

AFRICA

DELIVERING
THE MOST
COMPREHENSIVE
SPORTS COVERAGE
IN AFRICA THROUGH
A PARTNERSHIP
WITH ECONET
MEDIA'S KWESÉ

PLANNING
GUIDE
2019

ESPN





REACH AND DISTRIBUTION

Digital

4.0M Average Monthly Uniques
for ESPN's digital network¹
106M Average Monthly Minutes
or ESPN's digital network²

INSIDE THE NUMBERS

149 Index for ESPN Users among the top 10% income group³

97%, 90% Sports fans in Nigeria, South Africa saying ESPN is on the way up or at the top of its game⁴

94% Sports fans in Nigeria agree ESPN provides quality coverage on its websites⁵

93% Sports fans in Nigeria agree ESPN spreads the joy of sport⁶

+4% YOY Growth for the ESPN App⁷

SOURCES

1. Adobe Analytics, CY18
2. Adobe Analytics, CY18
3. GWI, ESPN User, Markets: Egypt, Ghana, Kenya, Morocco, Nigeria, South Africa
4. Netfluentia, Spring 2018, "Achieving Credibility and momentum" or "At the top of its game (leader of pack)"
5. Netfluentia, Spring 2018
6. Netfluentia, Spring 2018
7. Adobe Analytics, Visits, CY18 and CY17