



LATIN AMERICA SOUTH

COUNTRIES

9

ARGENTINA
BOLIVIA
CHILE
COLOMBIA
ECUADOR
PARAGUAY
PERU
URUGUAY
VENEZUELA

LATIN AMERICA'S
PREMIER MULTI-
PLATFORM SPORTS
MEDIA BRAND.



ESPN RANKINGS

HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

#1 TV REACH IN COLOMBIA & CHILE¹

#1 ONLINE REACH IN VENEZUELA²

#2 TV REACH IN ARGENTINA³

ESPN



MULTIMEDIA EXTENSIONS

ONLINE

ESPN.COM / ESPN.COM.AR / ESPN.COM.CL
ESPN.COM.CO / ESPN.COM.VE

MOBILE

ESPN APP

BROADBAND

ESPNPLAY.COM

TELEVISION

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

RADIO

ESPN RADIO

KEY PROPERTIES IN 2017

UEFA CHAMPIONS LEAGUE
SPANISH LA LIGA
ENGLISH PREMIER LEAGUE
GERMAN BUNDESLIGA
ITALIAN SERIE A

KEY EVENTS IN 2017

EUROPEAN QUALIFIERS: 2018 WORLD CUP
TENNIS GRAND SLAMS
NBA FINALS
TOUR DE FRANCE
GOLF GRAND SLAMS

INSIDE THE NUMBERS

37.7M PEOPLE REACHED ON ESPN NETWORKS IN FY '16⁶

+101% RATINGS GROWTH ON ESPN IN CHILE FOR
2016 OLYMPICS VS. LONDON 2012⁷

TOTAL AWARENESS OF ESPN BRAND IN ARGENTINA IS 93%⁸

#1 ESPN2 IS TOP CABLE SPORTS NETWORK IN COLOMBIA⁹

+45% RATINGS GROWTH IN COLOMBIA FOR
THE 2016 UEFA CHAMPIONS LEAGUE FINAL¹⁰

ESPN IS THE #1 TOP OF MIND SPORTS MEDIA BRAND
IN ARGENTINA, COLOMBIA, AND VENEZUELA⁸

+94% INCREASE YOY IN TOTAL DIGITAL VIDEO STARTS¹¹



SOURCES

- 1 Avg. Monthly Reach FY '16, IBOPE Chile and Colombia
- 2 comScore Desktop, Oct '15-Sep '16
- 3 Avg. Monthly Reach FY '16, IBOPE
- 4 ESPN Affiliate Sales, September '16
- 5 comScore Desktop, Oct '15-Sep '16 (includes Argentina, Colombia, Chile, Peru, Venezuela)
- 6 Argentina, Chile, Colombia, Peru; IBOPE
- 7 P4+ Rating (%), IBOPE
- 8 Ipsos ESPN Latin America Brand Study
- 9 All Demos; IBOPE/AdvantEdge, FY '16
- 10 ESPN Net, UCL Final '16 vs. '15, HH demo, IBOPE
- 11 Adobe Analytics, Oct '15 - Sep '16



LATIN AMERICA SOUTH

REACH & DISTRIBUTION

29.6M TELEVISION
HOUSEHOLDS⁴

1.9M ONLINE AVERAGE
MONTHLY UNIQUES⁵



