

CANADA'S
SPORTS
LEADER
AND THE
COUNTRY'S
MOST-
WATCHED
CABLE TV
NETWORK

CANADA

CANADA

CANADA



Reach & Distribution

8.0M TV HOUSEHOLDS¹
6.8M MONTHLY UNIQUES²

ESPN Rankings

HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

#1 TV REACH³
#1 ONLINE REACH⁴

ESPN + TSN/RDS combined online audience

Inside The Numbers

#1 TSN IS CANADA'S TOP CABLE TV NETWORK⁵
161 TSN VIEWERS ARE UPSCALE — INDEX OF 161 FOR HAVING A HOUSEHOLD INCOME OVER \$100K⁶
10.2M WEEKLY REACH ON TSN TV⁷
+28% ESPN + TSN/RDS ONLINE SPORTS PROPERTIES HAVE A 28% ADVANTAGE OVER THE NHL NETWORK (NEXT CLOSEST COMPETITOR) IN MONTHLY UNIQUES⁸

Sources

1 TSN Affiliate Sales, October 2017

2 ComScore, Oct. '16 – Sep. '17, ESPN + TSN/RDS

3 Numeris, P2+ Avg. Weekly Reach, BY 2016/17

4 ComScore Oct. '16 – Sep. '17

5 Numeris, BY 2017/18 through 12/24/17, P2+

Average Minute Audience

6 Numeris, BY 2016/17, P18+

7 Numeris, BY 2016/17, P2+

8 ComScore, Oct. '16 – Sep. '17,

Average Monthly Uniques

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

CANADA

		JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
STUDIO SHOWS	SportsCenter												
	Pardon the Interruption												
	The Reporters												
HOCKEY	IIHF World Junior Championships												
	NHL												
AMERICAN SPORTS	NFL												
	MLB												
MAJOR EVENT	X Games												
	ESPY Awards												
SOCCER	MLS												
TENNIS	Australian Open												
	Roland Garros												
	Wimbledon												
GOLF	US Open												
	US Open												
	PGA Tour												