

LATIN AMERICA'S
PREMIER MULTI-
PLATFORM SPORTS
MEDIA BRAND



LATIN AMERICA NORTH

ESPN RANKINGS
HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

**#1 CABLE SPORTS NETWORK
IN CENTRAL AMERICA¹**



COUNTRIES

8

COSTA RICA
DOMINICAN REPUBLIC
EL SALVADOR
GUATEMALA
HONDURAS
MEXICO
NICARAGUA
PANAMA

REACH & DISTRIBUTION

21.8M TV HOUSEHOLDS⁴
**2.7M AVERAGE DIGITAL
MONTHLY UNIQUES IN
MEXICO²**

KEY PROPERTIES IN 2017

LIGA MX
COPA MX
NFL
UEFA CHAMPIONS LEAGUE
NBA
GOLDEN BOY PROMOTIONS BOXING
MLB

KEY EVENTS IN 2017

2018 WORLD CUP CONCACAF QUALIFIERS
NBA FINALS
2017 CHAMPIONS LEAGUE FINAL
SUPER BOWL 51/ PRO BOWL
MLB PLAYOFFS & WORLD SERIES



INSIDE THE NUMBERS

THE ESPN VIEWER IN MEXICO IS **80% MORE LIKELY**
TO BELONG TO THE TOP 10% SEL⁵

#1 ESPN (NET) IS THE TOP SPORTS BRAND FOR
AFFLUENT DEMOS IN MEXICO⁶

ESPN2 IS THE **#2 RATED CABLE**
SPORTS NETWORK IN MEXICO⁷

ESPN NETWORKS REACHED **32M PEOPLE ACROSS**
LATIN NORTH MARKETS IN FY '16⁸

+48% INCREASE IN RATINGS FOR THE 2016
UEFA CHAMPIONS LEAGUE FINAL IN MEXICO⁹

ESPN RANKINGS

HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

#1 DIGITAL REACH IN MEXICO²

#1 DIGITAL TIME SPENT IN MEXICO²

#2 TV REACH IN CENTRAL AMERICA³

#2 TV REACH IN MEXICO³

SOURCES

- 1 IBOPE, FY '16, M18-49
- 2 comScore, Multi-platform Mar '16-Sep '16
- 3 IBOPE/AdvantEdge
- 4 ESPN Affiliate Sales, September '16
- 5 TGI LATINA 2015 Wave II + 2016 Wave I
- 6 IBOPE, FY '16, High SES HH and M18+
- 7 IBOPE, FY '16, HH/All key demos
- 8 Mexico, Central America; IBOPE
- 9 ESPN Net, UCL Final '16 vs. '15, HH demo, IBOPE

MULTIMEDIA EXTENSIONS

ONLINE

ESPN.COM

ESPN.COM.MX

MOBILE

ESPN APP

BROADBAND

ESPN PLAY

TELEVISION

ESPN / ESPN2 / ESPN3 /
ESPN HD / ESPN2 HD / ESPN3 HD

RADIO

ESPN RADIO FORMULA

2017 INTERNATIONAL
PLANNING GUIDE



LATIN AMERICA NORTH



