

MIDDLE EAST

THE PREMIER
COLLECTION OF
SPORTS MEDIA
DIGITAL PLATFORMS
IN THE MIDDLE EAST.

PLANNING
GUIDE
2019





REACH AND DISTRIBUTION

2.2M Average Monthly Uniques¹

155M Average Monthly Minutes²

INSIDE THE NUMBERS

90%, 89% Sports fans in Saudi Arabia, UAE saying ESPN is on the way up or at the top of its game³

82%, 80% Sports fans in Saudi Arabia, UAE agree ESPN provides quality coverage on its websites⁴

117 Index for ESPN Users among the top 10% income group⁵

+11% YOY Growth for the ESPN App⁶

SOURCES

1. Adobe Analytics, CY18
2. Adobe Analytics, CY18
3. Netfluential, Spring 2018, "Achieving Credibility and momentum" or "At the top of its game (leader of pack)"
4. Netfluential, Spring 2018
5. GWI, ESPN Digital User, Markets: Saudi Arabia and UAE
6. Adobe Analytics, CY18 and CY17, Monthly Uniques