

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

MIDDLE EAST
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Reach & Distribution

171M AVERAGE MONTHLY MINUTES¹

3M AVERAGE MONTHLY UNIQUE USERS²

+6% AVERAGE DAILY DIGITAL REACH INCREASED

+6% YOY ACROSS ALL MOBILE DEVICES³

Inside The Numbers

#1 CRICINFO; THE MOST VISITED SPORTS WEBSITE IN THE UAE⁴

+21% MOBILE MINUTES GREW +21% YOY⁵

+78% APP STARTS INCREASED BY 78%⁶

Sources

1 ComScore, Oct '16-Sep '17

2 Adobe Analytics, Oct'16-Sep'17)

3 Adobe Analytics, Oct'16-Sep'17)

4 ComScore Desktop, Oct '16-Sep '17

5 Effective Measure

6 Adobe Analytics, Oct. '16 – Sept. '17