

THE PREMIER  
COLLECTION OF  
SPORTS MEDIA  
DIGITAL PLATFORMS  
IN SOUTHEAST ASIA.

# SOUTH EAST ASIA



HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

- #1 DIGITAL REACH IN MALAYSIA<sup>1</sup>
- #1 TIME SPENT IN MALAYSIA<sup>2</sup>
- #1 DIGITAL REACH IN SINGAPORE<sup>3</sup>
- #1 TIME SPENT IN SINGAPORE<sup>4</sup>

Reach & Distribution

- 524K AVERAGE MONTHLY UNIQUES IN MALAYSIA<sup>5</sup>
- 24M AVERAGE MONTHLY MINUTES IN MALAYSIA<sup>6</sup>
- 485K AVERAGE MONTHLY UNIQUES IN SINGAPORE<sup>7</sup>
- 39M AVERAGE MONTHLY MINUTES IN SINGAPORE<sup>8</sup>

Inside The Numbers

- 3X THE ESPN DIGITAL USER IN THE PHILIPPINES IS MORE THAN 3X AS LIKELY TO BELONG TO TOP 10% SEL<sup>9</sup>
- 2X THE ESPN DIGITAL USER IN SINGAPORE IS 2X AS LIKELY TO BELONG TO TOP 10% SEL<sup>10</sup>
- #1 ESPN FC HAS THE LARGEST MONTHLY CROSS-PLATFORM SOCCER REACH IN MALAYSIA AND SINGAPORE<sup>11</sup>
- #1 ESPN FC ACCOUNTS FOR THE MOST MONTHLY TIME SPENT AMONG SOCCER PROPERTIES IN MALAYSIA AND SINGAPORE<sup>12</sup>
- #1 ESPN HAS THE MOST LOYAL SOCCER FANS IN MALAYSIA AND SINGAPORE<sup>13</sup>

Sources

1 - 8 comScore Multi-Platform, Oct '16-Sep '17  
9 Philippines Consumer & Media View 2016 Q3

10 Singapore Consumer & Media View 2016  
11 -13 comScore Multi-Platform, Oct '16-Sep '17