

LATIN AMERICA'S
PREMIER MULTI-
PLATFORM SPORTS
MEDIA BRAND



LATIN AMERICA NORTH

ESPN RANKINGS
HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

**#1 CABLE SPORTS NETWORK
IN CENTRAL AMERICA¹**

COUNTRIES

8

COSTA RICA
DOMINICAN REPUBLIC
EL SALVADOR
GUATEMALA
HONDURAS
MEXICO
NICARAGUA
PANAMA

REACH & DISTRIBUTION

21.8M TV HOUSEHOLDS⁴
**2.7M AVERAGE DIGITAL
MONTHLY UNIQUES IN
MEXICO²**



2017 INTERNATIONAL
PLANNING GUIDE

ESPN

KEY PROPERTIES IN 2017

LIGA MX
COPA MX
NFL
UEFA CHAMPIONS LEAGUE
NBA
GOLDEN BOY PROMOTIONS BOXING
MLB

KEY EVENTS IN 2017

2018 WORLD CUP CONCACAF QUALIFIERS
NBA FINALS
2017 CHAMPIONS LEAGUE FINAL
SUPER BOWL 51/ PRO BOWL
MLB PLAYOFFS & WORLD SERIES



INSIDE THE NUMBERS

THE ESPN VIEWER IN MEXICO IS **80% MORE LIKELY**
TO BELONG TO THE TOP 10% SEL⁵

#1 ESPN (NET) IS THE TOP SPORTS BRAND FOR
AFFLUENT DEMOS IN MEXICO⁶

ESPN2 IS THE **#2 RATED CABLE**
SPORTS NETWORK IN MEXICO⁷

ESPN NETWORKS REACHED **32M PEOPLE ACROSS**
LATIN NORTH MARKETS IN FY '16⁸

+48% INCREASE IN RATINGS FOR THE 2016
UEFA CHAMPIONS LEAGUE FINAL IN MEXICO⁹

ESPN RANKINGS

HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

#1 DIGITAL REACH IN MEXICO²

#1 DIGITAL TIME SPENT IN MEXICO²

#2 TV REACH IN CENTRAL AMERICA³

#2 TV REACH IN MEXICO³

SOURCES

- 1 IBOPE, FY '16, M18-49
- 2 comScore, Multi-platform Mar '16-Sep '16
- 3 IBOPE/AdvantEdge
- 4 ESPN Affiliate Sales, September '16
- 5 TGI LATINA 2015 Wave II + 2016 Wave I
- 6 IBOPE, FY '16, High SES HH and M18+
- 7 IBOPE, FY '16, HH/All key demos
- 8 Mexico, Central America; IBOPE
- 9 ESPN Net, UCL Final '16 vs. '15, HH demo, IBOPE

MULTIMEDIA EXTENSIONS

ONLINE

ESPN.COM

ESPN.COM.MX

MOBILE

ESPN APP

BROADBAND

ESPN PLAY

TELEVISION

ESPN / ESPN2 / ESPN3 /
ESPN HD / ESPN2 HD / ESPN3 HD

RADIO

ESPN RADIO FORMULA

2017 INTERNATIONAL
PLANNING GUIDE



LATIN AMERICA NORTH

ESPN



LATIN AMERICA SOUTH

COUNTRIES

9

ARGENTINA
BOLIVIA
CHILE
COLOMBIA
ECUADOR
PARAGUAY
PERU
URUGUAY
VENEZUELA

LATIN AMERICA'S
PREMIER MULTI-
PLATFORM SPORTS
MEDIA BRAND.



ESPN RANKINGS

HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

#1 TV REACH IN COLOMBIA & CHILE¹

#1 ONLINE REACH IN VENEZUELA²

#2 TV REACH IN ARGENTINA³





MULTIMEDIA EXTENSIONS

ONLINE

ESPN.COM / ESPN.COM.AR / ESPN.COM.CL
ESPN.COM.CO / ESPN.COM.VE

MOBILE

ESPN APP

BROADBAND

ESPNPLAY.COM

TELEVISION

ESPN / ESPN2 / ESPN3 / ESPN HD /
ESPN2 HD / ESPN3 HD

RADIO

ESPN RADIO

KEY PROPERTIES IN 2017

UEFA CHAMPIONS LEAGUE
SPANISH LA LIGA
ENGLISH PREMIER LEAGUE
GERMAN BUNDESLIGA
ITALIAN SERIE A

KEY EVENTS IN 2017

EUROPEAN QUALIFIERS: 2018 WORLD CUP
TENNIS GRAND SLAMS
NBA FINALS
TOUR DE FRANCE
GOLF GRAND SLAMS

INSIDE THE NUMBERS

37.7M PEOPLE REACHED ON ESPN NETWORKS IN FY '16⁶
+101% RATINGS GROWTH ON ESPN IN CHILE FOR
2016 OLYMPICS VS. LONDON 2012⁷

TOTAL AWARENESS OF ESPN BRAND IN ARGENTINA IS 93%⁸
#1 ESPN2 IS TOP CABLE SPORTS NETWORK IN COLOMBIA⁹

+45% RATINGS GROWTH IN COLOMBIA FOR
THE 2016 UEFA CHAMPIONS LEAGUE FINAL¹⁰

ESPN IS THE #1 TOP OF MIND SPORTS MEDIA BRAND
IN ARGENTINA, COLOMBIA, AND VENEZUELA⁸

+94% INCREASE YOY IN TOTAL DIGITAL VIDEO STARTS¹¹



SOURCES

- 1 Avg. Monthly Reach FY '16, IBOPE Chile and Colombia
- 2 comScore Desktop, Oct '15-Sep '16
- 3 Avg. Monthly Reach FY '16, IBOPE
- 4 ESPN Affiliate Sales, September '16
- 5 comScore Desktop, Oct '15-Sep '16 (includes Argentina, Colombia, Chile, Peru, Venezuela)
- 6 Argentina, Chile, Colombia, Peru; IBOPE
- 7 P4+ Rating (%), IBOPE
- 8 Ipsos ESPN Latin America Brand Study
- 9 All Demos; IBOPE/AdvantEdge, FY '16
- 10 ESPN Net, UCL Final '16 vs. '15, HH demo, IBOPE
- 11 Adobe Analytics, Oct '15 - Sep '16



LATIN AMERICA SOUTH

REACH & DISTRIBUTION

29.6M TELEVISION
HOUSEHOLDS⁴

1.9M ONLINE AVERAGE
MONTHLY UNIQUES⁵



