

MEXICO'S
PREMIER
MULTI-
PLATFORM
SPORTS
MEDIA
BRAND

MEXICO
MEXICO
MEXICO



Reach & Distribution

18.0M TV HHS¹

3.3M AVERAGE MONTHLY UNIQUES²

ESPN Rankings

HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

#2 TV REACH³

#2 TV RATING⁴

#1 DIGITAL TIME SPENT⁵

#2 DIGITAL REACH⁶

#1 TOTAL VIEWS⁷

Inside The Numbers

#1 ESPN IS THE TOP SPORTS BRAND FOR AFFLUENT DEMOS IN MEXICO⁸

#1 TOP-RATED WORLD SERIES EVER⁹

+28% RATINGS GROWTH FOR THE 2017 NBA FINALS ON ESPN¹⁰

+69% GROWTH IN TOTAL ACTIONS ACROSS “ESPN FANS” SOCIAL MEDIA HANDLES¹¹

Sources

1 ESPN Affiliate Sales, August '17

2 ComScore, Multi-platform Oct '16-Sep '17

3 IBOPE

4 IBOPE

5 ComScore, Multi-platform Oct '16-Sep '17

6 ComScore, Multi-platform Oct '16-Sep '17

7 ComScore, Multi-platform Oct '16-Sep '17

8 IBOPE, FY '17, High SES P18+ and M18+

9 IBOPE, 2017 World Series, HH

10 IBOPE, 2017 NBA Finals (vs. 2016), HH

11 Shareable, CY '17 vs. '16, Total actions across Facebook, Instagram, and Twitter