



Coop FIS Cross Country World Cup 2025/26

TV Media Evaluation – Event Summary



Expertise by Nielsen Sports
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Introduction

Study scope

Object of investigation/event:	Coop FIS Cross Country World Cup
Monitoring period:	2025/26 Season
Markets*:	Dedicated Coverage: Global broadcast partners Secondary Coverage: Austria, China, Czech Republic, Finland, France, Germany, Italy, Japan, Norway, Poland, Slovakia, Slovenia, Sweden, Switzerland, USA
TV program types:	Live, Delayed, Relive, Highlights, Sport Magazines, Magazines, News
Sources of audience data:	Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup Adults 3+ Estimations by Nielsen Sports

*Note: Russia is excluded from this year's analysis and has been so since the 2022/23 season. All multi-year comparisons are excluding the Russian market.

Management Summary

Global Overview

FIS Cross Country World Cup 2025/26

FIS Cross Country WC

	Live	Non-Live	TOTAL	TOTAL 2024/25
Cumulative Audience* (M)	111	412	523	650
Number of Broadcasts (#)	3,287	8,495	11,782	16,366
Broadcast Time (hrs)	3,371	7,021	10,392	11,447
Actual Playing Time (hrs)	3,162	6,620	9,782	10,741
Event Impressions (M)	11,514	4,250	15,764	19,231

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Global Overview

FIS Cross Country World Cup 2025/26 – Men (excl. Mixed)

FIS Cross Country WC

	Live	Non-Live	TOTAL	TOTAL 2024/25
Cumulative Audience* (M)	63	296	359	403
Number of Broadcasts (#)	1,760	6,995	8,755	9,059
Broadcast Time (hrs)	1,717	4,098	5,815	6,027
Actual Playing Time (hrs)	1,612	3,869	5,481	5,658
Event Impressions (M)	5,267	1,920	7,187	8,607

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Global Overview

FIS Cross Country World Cup 2025/26 – Women (excl. Mixed)

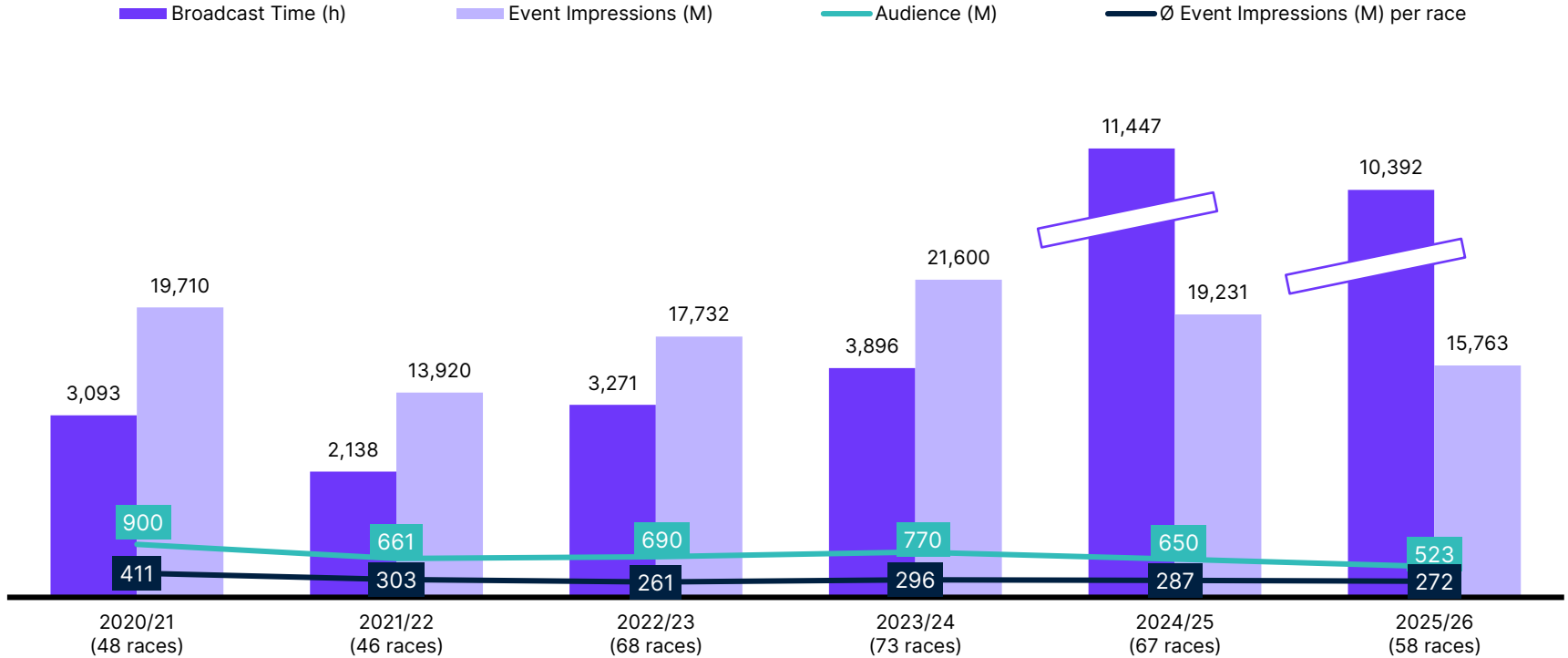
	Live	Non-Live	TOTAL	TOTAL 2024/25
Cumulative Audience* (M)	70	300	370	478
Number of Broadcasts (#)	1,718	5,795	7,513	8,139
Broadcast Time (hrs)	1,654	2,924	4,578	5,279
Actual Playing Time (hrs)	1,549	2,752	4,301	4,950
Event Impressions (M)	6,247	2,330	8,577	10,406

FIS Cross Country WC

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Management Summary

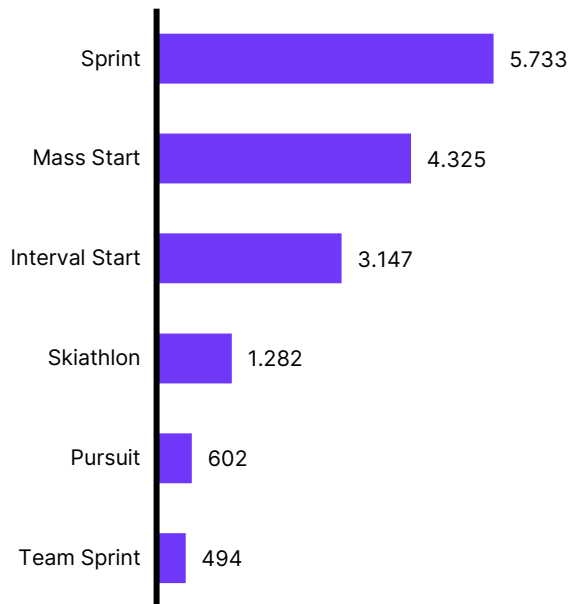
Season Comparison



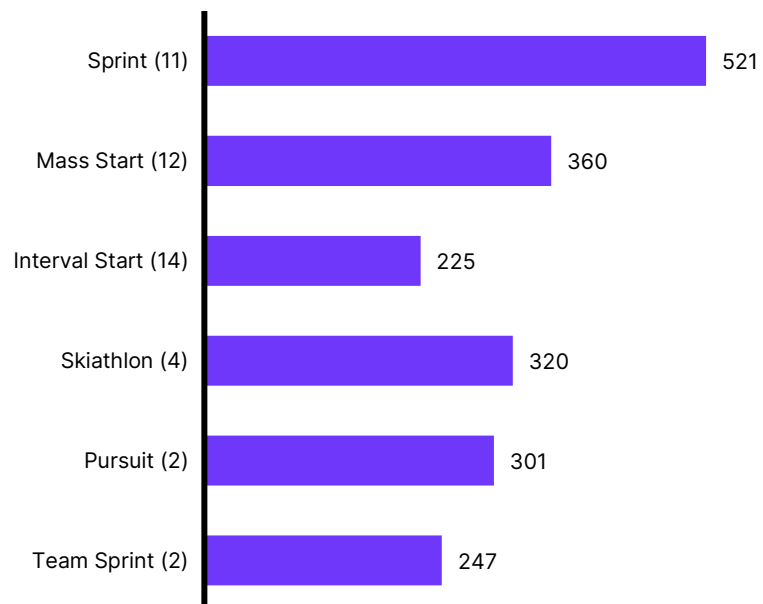
Management Summary

Event Ranking

Event Impressions (M)

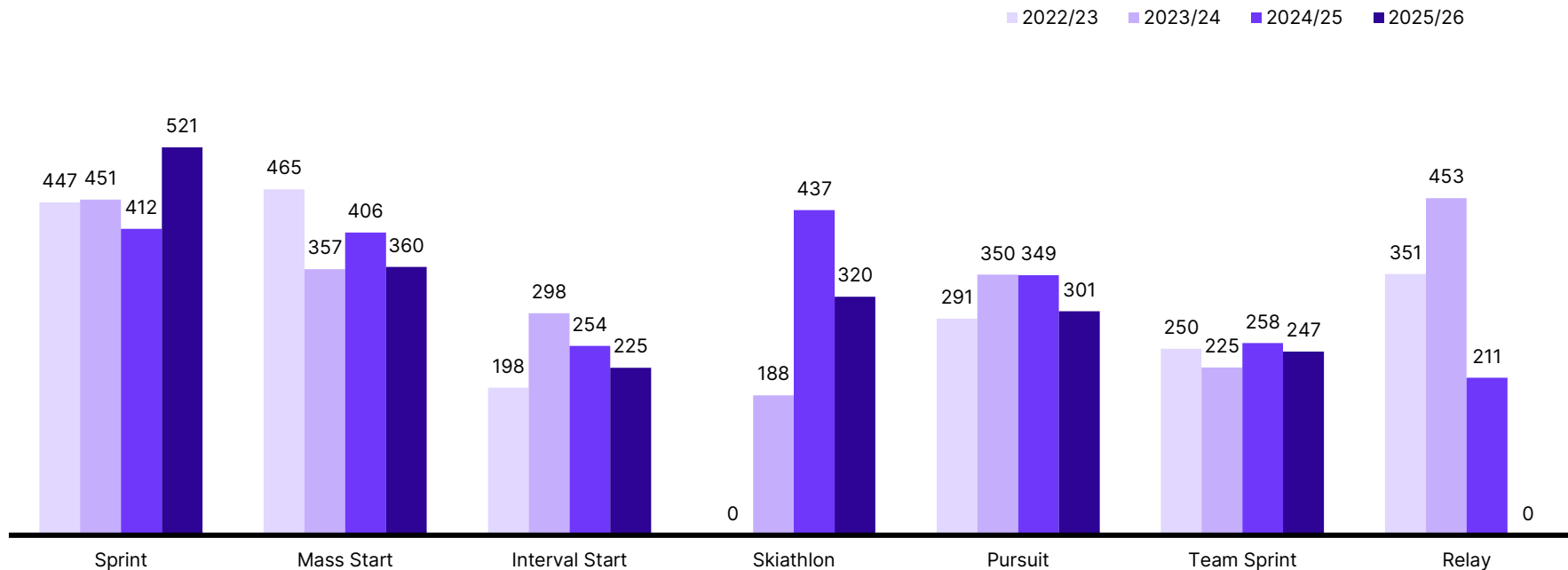


Ø Event Impressions per race (M)



Management Summary

Media Monitoring - Avg. Event Impressions (M) per Race & Discipline – Trend Chart



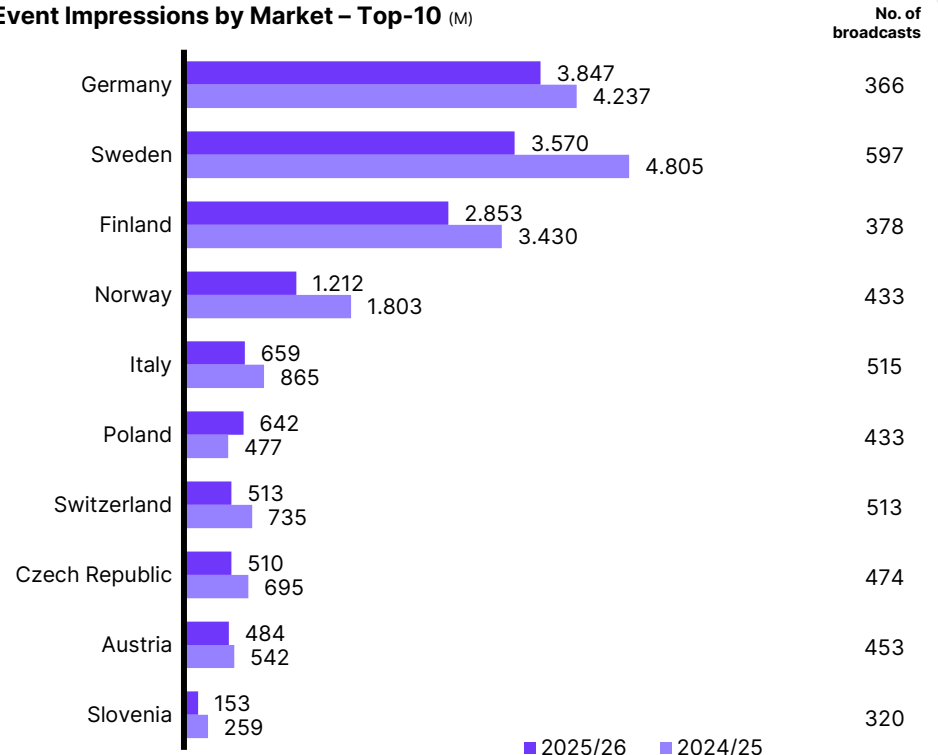
Management Summary

Key Takeaways

Key Takeaways

- **Global Reach & Inventory Impact:** Total media impact declined by 19% (old scope) to 18% YoY (new scope); however, this was primarily driven by a 19% reduction in race inventory (8 fewer races). On an inventory-adjusted basis, the average impact per race showed only a marginal 5% decline
- **Market Performance Trends:** While traditional European powerhouses saw negative trends, the USA and Poland (+35%) emerged as key growth territories
- **Swedish Broadcasting Transition:** The migration of live coverage from TV6 to Viaplay Sport resulted in a 29% decrease in average live audience (from 414k to 292k)
- **Sprint Format Dominance:** Sprints continue to be the most efficient format, accounting for 37% of total media impact. Despite having 2 fewer races than last season, the format achieved a 3% increase in total media value.
- **German Market Driver:** Sportive success of Coletta Rydzek and Laura Gimmier catalyzed an 78% surge in Sprint-specific media impact in Germany.
- **Distance Format Attrition:** Mass Start and Interval formats experienced "leakage" beyond their inventory cuts, losing 28% of their value against a 19% reduction in races

Event Impressions by Market – Top-10 (M)

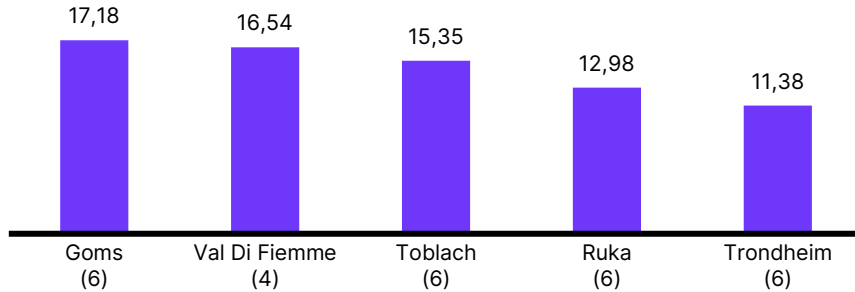


Management Summary

Media Monitoring

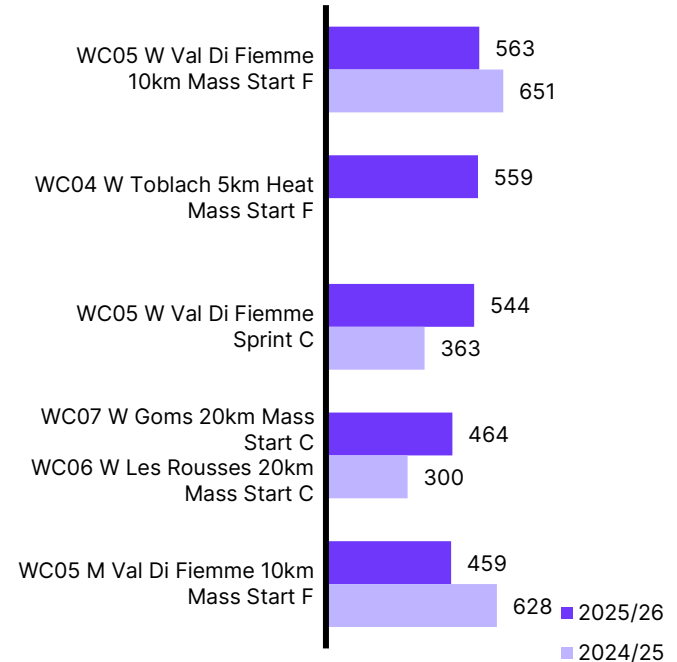
Top 5 Venues by Cumulative Live Audience (M)

(#) = No. of races



- Staging the last six events before the Olympic Games, Goms ranks top in terms of cumulative live audience. Major proportion of this audience comes from Germany's ARD (8.4 M), Finland's YLE TV2 (2.9 M) and Sweden's Viaplay Sport (2.4 M).
- Host of Tour de Ski's Final Climb, Val di Fiemme drops to second place (-7.8 M live audience) due to reduced number of events (6 in 24/25; 4 in 25/26). When considering the live audience per event (4.14 M viewers) remained stable.
- Ruka descends from 3rd to 4th place, even though live audience went up by 12%.
- In terms of media impact, new race format Heat Mass Start in Toblach proved to be successful, with the Women's event landing in second place and the Men's occupying the 8th place.

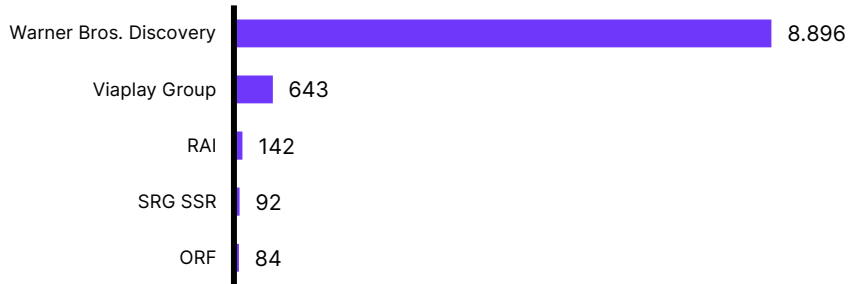
Top-5 Competitions by Event Impressions (M)



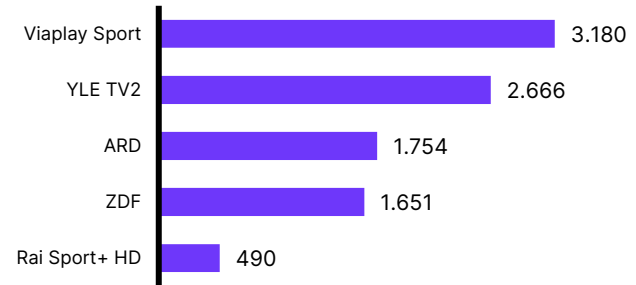
Management Summary

Media Monitoring

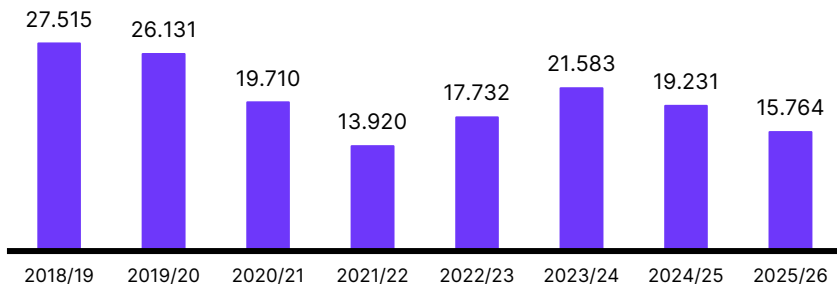
Top 5 Broadcasters by Broadcast Time (hours)



Top 5 Channels by Event Impressions (M)



Event Impressions Trend (M)



- Despite the major broadcast volume with nearly 8,900 hours of coverage (76%) across its European Eurosport feeds, WBD attracted 4% of the total viewership (21.5 M) and generated 13% of total event impressions (2.1 billion).
- With the live races being air on Viaplay Sport, the Swedish channel now leads the ranking in terms of event impressions. The remaining four place of the ranking stayed the same, though combined they generated -13% media impact.
- Streaming broadcasts account for 1.5% of the overall event impressions (241 M), 0.4% of cumulative audience (2.1 M) and 5% of broadcast time (490h).

Presentation of results

Media Monitoring

Media Monitoring

By country (in alphabetic order) – (1/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Albania	311	0.27	216:08:38	205:18:00	27.91
Andorra	310	0.00	220:55:11	209:50:20	0.07
Armenia	311	0.10	216:08:38	205:18:00	9.82
Austria	453	25.58	273:32:58	252:38:36	484.21
Azerbaijan	311	0.02	216:08:38	205:18:00	2.40
Belgium	579	0.46	437:53:58	415:59:11	48.14
Bosnia and Herzegovina	284	0.18	204:59:24	194:43:13	17.32
Bulgaria	280	0.63	203:51:07	193:38:35	64.34
China	21	6.08	3:36:31	3:17:20	64.43
Croatia	284	0.03	204:59:24	194:43:13	3.35
Cyprus	311	0.01	216:08:38	205:18:00	1.26
Czech Republic	474	30.54	288:53:51	269:59:51	510.44
Denmark	84	0.38	76:27:19	72:37:31	41.59
Estonia	289	0.23	205:02:16	194:45:43	9.70

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

By country (in alphabetic order) – (2/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Finland	378	93.93	180:30:43	157:50:59	2,853.07
France	152	6.56	95:15:00	83:11:50	144.54
Georgia	311	0.16	216:08:38	205:18:00	15.91
Germany	366	140.53	207:37:18	188:03:42	3,847.24
Greece	311	0.09	216:08:38	205:18:00	9.44
Hungary	311	0.67	218:16:55	207:20:03	65.52
Iceland	311	0.00	216:08:38	205:18:00	0.31
Ireland	52	0.05	55:33:22	52:46:20	5.65
Israel	311	0.25	216:08:38	205:18:00	26.13
Italy	515	13.95	385:38:38	359:49:23	658.56
Japan	3	0.77	2:30:44	2:22:30	2.42
Kazakhstan	311	0.59	216:08:38	205:18:00	58.90
Kosovo	284	0.08	204:59:24	194:43:13	7.93
Kyrgyzstan	311	0.20	216:08:38	205:18:00	19.63

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

By country (in alphabetic order) – (3/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Latvia	284	0.11	204:59:24	194:43:13	11.49
Lithuania	284	0.13	204:59:24	194:43:13	13.31
Malta	322	0.01	231:27:24	219:51:48	1.49
Moldova	317	0.13	218:53:49	207:54:56	12.48
Monaco	299	0.00	222:40:48	211:32:28	0.38
Montenegro	284	0.09	204:59:24	194:43:13	8.61
Netherlands	307	0.50	208:50:48	198:23:55	44.23
North Macedonia	284	0.09	204:59:24	194:43:13	9.24
Norway	433	47.84	202:07:04	178:47:11	1,212.49
Pan-Latin America	46	0.11	46:37:02	44:17:23	13.25
Poland	433	25.67	300:58:18	281:13:13	641.87
Portugal	303	0.43	228:57:08	217:29:51	39.96
Romania	317	1.58	218:53:49	207:54:56	147.55

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

By country (in alphabetic order) – (4/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Serbia	284	0.53	204:59:24	194:43:13	52.72
Slovakia	428	2.14	270:52:21	257:16:36	43.14
Slovenia	320	3.57	221:01:19	208:08:44	152.71
Spain	310	0.36	220:55:11	209:50:20	30.96
Sweden	597	98.54	278:25:12	255:13:31	3,569.77
Switzerland	513	16.26	280:53:48	255:26:29	513.14
Taiwan	27	0.12	30:31:27	28:59:45	16.23
Turkey	311	0.96	216:08:38	205:18:00	99.81
Ukraine	311	0.09	216:08:38	205:18:00	9.41
United Kingdom	52	0.32	55:28:23	52:41:35	38.70
USA	66	1.06	65:28:44	61:44:55	80.60
TOTAL	15,361	522.99	10392:17:05	9782:21:05	15,763.79

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

By country (in alphabetic order) – Men (1/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Albania	170	0.14	122:33:29	116:24:32	14.87
Andorra	172	0.00	128:36:39	122:09:39	0.04
Armenia	170	0.05	122:33:29	116:24:32	5.42
Austria	274	17.83	150:01:28	138:55:07	250.61
Azerbaijan	170	0.01	122:33:29	116:24:32	1.26
Belgium	319	0.25	255:53:47	243:05:29	25.73
Bosnia and Herzegovina	154	0.09	116:09:27	110:20:19	9.22
Bulgaria	154	0.30	117:09:21	111:17:21	30.13
China	15	5.73	1:46:41	1:36:46	33.16
Croatia	154	0.02	116:09:27	110:20:19	1.78
Cyprus	170	0.01	122:33:29	116:24:32	0.69
Czech Republic	290	25.88	158:30:17	148:37:45	247.83
Denmark	42	0.19	38:52:21	36:55:30	20.87
Estonia	158	0.16	116:11:04	110:21:45	5.14

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

By country (in alphabetic order) – Men (2/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Finland	260	73.23	89:51:42	80:16:17	1,352.43
France	117	6.25	57:14:52	50:53:59	90.58
Georgia	170	0.08	122:33:29	116:24:32	8.54
Germany	206	71.38	116:28:04	106:21:48	1,379.86
Greece	170	0.05	122:33:29	116:24:32	5.21
Hungary	170	0.36	123:07:39	116:57:07	35.52
Iceland	170	0.00	122:33:29	116:24:32	0.17
Ireland	25	0.02	26:26:36	25:07:06	2.39
Israel	170	0.13	122:33:29	116:24:32	13.94
Italy	317	12.36	214:01:49	199:28:17	360.13
Japan	2	0.77	1:15:44	1:11:15	1.80
Kazakhstan	170	0.32	122:33:29	116:24:32	32.51
Kosovo	154	0.04	116:09:27	110:20:19	4.23
Kyrgyzstan	170	0.11	122:33:29	116:24:32	10.84

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

By country (in alphabetic order) – Men (3/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Latvia	154	0.06	116:09:27	110:20:19	6.02
Lithuania	154	0.07	116:09:27	110:20:19	7.05
Malta	176	0.01	132:54:57	126:15:32	0.78
Moldova	174	0.07	124:35:15	118:20:12	6.69
Monaco	164	0.00	128:35:23	122:09:28	0.21
Montenegro	154	0.05	116:09:27	110:20:19	4.60
Netherlands	164	0.26	117:55:53	112:01:55	23.28
North Macedonia	154	0.05	116:09:27	110:20:19	4.92
Norway	321	41.89	108:18:28	95:09:46	633.68
Pan-Latin America	24	0.06	24:06:34	22:54:18	6.69
Poland	235	18.70	146:42:43	137:53:30	256.56
Portugal	167	0.25	131:41:06	125:05:49	25.14
Romania	174	0.85	124:35:15	118:20:12	81.08

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

By country (in alphabetic order) – Men (4/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Serbia	154	0.28	116:09:27	110:20:19	28.13
Slovakia	256	1.94	150:53:12	143:18:30	22.92
Slovenia	189	3.03	125:25:23	118:22:31	76.54
Spain	172	0.19	128:36:39	122:09:39	16.20
Sweden	358	63.79	146:04:53	134:13:25	1,686.37
Switzerland	317	10.15	155:28:41	142:53:12	233.60
Taiwan	13	0.06	14:28:25	13:44:55	8.34
Turkey	170	0.49	122:33:29	116:24:32	52.62
Ukraine	170	0.05	122:33:29	116:24:32	4.98
United Kingdom	25	0.15	26:24:56	25:05:31	17.65
USA	33	1.02	32:19:49	30:33:04	38.09
TOTAL	8,755	359.22	5814:33:04	5481:23:41	7,186.99

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

By country (in alphabetic order) – Women (1/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Albania	141	0.13	93:35:08	88:53:27	13.05
Andorra	138	0.00	92:18:31	87:40:40	0.03
Armenia	141	0.05	93:35:08	88:53:27	4.40
Austria	235	17.12	123:31:30	113:43:29	233.59
Azerbaijan	141	0.01	93:35:08	88:53:27	1.15
Belgium	260	0.21	182:00:11	172:53:42	22.41
Bosnia and Herzegovina	130	0.08	88:49:57	84:22:54	8.10
Bulgaria	126	0.33	86:41:46	82:21:14	34.21
China	14	5.57	1:49:50	1:40:34	31.27
Croatia	130	0.02	88:49:57	84:22:54	1.56
Cyprus	141	0.01	93:35:08	88:53:27	0.57
Czech Republic	259	20.89	130:23:34	121:22:06	262.61
Denmark	42	0.19	37:34:57	35:42:00	20.72
Estonia	135	0.18	88:51:13	84:23:58	4.57

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

By country (in alphabetic order) – Women (2/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Finland	250	68.75	90:39:01	77:34:43	1,500.64
France	81	0.95	38:00:08	32:17:51	53.97
Georgia	141	0.07	93:35:08	88:53:27	7.37
Germany	214	104.57	91:09:14	81:41:54	2,467.39
Greece	141	0.04	93:35:08	88:53:27	4.23
Hungary	141	0.31	95:09:15	90:22:55	30.00
Iceland	141	0.00	93:35:08	88:53:27	0.14
Ireland	27	0.03	29:06:46	27:39:14	3.27
Israel	141	0.12	93:35:08	88:53:27	12.19
Italy	268	8.83	171:36:49	160:21:06	298.43
Japan	1	0.00	1:15:00	1:11:15	0.62
Kazakhstan	141	0.27	93:35:08	88:53:27	26.39
Kosovo	130	0.04	88:49:57	84:22:54	3.70
Kyrgyzstan	141	0.09	93:35:08	88:53:27	8.80

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

By country (in alphabetic order) – Women (3/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Latvia	130	0.06	88:49:57	84:22:54	5.47
Lithuania	130	0.06	88:49:57	84:22:54	6.26
Malta	146	0.01	98:32:27	93:36:16	0.71
Moldova	143	0.06	94:18:34	89:34:44	5.79
Monaco	135	0.00	94:05:25	89:23:00	0.17
Montenegro	130	0.04	88:49:57	84:22:54	4.02
Netherlands	143	0.25	90:54:54	86:21:59	20.95
North Macedonia	130	0.04	88:49:57	84:22:54	4.32
Norway	237	28.94	93:48:36	83:37:25	578.82
Pan-Latin America	22	0.05	22:30:28	21:23:05	6.56
Poland	251	20.49	154:15:35	143:19:43	385.31
Portugal	136	0.17	97:16:02	92:24:02	14.82
Romania	143	0.72	94:18:34	89:34:44	66.48

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

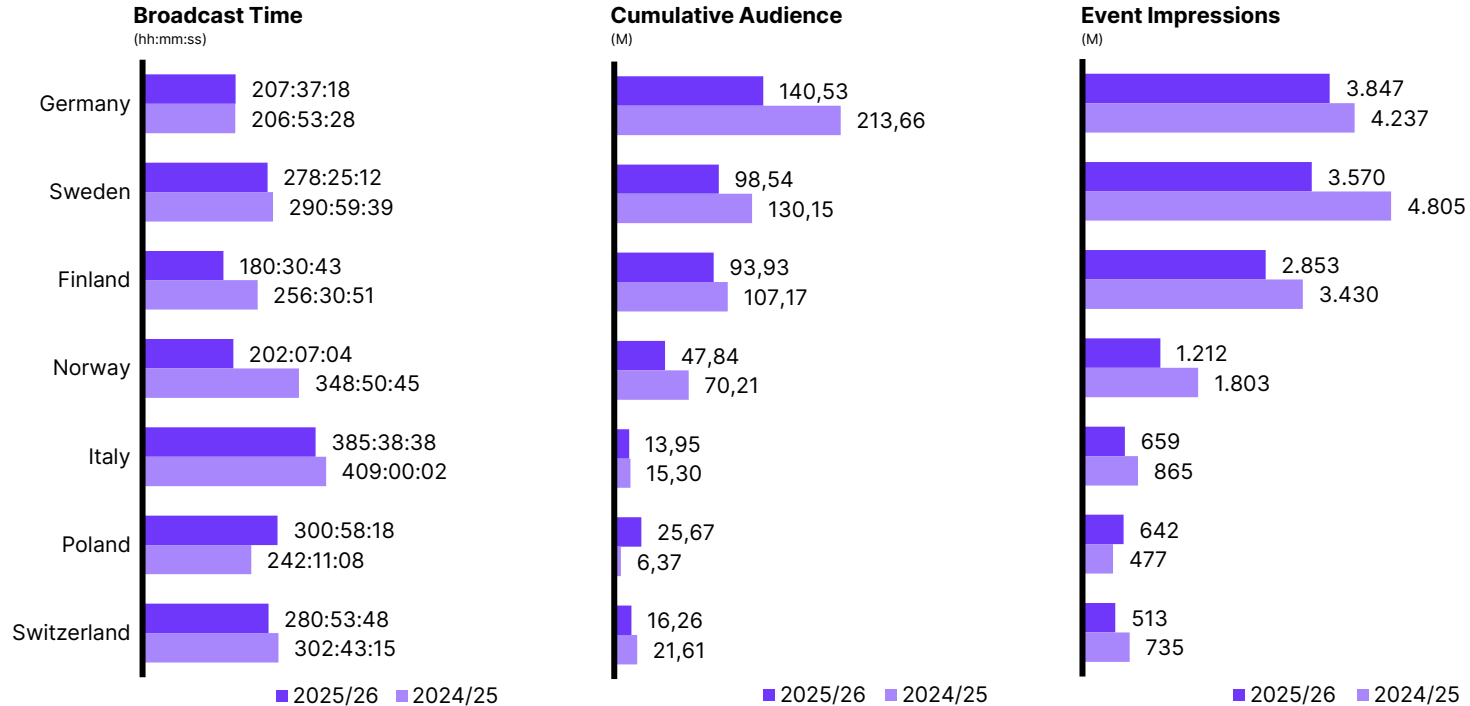
By country (in alphabetic order) – Women (4/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Serbia	130	0.26	88:49:57	84:22:54	24.60
Slovakia	175	0.75	119:59:09	113:58:06	20.22
Slovenia	161	3.08	95:35:55	89:46:13	76.17
Spain	138	0.17	92:18:31	87:40:40	14.76
Sweden	379	73.41	132:20:18	121:00:06	1,883.40
Switzerland	304	11.05	125:25:07	112:33:17	279.54
Taiwan	14	0.06	16:03:01	15:14:49	7.89
Turkey	141	0.46	93:35:08	88:53:27	47.19
Ukraine	141	0.04	93:35:08	88:53:27	4.43
United Kingdom	27	0.17	29:03:27	27:36:04	21.05
USA	36	1.05	33:08:55	31:11:51	42.51
TOTAL	7,513	370.27	4577:44:01	4300:57:26	8,576.80

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

Top 7 trending countries by Event Impressions



*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

Ranking by Top 15 trending country

Country	2025/26			2024/25		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
Germany	140.53	207:37:18	3,847.24	213.66	206:53:28	4,236.80
Sweden	98.54	278:25:12	3,569.77	130.15	290:59:39	4,804.71
Finland	93.93	180:30:43	2,853.07	107.17	256:30:51	3,429.64
Norway	47.84	202:07:04	1,212.49	70.21	348:50:45	1,803.08
Italy	13.95	385:38:38	658.56	15.30	409:00:02	864.90
Poland	25.67	300:58:18	641.87	6.37	242:11:08	476.89
Switzerland	16.26	280:53:48	513.14	21.61	302:43:15	735.09
Czech Republic	30.54	288:53:51	510.44	35.18	331:06:54	695.46
Austria	25.58	273:32:58	484.21	16.91	280:20:52	541.61
Slovenia	3.57	221:01:19	152.71	5.88	247:17:29	258.64
Romania	1.58	218:53:49	147.55	1.37	233:28:39	124.26
France	6.56	95:15:00	144.54	7.33	157:11:27	161.13
Turkey	0.96	216:08:38	99.81	0.92	234:14:36	93.03
USA	1.06	65:28:44	80.60	0.07	85:20:33	1.35
Hungary	0.67	218:16:55	65.52	0.96	236:26:01	99.39
TOTAL	507.22	3343:42:15	14,981.53	633.09	3862:35:41	18,325.98

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

Ranking by Top 15 trending country - Men

Country	2025/26			2024/25		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
Sweden	63.79	146:04:53	1,686.37	80.27	142:20:32	2,140.23
Germany	71.38	116:28:04	1,379.86	103.25	112:43:50	1,411.68
Finland	73.23	89:51:42	1,352.43	78.19	126:48:27	1,623.76
Norway	41.89	108:18:28	633.68	50.56	169:07:58	936.77
Italy	12.36	214:01:49	360.13	12.92	208:57:27	439.17
Poland	18.70	146:42:43	256.56	2.59	127:45:55	225.11
Austria	17.83	150:01:28	250.61	11.60	144:04:07	280.67
Czech Republic	25.88	158:30:17	247.83	24.70	165:36:10	323.64
Switzerland	10.15	155:28:41	233.60	16.11	158:02:16	376.57
France	6.25	57:14:52	90.58	6.15	84:07:13	88.52
Romania	0.85	124:35:15	81.08	0.67	126:44:57	60.41
Slovenia	3.03	125:25:23	76.54	4.59	130:37:35	123.40
Turkey	0.49	122:33:29	52.62	0.43	124:32:58	44.39
USA	1.02	32:19:49	38.09	0.03	42:02:56	0.57
Hungary	0.36	123:07:39	35.52	0.46	124:22:59	47.40
TOTAL	347.23	1870:44:34	14,981.53	392.52	1987:55:18	8,122.28

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

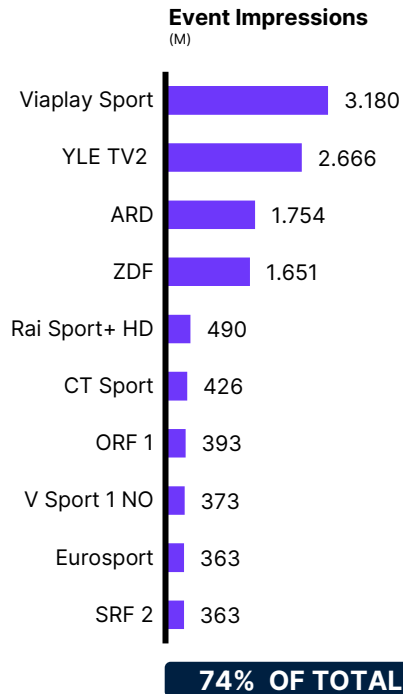
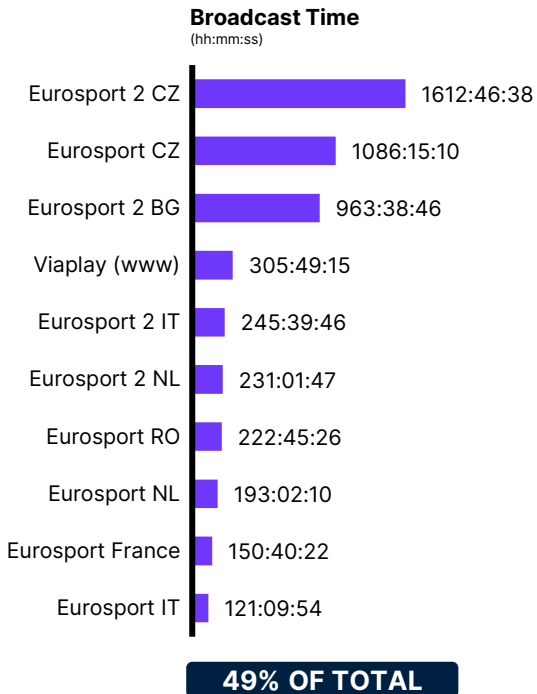
Ranking by Top 15 trending country - Women

Country	2025/26			2024/25		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
Germany	104.57	91:09:14	2,467.39	156.43	91:08:15	2,804.18
Sweden	73.41	132:20:18	1,883.40	109.73	144:55:31	2,602.68
Finland	68.75	90:39:01	1,500.64	82.34	126:20:09	1,742.51
Norway	28.94	93:48:36	578.82	46.96	176:13:42	858.32
Poland	20.49	154:15:35	385.31	4.10	112:33:17	251.45
Italy	8.83	171:36:49	298.43	10.59	195:55:59	416.05
Switzerland	11.05	125:25:07	279.54	12.36	137:00:07	341.43
Czech Republic	20.89	130:23:34	262.61	29.15	160:20:51	354.48
Austria	17.12	123:31:30	233.59	11.65	131:08:50	257.73
Slovenia	3.08	95:35:55	76.17	4.36	114:34:55	134.96
Romania	0.72	94:18:34	66.48	0.69	103:43:24	62.28
France	0.95	38:00:08	53.97	2.46	72:02:09	71.70
Turkey	0.46	93:35:08	47.19	0.48	106:41:18	48.04
USA	1.05	33:08:55	42.51	0.05	42:20:23	0.75
Bulgaria	0.33	86:41:46	34.21	0.34	103:28:52	37.49
TOTAL	360.64	1554:30:12	8,210.25	471.70	1818:27:42	9,984.05

*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

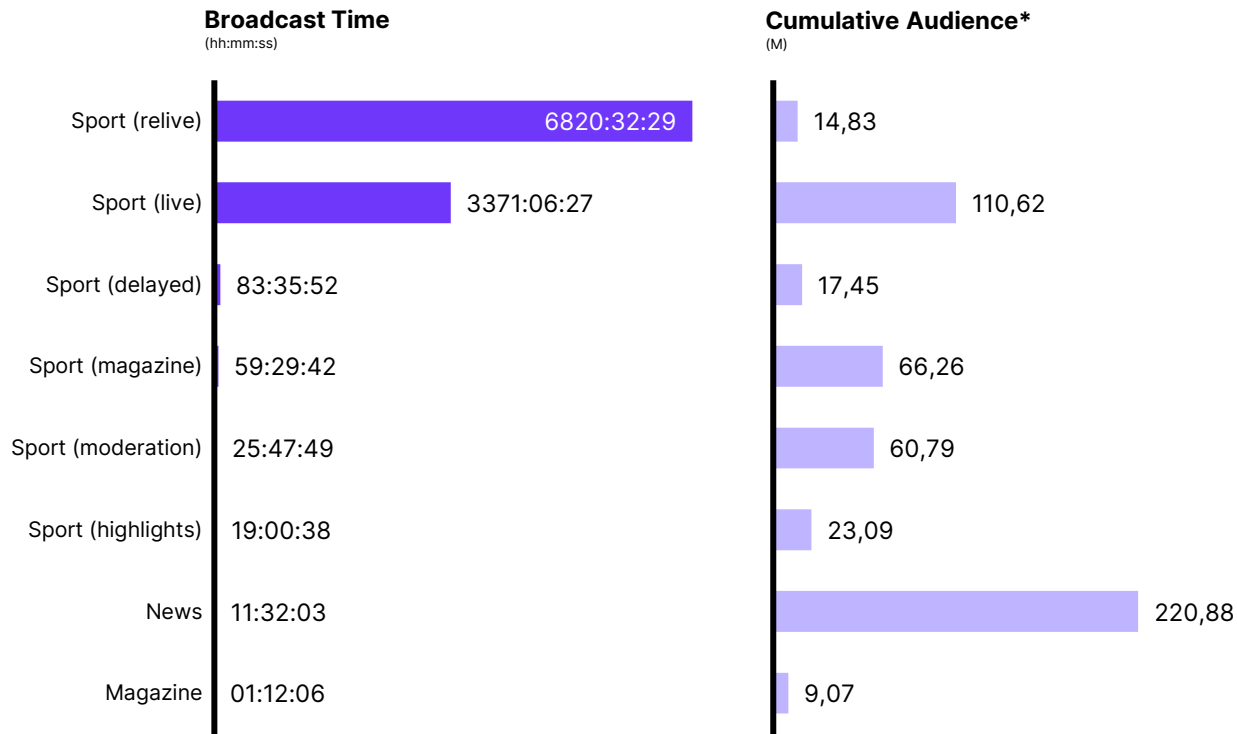
Top 10 channels



Eurosport CZ not only covers Czechia but represents a total of 28 markets

Media Monitoring

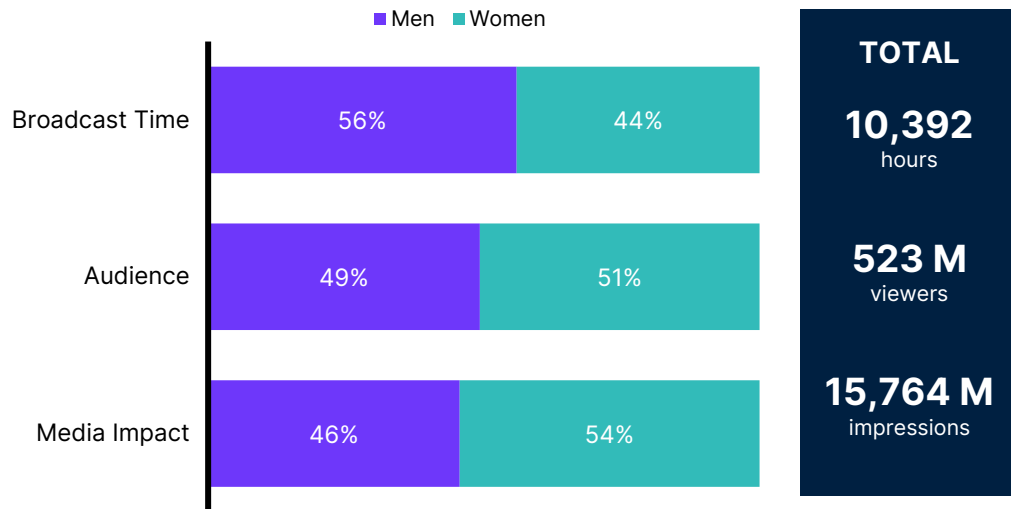
Ranking by program type



*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

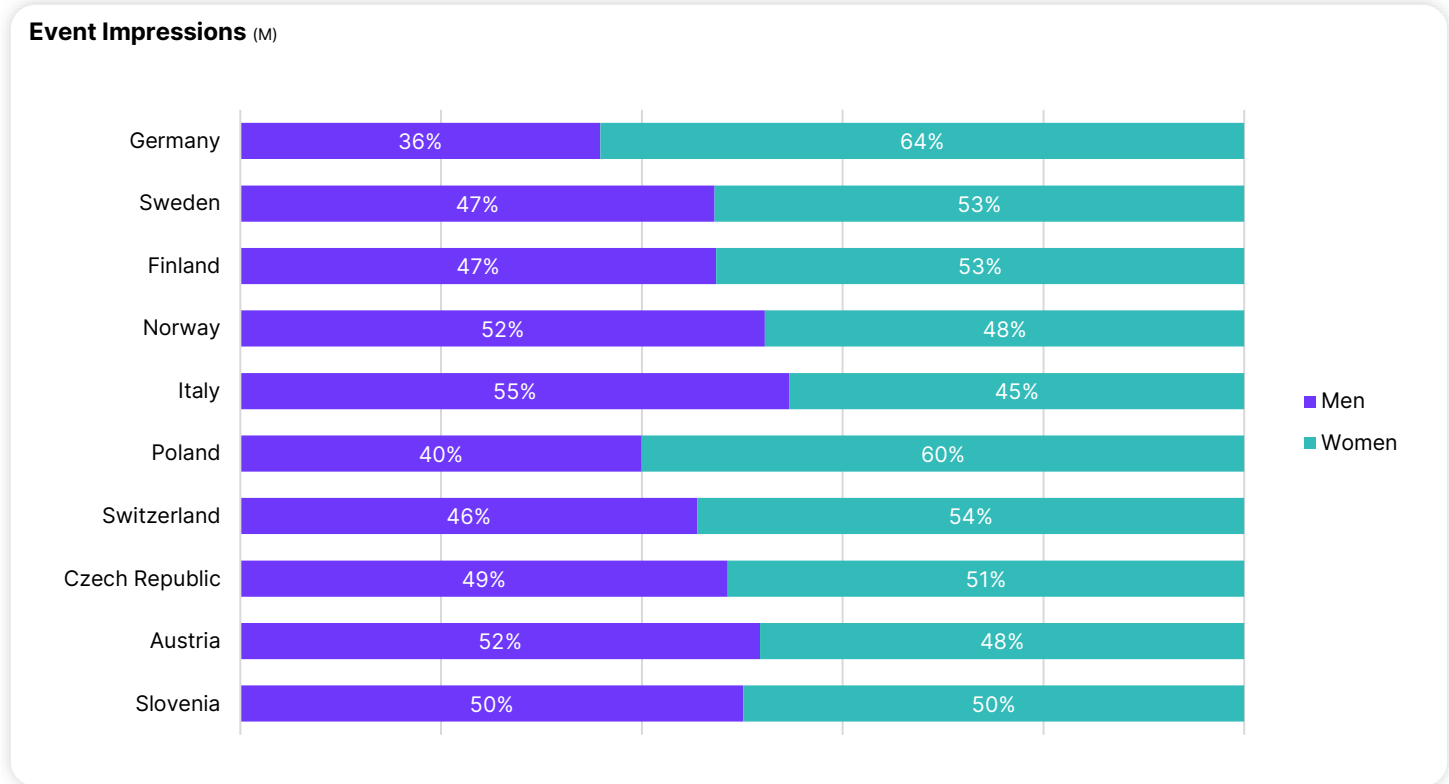
Media Monitoring

Gender comparison



Media Monitoring

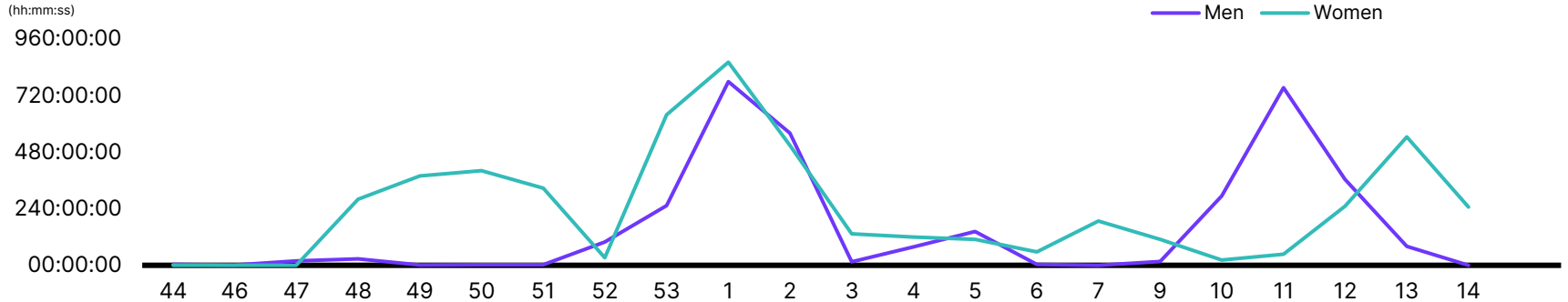
Gender Comparison Market Ranking by Event Impressions (Top-10)



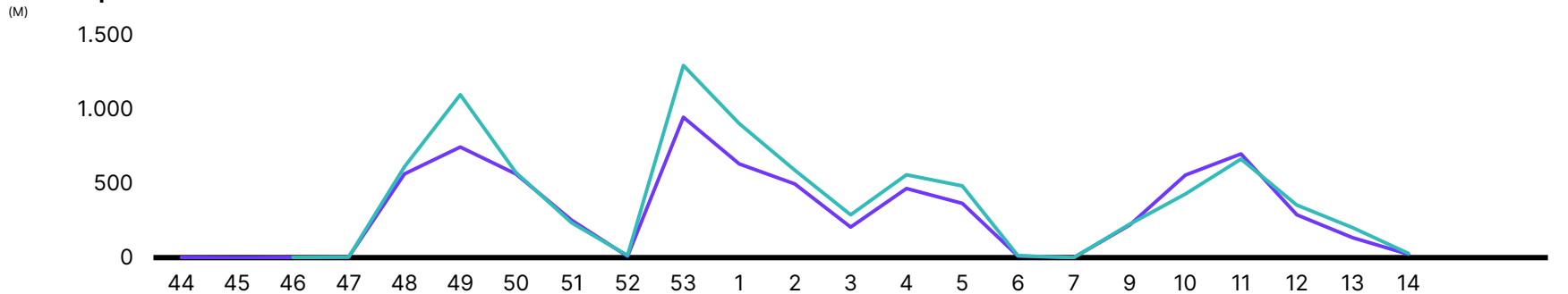
Media Monitoring

Weekly coverage trend

Broadcast Time

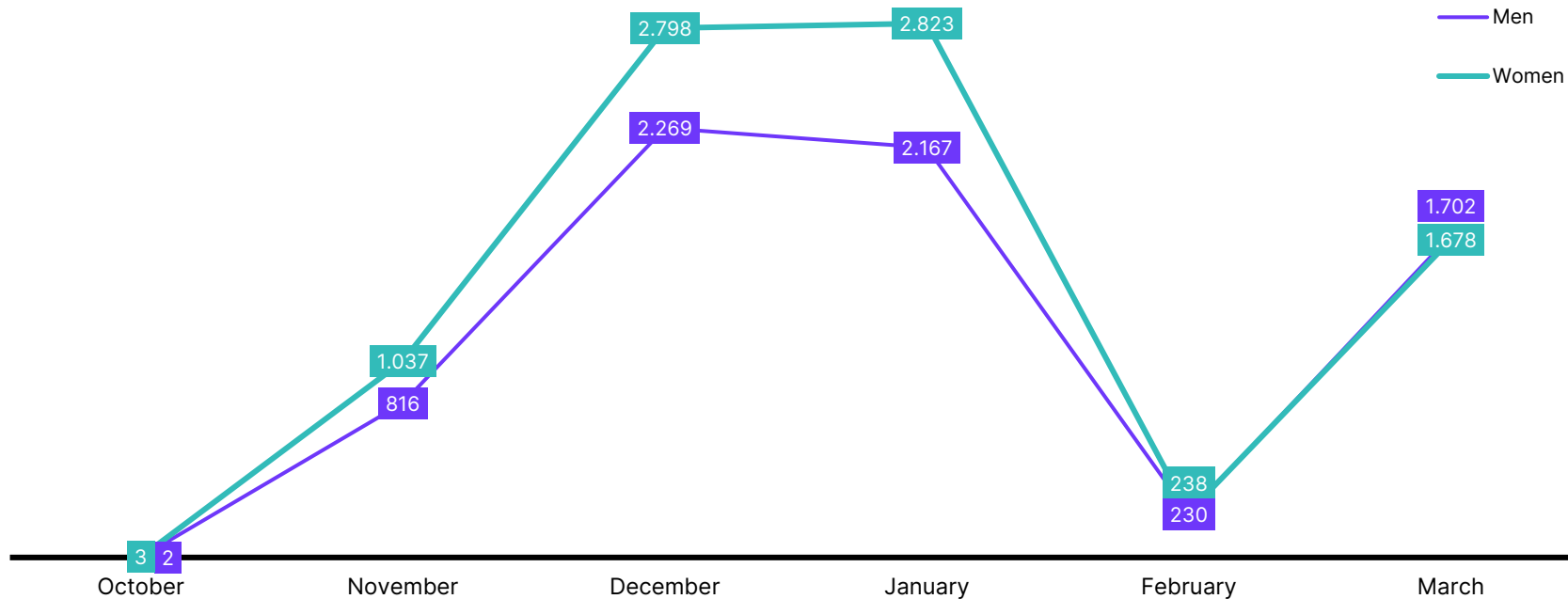


Event Impressions



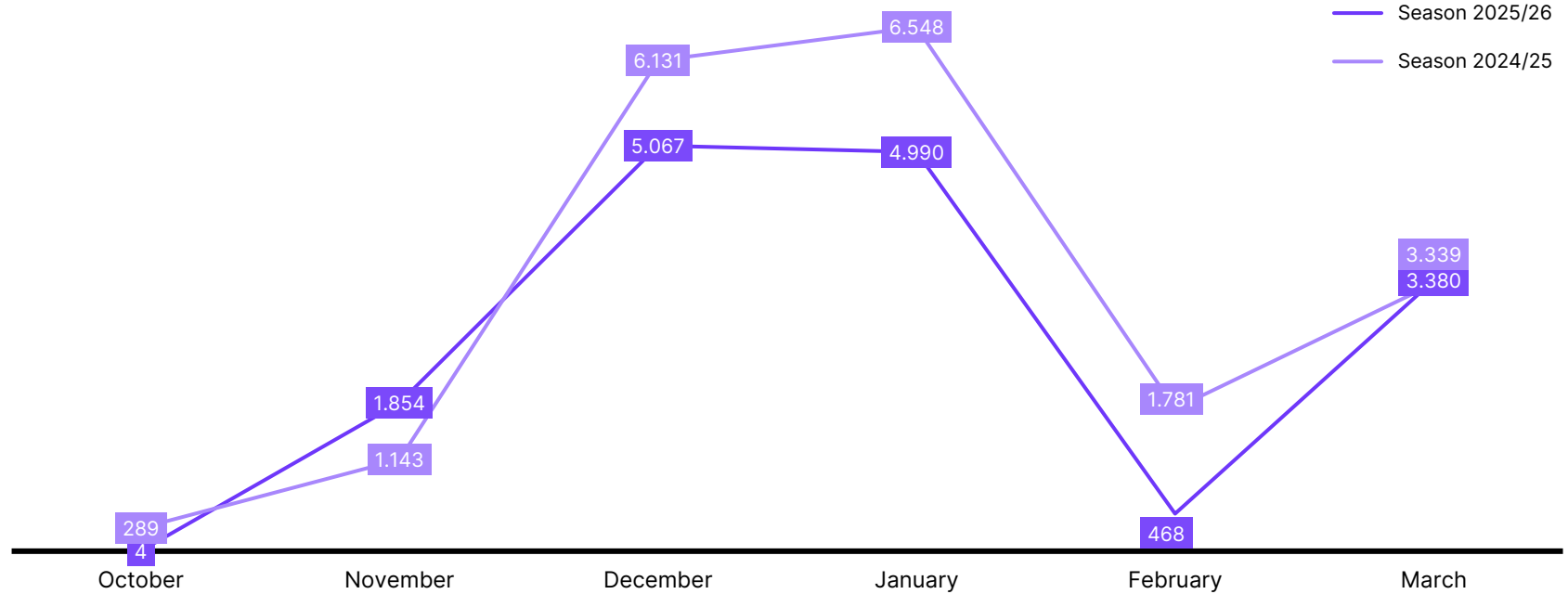
Media Monitoring

Gender Comparison Event Impressions by Month



Media Monitoring

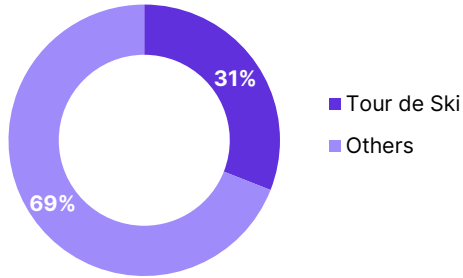
Season Comparison Event Impressions by Month



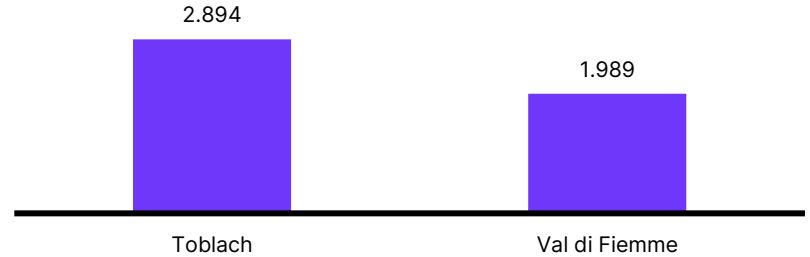
Cross Country

Focus on Tour de Ski

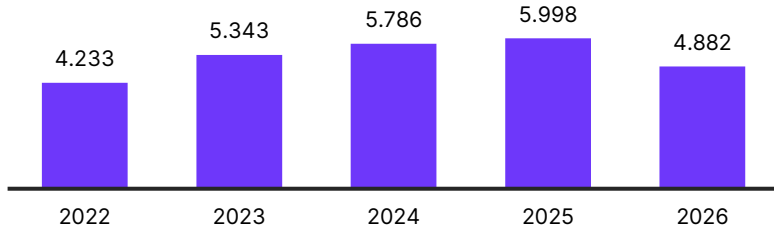
Event Impressions 2025/26 (M)



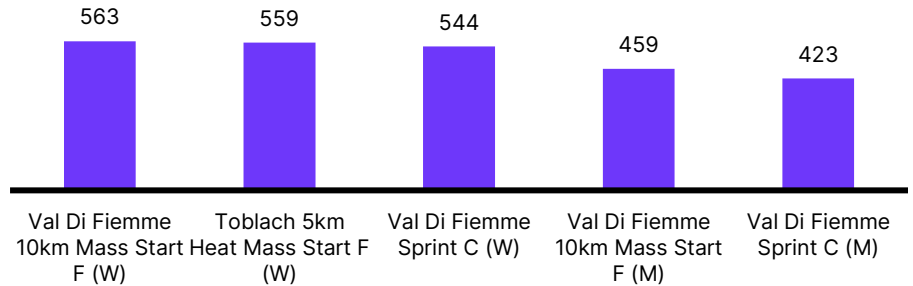
Event Impressions by Venue 2025/26 (M)



Event Impressions Timeline Tour de Ski (M)



Top 5 Races by Event Impressions (M)



Methodology & Appendix

TV Media Evaluation

Media Monitoring

Media Monitoring

Media monitoring refers to analyzing all relevant broadcast contents. This involves tracking of various program types covering a specific event, team, match day, or a particular World Cup venue, etc., and requires an actual recording of all those TV broadcasts.

Broadcast Schedule Audit (BSA)

A TV channel's schedule is taken from online sources or compiled from broadcast data (audience ratings). Please note: This method of data collection only allows to map a specific event coverage, but no secondary coverage (news, etc.).

Program types

Specific coverage (primary broadcasting)

Live	Live broadcasts
Delayed	First time-delayed broadcasts
Re-live	Re-broadcasting of a live or delayed content
Highlights	Sports broadcasts, which mainly show match synopses but also background information or interviews.

Secondary coverage (secondary broadcasting)

Magazine / Sportmagazine	Programs that rarely feature sports content or general sports mix programs
News	Contributions in news broadcasts

Broadcast Time (BT)

Broadcast time indicates the total amount of time during which the relevant event or club has been exposed.

Actual Playing Time (APT)

Actual Playing Time is a subset of Broadcast Time. It only includes those parts of broadcast showing competition scenes.

Audience Evaluation

Broadcast Audience

Broadcast audience (also known as viewing figures or TV ratings) indicates how many viewers averagely watched a program during a certain period of time. In other words, the calculated figure shows how many viewers were reached during a specific time interval.

Cumulative Audience

Cumulative audience is calculated by adding up reaches of individual programs. Cumulative audience is always a gross reach, so a TV viewer who watched the news and then a live football match would be counted twice.

Market Share

The term market share stands for the percentage of a broadcast's average viewing audience among all TV viewers of all program types at a given time.

Audience Data Sources

Nielsen Sports has contracts with official rights holders about distribution of ratings. In Germany, it's the AGF/GfK agency. Internationally, we obtain data from the Eurodata TV/Médiamétrie agency, to name but one.

Estimated Audience

If some channels are not involved in any official audience measurement, Nielsen Sports applies its own estimation method. The following information is included in calculating an estimated audience: technical reach or number of viewers for a program's weekday and time of the day, program's content, level of interest in a sport discipline in the country of broadcast. Please note: The result is an approximation of TV viewing figures.

Event Impressions

Event Impressions

Event impressions are an essential metric in media tracking, since they allow to make conclusions about a sponsorship platform's media impact - be it an event, a sport, or a league, etc. When calculating impressions, it is important to remember that the length of a contribution in a program must be always offset against the associated audience of that program.

Formula:

$$\frac{\text{Broadcast Time in secs} \times \text{Audience in M}}{30 \text{ secs}}$$



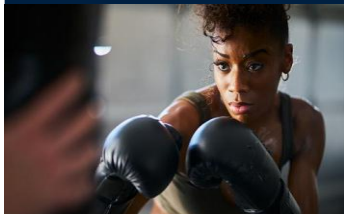
Nielsen Sports is the global leader in sports media valuation, data intelligence and research consulting.

We provide brands and rights holders the knowledge to identify and connect with the audiences that matter most to them.



The depth of Nielsen Sports

Trusted Data



Nielsen Sports is the reliable, independent source of truth that helps our clients make decisions with confidence.

Gold standard



The global standard to quantify value and benchmark media performance in sports across multiple platforms & screens.

Global solution



The largest worldwide media monitoring network with unmatched accuracy & transparency.

Comprehensive



Unparalleled access to Nielsen Ratings and the coveted suite of Nielsen media solutions.

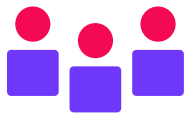
Innovative



Nielsen applies a unique combination of advanced machine analysis and people-powered research to provide clients a clear picture of the sports media landscape.

Nielsen expertise is unsurpassed

No other sports media valuation or research company has the depth and breadth of Nielsen Sport



**15,000+ teams,
leagues & events**

monitored by cutting-edge image detection & machine learning technologies



**7+ million
hours**

of video content across TV, social & digital platforms captured annually by a global infrastructure



**150,000
brands**

with rich exposure data collected across the largest syndicated data platform in sports



**50+ Global
markets**

of world-class audience measurement data, unique to Nielsen



**Billions of
data points**

created through algorithmic valuation and frame by frame video analysis

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