

THE PREMIER
COLLECTION OF SPORTS
MEDIA DIGITAL
PLATFORMS IN ASIA.



ASIA

ESPN RANKINGS

HOW DOES ESPN PERFORM IN THE ENGLISH LANGUAGE SPORTS CATEGORY?

#2 ONLINE REACH¹

#2 TIME SPENT¹



REACH & DISTRIBUTION

**7.9M AVERAGE
MONTHLY UNIQUES¹**
**311M AVERAGE
MONTHLY MINUTES¹**

INSIDE THE NUMBERS

#1 ESPNCRICINFO IS THE REGION'S PREMIER CRICKET SITE IN TERMS OF REACH AND TIME SPENT¹

2X ESPN DIGITAL USERS IN THE PHILIPPINES ARE MORE THAN 2X AS LIKELY TO BELONG TO THE TOP 10% SEL²



INSIDE THE NUMBERS

#1 SOCCER SITE IN APAC IN TERMS OF FAN LOYALTY WITH 10.2 VISITS PER UNIQUE PER MONTH¹
+32% YOY GROWTH IN MONTHLY UNIQUES ON ESPN'S MOBILE PROPERTIES³

WEBSITES
ESPN.COM
ESPNCRICINFO.COM
ESPNFC.COM
ESPNF1.COM
ESPNSCRUM.COM
ESPNFOOTYTIPS.COM.AU

MOBILE APPS
ESPN APP
ESPNCRICINFO
ESPN FOOTYTIPS

INSIDE THE NUMBERS

+20% YOY INCREASE IN MINUTES SPENT ON ESPN'S MOBILE PROPERTIES³



ASIA

SOUTH- EAST ASIA

ESPN RANKINGS
HOW DOES ESPN PERFORM IN THE ENGLISH LANGUAGE SPORTS CATEGORY?

#1 TIME SPENT IN SINGAPORE¹
#2 DIGITAL REACH IN SINGAPORE²



REACH & DISTRIBUTION

458K AVERAGE MONTHLY
UNIQUES IN MALAYSIA⁴

24M AVERAGE MONTHLY
MINUTES IN MALAYSIA⁴

INSIDE THE NUMBERS
THE ESPN DIGITAL USER IN
THE PHILIPPINES IS MORE
THAN **2X** AS LIKELY TO
BELONG TO THE TOP 10% SEL⁵

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ESPN

INSIDE THE NUMBERS

256 INDEX OF ESPN DIGITAL USERS IN SINGAPORE BELONGING TO TOP 10% SEL⁶

#1 ESPN FC HAS THE LARGEST MONTHLY CROSS-PLATFORM SOCCER REACH IN MALAYSIA AND SINGAPORE⁷

#1 ESPN FC ACCOUNTS FOR THE MOST MONTHLY TIME SPENT AMONG SOCCER PROPERTIES IN MALAYSIA AND SINGAPORE — 7X MORE THAN THE CLOSEST COMPETITOR IN SINGAPORE⁷



2017 INTERNATIONAL PLANNING GUIDE

REACH & DISTRIBUTION

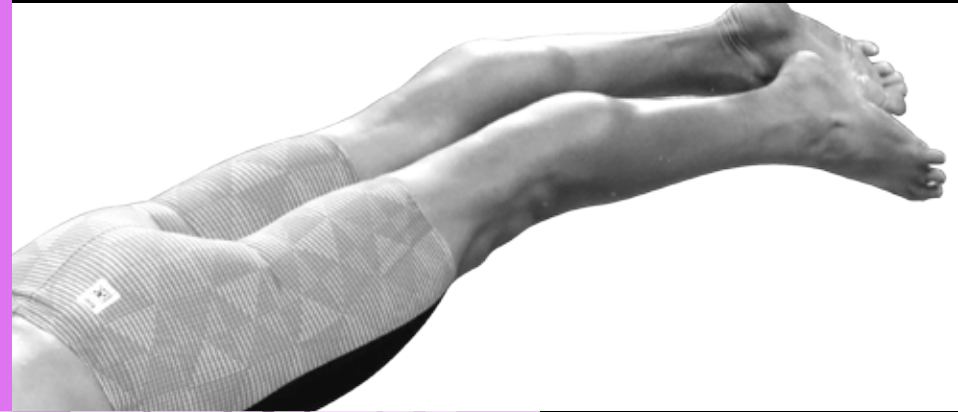
508K AVERAGE MONTHLY UNIQUES IN SINGAPORE¹

43M AVERAGE MONTHLY MINUTES IN SINGAPORE¹

ESPN RANKINGS

HOW DOES ESPN PERFORM IN THE ENGLISH LANGUAGE SPORTS CATEGORY?

#2 TIME SPENT IN MALAYSIA³
#2 DIGITAL REACH IN MALAYSIA³



SOUTH-EAST ASIA

WEBSITES

- ESPN.COM
- ESPNCRICINFO.COM
- ESPNFC.COM
- ESPNF1.COM
- ESPNSCRUM.COM
- ESPNFOOTYTIPS.COM.AU

MOBILE APPS

- ESPN APP
- ESPNCRICINFO
- ESPN FOOTYTIPS

SOURCES

- 1 comScore Multi-Platform, Apr '16-Sep '16
- 2 comScore Multi-Platform, Apr '16-Sep '16 (second to Yahoo Sports, but ESPN was #1 in 5 of 6 months)
- 3 comScore Multi-Platform, Oct '15-Sep '16 (second to Perform Sports)
- 4 comScore Multi-Platform, Oct '15-Sep '16
- 5 Philippines Consumer & Media View 2015 Q3 (October 2013 to September 2015)
- 6 Singapore Consumer & Media View 2015 (July 2014 - June 2015)
- 7 comScore Multi-Platform, Oct '15-Sep '16 (Malaysia), Apr '16-Sep '16 (Singapore)

