



GLOBAL PERFORMANCE HIGHLIGHTS

WORLDWIDE DIGITAL – DEC '14

#1 Sports Category Rank
117M+ Unique Visitors
7th Consecutive month > 100M UV

Source: comScore

ESPN cricinfo

Top 10 Cricket Sites Worldwide
 Total Minutes - Dec '14



Source: comScore



EL CLÁSICO

Oct 25th, 2014



#1

BROADCAST OF THE YEAR
 ON ESPN+ AND ESPN BRASIL

5.5M

TOTAL TV REACH

19.51 14.77 13.06 11.75

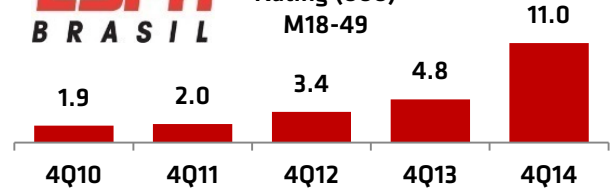
Net HH Rating (%) ESPN+ and ESPN3

Source: IBOPE Latin America; AGB Venezuela

BRAZIL



Rating (000)
 M18-49



RECORD HIGHS IN DEC '14

Unique Viewers: **140K**

Video Minutes: **9.2M**



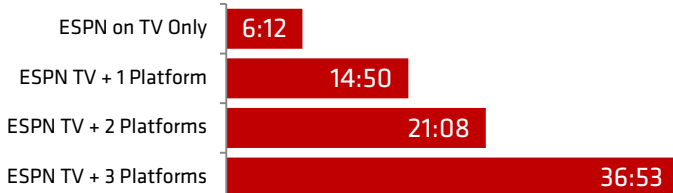
Sources: TV – IBOPE Brasil, 7a-1a WatchESPN – Adobe Analytics

USA

101.7M

PERSONS WATCHED, LISTENED,
 READ, OR LOGGED-ON TO ESPN
 BRANDED MEDIA EACH WEEK

Weekly Time Spent w/ ESPN Media (h:mm)

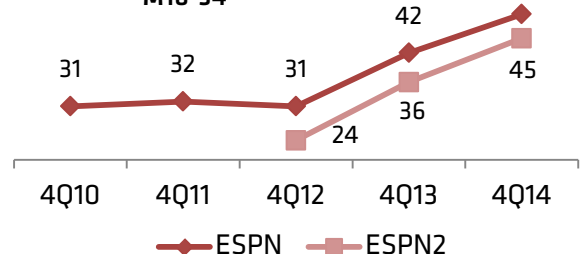


Source: ESPN All Day, Every Day Fall 2014 (GfK)
 4 Platforms: TV, Digital (Combined), Audio, Magazine

AUSTRALIA

Most-Viewed 4th Quarter on Record

Daily Time Spent (mins)
 M18-34



Source: Nielsen Australia;
 Pay TV Universe