

CANADA

2017 INTERNATIONAL
PLANNING GUIDE

REACH & DISTRIBUTION

8.5M TV HOUSEHOLDS³

6.9M ONLINE MONTHLY UNIQUES⁴

**CANADA'S SPORTS LEADER
& THE COUNTRY'S
MOST-WATCHED
CABLE TV NETWORK**



ESPN RANKINGS

HOW DOES TSN PERFORM IN
THE SPORTS CATEGORY?

#1 TV REACH¹

#1 ONLINE REACH²

ESPN + TSN/RDS COMBINED ONLINE AUDIENCE

INSIDE THE NUMBERS

#1 CABLE TV NETWORK⁵

**TSN VIEWERS ARE 58% MORE LIKELY TO HAVE
A HOUSEHOLD INCOME OVER \$100K⁶**

**TSN ACCOUNTS FOR 60 OF THE TOP 80
TELECASTS ALL-TIME ON SPECIALTY TV⁷**

**TSN IS CANADA'S #1 SPORTS MEDIA BRAND,
RANKING AS THE GO-TO CHANNEL FOR LIVE
SPORTS AND SPORTS NEWS⁸**

**ESPN + TSN/RDS ONLINE SPORTS
PROPERTIES HOLD A 42% LEAD OVER
ITS NEXT CLOSEST COMPETITOR⁹**

MULTIMEDIA EXTENSIONS

ONLINE
TSN.CA
ESPN.COM

BROADBAND
WATCH.TSN.CA

TELEVISION
TSN
TSN2
TSN3
TSN4
TSN5
TSN4K

RADIO
TSN RADIO

CANADA



2017 INTERNATIONAL PLANNING GUIDE



KEY PROPERTIES IN 2017

ENGLISH PREMIER LEAGUE
NHL
NFL
MLB REGULAR SEASON
MAJOR LEAGUE SOCCER

KEY EVENTS IN 2017

NBA FINALS

2017 MASTERS TOURNAMENT
COPA DEL REY FINAL
ALL 4 TENNIS MAJORS
IIHF WORLD JUNIOR CHAMPIONSHIP
X GAMES

SOURCES

- 1 Numeris, P2+ Avg. Weekly Reach, BY 2015/16
- 2 comScore Oct. '15 - Sep. '16
- 3 TSN Affiliate Sales, September 2015
- 4 comScore, Oct. '15 - Sep. '16, ESPN + TSN/RDS
- 5 Numeris, BY 2015/16, P2+ and A25-54, Avg. Weekly Reach
- 6 Numeris, BY 2015/16, P18+, TV Viewing Pop
- 7 Numeris
- 8 Feldman Research Lab Inc. October 14-21, 2015. A18+. National, excluding Quebec
- 9 comScore, Oct. '15 - Sep. '16, Average Monthly Uniques

