



ESPN RANKINGS  
HOW DOES ESPN PERFORM IN  
THE SPORTS CATEGORY (NET)?

**#2 TV REACH<sup>1</sup>**

REACH & DISTRIBUTION  
TV DISTRIBUTION

**9.1M  
TELEVISION  
HOUSEHOLDS<sup>2</sup>**

DIGITAL REACH

**7.3M AVERAGE  
MONTHLY  
UNIQUES<sup>3</sup>**

# BRAZIL



**ONE OF THE FASTEST GROWING  
MEDIA COMPANIES IN BRAZIL,  
WITH AN UNPARALLELED  
ROSTER OF THE TOP EUROPEAN  
FOOTBALL LEAGUES**





# BRAZIL

## INSIDE THE NUMBERS

COMPARED TO THE TOTAL POPULATION,  
ESPN USERS SPEND **+41%** MORE  
TIME WITH MEDIA<sup>4</sup>

ESPN VIEWERS ARE **+114%** MORE LIKELY  
TO BELONG TO THE TOP 10% SEL<sup>5</sup>

**+320%** GROWTH IN RATINGS ON ESPN  
BRASIL FOR THE 2016 OLYMPICS  
VS. LONDON 2012<sup>6</sup>

**+28%** INCREASE IN RATINGS ON  
ESPN BRASIL FOR THE  
ENGLISH PREMIER LEAGUE<sup>7</sup>

## MULTIMEDIA EXTENSIONS

ONLINE  
ESPN.COM.BR

MOBILE  
ESPN.COM.BR

BROADBAND  
WATCH ESPN

TELEVISION  
ESPN  
ESPN HD  
ESPN BRASIL  
ESPN BRASIL HD  
ESPN+  
ESPN+ HD



## INSIDE THE NUMBERS

**+78%** YOY BOOST  
IN NFL RATINGS  
ON ESPN<sup>8</sup>

**#1** JANUARY 2017  
RANKS AS THE TOP  
MONTH EVER FOR  
WATCHESPN WEB  
PLAYER AND APP<sup>9</sup>



## KEY PROPERTIES IN 2017

ENGLISH PREMIER LEAGUE  
GERMAN BUNDESLIGA  
NFL & NBA  
ITALIAN SERIE A  
SPANISH LA LIGA

## KEY EVENTS IN 2017

2018 WORLD CUP: UEFA QUALIFIERS  
SUPER BOWL LI  
COPA DEL REY FINAL  
NBA FINALS  
X GAMES

### SOURCES

- 1 IBOPE/AdvantEdge, FY '16
- 2 ESPN Affiliate Sales, January 2017
- 3 comScore Multi-Platform, Oct '15-Sep '16
- 4 GFK, ESPN All Day Every Day Study, Summer 2015, Daily Time Spent
- 5 TGI LATINA 2015 Wave II + 2016 Wave I
- 6 P4+ Rating (%), IBOPE
- 7 2015-16 Season vs. 2014-15, IBOPE, M18-49
- 8 Regular Season through Conference Championships, IBOPE, M18-49
- 9 Unique Visitors, Adobe Analytics

