

LATAM TV REACH

TOTAL REACH: 16.9 MILLION

+12% vs. 2011 WORLD CUP

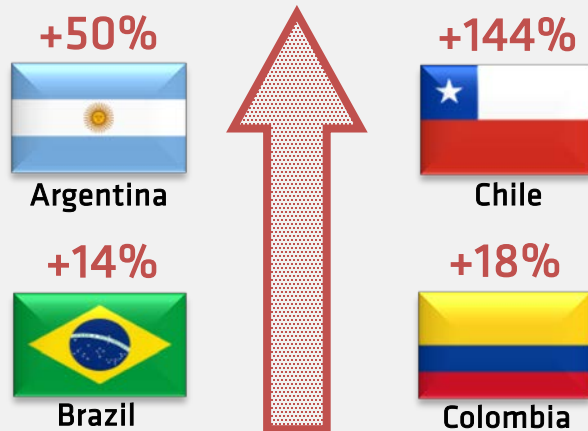


Source: IBOPE Latin America, AGB Venezuela

LATAM TV RATINGS



RATINGS GROWTH VS. 2011 WC



Source: IBOPE Latin America, HH Demo, Live on ESPN Nets

ARGENTINA TV RESULTS

PUMAS AVG TV RATING: 3.74 HH

10/25 Semifinal: Argentina vs. Australia



5.99

10/18 Quarterfinal: Argentina vs. Ireland



5.06

Source: IBOPE, HH Demo, ESPN2

ARGENTINA DIGITAL RESULTS



OCTOBER: TOP MONTH EVER

Source: Adobe Analytics, ESPN Play Uniques and Minutes in Argentina

October 18th: Best Day Ever
ESPN.com in Argentina

Source: Adobe Analytics; Uniques, Page Views, Visits, Video Starts



#PUMASxESPN

86K MENTIONS

Source: Sysomos, Global Mentions

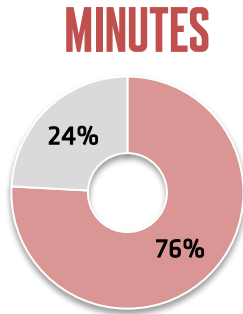
GLOBAL DIGITAL PERFORMANCE

Highest trafficked 45 consecutive days in the history of ESPNscrum

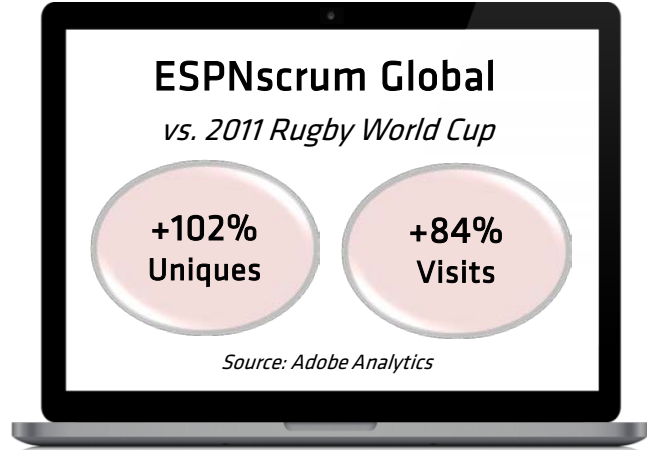
Source: Adobe Analytics

3.9M
Uniques

44.4M
Minutes



English Traffic Spanish Traffic



UK

ESPN.CO.UK SITE RESULTS

+20%
vs. 2015 6 Nations

22.9M
Page Views

+51%
vs. 2015 6 Nations

32.9M
Minutes

AUSTRALIA

ESPNSCRUM IN OCTOBER

184K Video Starts
+639% YoY

Source: Adobe Analytics



Top 10 Best Days Ever
ESPN.co.uk Video Starts

Source: Adobe Analytics