

# NIELSEN SPORTS



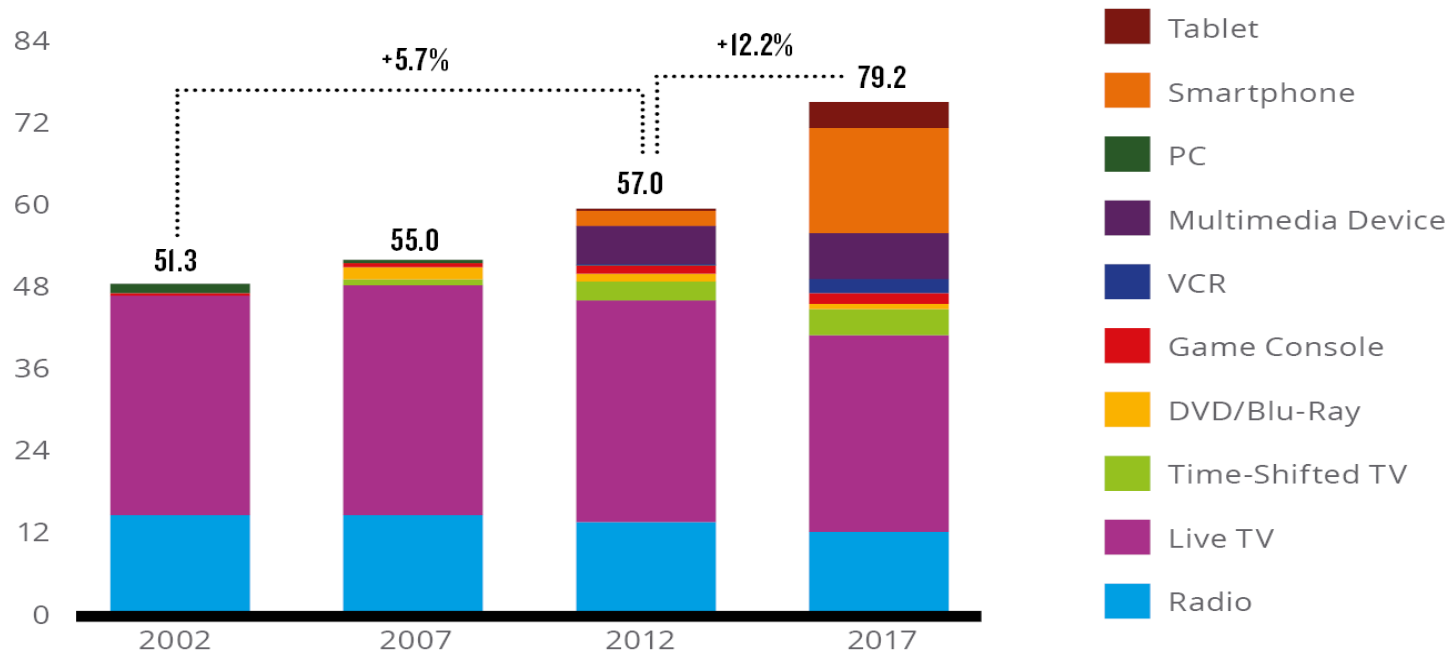
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# CONSUMERS EMBRACE MORE PROGRAMMING AND PLATFORMS

WEEKLY TIME SPENT BASED ON THE TOTAL U.S. POPULATION  
BASED ON Q12017, P18+ BY HOURS



## INTERNET ENABLED STREAMING DEVICES IN OVER HALF OF HOMES

**74 MILLION** or **62.5%**

of TV households have at least one of these devices



**DIGITAL  
STREAMING  
DEVICES**



**INTERNET-  
ENABLED VIDEO  
GAME CONSOLES**



**INTERNET-  
ENABLED  
SMART TVs**

Up from **53%** penetration last year

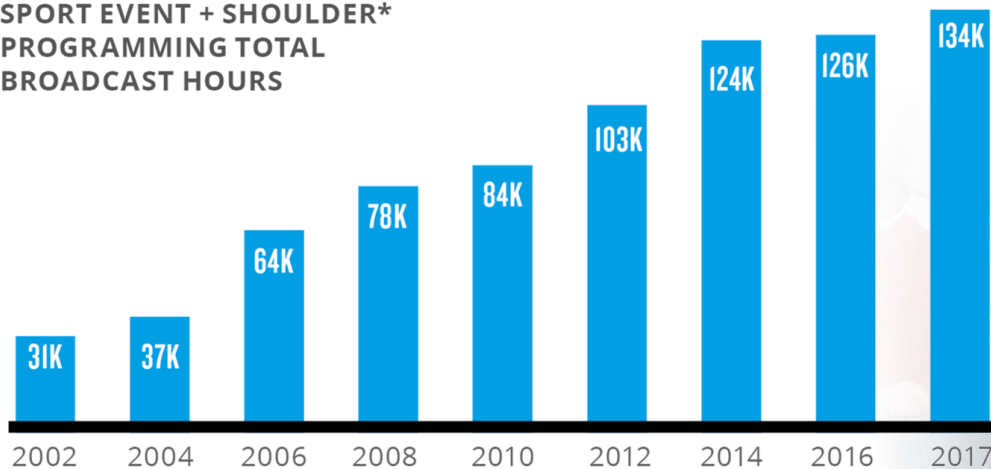
Source: July 15, 2017 – Nielsen National Panel vs. July 15<sup>th</sup>, 2016  
Digital Streaming Devices (Amazon FireTV, Apple TV, Google Chromecast, Roku)  
Enabled Video Game Consoles (Sony Playstation, Microsoft Xbox, Nintendo Wii)

# SPORTS DRIVE TELEVISION AUDIENCES

## TOP 100 RATED TELECASTS (LIVE+SD)\*\*



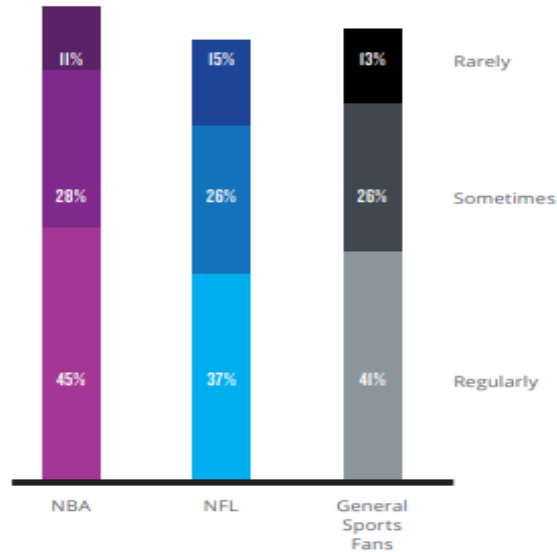
## SPORT EVENT + SHOULDER\* PROGRAMMING TOTAL BROADCAST HOURS



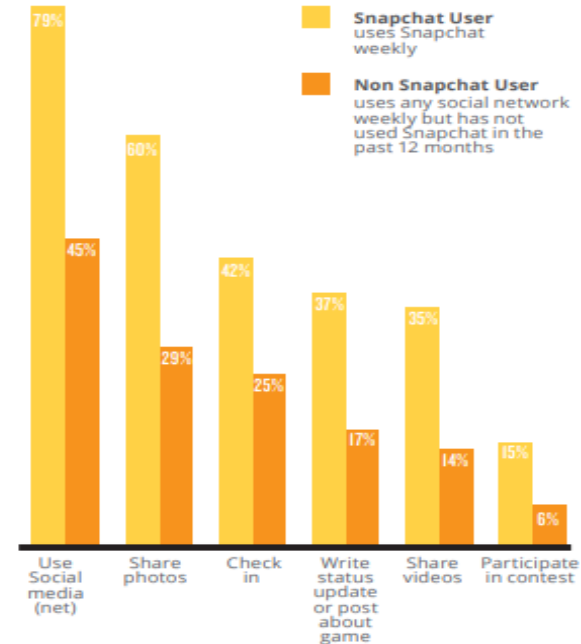
Source: Nielsen Year in Sports Media Report 2017

# SOCIAL ENGAGEMENT GROWTH

## NBA FANS ARE MOST ENGAGED ON SOCIAL MEDIA

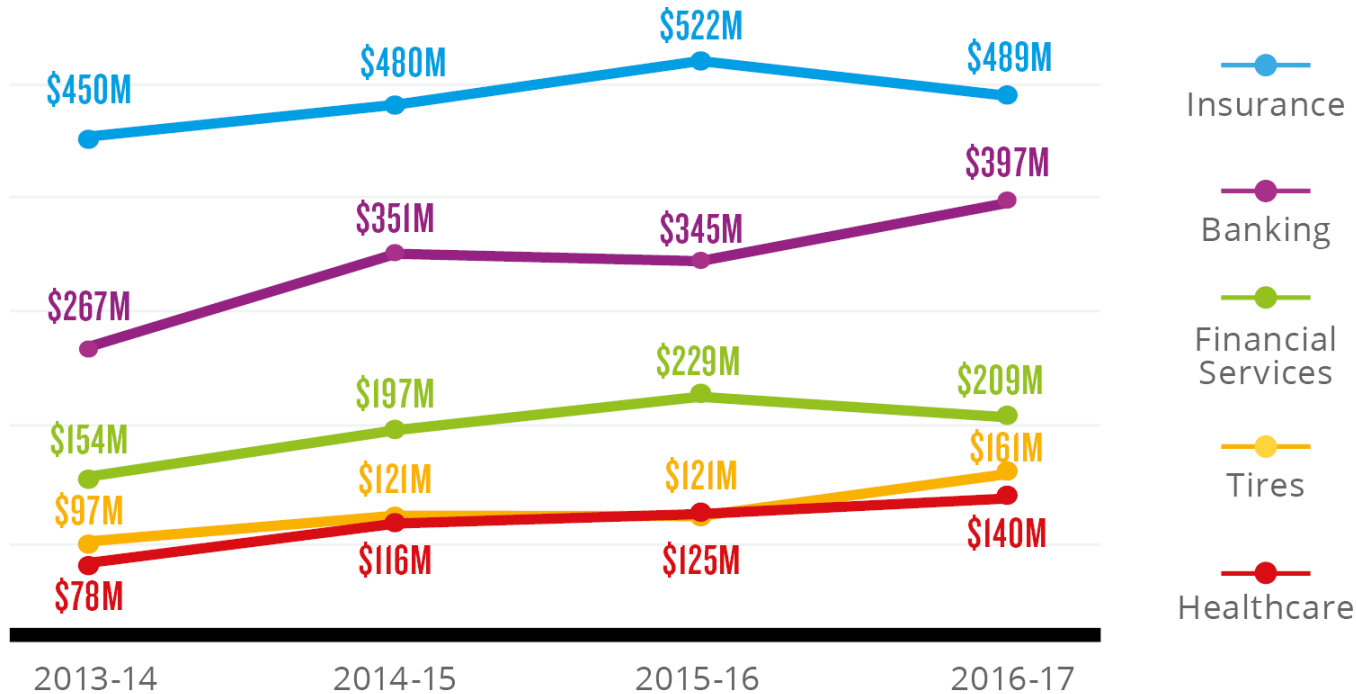


## FANS' IN-GAME SOCIAL MEDIA HABITS



# SPONSORSHIP OPPORTUNITY EXPANDS

## 2013-2017 Q1 MEDIA VALUE ACROSS SELECT CATEGORIES



# ESPORTS: MAXIMIZING VALUE

## NUMBER OF ESPORTS SPONSORSHIPS PER INDUSTRY

(2016 – SUMMER 2017)

**360+**

IT/COMPUTER  
(CUMULATED)

**100+**

RETAIL  
(CUMULATED)

**60+**

ONLINE  
SERVICES

**50+**

NON-ALCOHOLIC  
DRINKS

**40+**

ONLINE  
MEDIA

Source: Nielsen Market Intelligence

## ATTITUDES TOWARDS BRAND INVOLVEMENT IN ESPORTS



Source: Nielsen Esports Playbook



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