

THE BEST OF
INTERNATIONAL
SPORT.

ANYTIME.
ANYWHERE.



2 COUNTRIES

ESPN Rankings

HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

#2 TV REACH¹

#2 ONLINE CROSS-PLATFORM REACH²

Reach & Distribution

2.3M TELEVISION HOUSEHOLDS³

2.5M AVERAGE MONTHLY UNIQUES⁴

Sources

1 Nielsen, Australia, FY '17

2 Nielsen Digital Ratings Australia, Oct '16-Sep '17

3 ESPN Affiliate Sales, October '17

4-5 Nielsen Digital Ratings Australia, Oct '16-Sep '17

6 Adobe Analytics, Oct '16-Sep '17

7 Adobe Analytics, Oct '16-Sep '17

8-9 ComScore Multi-Platform, Oct '16-Sep '17

10 Roy Morgan Asteroid, September '17, ESPN Digital User

Last 4 Weeks (ESPN.com, FC, Cricinfo, Footytips)

11 Millward Brown Brand Study, August 2017

12 Millward Brown Brand Study, August 2017, ESPN Properties

(net), Men 18-34

13 Nielsen, Total Audience

Inside The Numbers

#2 ESPN'S ONLINE NETWORK COMMANDS THE SECOND MOST TIME SPENT AND SECOND MOST PAGE VIEWS AMONG SPORTS PROPERTIES⁵

50M+ ESPN DIGITAL PLATFORMS RECEIVED MORE THAN 50 MILLION VIDEO STARTS IN FY17, AN ALL-TIME RECORD⁶

DOUBLE-DIGIT MOBILE GROWTH ESPN APP AVG. DAILY UNIQUES INCREASED +14% YOY DURING FY17 AND MOBILE VIDEO STARTS (SITE + APP) INCREASED +69% YOY⁷

#1 ESPN CRICINFO HAS MORE MONTHLY VISITORS AND MINUTES THAN ANY OTHER CRICKET PROPERTY IN AUSTRALIA —2.5X+ MORE MINUTES THAN THE NEXT CLOSEST COMPETITOR⁸

#1 ESPN FC HAS THE HIGHEST MONTHLY TIME SPENT OF ANY SOCCER PROPERTY IN AUSTRALIA⁹

+74% IN AUSTRALIA, THE ESPN DIGITAL USER IS +74% MORE LIKELY TO HAVE HH INCOME > \$100,000¹⁰

#1 ESPN IS THE #1 TV CHANNEL AND ESPN.COM IS THE #1 WEBSITE FOR PROVIDING THE "BEST RANGE OF AMERICAN SPORT"¹¹

#1 ESPN RANKS AS THE #1 ONLINE SPORTS BRAND IN SPONTANEOUS AWARENESS¹²

#1 THE 2017 SUPER BOWL RANKS AS THE TOP-RATED BROADCAST ON RECORD FOR ESPN¹³

NOTE: THIS LIST OF SPORTS REPRESENTS WHERE WE HAVE RIGHTS, IT DOES NOT MEAN WE AIR THEM ON ALL NETWORKS.

AUS/NZ

		JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
STUDIO SHOWS	SportsCenter												
	ESPN FC												
SOCCER	MLS												
TENNIS	US Open												
	ATP Tennis Masters Series												
AMERICAN SPORTS	NFL												
	NBA												
	MLB												
BOXING	Golden Boy Promotions												
RUGBY	America's Rugby Championship												
RACING	AMA Super Cross												
MAJOR EVENT	X Games												