

Formula 1® announces Fever as new Official Supplier, bringing new ticketing platform to fans around the world



Formula 1® has today announced that Fever, a leading global live-entertainment technology platform, will join the sport in a long-term global strategic partnership as its Official Supplier, for races in 2027 and beyond.

As part of the new five-year agreement, Fever will provide a new ticketing platform for fans on F1.com for official general admission, local hospitality, and Paddock Club tickets, with a fresh new look and more sophisticated technology to improve discoverability, purchasing and customer service.

As F1's fanbase continues to grow worldwide, the new partnership aims to deliver a smoother fan journey for those wanting to attend races in person, improving the overall experience of searching for, booking and securing tickets to some of the most unique, thrilling and creative events in world sport.

The agreement reflects the shared commitment from Formula 1 and Fever to develop cutting-edge innovative solutions that continue to enhance the fan experience and the global distribution of official Formula 1 tickets and hospitality packages

Emily Prazer, Chief Commercial Officer of Formula 1, said:

“To maximise the overall experience of fans attending races, we want the consumer journey to be as seamless and enjoyable as possible. Having a strategic partnership that makes that process easier, like searching for and booking tickets, is critical so every aspect of the sport and their time at track lives up to our high expectations. We’re therefore delighted to have Fever join our ecosystem as an Official Supplier that will continue to raise the bar year after year.”

Mariano Otero, SVP Business Development at Fever, added:

“We are proud to become an Official Supplier of Formula 1, one of the world’s most iconic and storied sports and entertainment properties. This agreement is a testament to Fever’s leading role as a global technology partner for the most renowned and demanding sports properties in the world and its ability to deliver innovative technology solutions on a global scale. We have been admirers of Formula 1’s inspiring work building up a global fan base, and look forward to helping reach the next generation of fans.”

About Formula 1®

Formula 1® racing began in 1950 and is the world’s most prestigious motor racing competition, as well as the world’s most popular annual sporting series. Formula One World Championship Limited is part of Formula 1® and holds the exclusive commercial rights to the FIA Formula One World Championship™. Formula 1® is a subsidiary of Liberty Media Corporation (NASDAQ: FWONA, FWONK, LLYVA, LLVYK) attributed to the Formula One Group tracking stock. The F1 logo, F1 FORMULA 1 logo, FORMULA 1, F1, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAND PRIX, PADDOCK CLUB and related marks are trademarks of Formula One Licensing BV, a Formula 1 company. All rights reserved.

About Fever

Fever is the world's leading tech platform for discovering culture and live entertainment, inspiring over 300 million people last year to discover the best experiences in over 40 countries. With a mission to democratise access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events —from immersive exhibitions and sports to interactive theatrical performances, concerts, and festivals— while empowering its partners with data and technology to develop and expand new experiences worldwide.

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