

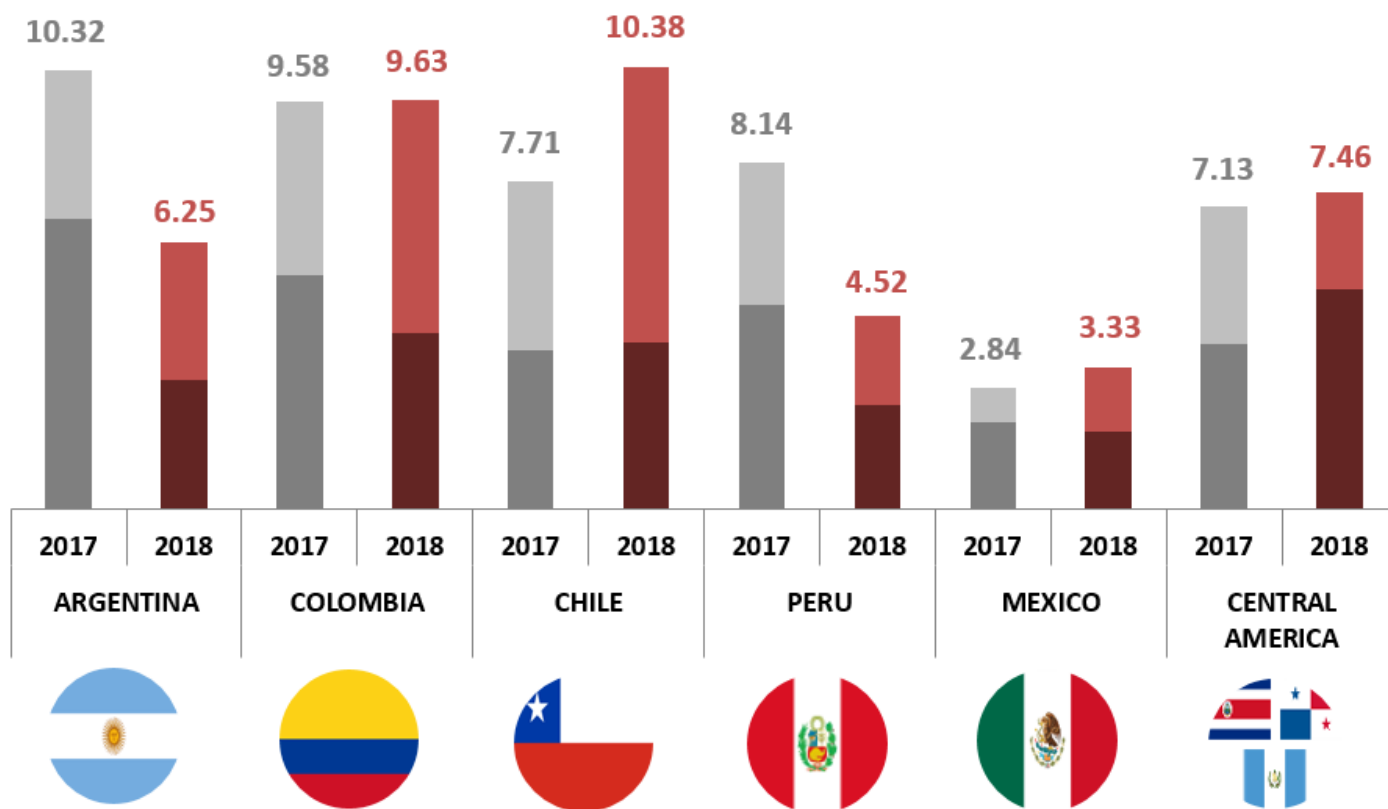


# UCL Final Trends, ESPN



## UCL Final Trends, ESPN

HH Rating (%)

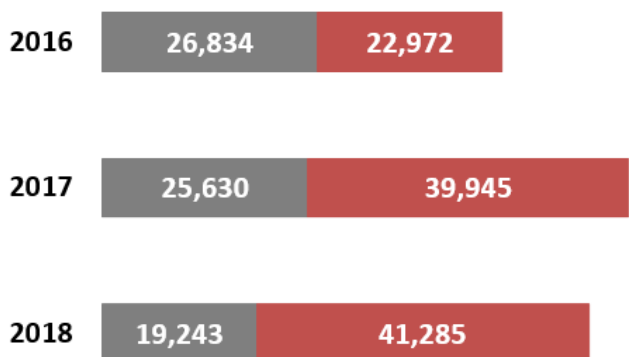


# ESPN Play

## Uniques

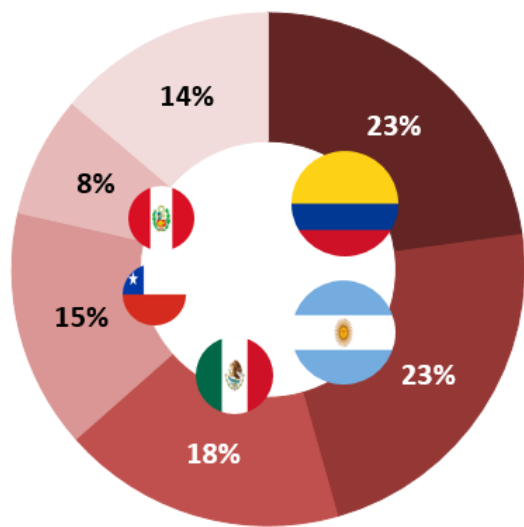
By Platform

■ Web ■ App



## Uniques

2018 Share by Country



■ Colombia ■ Argentina ■ Mexico ■ Chile ■ Peru ■ Ot

# ESPN Play

## ESPN.com Spanish Soccer Section: Day of UEFA CL Final

Total Digital

	2017	2018	% Change
Page Views	1,199,377	2,222,248	+85%
Uniques	491,566	882,123	+79%
Minutes	3,515,160	3,245,690	-8%
Visits	645,393	1,150,803	+78%
Video Starts	623,198	1,202,543	+93%

## ESPN App Soccer Section

119K Uniques  
+29% YoY

