

MEXICO

MEXICO'S PREMIER MULTI-PLATFORM SPORTS MEDIA BRAND

PLANNING
GUIDE
2019





ESPN RANKINGS

HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

#2 TV Reach in Mexico¹

#3 Digital Reach in Mexico²

#1 Digital Minutes in Mexico³

TV Distribution

17.7M TV HHs⁴

Digital Reach

**3.6M Average Monthly Uniques
in Mexico⁵**

INSIDE THE NUMBERS

#2 ESPN2 is the #2 rated cable sports network in Mexico⁶

#1 ESPN (Net) top sports brand for the affluent demo in Mexico⁷

23.8M ESPN Networks reached 23.8M people in Mexico in CY18⁸

9.7M ESPN media reaches 9.7M people per week in Mexico⁹

+17% Ratings for the UCL Final on ESPN (Net) improved +35% in Mexico¹⁰

#1 Top-rated NBA Finals ever on ESPN in Mexico¹¹

+28% NFL ratings on the ESPN networks in Mexico jumped +28% this season¹²

123 Index of ESPN Users among the top 10% income group in Mexico¹³

+18% YOY growth in Total Minutes for ESPN's digital network in Mexico¹⁴

SOURCES

1. IBOPE, CY18, Avg. Month
2. comScore, CY18
3. comScore, CY18
4. ESPN Affiliate Sales, January 2019
5. comScore, CY18
6. IBOPE, CY18, Total Audience
7. IBOPE, CY18, High SES Audience
8. IBOPE. Mexico and Central America.
9. GFK, ESPN All Day Every Day Study 2017, Mexico
10. IBOPE, 2018 UCL Final, HH Demo
11. BOPE, 2018 NBA Finals, HH Demo
12. IBOPE, 2018-19 NFL Season, ESPN/ESPN2, HH Demo
13. GWI, ESPN User, Mexico
14. Adobe Analytics, CY18 and CY17