



REACH & DISTRIBUTION

**5.0M** AVERAGE DIGITAL MONTHLY  
DESKTOP UNIQUES<sup>1</sup>

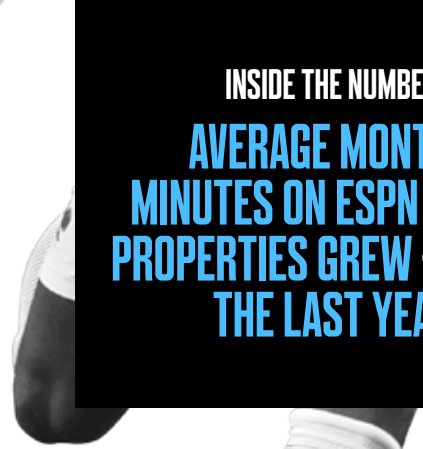
**615M** AVERAGE DIGITAL  
MONTHLY MINUTES<sup>2</sup>

THE BEST OF INTERNATIONAL SPORT  
ACROSS ALL DIGITAL PLATFORMS IN  
EMEA. THROUGH ITS GROUNDBREAKING  
COLLABORATION WITH ECONET IN  
AFRICA, ESPN DELIVERS A COMPLETE  
MULTIPLATFORM EXPERIENCE  
INCLUDING TELEVISION



INSIDE THE NUMBERS

AVERAGE MONTHLY  
MINUTES ON ESPN MOBILE  
PROPERTIES GREW **+14%** IN  
THE LAST YEAR<sup>2</sup>



**EMEA**



# EMEA

EUROPE  
MIDDLE EAST  
AFRICA

## REACH & DISTRIBUTION

**362M AVERAGE  
MONTHLY PAGE  
VIEWS<sup>2</sup>**

**16M AVERAGE  
MONTHLY VIDEO  
STARTS<sup>2</sup>**

- SOURCES
- 1 comScore Desktop (Middle East - Africa + Europe), Oct '15-Sep '16
  - 2 Adobe Analytics, Oct '15-Sep '16
  - 3 comScore Desktop, Oct '15-Sep '16
  - 4 Kantar Media/TGI; Europa TGINet 2014 R2 - 4 Country: Pop (GB, D, SP, F)
  - 5 comScore Desktop, Oct '15-Sep '16, Cricbuzz #2



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## INSIDE THE NUMBERS

**VIDEO STARTS ON ESPN DIGITAL PROPERTIES  
GREW +14% IN THE LAST YEAR<sup>2</sup>**

**#1 MORE TIME IS SPENT ON ESPNCRICINFO.COM IN  
EUROPE THAN ANY COMPETING CRICKET SITE<sup>3</sup>**

**THE ESPN ONLINE USER IN EUROPE IS 62% MORE LIKELY  
TO BELONG TO THE TOP 10% SOCIO-ECONOMIC LEVEL<sup>4</sup>**

**#1 MORE TIME IS SPENT ON ESPNCRICINFO.COM IN  
MIDDLE EAST AND AFRICA THAN ANY COMPETING  
CRICKET SITE<sup>5</sup>**