



UGC IS THE UNDENIABLE FUEL OF F1'S SOCIAL ENGINE

**From pit lanes to TikTok,
fans drove the biggest story
of the weekend**

The 2025 Australian Grand Prix wasn't just a race—it was a full-blown digital media moment. With over 57K uploads, primarily on TikTok and Instagram, fueling 2.7B views and 182M engagements, user-generated content nearly matched F1's official channels in total viewership. The social footprint split nearly evenly between organic creators and owned media, signaling a shift in how brand exposure is earned and measured.

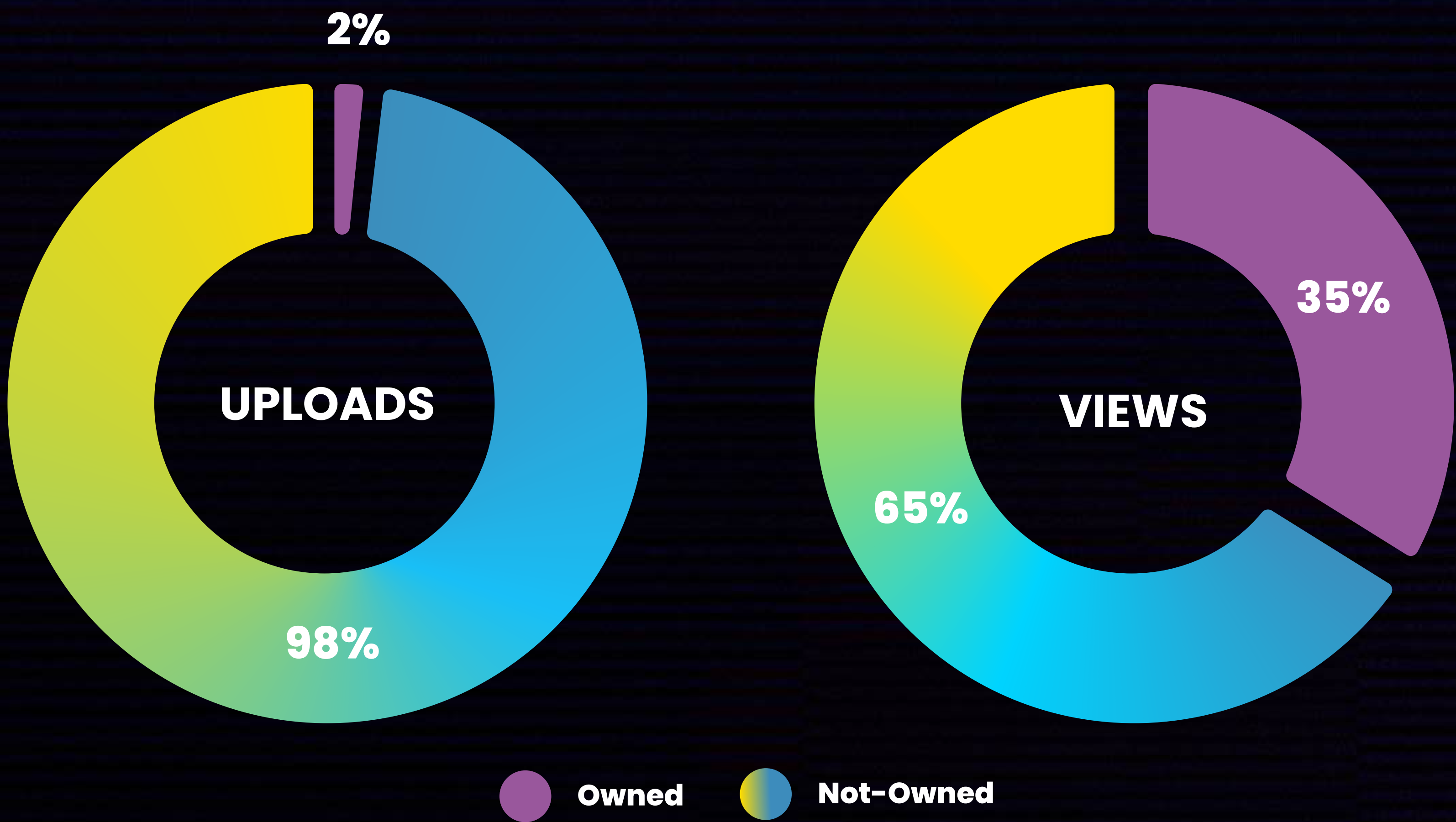
Here's a look at the data-driven highlights from race weekend:





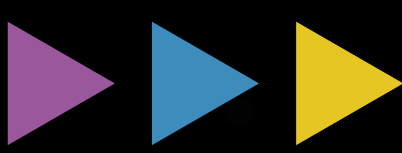
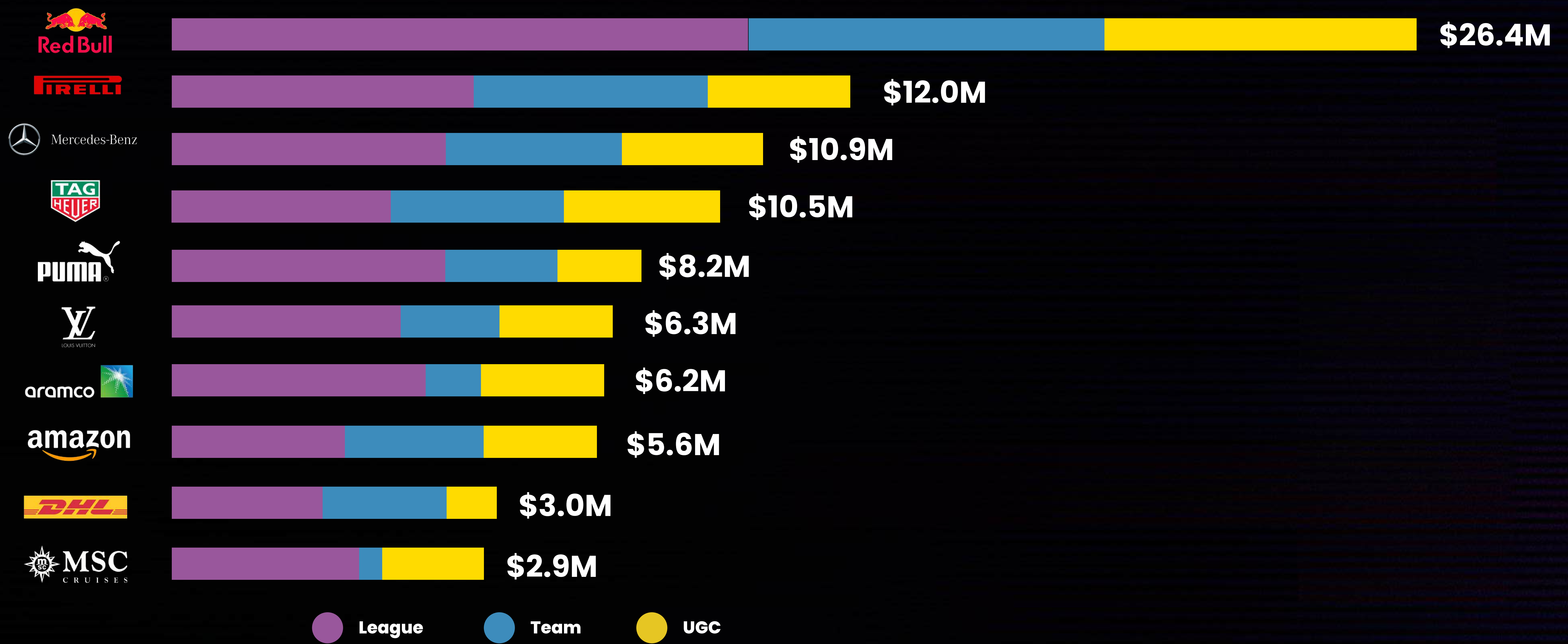
THE POWER’S IN THE POSTS YOU DON’T OWN:

While F1’s owned channels clocked 944M views (35%), the real engine of visibility came from user-generated and affiliate content—which together drove 65% of all views. UGC alone delivered 812M views (30%) and accounted for 84% of total uploads. When factoring in teams, drivers, sponsors, and media partners, a staggering 98% of all uploads came from outside F1’s official handles.



BRANDS WON BIG AND PLACEMENT MATTERED:

With over 57K uploads and 2.7B+ views, the content surge translated into massive media value for sponsors and partners. Red Bull, Pirelli, and Mercedes-Benz emerged as the top three brands by total EMV. But it wasn’t just about volume—placement proved critical. Branding on trackside banners, team jersey, and on-car assets drove significantly higher engagement and EMV per view, unlocking outsized ROI in an increasingly fragmented social landscape.



Ripple



The Power is in UGC

“When fans create at this scale, they’re not just following the action—they’re shaping it. From drivers to diehards, the entire F1 ecosystem is connected, and our data helps partners see exactly where and how that impact happens.”



AMOS VARON

Chief Revenue Officer / Videocites



Creating Ripple Effects on Social Media

The 2025 Australian Grand Prix proved that brands ignoring user-generated content and emerging platforms risk missing the majority of F1’s digital audience. To maximize reach and engagement, sponsors must invest beyond traditional broadcast and owned channels by leveraging fan-driven content, especially on TikTok, and prioritizing smart asset placement.

Follow Your Content, Everywhere.

Social media tells a story that traditional media analytic tools can’t capture. Platforms thrive on dynamic interactions, real-time engagement, and viral UGC moments. Videocites is the only technology company that tracks how content flows across social media channels and platforms, no matter the source.

Discover how to tap into the power of organic uploads and accurately measure your content’s performance.

[CONTACT US TO GET STARTED](#)