

THE LEADING DIGITAL
SPORTS PLATFORM IN THE
INDIAN SUBCONTINENT,
NOW SERVING FANS ON
LINEAR PLATFORMS
THROUGH A JOINT VENTURE
WITH SONY PICTURES
NETWORKS

INDIA
INDIA
INDIA



Reach & Distribution

Multiplatform

8.2M AVERAGE MONTHLY UNIQUES¹

Online

2.8M AVERAGE MONTHLY UNIQUES²

Mobile

6.2M AVERAGE MONTHLY UNIQUES³

ESPN Rankings

HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

#2 MULTIPLATFORM REACH⁴

#2 ONLINE REACH⁵

#2 ONLINE TIME SPENT⁶

#2 MOBILE SITE REACH⁷

Inside The Numbers

22% ESPN'S ONLINE NETWORK ACCOUNTS FOR 22% OF TOTAL TIME SPENT ONLINE IN THE DESKTOP SPORTS CATEGORY⁸

307M ESPN'S DIGITAL NETWORK RECORDED

307M AVERAGE MONTHLY MINUTES

— SECOND MOST IN THE SPORTS CATEGORY⁹

2X THE ESPN DIGITAL USER IS TWICE AS LIKELY TO BELONG TO THE TOP 30% IN TERMS OF PURCHASING POWER¹⁰

10M TOTAL ACTIONS ACROSS ESPN INDIA'S SOCIAL MEDIA CHANNELS IN 2017¹¹

42M TOTAL ACTIONS ACROSS ESPN CRICINFO'S SOCIAL MEDIA CHANNELS IN 2017¹²

88% TOTAL AWARENESS OF ESPN/SONY ESPN AS A TV BRAND¹³

Sources

- 1-2 comScore Desktop, Oct '16-Sep '17
- 3 comScore Mobile Web, Feb '17-Sep '17
- 4-6 comScore Desktop, Oct '16-Sep '17
- 7 comScore Mobile, Feb '17-Sep '17
- 8 comScore Desktop, Oct '16-Sep '17

9 ComScore Multiplatform, Feb '17-Sep '17

10 India TGI 2015 Wave I

11 Shareablee, CY '17, ESPN India Facebook, Twitter, and Instagram

12 Shareablee, CY '17, ESPN Cricinfo Facebook, Twitter, and Instagram

13 India Brand Study, Kantar Millward Brown, July 2017