lotus, Williams, etc.



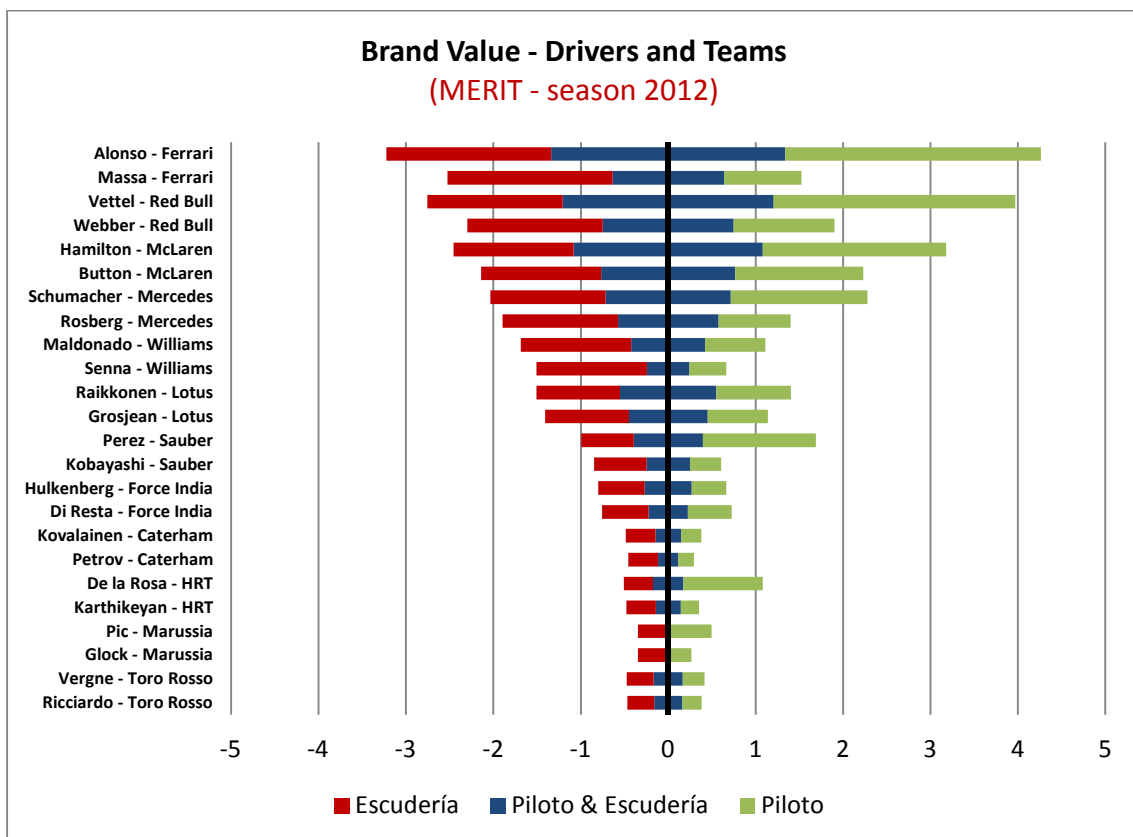
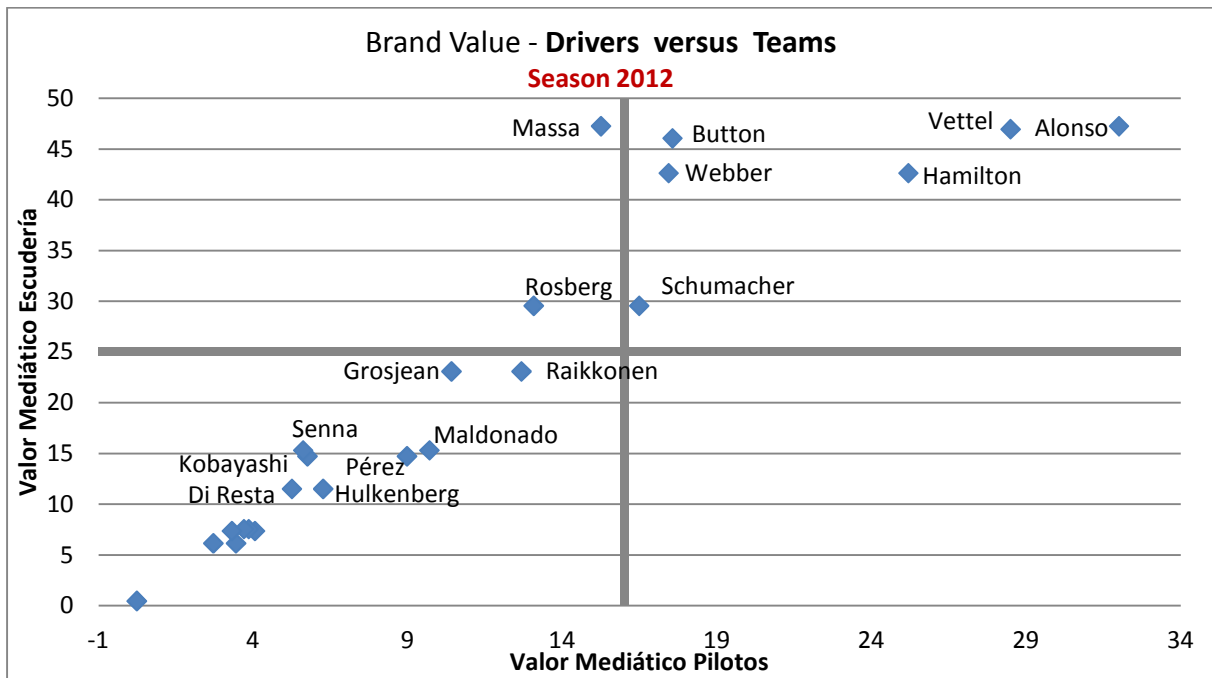
## 3. Main markets of the Formula One show in 2012

A disaggregated analysis of the data makes it possible to identify the main Formula One markets. Germany is a major player, while other Western countries also warrant a mention: Spain, Italy, the United Kingdom, Brazil and, especially this season, the United States.



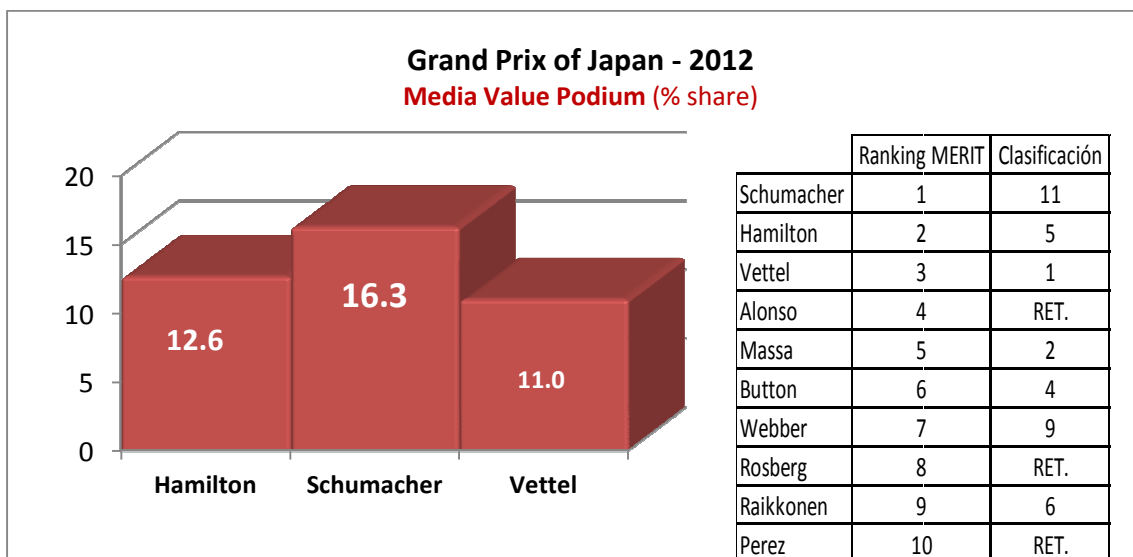
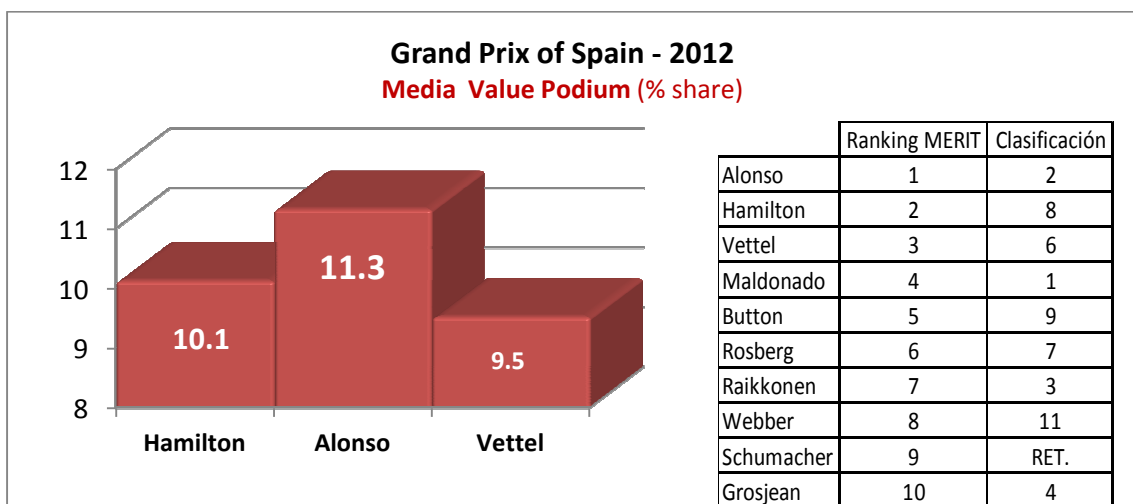
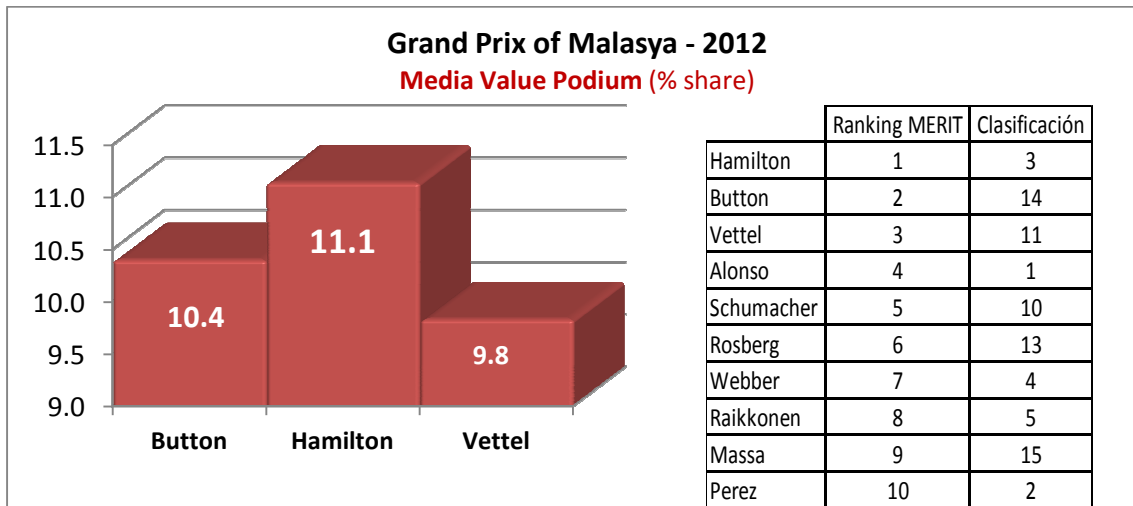
#### 4. Brand value and strategic alliances

The MERIT methodology permits elaborating comparisons that would not be otherwise feasible to carry out. This is the case of the main forces and synergies driving the strategic alliances that brands may established between them. The study of our data, discloses that particular drivers like Alonso, Hamilton or Schumacher do greatly contribute to the popularity of their Formula One racing teams. Obviously, this reinforcement of the reputation also applies in the opposite direction: from brands to the drivers.



## 5. Grand Prix podiums in terms of media value

Another section of MERIT report examines the podium, of each of the Grand Prix races in 2012, in terms of the media value achieved. Some illustrative examples are shown below. In the figures, together with the media value podium, we indicate the position of the top 10 drivers during this respective race.



This type of analysis, for each of the Grand Prix 2012, conveys relevant information on the protagonists that have been in the media spotlight during the previous and subsequent days of the event. To rightly interpret the results, one must be aware of sport achievements, but also of other relevant elements, such as: accidents, irregularities, sanctions, strategies of the team, etc. Of course, it is also important to have into account the drivers' and teams' nationality and the place where the race takes place.

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