

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

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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