

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

THE BEST OF INTERNATIONAL
SPORT ACROSS MULTIPLE
ONLINE, MOBILE AND
BROADBAND PRODUCTS
SERVING FANS IN EUROPE,
ALL DAY, EVERY DAY.

EUROPE
EUROPE
EUROPE
EUROPE
EUROPE
EUROPE



3.1M AVERAGE MONTHLY DESKTOP UNIQUES¹

323M AVERAGE MONTHLY MINUTES²

9.3M AVERAGE MONTHLY VIDEO STARTS³

Inside The Numbers

+12% MINUTES ON ESPN MOBILE PROPERTIES GREW 12% IN THE LAST YEAR⁴

+15% VIDEO STARTS ON ESPN MOBILE PROPERTIES INCREASED 15% YOY⁵

#1 MORE TIME IS SPENT ON ESPNCRICINFO.COM IN EUROPE THAN ANY COMPETING CRICKET SITE⁶

Sources

1 ComScore Desktop , Oct '16-Sep '17

2 Adobe Analytics, Oct '16-Sep '17

3 Adobe Analytics, Oct '16-Sep '17

4 Adobe Analytics, Oct '16-Sep '17

5 Adobe Analytics, Oct '16-Sep '17

6 ComScore Desktop, Oct '16-Sep '17

THE PREMIER
COLLECTION
OF SPORTS
MEDIA DIGITAL
PLATFORMS
IN THE
MIDDLE EAST.

MIDDLE EAST
MIDDLE EAST
MIDDLE EAST
MIDDLE EAST
MIDDLE EAST



Reach & Distribution

171M AVERAGE MONTHLY MINUTES¹

+6% AVERAGE DAILY DIGITAL REACH INCREASED

+6% YOY ACROSS ALL MOBILE DEVICES²

Inside The Numbers

+21% MOBILE MINUTES GREW +21% YOY³

+78% APP STARTS INCREASED BY 78%⁴

Sources

1 ComScore, Oct '16-Sep '17
2 Adobe Analytics, Oct '16-Sep '17

3 ComScore Desktop, Oct '16-Sep '17
4 Adobe Analytics, Oct. '16 - Sept. '17