



REACH & DISTRIBUTION

1.0M TV HOUSEHOLDS¹
84M AVG. DIGITAL MONTHLY MINUTES²



**THE MOST WATCHED
CABLE SPORTS NETWORK
IN THE CARIBBEAN**

INSIDE THE NUMBERS

**#1 ESPN IS THE TOP
OF MIND SPORTS MEDIA
BRAND IN TRINIDAD
& TOBAGO³**



INSIDE THE NUMBERS

**ESPN HAS THE #1
AWARENESS AMONG
SPORTS MEDIA BRANDS
IN JAMAICA⁴**



CARIBBEAN



KEY EVENTS IN 2017

CARIBBEAN REGIONAL SUPER50
MLB PLAYOFFS & WORLD SERIES

2017 MASTERS TOURNAMENT

2018 WORLD CUP: UEFA QUALIFIERS
NBA FINALS
TOUR DE FRANCE



INSIDE THE NUMBERS

+16% YOY GROWTH IN
MOBILE UNIQUES ACROSS ALL
DIGITAL PROPERTIES (SITES
AND APPS COMBINED)²

+79% INCREASE IN VIDEO
STARTS ON MOBILE PLATFORMS
SINCE LAST YEAR²

40M AVG. MONTHLY PAGE
VIEWS ACROSS ESPN'S DIGITAL
PROPERTIES²

KEY PROPERTIES IN 2017

NFL
SPANISH LA LIGA
ICC CRICKET
ENGLISH PREMIER LEAGUE
GERMAN BUNDESLIGA

COUNTRIES

25

+ CRUISE SHIPS

ANGUILLA / ANTIGUA / ARUBA (AVALON)
/ BAHAMAS / BARBADOS / BERMUDA /
BONAIRE / CAYMAN ISLANDS / CURACAO
/ DOMINICA / GRENADA / GUADELOUPE /
GUYANA / HAITI / JAMAICA / MARTINIQUE
/ MONTSERRAT / ST. KITTS & NEVIS /
ST. LUCIA / ST. MAARTEN / ST. VINCENT
& GRENADINES / SURINAME / TORTOLA
(BRITISH VIRGIN ISLES) / TRINIDAD &
TOBAGO / TURKS & CAICOS

MULTIMEDIA EXTENSIONS

ONLINE

ESPN.COM
ESPNFC.COM
ESPNCRICINFO.COM
ESPNCARIBBEAN.COM

BROADBAND

ESPN PLAY

TELEVISION

ESPN
ESPN2

SOURCES

- 1 ESPN Affiliate Sales, September '16
- 2 Adobe Analytics, Oct '15-Sep '16
- 3 Ipsos Caribbean Brand Study, TOM Awareness, September 2015
- 4 Ipsos Caribbean Brand Study, Spontaneous Awareness, September 2015

CARIBBEAN



