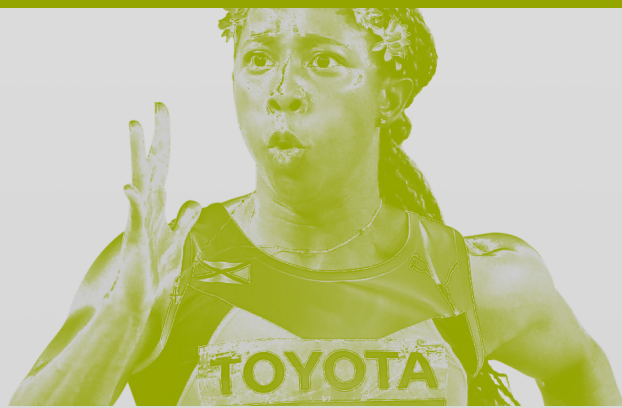


# CARIBBEAN

## THE MOST WATCHED CABLE SPORTS NETWORK IN THE CARIBBEAN

PLANNING  
GUIDE  
2019





## REACH AND DISTRIBUTION

TV

**1M TV HHS<sup>1</sup>**

Digital

**53M Avg. Monthly Minutes<sup>2</sup>**

### INSIDE THE NUMBERS

**#1** ESPN is the top of mind sports media brand in Trinidad & Tobago<sup>3</sup>

**81%** Of sports fans in T&T recognize ESPN as an "Authority about Sports"<sup>4</sup>

**#1** ESPN has #1 awareness among sports media brands in Jamaica<sup>5</sup>

**+16%** The ESPN App grew +16% this year<sup>6</sup>

### SOURCES

1. ESPN Affiliate Sales, January 2019
2. Adobe Analytics, CY18
3. Ipsos Caribbean Brand Study, TOM Awareness, September 2015
4. Ipsos Caribbean Brand Study, September 2015
5. Ipsos Caribbean Brand Study, Spontaneous Awareness, September 2015
6. Adobe Analytics, Monthly Uniques

