



AUS & NZ

THE BEST OF
INTERNATIONAL SPORT.
ANYTIME. ANYWHERE.

ESPN RANKINGS
HOW DOES ESPN PERFORM IN
THE SPORTS CATEGORY?

#2 TV REACH¹

#4 ONLINE
CROSS-PLATFORM
REACH²



REACH & DISTRIBUTION

2.6M TELEVISION
HOUSEHOLDS³

3.0M AVERAGE
DIGITAL MONTHLY
UNIQUES²

2017 INTERNATIONAL PLANNING GUIDE



INSIDE THE NUMBERS

#1 ESPN'S ONLINE NETWORK RANKS FIRST AMONGST ALL SPORTS PROPERTIES IN TERMS OF TIME SPENT AND PAGE VIEWS⁹

#1 TOP-RATED SEASONS EVER FOR NBA AND NFL ON ESPN TELEVISION⁴

#1 USERS SPEND 2X MORE MINUTES ON ESPNCRININFO THAN THE NEXT CLOSEST COMPETITOR⁵

#1 2016 WAS THE MOST-VIEWED FY EVER ON ESPN NETWORKS⁶

#1 ESPN FC HAS THE HIGHEST NUMBER OF MONTHLY VISITS AND TIME SPENT OUT OF ALL SOCCER PROPERTIES IN AUSTRALIA⁵

2X THE ESPN DIGITAL USER IS 2X MORE LIKELY TO HAVE A HOUSEHOLD INCOME GREATER THAN \$100,000⁷

ESPN IS THE #1 TV CHANNEL AND ESPN.COM IS THE #1 WEBSITE FOR PROVIDING THE "BEST RANGE OF AMERICAN SPORT"^{9,5}

AUDIENCE NUMBERS FOR THE 2016 WORLD SERIES GREW BY +76% VS. THE 2015 WORLD SERIES⁸

+62% YOY INCREASE IN 2016 SUPER BOWL RATINGS⁶

SOURCES

- 1 Nielsen/AdvantEdge, FY '16, Australia
- 2 Nielsen Digital Ratings Australia, Feb '16-Sep '16
- 3 ESPN Affiliate Sales, September '16
- 4 Nielsen/AdvantEdge
- 5 ComScore Multi-Platform, Oct '15-Sep '16
- 6 Nielsen/AdvantEdge, Total Audience
- 7 Roy Morgan Asteroid, September '16, ESPN Digital User Last 4 Weeks (ESPN.com, ESPN FC, or ESPN Cricinfo)
- 8 Millward Brown Brand Study, January 2016
- 9 Nielsen/AdvantEdge, Nov. '16-Jan. '17

MULTIMEDIA EXTENSIONS

ONLINE

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

BROADBAND

WATCH ESPN

TELEVISION

- ESPN**
- ESPN2**
- ESPNHD**
- ESPN2HD**

KEY PROPERTIES IN 2017

- NFL**
- FA CUP**
- NBA**
- RBS SIX NATIONS**
- AMA SUPERCROSS**

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KEY EVENTS IN 2017

NBA FINALS

- 2018 WORLD CUP: UEFA QUALIFIERS**
- FA CUP FINAL**
- SUPER BOWL**
- X GAMES**
- MLB WORLD SERIES**



