



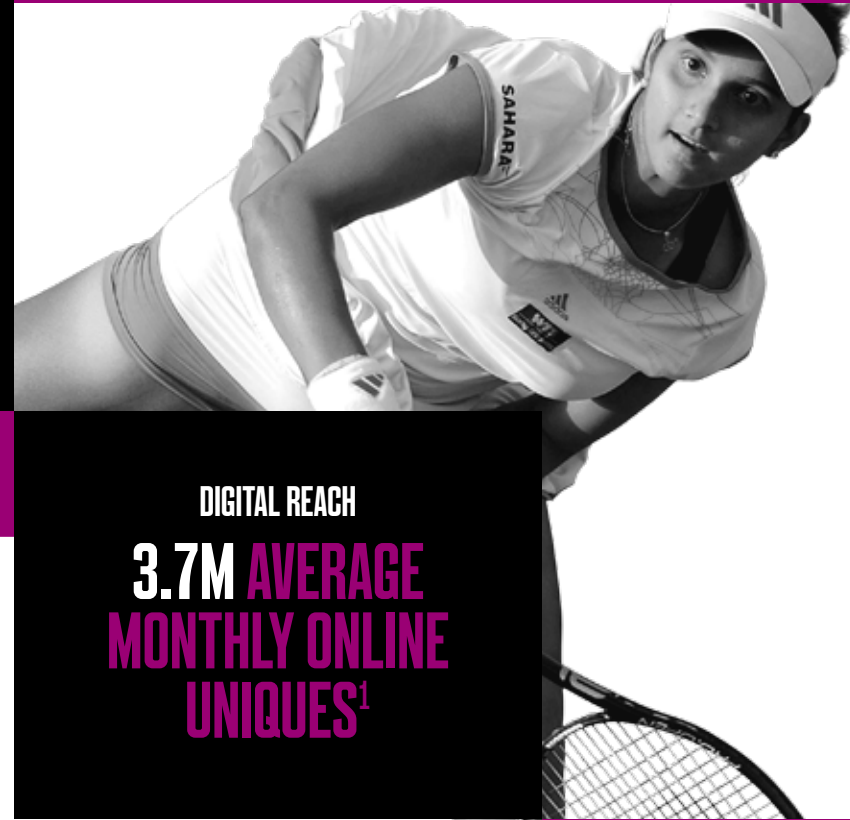
THE LEADING DIGITAL SPORTS  
PLATFORM IN THE INDIAN  
SUBCONTINENT, NOW EXPANDING  
ONTO TELEVISION WITH THE  
LAUNCH OF SONY ESPN

# INDIA

## ESPN RANKINGS

HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

- #1 ONLINE REACH<sup>1</sup>
- #1 ONLINE TIME SPENT<sup>1</sup>
- #2 MOBILE SITE REACH<sup>2</sup>



DIGITAL REACH  
**3.7M AVERAGE  
MONTHLY ONLINE  
UNIQUES<sup>1</sup>**

DIGITAL REACH  
**4.0M AVERAGE  
MONTHLY MOBILE  
UNIQUES<sup>3</sup>**

## 2017 INTERNATIONAL PLANNING GUIDE



### SOURCES

- 1 comScore Desktop, Oct '15-Sep '16
- 2 comScore Mobile, Oct '15-Sep '16
- 3 comScore Mobile Web, Oct '15-Sep '16
- 4 Adobe Analytics, Oct '15-Sep '16
- 5 India TGI 2015 Wave 1
- 6 ComScore Desktop + Mobile Web, Oct '15-Sep '16

### MULTIMEDIA EXTENSIONS

#### ONLINE

**ESPN.IN**  
**ESPNCRICINFO.COM**

#### MOBILE

**ESPN.IN**  
**(MOBILE WEB, IOS APP,  
ANDROID APP)**

**ESPNCRICINFO.COM**  
**(MOBILE WEB, IOS APP,  
ANDROID APP)**

### INSIDE THE NUMBERS

ESPN'S ONLINE NETWORK MAKES UP **25%** OF TOTAL TIME SPENT ONLINE IN THE DESKTOP SPORTS CATEGORY — MORE THAN ANY OTHER SPORTS PROPERTY<sup>1</sup>



### INSIDE THE NUMBERS

USERS SPENT **106M** MINUTES PER MONTH WITH ESPNCRICINFO.COM, 2X MORE THAN MOST CRICKET SITES IN THE REGION<sup>1</sup>

**+105%** YOY GROWTH IN MOBILE VIDEO STARTS WHILE MOBILE AVERAGE DAILY UNIQUES ALSO INCREASED BY 10% ACROSS ALL ESPN DIGITAL PROPERTIES IN INDIA<sup>4</sup>

**2X** THE ESPN DIGITAL USER IS TWICE AS LIKELY TO BELONG TO THE TOP 30% IN TERMS OF PURCHASING POWER<sup>5</sup>

ESPN'S ONLINE NETWORK RECEIVES **161M** AVERAGE MONTHLY PAGE VIEWS<sup>6</sup>