

USA



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**



ESPN

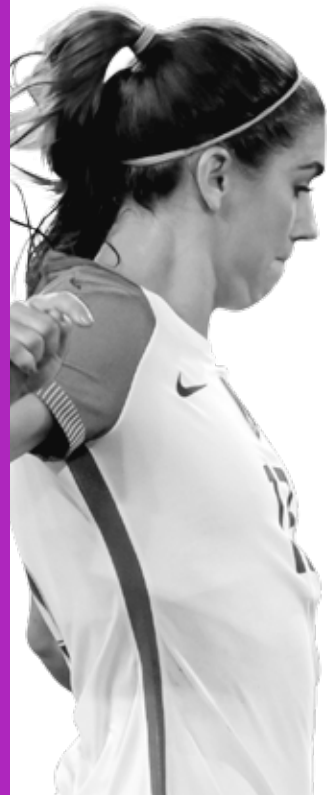
INSIDE THE NUMBERS

#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



INSIDE THE NUMBERS

ESPN DELIVERED ALL OF THE 5 MOST-WATCHED LIVE CABLE TELECASTS⁶

96M FANS USE AN ESPN PROPERTY EACH WEEK⁷

USA

2017 INTERNATIONAL PLANNING GUIDE



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

SOURCES

- 1 Nielsen Media Research
- 2 ComScore 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



