

ESPN RANKINGS

HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

#1 TV RATING/REACH¹

#1 DIGITAL REACH²

#1 DIGITAL TIME SPENT¹

2017 INTERNATIONAL PLANNING GUIDE



REACH & DISTRIBUTION

88M TV HOUSEHOLDS³
85M AVG. MONTHLY DIGITAL UNIQUES¹

SERVING SPORTS Fans, anytime. Anywhere INSIDE THE NUMBERS

#1 DIGITAL USERS SPEND 6.8B MINUTES PER MONTH ON ESPN, 2B MORE THAN THE CLOSEST SPORTS COMPETITOR²

ESPN REACHES 33% OF ALL INTERNET USERS IN THE US, RANKING #1 IN THE SPORTS CATEGORY² TOP 15 ESPN RANKS #12 AMONGST MILLENNIALS IN THE TOTAL NUMBER OF DAILY SMARTPHONE USERS ACROSS ALL DIGITAL PLATFORMS⁴ ESPN RANKS AS THE #1 CABLE TV NETWORK AMONG AFFLUENT INDIVIDUALS⁵

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KEY EVENTS IN 2017

MLB HOME RUN DERBY **2018 WORLD CUP: UEFA QUALIFIERS NBA FINALS COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP GAME**

KEY PROPERTIES IN 2017

MONDAY NIGHT FOOTBALL X GAMES **SPORTSCENTER COLLEGE GAMEDAY** MAJOR LEAGUE SOCCER



MULTIMEDIA EXTENSIONS

ONLINE

ESPN_COM / ESPNDEPORTES_COM CRICINFO / FIVETHIRTYEIGHT / ESPNFC / ESPNSCRUM / ESPNF1 / ESPN LOCAL SITES (NY, LA, BOSTON, DALLAS, CHICAGO) **ESPNW / THE UNDEFEATED**

TELEVISION

ESPN / ESPN2 / ESPN DEPORTES / ESPNNEWS / ESPNU / ESPN CLASSIC / LONGHORN NETWORK / SEC NETWORK

APP

ESPN APP

BROADBAND

WATCH ESPN / ESPN3

RADIO

ESPN HOMETOWN ESPN DEPORTES

MAGAZINE

ESPN MAGAZINE

INSIDE THE NUMBERS

ESPN DELIVERED ALL OF THE 5 MOST-WATCHED LIVE CABLE TELECASTS[®]

96M FANS USE AN ESPN PROPERTY EACH WEEK¹

- Nielsen Media ResearchComScore Multi-Platform, Oct '15-Sep '16
- 3 December 2016
- 4 ComScore Multi-Platform, Oct '15-Sep '16 (Adults 18-34)
- 5 Ipsos Affluent Survey 2016
- 6 Nielsen, FY '16
- 7 ESPN All Day Every Day, Fall 2015





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NOTE: THIS LIST OF SPORTS REPRESENTS WHERE WE HAVE RIGHTS, IT DOES NOT MEAN WE AIR THEM ON ALL NETWORKS.

		JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	ост	NOV	DEC
STUDIO SHOWS	SportsCenter												
	Sport-specific shows: MLB,												
	NFL, NBA, NCAA												
	Pardon the Interruption												
	ESPN FC												
MAJOR EVENT	X Games												
	NFL Wild Card Game												
FOOTBALL	NFL Monday Night Football												
	NCAA Football												
	Regular Season												
	NCAA Bowl Games												
	College Football Playoffs												
	(NCAA Division I)												
	College Football Championship												
	Game (NCAA Division I)												
BASEBALL	MLB Opening Day												
	MLB Regular Season												
	College World Series												
	Little League World Series												
BASKETBALL	NBA Regular Season												
	NBA Playoffs & Finals												
	NCAA Men's and												
	Women's Division I												
	NCAA Women's Division I												
	Basketball Tournament												
TENNIS	Australian Open												
	Wimbledon												
	US Open												
GOLF	Masters												
MOTORSPORTS	Indianapolis 500												
SOCCER	U.S. Soccer												
	UEFA Qualifiers:												
	2018 World Cup												
	UEFA Champions League												
	(Group Stage)												
	MLS Regular Season &												
	Playoffs/MLS Cup												
	Golden Boy Promotions												
	Premier Boxing Champions (PBC)												