

Behind The Camera transcript

Sean Bratches: Getting the broadcast centre to the location in one piece, with extraordinarily sensitive equipment that is managed with tender loving care and arrives and it all works is seminal to our efforts here and DHL has been a fantastic partner for us.

David Coulthard: The key to Formula 1's global appeal is that we have a consistent quality of the broadcast facilities.

SB: The broadcast platform continues to be by far the most significant touch point that Formula 1 and other sports around the world have with fans.

Paul Fowler: DHL deals with all of the TV and media broadcast so every footage and feed that you see coming from the track we will behind and shipping the equipment for. We are shipping about 81 specialists freight containers. It is about 225 tonnes that packs into two 747 aircraft for each event. Television here at the track is broken up, so you have the host broadcaster and then you have the channels that they tailor every programme for their audience and we deal with both sides of that media. There are going to be 25 broadcasters minimum, I would say now, and one host broadcaster being the Formula 1 management.

Pete Samara: Delivery from the content and production point of view is underpinned by delivery from a logistics and an operations point of view.

Jaime Brito: Every 15 days or every weekend you are in a different part of the world so logistics for us is one of the most important things.

Heiko Wasser: You need to have reliable partners and without the guarantees that all our equipment makes it properly to the race on a Wednesday, latest, then we can't do it. So far it is always there when we need it.

Mark Wilkin: We've got 11 tonnes of equipment; I don't know how many miles of cables and fibres and things that they run around; about 35 people that come to the live races, and all of that has to be managed and the logistics have to be sorted out and there is no point any of us being here if the equipment doesn't arrive.

Stewart Veasey: The equipment is custom made so its not like you can go and buy the stuff off the shelf. It's absolutely critical that everything works every bit of the time. We don't carry much in the way of spares.

PF: The main challenges of moving TV and media equipment is its high value, very fragile and there are specialists handling it at each step. The calendar is also a challenge as we get more events in, the speed to do that intensifies but the equipment doesn't change. We put people at every step of the way just to make sure that the standards are upheld in each country we go to.

DC: Formula 1 considers itself very lucky that we have a company like DHL supporting the entire championship