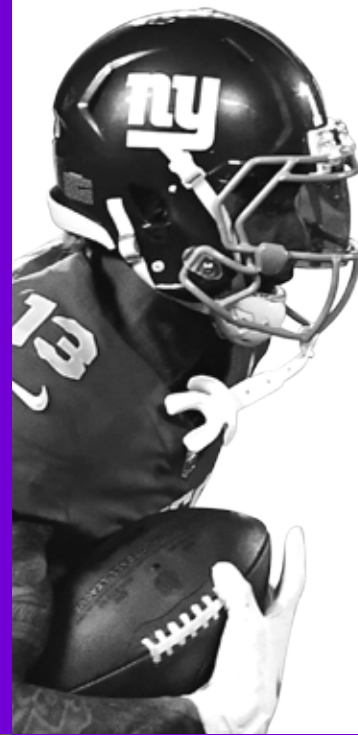


ESPN RANKINGS  
HOW DID ESPN PERFORM DURING  
SUPER BOWL 50?

ESPN WAS THE **#1** PAY  
TV NETWORK IN BRAZIL<sup>1</sup>  
**#1** BROADCAST EVER IN  
ESPN AUSTRALIA'S HISTORY<sup>2</sup>

HOW DID ESPN PERFORM DURING  
THE 2016 WORLD SERIES?

**#1** WORLD SERIES ON ESPN  
IN MEXICO SINCE 2005<sup>1</sup>  
**#1** WORLD SERIES ON TV IN  
AUSTRALIA SINCE 2007<sup>3</sup>



LEADING THE WAY FOR  
THE GLOBALIZATION OF  
AMERICAN SPORTS

REACH & DISTRIBUTION

**LATIN AMERICA**

MLB CONTENT ON ESPN NETWORKS  
REACHED 24M PEOPLE FOR THE  
ENTIRE SEASON<sup>1</sup>



**AMERICAN  
SPORTS**

2017 INTERNATIONAL  
PLANNING GUIDE

ESPN

# AMERICAN SPORTS

INSIDE THE NUMBERS

## WORLD SERIES 2016

TOTAL MINUTES ON ESPN.COM IN  
AUSTRALIA INCREASED BY **+191%**  
ON GAME-DAY<sup>4</sup>



INSIDE THE NUMBERS

## MLB REGULAR SEASON 2015-16

RATINGS IN AUSTRALIA  
INCREASED **+26% YOY<sup>2</sup>**

ESPN PLAY IN SSSLA INCREASED  
**+22% YOY IN UNIQUES AND  
+39% YOY IN VIDEO STARTS<sup>4</sup>**

SOURCES

1 IBOPE

2 Nielsen

3 Nielsen; +75% vs. 2015 results

4 comScore & Adobe, Oct '15-Sep '16

INSIDE THE NUMBERS

## WORLD SERIES 2016

TV HOUSEHOLDS RATINGS INCREASED YOY  
IN MEXICO **(+10%)**, CENTRAL AMERICA  
**(+42%)**, COLOMBIA **(+12%)**, ARGENTINA  
**(+83%)**, PERU **(+85%)**, BRAZIL **(+79%)<sup>1</sup>**



INSIDE THE NUMBERS

## NFL REGULAR SEASON 2015-16

ESPN AVERAGED **16,200 VIEWERS PER  
MINUTE** IN AUSTRALIA, THE NETWORKS  
HIGHEST-VIEWED SEASON<sup>2</sup>

HOUSEHOLD RATINGS IN BRAZIL  
GREW **+86% YOY<sup>1</sup>**

HOUSEHOLD RATINGS IN MEXICO  
GREW **+33% YOY<sup>1</sup>**

TRAFFIC ON WATCHESPN BRAZIL  
INCREASED BY **+84% ON DAYS  
WITH LIVE NFL BROADCASTS VS.  
DAYS WITHOUT<sup>4</sup>**

INSIDE THE NUMBERS

## SUPER BOWL 50

**71% OF ESPN MEXICO'S AUDIENCE  
BELONGED TO THE HIGH SEL CATEGORY<sup>1</sup>**

**MOST-VIEWED SUPER BOWL ON  
RECORD FOR ESPN BRAZIL<sup>1</sup>**

**ESPN OWNED 61.8% OF TV SHARE IN  
AUSTRALIA FOR YOUNG MALES 16-24<sup>2</sup>**

2017 INTERNATIONAL  
PLANNING GUIDE

ESPN

		LATIN AMERICA: LATIN NORTH	LATIN AMERICA: LATIN SOUTH	BRAZIL	CARIBBEAN ESPN, ESPN2	CANADA TSN, RDS	AUSTRALIA PACIFIC RIM
<b>BASEBALL</b>	MLB - Regular Season						
	MLB - All Star Game, Playoffs, and World Series						
<b>FOOTBALL</b>	NFL - Regular Season						
	NFL - Playoffs						
	NFL - Super Bowl						

NOTE: THIS LIST OF SPORTS REPRESENTS WHERE WE HAVE RIGHTS, IT DOES NOT MEAN WE AIR THEM ON ALL NETWORKS.

# AMERICAN SPORTS

2017 INTERNATIONAL  
PLANNING GUIDE



# NBA

2017 INTERNATIONAL  
PLANNING GUIDE



THE NBA'S BIGGEST  
PARTNER AS THE LEAGUE  
CONTINUES EXPANDING ITS  
INTERNATIONAL FOOTPRINT

ESPN RANKINGS  
HOW DID ESPN PERFORM DURING THE 2016 NBA FINALS?

**#1 MOST-VIEWED FINALS ON  
WATCHESPN HISTORY IN THE US<sup>1</sup>**

ESPN REGIONS WITH NBA REGULAR SEASON,  
PLAYOFF, AND FINALS RIGHTS

LATIN AMERICA NORTH / LATIN  
AMERICA SOUTH / BRAZIL /  
CARIBBEAN / CANADA /  
AUSTRALIA/PACIFIC-RIM



INSIDE THE NUMBERS

2015-16 REGULAR SEASON

HOUSEHOLD TV RATINGS ON ESPN  
INCREASED **+20%** YOY IN MEXICO  
AND **+64%** YOY IN BRAZIL<sup>2</sup>

US TV RATINGS INCREASED **+10%**  
ON ABC AND **+8%** ON ESPN VS.  
PREVIOUS SEASON<sup>1</sup>

NBA FINALS

HIGHEST EVER RATED FINALS IN  
ESPN'S BRAZILIAN NETWORKS,  
**+73%** VS. 2015<sup>2</sup>

MOST-VIEWED NBA FINALS IN  
THE US SINCE 1998 WITH **20.2M**  
VIEWERS PER MINUTE ON ABC<sup>1</sup>

ESPN AUSTRALIA OWNED **40.4%**  
MARKET SHARE AMONGST THE  
CORE MALES 18-34<sup>1</sup>



REACH & DISTRIBUTION

LATIN AMERICA

TOTAL TV REACH OF  
**22.8M** PEOPLE ACROSS  
ESPN NETWORKS<sup>2</sup>

AUSTRALIA

TOTAL TV REACH OF  
OVER **2M** PEOPLE,  
GROWING **+20%** VS.  
PREVIOUS SEASON<sup>1</sup>

ESPN RANKINGS

HOW DID ESPN PERFORM DURING THE 2016 NBA FINALS?

ESPN WAS THE **#1** TV NETWORK IN AUSTRALIA &  
OUTPERFORMED ALL OTHER SPORTS NETWORKS COMBINED<sup>1</sup>  
GAME 7 IS THE **#1** NBA BROADCAST EVER IN BRAZIL  
& CHILE IN TOTAL AUDIENCE<sup>2</sup>

**NBA**

SOURCES  
1 Nielsen  
2 IBOPE

	LATIN AMERICA: LATIN NORTH	LATIN AMERICA: LATIN SOUTH	BRAZIL	CARIBBEAN ESPN, ESPN2	CANADA TSN, RDS	AUSTRALIA PACIFIC RIM
NBA Regular Season						
NBA Playoffs						
NBA Finals						
NBA All Star Game (+Events)						

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# NBA

2017 INTERNATIONAL  
PLANNING GUIDE



**THE MOST IMPORTANT  
SPORT AMONGST ESPN'S  
AFFLUENT AUDIENCE**



# TENNIS

**INSIDE THE NUMBERS  
LATIN AMERICA**

**THE AUSTRALIAN OPEN OVER-INDEXES AMONGST  
HIGH SEL VIEWERS, ACHIEVING +48% HIGHER  
RATINGS VS. THE TOTAL POPULATION<sup>1</sup>**



**ESPN REGIONS WITH WIMBLEDON RIGHTS**

**LATIN AMERICA NORTH  
LATIN AMERICA SOUTH  
BRAZIL / CARIBBEAN  
CANADA**

INSIDE THE NUMBERS  
LATIN AMERICA

**ESPN WAS THE #1  
CABLE TV NETWORK  
ON 9/3 DURING DEL  
POTRO VS. FERRER  
IN THE US OPEN  
(HOUSEHOLDS, M18+,  
M18-49)<sup>1</sup>**



INSIDE THE NUMBERS  
LATIN AMERICA

**TENNIS COVERAGE ON ESPN NETWORKS  
REACHED 38 MILLION PEOPLE ACROSS  
LATIN AMERICA IN 2016<sup>2</sup>**

**90% OF FANS AGREE THAT ESPN IS THE  
BEST SOURCE FOR TENNIS COVERAGE<sup>3</sup>**

**HOUSEHOLD RATINGS FOR WIMBLEDON  
GREW +44% YOY IN ARGENTINA +22% IN  
CENTRAL AMERICA<sup>1</sup>**

INSIDE THE NUMBERS  
USA

**MOST VIEWED WIMBLEDON EVER ON  
WATCHESPN, GROWING +26% YOY<sup>4</sup>**

**MOST VIEWED AUSTRALIAN OPEN EVER ON  
WATCHESPN, GROWING +50% YOY<sup>4</sup>**



SOURCES

- 1 TV - IBOPE Latin America
- 2 IBOPE
- 3 Latin America Fan Forum, Wimbledon 2016 study
- 4 Adobe Analytics, Total Minutes Viewed

**2017 INTERNATIONAL  
PLANNING GUIDE**



**TENNIS**

**ESPN**



	LATIN AMERICA: LATIN NORTH	LATIN AMERICA: LATIN SOUTH	BRAZIL	CARIBBEAN ESPN, ESPN2	CANADA TSN, RDS	AUSTRALIA PACIFIC RIM
ATP Tennis Masters Series						
Australian Open						
Roland Garros						
Wimbledon						
US Open						
Abierto Mexicano de Tenis						

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# TENNIS

2017 INTERNATIONAL  
PLANNING GUIDE

