



SUPER BOWL 50 GLOBAL ESPN PERFORMANCE



Top Pay TV Network during Broadcast

ESPN TV, M18-49 Demo

Most-Viewed Super Bowl on ESPN

Total Reach (000), All Individuals

#1 Cable Channel for the Super Bowl (Net)

Best ESPN (Net) Performance since 2012

ESPN TV Networks, HH Demo



Huge Time Spent Figures

106
Mins

ESPN TV, M18-49 Demo

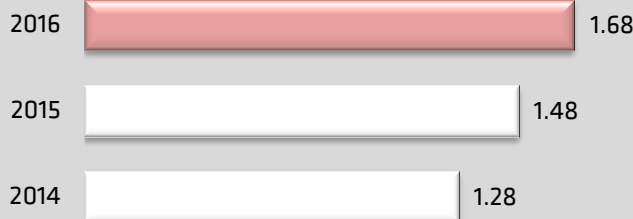


#1 Day for App
1.5M Video Minutes
Web Player Growth
+191% YoY Uniques

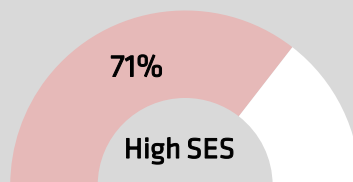
*Day of Super Bowl
Adobe Analytics*

Super Bowl Growth on ESPN TV (Net)

HH Rating (%)



Affluent Audience on ESPN



ESPN (Net) TV Viewership

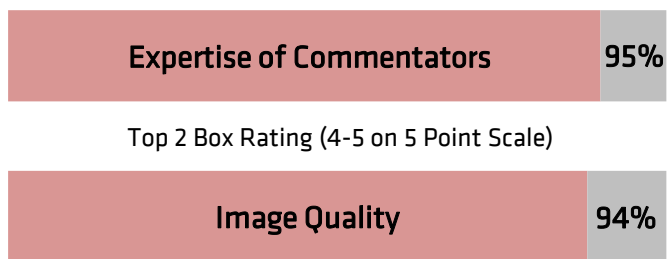
LATIN AMERICA

Total TV Reach: 3.6M

Ratings Growth in Key Markets

Mexico, Brazil, Argentina, Central America

ESPN Earns High Marks for Game Coverage



Latin America Fan Forum, Super Bowl Study, Feb. 2016, SSLA



Web Player

SB 50 Results, SSLA, Adobe Analytics



+25%
Uniques

+37%
Video Starts



2.6M
Page Views **+35%**
YoY Growth

*NFL Site Section, 1/25/16 - 2/7/16
SSLA, Adobe Analytics*

92% of fans agree that ESPN is the best source for Super Bowl coverage

Latin America Fan Forum, Super Bowl Study, Feb. 2016, SSLA and Brazil

"As always, the broadcast was excellent. ESPN's team for NFL games did a great job all season, and the contributions from ex-NFL players made the discussions even more interesting." - Cent. America

"I was impressed by the pre-game coverage and the clarity of the commentators. It is great to listen to people who have experience in the NFL and know the game from a tactical standpoint." - Mexico

AUSTRALIA



Top TV Broadcast Ever on ESPN

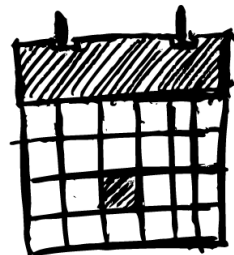
+19% vs. Previous Record



#1 Day in the History of ESPN TV

+24% vs. Previous Record

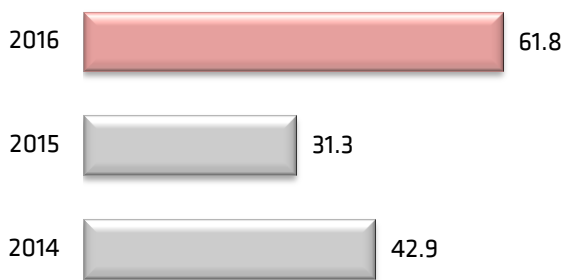
Total Audience



The Young Male Audience Drove Record Ratings

Super Bowl Growth

M16-24 Share (%)



**Top-Rated Pay TV Program
in Australia since May '15**

M16-24 Demo

**5.83
Rating (%)**



USA

**Most Social TV Network of the Day
Among Hispanic Networks**

**531K
Unique
Authors**



**843K
Total
Tweets**

ESPN Deportes, Nielsen SocialGuide, 2/7/16

**Most-Watched
Non-Soccer Event
In Network History**

+36%
vs. Previous Record

Nielsen, P2+ Impressions

ESPNDeportes.com

Super Bowl Weekend
+98% **+44%**
Page Views Uniques

Adobe Analytics, YOY