

**THE UK'S  
MOST ENGAGED  
SPORTS FANS**



REACH & DISTRIBUTION

**4.4M AVERAGE DIGITAL  
MONTHLY UNIQUES<sup>1</sup>**



INSIDE THE NUMBERS

**66% RECORD HIGH  
AWARENESS OF ESPN  
WEBSITES BY UK  
SPORTS FANS<sup>4</sup>**

ONLINE

ESPN.CO.UK  
ESPNCRICINFO.COM  
ESPNFC.COM  
ESPNSCRUM.COM  
ESPNF1.COM

MOBILE

ESPN MOBILE WEBSITE  
ESPN UK APP  
ESPN CRICINFO APP  
ESPN FC APP

BROADBAND

ESPNPLAYER



REACH & DISTRIBUTION

**1.4M** AVERAGE MONTHLY  
ONLINE UNIQUES<sup>2</sup>

**3.3M** AVERAGE MONTHLY  
MOBILE UNIQUES<sup>3</sup>

INSIDE THE NUMBERS

**78%** PERCEIVE ESPN AS A BRAND "ON THE UP"<sup>5</sup>

**ESPN RANKS IN THE TOP 5 IN TERMS OF MINUTES PER VISIT AMONG  
THE MOST POPULAR UK DIGITAL SPORT PROPERTIES<sup>1</sup>**

**MOBILE UNIQUES TO THE ESPN DIGITAL NETWORK GREW +14% YOY<sup>3</sup>**



SOURCES

- 1 comScore Multi-Platform, Oct '15-Sep '16
- 2 comScore Desktop, Oct '15-Sep '16
- 3 comScore Mobile, Oct '15-Sep '16
- 4 UK Brand Tracker, Wave 19 - Autumn 2016
- 5 UK Brand Tracker, Wave 19 - Autumn 2016, Among those Aware of the brand

