

ONE OF THE FASTEST  
GROWING MEDIA  
COMPANIES IN  
BRAZIL, WITH AN  
UNPARALLELED  
ROSTER OF EVENTS

BRAZIL

BRAZIL

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## ESPN Rankings

HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

**#2 TV RATINGS<sup>1</sup>**

## Reach & Distribution

**8.3M TELEVISION HOUSEHOLDS<sup>2</sup>**

**8.5M AVERAGE MONTHLY UNIQUES<sup>3</sup>**

## Inside The Numbers

**225 INDEX OF ESPN TV VIEWERS AMONG THE TOP 10% SEL<sup>4</sup>**

**+22% ESPN TV RATINGS GREW +22% YOY<sup>5</sup>**

2017 was the most-viewed year on record for the ESPN TV networks in Brazil<sup>6</sup>

**+31% GROWTH FOR THE 2017 NBA FINALS ON ESPN<sup>7</sup>**

**+35% GROWTH FOR THE 2017 SUPER BOWL ON ESPN<sup>8</sup>**

**110M TOTAL ACTIONS ACROSS THE MUNDO  
ESPN SOCIAL MEDIA CHANNELS<sup>9</sup>**

## Sources

1 M18-49 Demo '17

2 ESPN Affiliate Sales, October '17

3 comScore Multi-Platform, Oct '16-Sep '17

4 TGI LATINA 2016 Wave I + II

5 IBOPE, ESPN (Net), FY '17 vs. FY '16,

M18-49 Rating (%)

6 IBOPE, ESPN (Net), FY '17 and CY '17,

M18-49 Rating (000)

7 IBOPE, 2017 vs. 2016 NBA Finals, M18-49

8 IBOPE, 2017 vs. 2016 Super Bowl, M18-49

9 Shareablee, CY '17, Total actions on Facebook, Instagram, and Twitter

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

# BRAZIL

		JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
<b>STUDIO SHOWS</b>	SportsCenter												
	Bate-Bola												
<b>SOCCER</b>	Copa Italia												
	Portuguese Primeira Liga												
	English Premier League												
	Liga MX												
	Spanish La Liga												
	Italian Serie A												
	Copa MX												
<b>AMERICAN SPORTS</b>	NFL												
	NBA												
	MLB												
<b>TENNIS</b>	Australian Open												
	Rod Laver Cup												
	US Open												
<b>GOLF</b>	The Masters												
	US Open												
	PGA Tour												