

DELIVERING
THE MOST
COMPREHENSIVE
SPORTS
COVERAGE
IN AFRICA
THROUGH A
PARTNERSHIP
WITH ECONET
MEDIA'S KWESÉ.

AFRICA
AFRICA
AFRICA



Reach & Distribution

Digital

+7% AVERAGE DAILY DIGITAL REACH INCREASED

+7% YOY ACROSS ALL DEVICES¹

196M AVERAGE MONTHLY MINUTES²

3.1M AVERAGE MONTHLY VIDEO STARTS³

Inside The Numbers

+25% MOBILE VIDEO STARTS GREW 25% IN THE LAST YEAR⁴

+15% MINUTES ON ESPN DIGITAL PROPERTIES GREW 15% IN THE LAST YEAR⁵