LUCIDYA
THINK CLEARLY

F1
REPORT

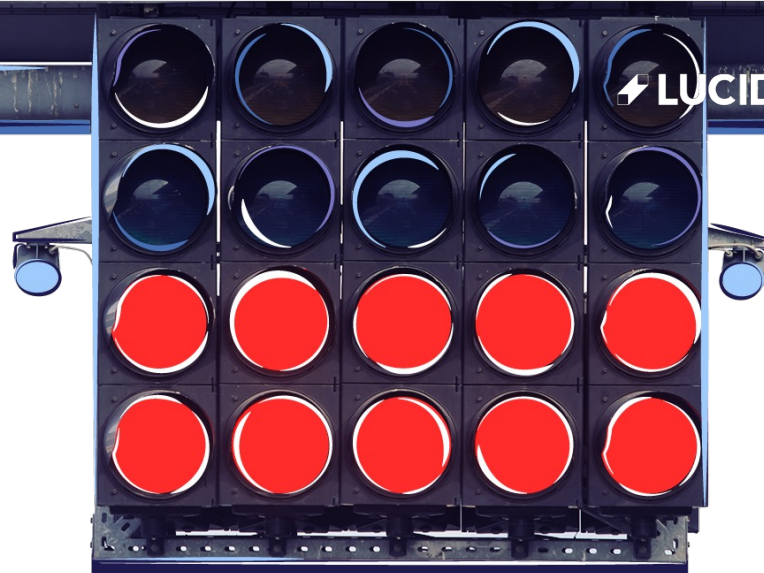Unveiling the digital pulse of Formula 1
Qatar & UAE 2025

Ready,
set, go

The final stretch of the Formula 1 season arrived in the Gulf with two back-to-back races that kept global attention locked on **Qatar and the UAE.**

The region did not just host the closing chapter of the season. It shaped the narrative, the excitement, and the conversations surrounding it.

With the Qatar Grand Prix lighting up Lusail and the Abu Dhabi Grand Prix delivering the iconic season finale, fans, media, and entire communities filled timelines with reactions, debates, and moments that defined both weekends.

This report uncovers those conversations by:

- **Tracking audience engagement across each race window**

- **Comparing how both events performed across X and news & blogs**

- **Mapping conversation volume across top languages and countries**

More importantly, it reveals how the Gulf has become a major stage for global motorsport and how audiences shaped the story in real time.

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Buckle up,
the digital race
is about to begin.

So, what is this Formula 1 chapter all about?

The final two races of the 2025 Formula 1 season took place in the Gulf, giving Qatar and the UAE the global spotlight as the championship reached its decisive moments.

Qatar Grand Prix

Hosted at Lusail International Circuit, Qatar delivered a high-pressure Sprint weekend and a night-race atmosphere that shaped the season's final storyline.

Abu Dhabi Grand Prix

One week later, Yas Marina hosted the season finale. This is where titles are sealed, stories end, and the world tunes in to watch the championship.

Together, these two races turned the region into Formula 1's closing arena. A double event that blended competition, culture, and worldwide attention.

About the events

Meet the monitor:
unleashing actionable, social listening insights

Our advanced Monitor solution served as the engine behind real-time insights from the 2025 F1 Grand Prix races in Qatar and Abu Dhabi, capturing everything from engagement and sentiment to geographic trends and media coverage.

This snapshot is just a taste of its full potential, empowering you to turn every conversation into actionable intelligence.

Imagine what could happen when you harness the power of every data point!

Social listening report methodology

Objective: Understand how audiences reacted to the Qatar and Abu Dhabi Grands Prix across social platforms and online media and compare how both events shaped conversations during the season's final weeks.

Region: Global coverage, with a focus on the Middle East and GCC.
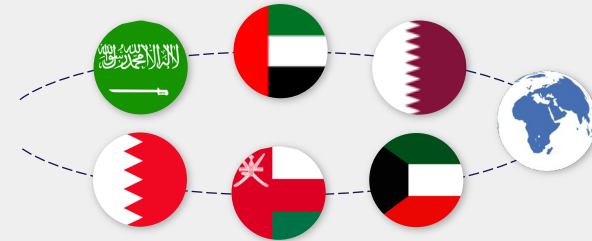
Timeframe: Each event was monitored across three phases:

Before the race ⟩ **Race weekend** ⟩ **After the race**

Key metrics tracked:

Posts Volume	Likes	Comments	Reposts	Mentions	Sentiment
📊	♡	💬	🔁	@	😊😞

Disclaimer: This report is based on public conversations and media coverage captured through Lucidya Monitor.
It reflects the strongest signals from audiences during the reporting period but does not include every individual comment.

X BIG
numbers on social media

	Qatar GP	Abu Dhabi GP
Total posts	203,591	160,077
Total engagement	4,733,348	5,655,163
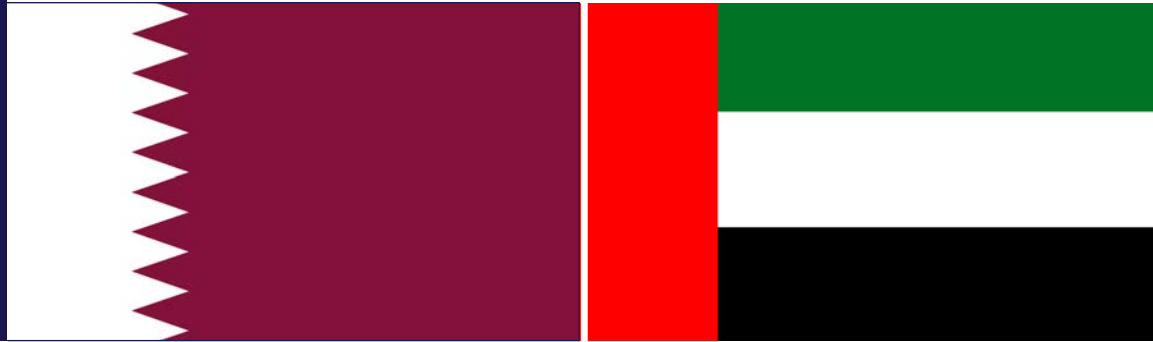
Lucidya's insight:

- Generated the bigger conversation.
- Dominated the volume.

- Delivered the stronger reaction.
- Dominated the impact.

The Sentiment Split

Cheers, fears, and neutral gears

Positive: Qatar 16.16% | Abu Dhabi 18.10%

Negative: Qatar 16.89% | Abu Dhabi 10.18%

Neutral: Qatar 66.95% | Abu Dhabi 71.72%

Qatar GP
An emotional heat

- **Positive posts** celebrated the night race and standout driver moments.
- **Negative posts** centered on race decisions and team strategy debates.
- **Neutral posts** live updates and general commentary.

Abu Dhabi GP
The calmer sentiment profile

- **Positive posts** focused on the finale atmosphere and weekend experience.
- **Negative posts** were fewer, mainly about race results.
- **Neutral posts** dominated as fans circulated the season's closing moments.

Lucidya's insight:

Qatar triggered stronger emotional peaks, while Abu Dhabi delivered a steadier, more confident tone.

Together, they show how momentum and meaning shift across back-to-back events and how audiences experience each moment in their rhythm.

Who took the lead online?

TOP LANGUAGES

English	71.49%
French	8.91%
Spanish	8.21%

TOP COUNTRIES

United States	25.69%
United Kingdom	13.71%

LUCIDYA'S INSIGHT:

Across both Qatar and Abu Dhabi, the conversation was driven by a truly international crowd. English dominated the feed, powered mainly by audiences in the United States and the United Kingdom, with Spanish and French adding strong momentum.

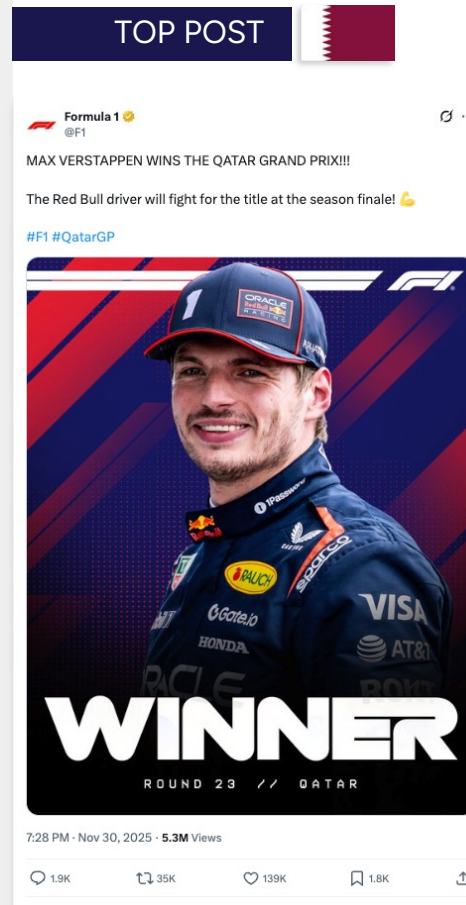**Together, these patterns show something bigger than two races.**

They show a region that now anchors a global conversation, attracting fans far beyond its borders and turning the Gulf into one of Formula 1's most watched digital stages.

The **news** everyone was racing to circulate

TOP HASHTAGS

#f1
#abudhabigp
#qatargp

Qatar and Abu Dhabi both crowned their stars, and the crowd made sure the moment travelled far.

TOP POST

Formula 1 ✓
@F1

MAX VERSTAPPEN WINS THE QATAR GRAND PRIX!!!

The Red Bull driver will fight for the title at the season finale! 💪

#F1 #QatarGP

ROUND 23 // QATAR

WINNER

7:28 PM · Nov 30, 2025 · **5.3M** Views

💬 1.9K   🔁 35K   ♡ 139K   🔖 1.8K   ↑

TOP POST

Formula 1 ✓
@F1

LANDO NORRIS IS THE 2025 FORMULA 1 WORLD CHAMPION!!!! 🏆

#F1 #AbuDhabiGP

LANDO NORRIS
WORLD CHAMPION
FIRST-TIME CHAMPION

4:30 PM · Dec 7, 2025 · **23.9M** Views

💬 7K   🔁 86K   ♡ 228K   🔖 4.2K   ↑

10

How media carried the story

From emotions and on-track drama to terminology, framing, and broader impact, media coverage captured the full spectrum of the story, shaping how moments were understood, discussed, and remembered beyond the track. While social platforms peaked during race weekends, news outlets and blogs carried the races beyond the moment, extending visibility across regions and languages that matter most for global reach.

Formula 1's new terminology explained: Overtake Mode, Boost, and how it affects 2026 racing

2026 is a huge moment for Formula 1 that will see both the chassis and power units updated, in the biggest overhaul of regulations in the sport's history. (4:18)

ESPN
Dec 17, 2025, 09:47 AM ET

What a season 2025 gave us

A podium for Hulkenberg at last. All sorts of drama in Spain between Verstappen and Russell. Piastri's horror on home soil when the rain came in Melbourne - not to mention Hadjar's tears when he couldn't start his first race as a rookie. Anthony Hamilton comforting the youngster afterwards.

Norris winning on home soil in Silverstone, Hamilton's Sprint victory in China, Antonelli grabbing Sprint pole in Miami. Verstappen's comeback and late dominance. Those sunglasses in Las Vegas. Sainz's podium in Baku for Williams. Colopinto swapped in for Doohan.

Three drivers going for the title in the final race of the season. And a maiden Championship for Norris.

What a year that was.

30 Nov 2025   17.28 GMT

Max Verstappen wins the Qatar grand prix
His third consecutive win in Qatar.

30 Nov 2025   17.42 GMT

"I'm so happy," says Carlos Sainz of Williams. "So proud of the whole team. We came into this weekend thinking it would be the most difficult of the year … I was super quick. We nailed the pace, the start, the strategy, I could not be more proud. We got everything right today. We improved in so many areas. There were opportunities today and we grabbed all of them. I am over the moon."

📷 Williams driver Carlos Sainz. Photograph: Altaf Qadri/AP

The world filled the grandstands
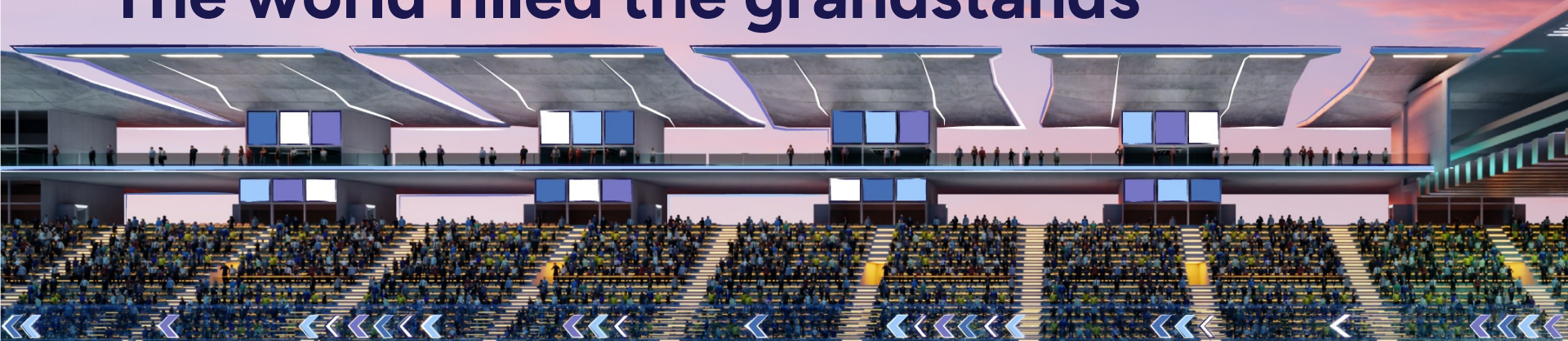
On-site attendance

162,972
spectators

Biggest turnout in Lusail's history (+8,000 vs last year).

203,000
spectators

One of the highest weekend attendances of the F1 season.

Global viewership

1.5M
average viewers

tuned in to Abu Dhabi's season finale on ESPN.

1.8M
peak viewers

setting a new broadcast record.

16/24
races

in 2025 broke viewership records, including Abu Dhabi.

The data shows a rare pattern:
Rising attendance, growing viewership, and steady online engagement.

The CX takeaway

Data is only the beginning.
Here's what to do next

What public engagement around F1 reveals for CX leaders

Formula 1 events in the region generated real-time signals of anticipation, emotion, and engagement at scale.

For CX leaders, these signals offer clear lessons on how experiences are followed, shaped, and remembered.

1. Anticipation is part of the experience

Qatar demonstrated how pre-event buildup drives engagement long before the lights go out. As expectations rise, reactions intensify.

For CX teams, this underscores the value of managing anticipation: aligning messaging, timing, and readiness around emotional peaks, not just moments of interaction.

2. Outcomes reset sentiment instantly

Abu Dhabi showed how sentiment stabilizes once stakes are clear and outcomes are understood. When expectations are well set, reactions become more measured.

The same applies in CX: clarity reduces volatility. Customers respond more calmly when brands provide context, transparency, and clear next steps.

3. Depth of engagement matters as much as scale

Qatar led in volume; Abu Dhabi led in engagement intensity. The contrast is instructive.

Reach alone is not a measure of success. What matters is how deeply audiences interact, respond, and stay involved, a principle that applies directly to customer journeys.

Lucidya's role is to capture these signals as they emerge across public and direct channels, and turn them into timely, actionable insight.

Because in CX, as in Formula 1, advantage belongs to those who respond before the turn is obvious.

See you on the next lap

Data-driven decisions:

Unlocking value for every stakeholder

Social listening and engagement analytics provide brands, organizations, and decision-makers with valuable insights that drive smarter strategies. They can measure visibility, understand sentiment, and identify regional impact to refine communications and services. Leadership teams gain data-backed validation of performance, while marketing and CX functions uncover trends that shape stronger customer relationships. Consumers and audiences benefit from more relevant and personalized experiences, as insights reveal what truly resonates with them. By leveraging these insights, stakeholders can maximize impact, refine strategies, and build stronger connections that drive sustainable growth.

And this is just a glimpse of what we can offer.

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About Lucidya

Lucidya is the leading AI-native platform for customer experience (CX) intelligence in the Arab world. It unifies customer and market signals across all touchpoints, transforms them into real-time insights and actionable recommendations, then acts on them autonomously through intelligent responses, workflow triggers, and immediate engagement.

With its unique Arabic-native AI and NLU capabilities developed in-house, it processes sentiment, intent, tone, and cultural context across 15 Arabic dialects with 92% accuracy. This equips marketing, support, and research teams to deliver personalized experiences that drive measurable improvements in customer satisfaction, loyalty, and lifetime value.

Lucidya is fully compliant with Saudi PDPL, GDPR, SOC2, and NIST CSF, ensuring secure and regionally hostable infrastructure.

Thank You.

Your trusted partner for game-changing CX