



Coop FIS Cross Country World Cup 2024/25

TV Media Evaluation – Event Summary



Expertise by Nielsen Sports
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<https://www.fis-ski.com/cross-country/news/2024-25/ivahn-seals-season-s-first-victory-with-swiss-statement-in-sweden>

Introduction

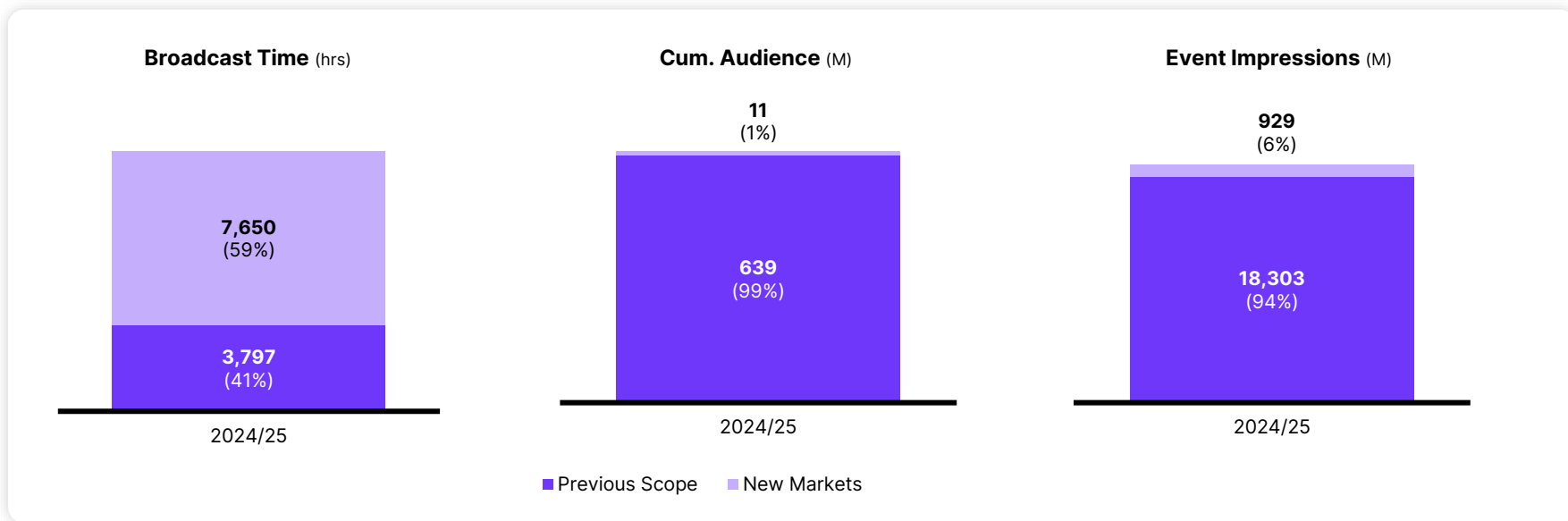
Study scope

Object of investigation/event:	Coop FIS Cross Country World Cup
Monitoring period:	2024/25 Season
Sponsors:	Certina, Colgate, Coop, Extra, FIS 100 Anniversary, FIS App, Le Gruyère AOP, Skechers
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:	Dedicated Coverage: Live, Delayed, Relive, Highlights Secondary Coverage: 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.

Changes in Study Scope

Impact of new markets in the media monitoring (extension from a pre-defined panel to all global rights holders)



New markets include:

- Markets previously only covered for selected disciplines (e.g. Bulgaria was only considered for Alpine Skiing)
- All European Eurosport territories previously not covered (e.g. Hungary, Turkey)
- Malaysia, Pan Asia (Eurosport Asia-Pacific), Pan Baltic (Go3 Sport), Pan-Latin America (Disney+)
- Streaming services (e.g. skiandsnowboard.live)

Management Summary

Global Overview

FIS Cross Country World Cup 2024/25

		Live	Non-Live	TOTAL	TOTAL 2023/24	TREND
FIS Cross Country WC	Cumulative Audience* (M)	119	531	650	767	-15%
	Number of Broadcasts (#)	3,735	12,631	16,366	6,798	+141%
	Broadcast Time (hrs)	3,831	7,616	11,447	3,904	+193%
	Actual Playing Time (hrs)	3,589	7,151	10,741	3,312	+224%
	Event Impressions (M)	14,175	5,056	19,231	21,583	-11%
Sponsorship Evaluation	Visibility (hrs)	5,820	11,549	17,369	4,878	+256%
	Sponsorship Impressions (M)	21,180	6,045	27,225	26,053	+5%
	100% Media Equivalency (M€)	390.0	91.1	481.1	304.9	+58%
	QI Media Value (M€)	78.2	19.3	97.6	60.5	+61%
	Average Sequence Duration (sec.)	4.9	4.9	4.9	5.1	-4%
	Ratio Visibility/Broadcast Time (%)	151.9	151.6	151.7	124.9	+21%

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

Global Overview

FIS Cross Country World Cup 2024/25 – Men (excl. Mixed)

		Live	Non-Live	TOTAL	TOTAL 2023/24	TREND
FIS Cross Country WC	Cumulative Audience* (M)	71	332	403	498	-19%
	Number of Broadcasts (#)	1,913	7,146	9,059	3,997	+127%
	Broadcast Time (hrs)	1,857	4,171	6,027	1,943	+210%
	Actual Playing Time (hrs)	1,739	3,920	5,658	1,649	+243%
	Event Impressions (M)	6,369	2,238	8,607	9,902	-13%
Sponsorship Evaluation	Visibility (hrs)	2,828	6,575	9,403	2,443	+285%
	Sponsorship Impressions (M)	9,434	2,854	12,288	11,834	+4%
	100% Media Equivalency (M€)	175.7	45.4	221.1	141.7	+56%
	Q1 Media Value (M€)	35.4	9.7	45.1	28.6	+58%
	Average Sequence Duration (sec.)	4.8	4.8	4.8	4.9	-2%
	Ratio Visibility/Broadcast Time (%)	152.3	157.6	156.0	125.8	+24%

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

Global Overview

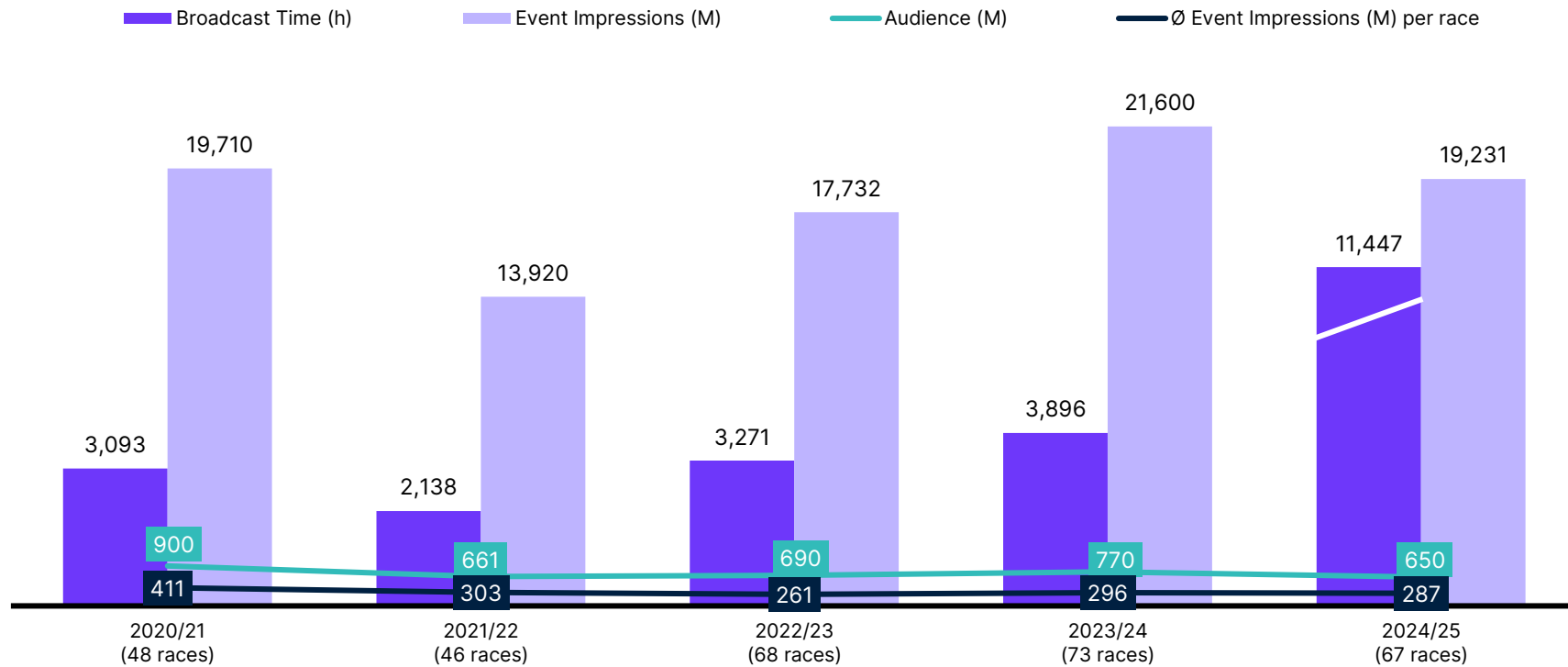
FIS Cross Country World Cup 2024/25 – Women (excl. Mixed)

		Live	Non-Live	TOTAL	TOTAL 2023/24	TREND
FIS Cross Country WC	Cumulative Audience* (M)	78	400	478	578	-17%
	Number of Broadcasts (#)	1,924	6,215	8,139	4,026	+102%
	Broadcast Time (hrs)	1,910	3,369	5,279	1,897	+178%
	Actual Playing Time (hrs)	1,789	3,161	4,950	1,613	+207%
	Event Impressions (M)	7,608	2,799	10,406	11,485	-9%
Sponsorship Evaluation	Visibility (hrs)	2,928	4,900	7,828	2,346	+234%
	Sponsorship Impressions (M)	11,546	3,181	14,727	13,971	+5%
	100% Media Equivalency (M€)	212.0	45.5	257.4	159.6	+61%
	QI Media Value (M€)	42.4	9.6	52.1	31.2	+67%
	Average Sequence Duration (sec.)	4.9	4.9	4.9	5.2	-6%
	Ratio Visibility/Broadcast Time (%)	153.3	145.4	148.3	123.6	+20%

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

Management Summary

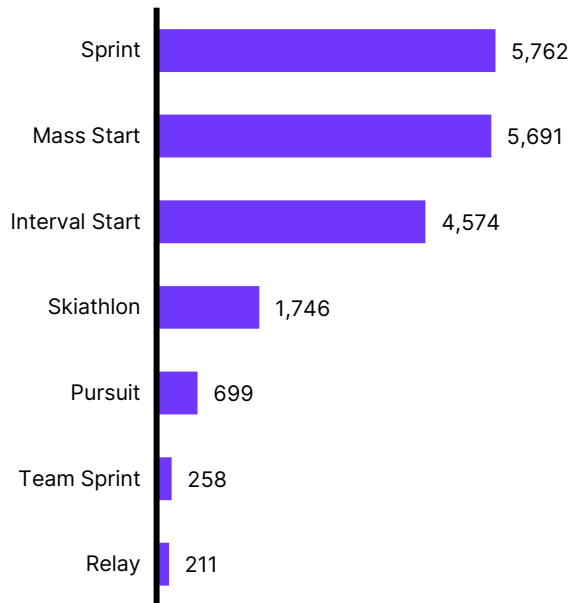
Season Comparison



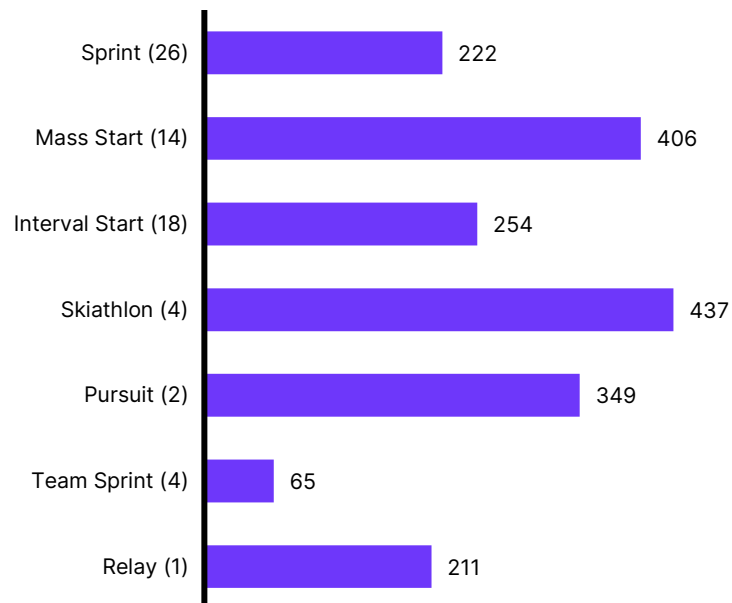
Management Summary

Event Ranking

Event Impressions (M)



Ø Event Impressions per race (M)



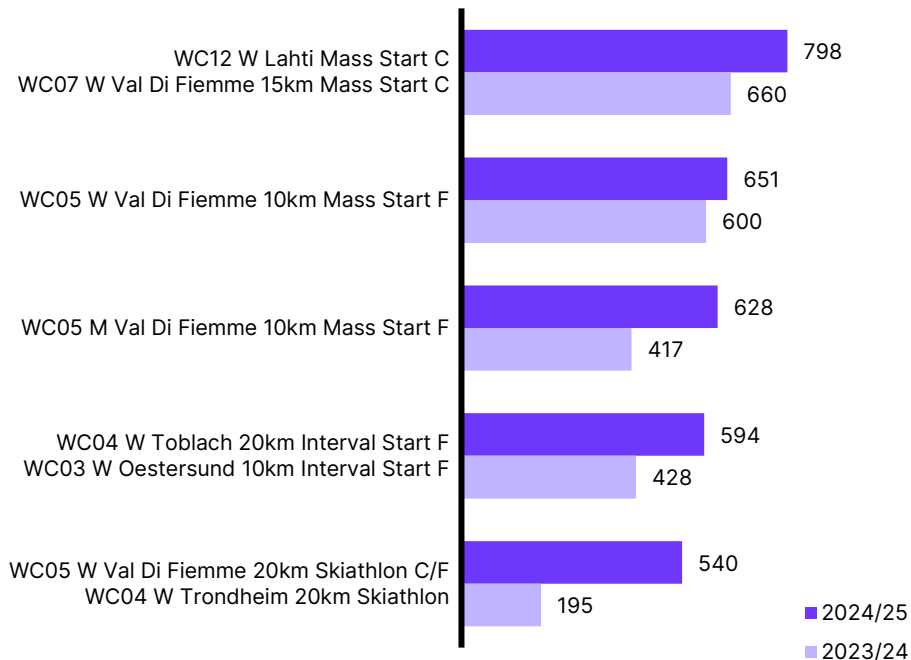
Management Summary

Key Takeaways

Key Takeaways

- After a very successful season 2023/24, total event impressions decline by 11% YOY but are still above the level of the previous 2 seasons.
- Considering there were 6 races less than in 2023/24, avg. event impressions per race decline by 3% but are still 10% higher than in the season before.
- Sweden remains the top market but sees the greatest event impressions decline both in absolute and in relative numbers (-31%). While in 2023/24, five Swedes made it to the top-10 of the women's World Cup ranking, only Ebba Andersson (7th) achieved it this season.
- Live coverage on major rights holder TV6 declines from 92h to 76h and average live audience from 0.51M to 0.41M (men and women combined).
- In Norway, broadcast time on major free-to-air channel TV3 more than halves, leading to a 24% decline in event impressions for this market.
- Positive trends can be observed in the DACH markets Germany (+2%), Switzerland (+6%), and Austria (+25%).

Top-5 Competitions by Event Impressions (M)

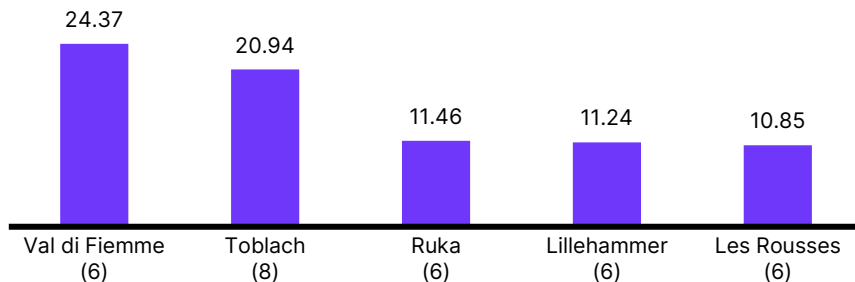


Management Summary

Media Monitoring

Top 5 Venues by Cumulative Live Audience (M)

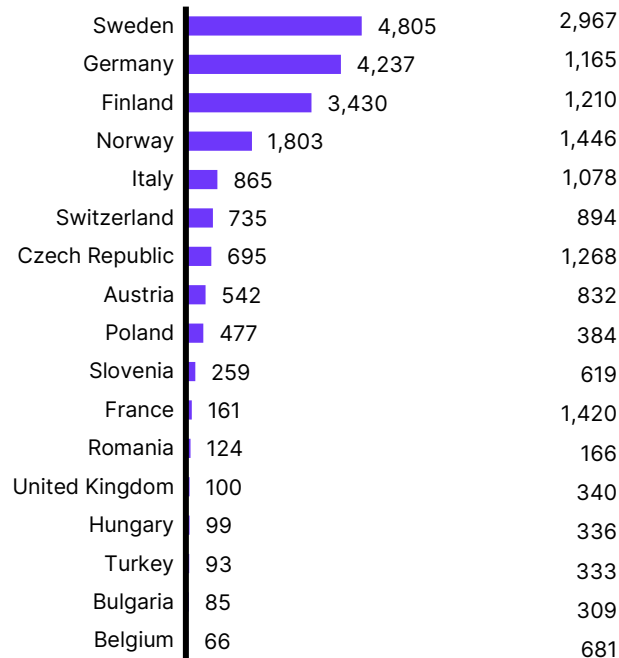
(#) = No. of races



- Val di Fiemme, host of Tour de Ski's Final Climb, traditionally ranks top in terms of cumulative live audience. As there was a Sprint race again this season, live audience goes up by 16% YOY.
- 4 races were broadcast live on ARD/ZDF in Germany with a cum. audience of 7.8M.
- Other major contributors are YLE 2 (FIN) with 4.1M and TV6 (SWE) with 4.0M.
- Toblach is back on 2nd place (after ranking 4th last season) with an increase in live audience of 58%. This is also driven by 2 additional races taking place this season.
- The top-10 markets by event impressions remain almost unchanged, only SUI and CZE as well as AUT and POL swap places.

Event Impressions by Market (M)

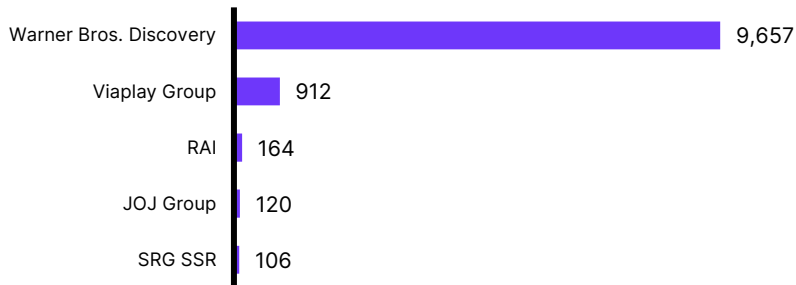
No. of broadcasts



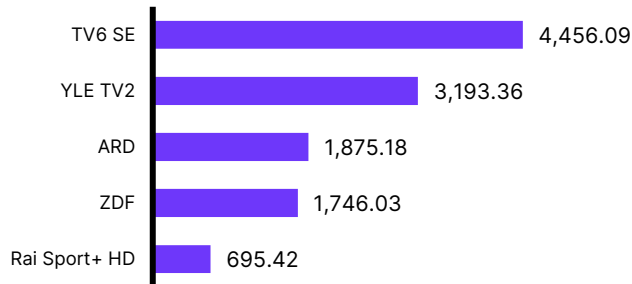
Management Summary

Media Monitoring

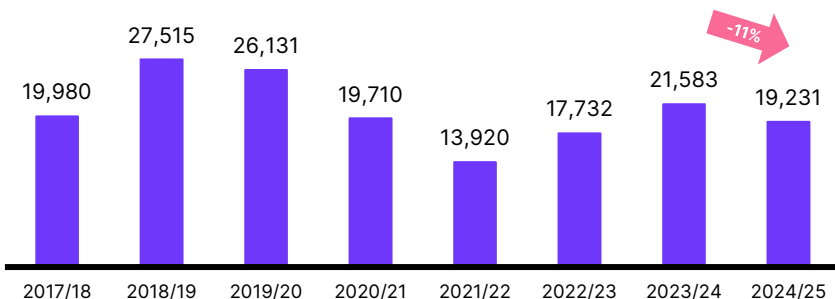
Top 5 Broadcasters by Broadcast Time (hours)



Top 5 Channels by Event Impressions (M)



Event Impressions Trend (M)



- With the Eurosport feeds now being covered for all European markets, the broadcaster (WBD) provides ~10k hours of coverage (84%), but only 4% of cumulative audience (26M) and 14% of event impressions (2.6bn).
- Swedish TV6 remains the top channel in terms of event impressions (-32% YOY), again followed by Finnish YLE 2 (-7%).
- German public broadcasters ARD & ZDF together generate 11% more event impressions YOY, driven by broader coverage and sportive success by German athletes.
- Italian Rai Sport+ HD (-20% YOY) replaces TV3 from Norway (-67%) in the top-5 channel ranking by event impressions.

Presentation of results

Media Monitoring

Media Monitoring

By country (in alphabetic order) – (1/2)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Albania	333	0.26	234:14:36	222:29:32	25.69
Armenia	333	0.09	234:14:36	222:29:32	8.63
Austria	426	16.91	280:20:52	258:41:16	541.61
Azerbaijan	333	0.02	234:14:36	222:29:32	2.26
Belgium	681	0.75	510:27:17	484:54:27	66.22
Bosnia and Herzegovina	298	0.15	226:23:47	215:03:03	15.56
Bulgaria	309	0.75	236:10:51	224:21:02	84.55
China	8	6.92	0:35:21	0:33:31	64.77
Croatia	298	0.03	226:23:47	215:03:03	3.00
Cyprus	333	0.01	234:14:36	222:29:32	1.11
Czech Republic	488	35.18	331:06:54	306:02:47	695.46
Denmark	85	0.17	109:24:56	103:56:33	26.26

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

Media Monitoring

By country (in alphabetic order) – (1/2)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Estonia	298	0.08	226:23:47	215:03:03	8.67
Finland	443	107.17	256:30:51	230:49:24	3,429.64
France	246	7.33	157:11:27	134:54:42	161.13
Georgia	333	0.14	234:14:36	222:29:32	14.51
Germany	423	213.66	206:53:28	185:57:34	4,236.80
Greece	333	0.08	234:14:36	222:29:32	8.30
Hungary	336	0.96	236:26:01	224:34:45	99.39
Iceland	333	0.00	234:14:36	222:29:32	0.28
Ireland	108	0.03	101:55:01	96:48:29	3.40
Israel	333	0.24	234:14:36	222:29:32	24.01
Italy	510	15.30	409:00:02	378:07:02	864.90
Japan	1	1.35	0:00:39	0:00:00	1.76

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

Media Monitoring

By country (in alphabetic order) – (1/2)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Kazakhstan	333	0.52	234:14:36	222:29:32	51.76
Kosovo	298	0.07	226:23:47	215:03:03	7.10
Kyrgyzstan	333	0.17	234:14:36	222:29:32	17.25
Latvia	298	0.10	226:23:47	215:03:03	10.58
Lithuania	298	0.12	226:23:47	215:03:03	12.04
Malaysia	288	0.04	217:14:00	206:22:11	8.96
Malta	320	0.02	234:18:46	222:34:17	1.71
Moldova	340	0.12	233:28:39	221:45:53	10.78
Montenegro	298	0.07	226:23:47	215:03:03	7.71
Netherlands	353	0.75	244:24:37	232:11:13	58.51
North Macedonia	298	0.08	226:23:47	215:03:03	8.30
Norway	544	70.21	348:50:45	315:27:12	1,803.08

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

Media Monitoring

By country (in alphabetic order) – (1/2)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Pan-Asia	51	0.15	42:37:08	40:29:17	17.38
Pan-Latin America	95	0.22	84:58:19	79:01:29	23.58
Poland	373	6.37	242:11:08	229:59:37	476.89
Portugal	308	0.50	231:04:51	219:30:25	50.00
Romania	340	1.37	233:28:39	221:45:53	124.26
Serbia	298	0.46	226:23:47	215:03:03	47.21
Slovakia	468	0.86	354:16:30	336:30:29	59.67
Slovenia	364	5.88	247:17:29	231:58:15	258.64
Spain	293	0.41	212:03:15	201:25:09	45.26
Sweden	622	130.15	290:59:39	243:15:31	4,804.71
Switzerland	596	21.61	302:43:15	275:47:59	735.09

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

Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Turkey	333	0.92	234:14:36	222:29:32	93.03
Ukraine	333	0.09	234:14:36	222:29:32	8.73
United Kingdom	166	0.86	157:36:03	149:42:14	99.99
USA	103	0.07	85:20:33	79:08:36	1.35
TOTAL	16,366	649.80	11447:26:27	10741:58:56	19,231.47

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

Media Monitoring

By country (in alphabetic order) – Men (1/5)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Albania	177	0.12	124:32:58	118:18:02	12.40
Armenia	177	0.04	124:32:58	118:18:02	4.34
Austria	254	11.60	144:04:07	133:34:58	280.67
Azerbaijan	177	0.01	124:32:58	118:18:02	1.07
Belgium	364	0.40	267:06:08	253:44:06	34.09
Bosnia and Herzegovina	158	0.08	120:22:39	114:20:42	8.09
Bulgaria	169	0.39	130:35:41	124:03:09	43.51
China	6	4.98	0:33:36	0:31:52	61.40
Croatia	158	0.01	120:22:39	114:20:42	1.56
Cyprus	177	0.01	124:32:58	118:18:02	0.56
Czech Republic	271	24.70	165:36:10	153:02:12	323.64
Denmark	42	0.08	54:39:57	51:55:53	13.12

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

Media Monitoring

By country (in alphabetic order) – Men (2/5)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Estonia	158	0.04	120:22:39	114:20:42	4.44
Finland	286	78.19	126:48:27	113:49:21	1,623.76
France	168	6.15	84:07:13	72:26:50	88.52
Georgia	177	0.07	124:32:58	118:18:02	7.06
Germany	236	103.25	112:43:50	102:12:22	1,411.68
Greece	177	0.04	124:32:58	118:18:02	4.18
Hungary	178	0.46	124:22:59	118:08:46	47.40
Iceland	177	0.00	124:32:58	118:18:02	0.14
Ireland	53	0.01	50:27:47	47:56:01	1.66
Israel	177	0.11	124:32:58	118:18:02	11.61
Italy	306	12.92	208:57:27	192:35:35	439.17
Japan	1	1.35	0:00:39	0:00:00	1.76

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

Media Monitoring

By country (in alphabetic order) – Men (3/5)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Kazakhstan	177	0.26	124:32:58	118:18:02	26.06
Kosovo	158	0.03	120:22:39	114:20:42	3.70
Kyrgyzstan	177	0.09	124:32:58	118:18:02	8.69
Latvia	158	0.05	120:22:39	114:20:42	5.32
Lithuania	158	0.06	120:22:39	114:20:42	6.20
Malaysia	163	0.03	125:50:10	119:32:35	3.36
Malta	167	0.01	121:42:38	115:36:41	0.87
Moldova	183	0.06	126:44:57	120:23:25	5.06
Montenegro	158	0.04	120:22:39	114:20:42	4.03
Netherlands	188	0.39	128:28:46	122:03:15	28.25
North Macedonia	158	0.04	120:22:39	114:20:42	4.31
Norway	349	50.56	169:07:56	151:52:52	936.77

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

Media Monitoring

By country (in alphabetic order) – Men (4/5)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Pan-Asia	30	0.08	24:43:00	23:28:51	8.98
Pan-Latin America	47	0.11	41:56:02	38:59:54	11.63
Poland	198	2.59	127:45:55	121:20:44	225.11
Portugal	162	0.24	121:30:05	115:24:55	23.91
Romania	183	0.67	126:44:57	120:23:25	60.41
Serbia	158	0.23	120:22:39	114:20:42	24.65
Slovakia	262	0.62	194:29:43	184:44:24	33.01
Slovenia	212	4.59	130:37:35	122:37:07	123.40
Spain	152	0.20	111:46:03	106:09:43	21.36
Sweden	372	80.27	142:20:32	119:18:15	2,140.23
Switzerland	376	16.11	158:02:16	143:42:52	376.57

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

Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Turkey	177	0.43	124:32:58	118:18:02	44.39
Ukraine	177	0.04	124:32:58	118:18:02	4.18
United Kingdom	85	0.43	85:14:55	80:58:40	50.36
USA	50	0.03	42:02:56	39:01:49	0.57
TOTAL	9,059	403.26	6027:11:50	5658:23:09	8,607.20

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

Media Monitoring

By country (in alphabetic order) – Women (1/5)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Albania	153	0.13	106:41:18	101:20:13	13.12
Armenia	153	0.04	106:41:18	101:20:13	4.22
Austria	229	11.65	131:08:50	120:15:33	257.73
Azerbaijan	153	0.01	106:41:18	101:20:13	1.18
Belgium	308	0.35	233:36:24	221:54:51	30.79
Bosnia and Herzegovina	138	0.07	103:55:20	98:42:52	7.43
Bulgaria	138	0.34	103:28:52	98:17:54	37.49
China	2	1.94	0:01:45	0:01:39	3.37
Croatia	138	0.01	103:55:20	98:42:52	1.42
Cyprus	153	0.01	106:41:18	101:20:13	0.55
Czech Republic	258	29.15	160:20:51	148:12:00	354.48
Denmark	42	0.08	53:29:58	50:49:24	12.84

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

Media Monitoring

By country (in alphabetic order) – Women (2/5)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Estonia	138	0.04	103:55:20	98:42:52	4.20
Finland	289	82.34	126:20:09	113:51:07	1,742.51
France	139	2.46	72:02:09	61:35:31	71.70
Georgia	153	0.07	106:41:18	101:20:13	7.35
Germany	247	156.43	91:08:15	80:58:15	2,804.18
Greece	153	0.04	106:41:18	101:20:13	4.06
Hungary	155	0.48	109:02:05	103:34:06	49.94
Iceland	153	0.00	106:41:18	101:20:13	0.14
Ireland	54	0.01	50:17:21	47:46:05	1.69
Israel	153	0.12	106:41:18	101:20:13	12.24
Italy	276	10.59	195:55:59	181:35:50	416.05
Kazakhstan	153	0.26	106:41:18	101:20:13	25.33

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

Media Monitoring

By country (in alphabetic order) – Women (3/5)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Kosovo	138	0.03	103:55:20	98:42:52	3.37
Kyrgyzstan	153	0.09	106:41:18	101:20:13	8.44
Latvia	138	0.05	103:55:20	98:42:52	5.23
Lithuania	138	0.06	103:55:20	98:42:52	5.81
Malaysia	123	0.02	90:20:52	85:49:47	5.60
Malta	150	0.01	109:30:20	104:01:07	0.84
Moldova	154	0.06	103:43:24	98:31:13	5.59
Montenegro	138	0.04	103:55:20	98:42:52	3.67
Netherlands	159	0.36	110:33:53	105:02:06	29.96
North Macedonia	138	0.04	103:55:20	98:42:52	3.96
Norway	342	46.96	176:13:41	160:21:05	858.32
Pan-Asia	19	0.06	16:51:10	16:00:37	7.84

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

Media Monitoring

By country (in alphabetic order) – Women (4/5)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Pan-Latin America	47	0.11	42:06:40	39:09:51	11.68
Poland	181	4.10	112:33:17	106:52:35	251.45
Portugal	143	0.26	106:24:46	101:05:00	25.47
Romania	154	0.69	103:43:24	98:31:13	62.28
Serbia	138	0.22	103:55:20	98:42:52	22.44
Slovakia	203	0.24	156:46:27	148:54:48	26.50
Slovenia	184	4.36	114:34:55	107:22:26	134.96
Spain	138	0.21	97:18:01	92:25:14	23.50
Sweden	465	109.73	144:55:31	120:46:20	2,602.68
Switzerland	328	12.36	137:00:07	125:15:04	341.43

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

Media Monitoring

By country (in alphabetic order) – Women (5/5)

Country	Number of Broadcasts	Cumulative Audience*	Broadcast Time	Actual Playing Time	Event Impressions
	(#)	(M)	(hh:mm:ss)	(hh:mm:ss)	(M)
Turkey	153	0.48	106:41:18	101:20:13	48.04
Ukraine	153	0.05	106:41:18	101:20:13	4.49
United Kingdom	80	0.42	71:11:16	67:37:12	48.17
USA	54	0.05	42:20:23	39:15:03	0.75
TOTAL	8,139	477.72	5278:34:24	4950:21:23	10,406.46

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

Media Monitoring

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

Country	Number of Broadcasts	Cumulative Audience*	Broadcast Time	Actual Playing Time	Event Impressions
	(#)	(M)	(hh:mm:ss)	(hh:mm:ss)	(M)
Albania	3	0.00	3:00:20	2:51:17	0.17
Armenia	3	0.00	3:00:20	2:51:17	0.06
Austria	5	0.03	5:07:55	4:50:45	3.20
Azerbaijan	3	0.00	3:00:20	2:51:17	0.01
Belgium	9	0.01	9:44:45	9:15:30	1.35
Bosnia and Herzegovina	2	0.00	2:05:48	1:59:29	0.04
Bulgaria	2	0.03	2:06:17	1:59:58	3.55
Croatia	2	0.00	2:05:48	1:59:29	0.01
Cyprus	3	0.00	3:00:20	2:51:17	0.01
Czech Republic	8	0.98	5:09:53	4:48:35	17.35
Denmark	1	0.00	1:15:00	1:11:15	0.30
Estonia	2	0.00	2:05:48	1:59:29	0.03
Finland	5	1.15	3:22:15	3:08:56	63.37

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

Media Monitoring

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

Country	Number of Broadcasts	Cumulative Audience*	Broadcast Time	Actual Playing Time	Event Impressions
	(#)	(M)	(hh:mm:ss)	(hh:mm:ss)	(M)
France	2	0.01	1:02:06	0:52:20	0.91
Georgia	3	0.00	3:00:20	2:51:17	0.10
Germany	3	0.17	3:01:24	2:46:57	20.95
Greece	3	0.00	3:00:20	2:51:17	0.06
Hungary	3	0.02	3:00:57	2:51:53	2.05
Iceland	3	0.00	3:00:20	2:51:17	0.00
Ireland	1	0.00	1:09:53	1:06:23	0.05
Israel	3	0.00	3:00:20	2:51:17	0.16
Italy	4	0.08	4:06:36	3:55:37	9.68
Kazakhstan	3	0.00	3:00:20	2:51:17	0.37
Kosovo	2	0.00	2:05:48	1:59:29	0.02
Kyrgyzstan	3	0.00	3:00:20	2:51:17	0.12
Latvia	2	0.00	2:05:48	1:59:29	0.03

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

Media Monitoring

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

Country	Number of Broadcasts	Cumulative Audience*	Broadcast Time	Actual Playing Time	Event Impressions
	(#)	(M)	(hh:mm:ss)	(hh:mm:ss)	(M)
Lithuania	2	0.00	2:05:48	1:59:29	0.03
Malaysia	2	0.00	1:02:58	0:59:49	0.00
Malta	3	0.00	3:05:48	2:56:29	0.01
Moldova	3	0.00	3:00:19	2:51:16	0.14
Montenegro	2	0.00	2:05:48	1:59:29	0.02
Netherlands	6	0.00	5:21:58	5:05:52	0.29
North Macedonia	2	0.00	2:05:48	1:59:29	0.02
Norway	6	1.11	3:29:05	3:13:12	8.00
Pan-Asia	2	0.01	1:02:58	0:59:49	0.56
Pan-Latin America	1	0.00	0:55:37	0:51:44	0.28
Poland	2	0.00	1:51:56	1:46:19	0.33
Portugal	3	0.00	3:10:00	3:00:30	0.61
Romania	3	0.01	3:00:19	2:51:16	1.57

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

Media Monitoring

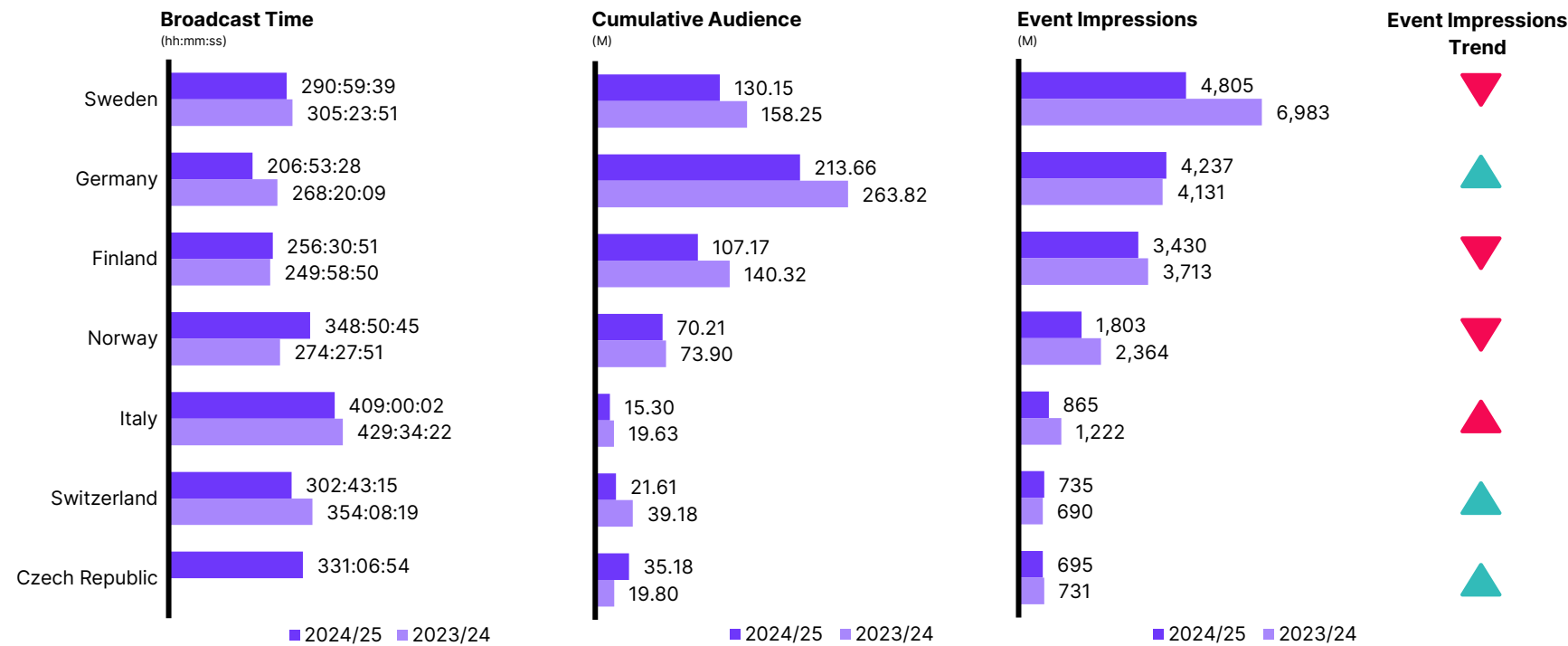
By country (in alphabetic order) – Women (4/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Serbia	2	0.00	2:05:48	1:59:29	0.12
Slovakia	3	0.00	3:00:20	2:51:17	0.16
Slovenia	2	0.00	2:04:59	1:58:43	0.27
Spain	3	0.00	2:59:11	2:50:12	0.40
Sweden	19	3.53	3:43:37	3:10:55	61.80
Switzerland	15	0.36	7:40:53	6:50:04	17.09
Turkey	3	0.00	3:00:20	2:51:17	0.59
Ukraine	3	0.00	3:00:20	2:51:17	0.06
United Kingdom	1	0.01	1:09:53	1:06:23	1.47
USA	2	0.00	0:57:13	0:51:44	0.02
TOTAL	173	7.54	141:40:13	133:14:24	217.81

*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 trending country (1/2)

	2024/25			2023/24		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
Country						
Sweden	130.15	290:59:39	4,804.71	158.25	305:23:51	6,982.54
Germany	213.66	206:53:28	4,236.80	263.82	268:20:09	4,131.09
Finland	107.17	256:30:51	3,429.64	140.32	249:58:50	3,712.81
Norway	70.21	348:50:42	1,803.08	73.90	274:27:51	2,364.23
Italy	15.30	409:00:02	864.90	19.63	429:34:22	1,221.57
Switzerland	21.61	302:43:15	735.09	19.80	354:08:19	689.76
Czech Republic	35.18	331:06:54	695.46	39.18	378:57:31	731.41
Austria	16.91	280:20:52	541.61	14.53	373:37:30	432.97
Poland	6.37	242:11:08	476.89	10.04	323:36:35	593.04

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

Media Monitoring

Ranking by trending country (2/2)

	2024/25			2023/24		
	Cumulative Audience*	Broadcast Time	Event Impressions	Cumulative Audience*	Broadcast Time	Event Impressions
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Country						
Slovenia	5.88	247:17:29	258.64	5.17	294:05:54	252.48
France	7.33	157:11:27	161.13	8.86	201:00:11	215.35
Romania	1.37	233:28:39	124.26	-	-	-
United Kingdom	0.86	157:36:03	99.99	1.12	168:25:50	140.62
Hungary	0.96	236:26:01	99.39	-	-	-
Turkey	0.92	234:14:36	93.03	-	-	-
Bulgaria	0.75	236:10:51	84.55	-	-	-
Belgium	0.75	510:27:17	66.22	-	-	-
TOTAL	635.39	195.06	18,575.40	754.61	150.90	21,467.87

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

Media Monitoring

Ranking by trending country – Men (1/2)

Country	2024/25			2023/24		
	Cumulative Audience*	Broadcast Time	Event Impressions	Cumulative Audience*	Broadcast Time	Event Impressions
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Sweden	80.27	142:20:32	2,140	30.06	147:33:06	3,028
Finland	78.19	126:48:27	1,624	57.22	119:58:22	1,771
Germany	103.25	112:43:50	1,412	90.72	131:51:20	1,650
Norway	50.56	169:07:56	937	39.51	140:05:42	1,224
Italy	12.92	208:57:27	439	13.54	216:09:20	699
Switzerland	16.11	158:02:16	377	8.38	175:11:15	329
Czech Republic	24.70	165:36:10	324	18.85	185:47:15	360
Austria	11.60	144:04:07	281	5.75	187:44:46	179
Poland	2.59	127:45:55	225	4.48	168:07:00	297

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

Media Monitoring

Ranking by trending country – Men (2/2)

	2024/25			2023/24		
	Cumulative Audience*	Broadcast Time	Event Impressions	Cumulative Audience*	Broadcast Time	Event Impressions
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Country						
Slovenia	4.59	130:37:35	123	1.72	146:13:17	129
France	6.15	84:07:13	89	7.27	104:02:13	124
China	4.98	0:33:36	61	8.27	0:55:23	26
Romania	0.67	126:44:57	60	-	-	-
United Kingdom	0.43	85:14:55	50	0.51	77:54:29	65
Hungary	0.46	124:22:59	47	-	-	-
Turkey	0.43	124:32:58	44	-	-	-
Bulgaria	0.39	130:35:41	44	-	-	-
TOTAL	398.29	90.09	8,277	286.29	75.06	9,880

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

Media Monitoring

Ranking by trending country – Women (1/2)

	2024/25			2023/24		
	Cumulative Audience*	Broadcast Time	Event Impressions	Cumulative Audience*	Broadcast Time	Event Impressions
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Country						
Germany	156.43	91:08:15	2,804	173.01	132:29:03	2,471
Sweden	109.73	144:55:31	2,603	125.52	152:59:46	3,888
Finland	82.34	126:20:09	1,743	82.32	122:51:29	1,903
Norway	46.96	176:13:41	858	33.92	130:47:34	1,123
Italy	10.59	195:55:59	416	5.88	207:25:05	500
Czech Republic	29.15	160:20:51	354	20.22	189:00:40	358
Switzerland	12.36	137:00:07	341	10.85	171:25:12	349
Austria	11.65	131:08:50	258	8.74	180:28:09	251
Poland	4.10	112:33:17	251	5.52	153:15:24	290

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

Media Monitoring

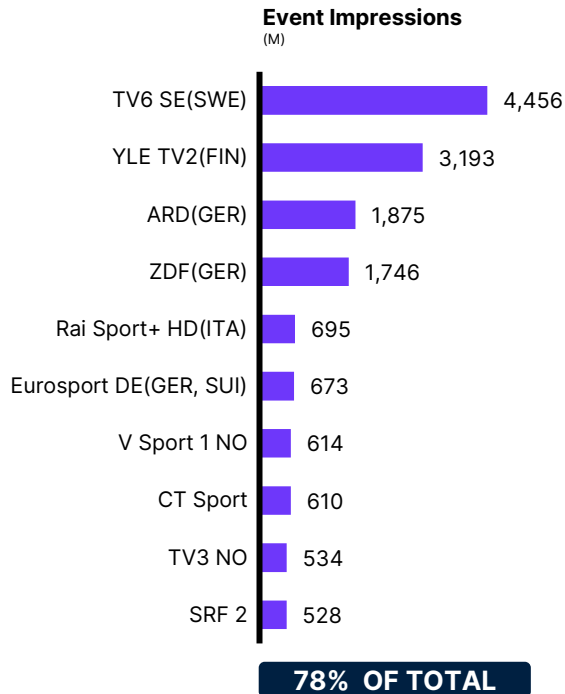
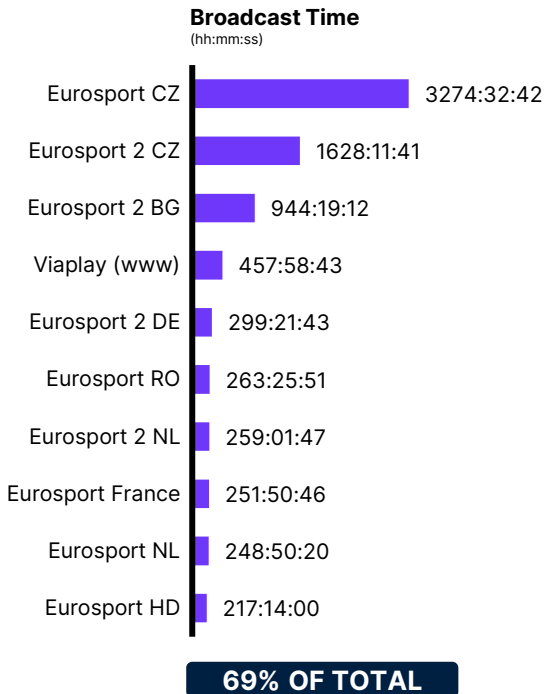
Ranking by trending country – Women (2/2)

	2024/25			2023/24		
	Cumulative Audience*	Broadcast Time	Event Impressions	Cumulative Audience*	Broadcast Time	Event Impressions
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Country						
Slovenia	4.36	114:34:55	135	3.45	144:38:29	124
France	2.46	72:02:09	72	1.57	92:38:05	90
Romania	0.69	103:43:24	62	-	-	-
Hungary	0.48	109:02:05	50	-	-	-
United Kingdom	0.42	71:11:16	48	0.59	82:14:06	73
Turkey	0.48	106:41:18	48	-	-	-
Bulgaria	0.34	103:28:52	37	-	-	-
Total	472.55	81.51	10,081	471.60	73.34	11,417

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

Media Monitoring

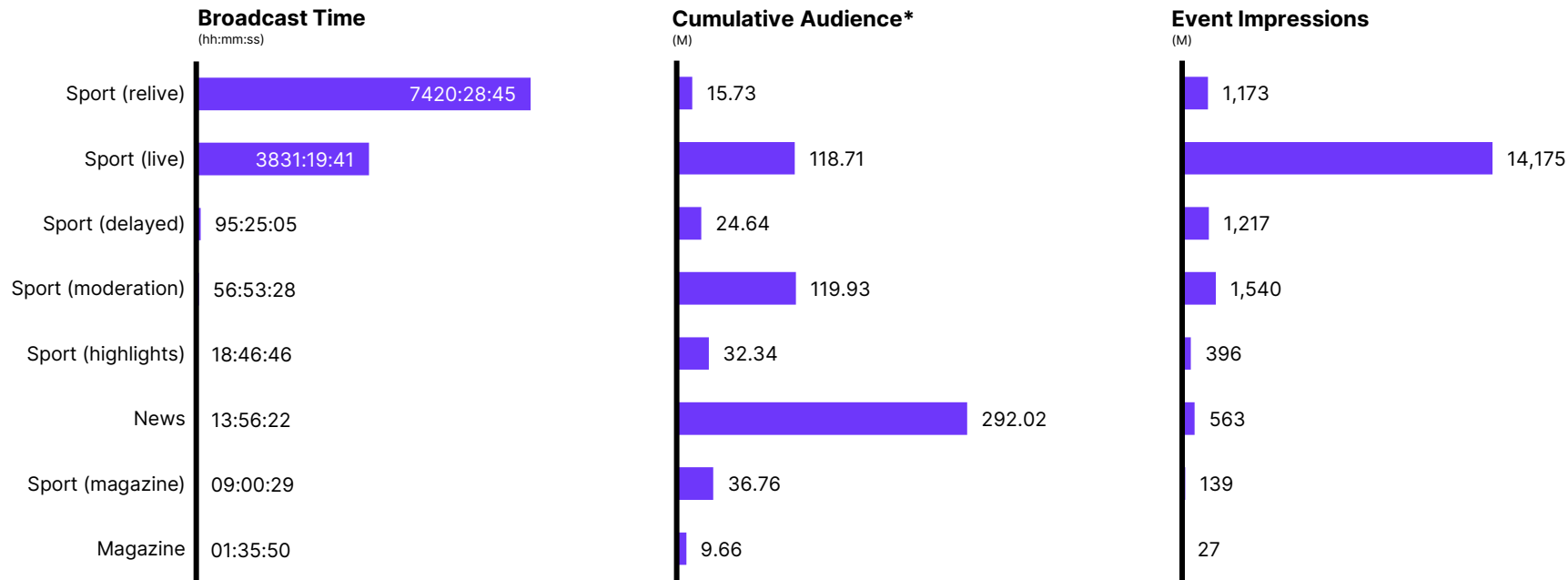
Top 10 channels



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

Media Monitoring

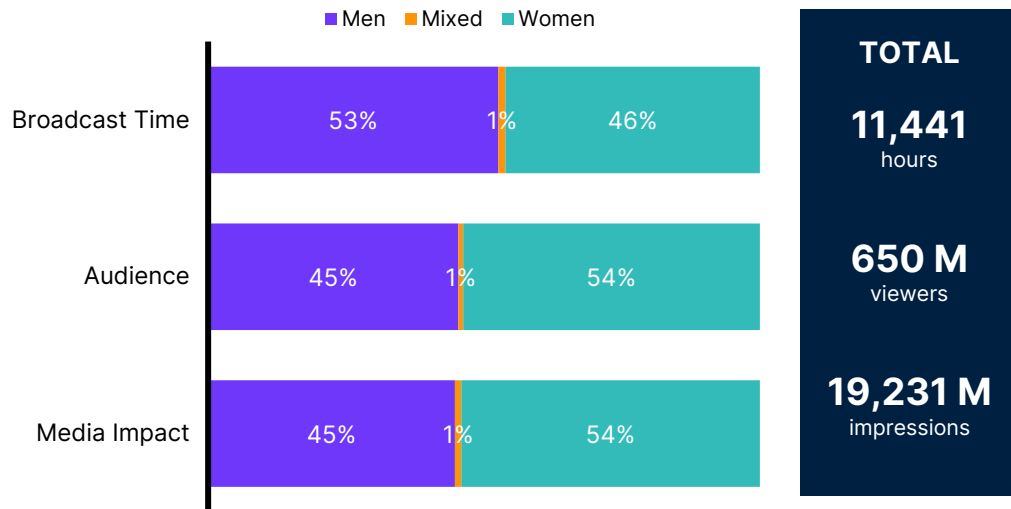
Ranking by program type



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

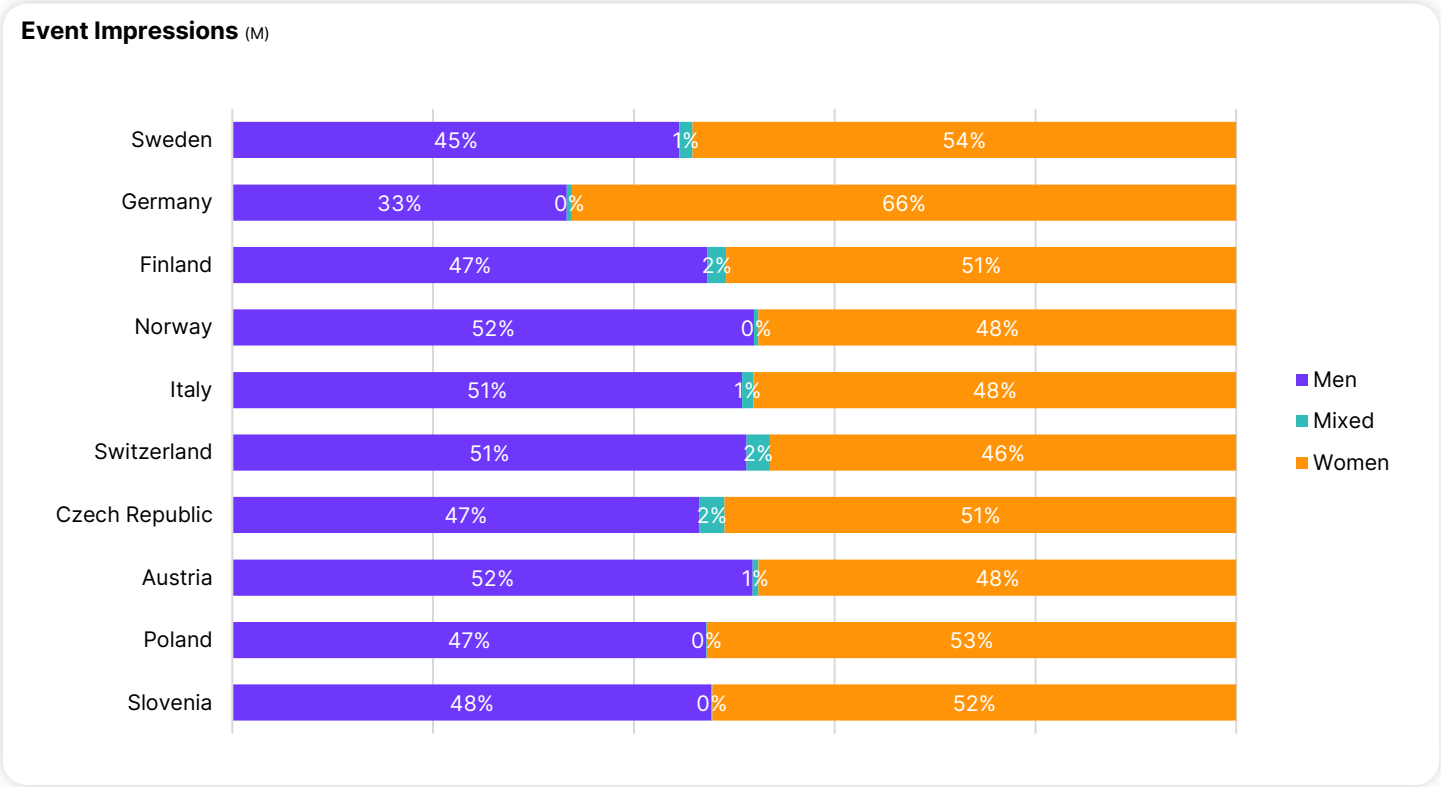
Media Monitoring

Gender comparison



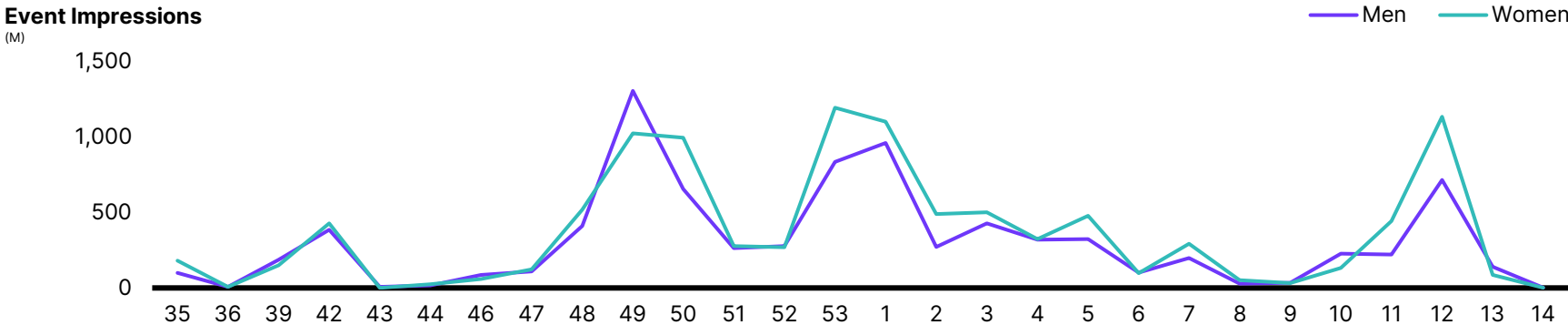
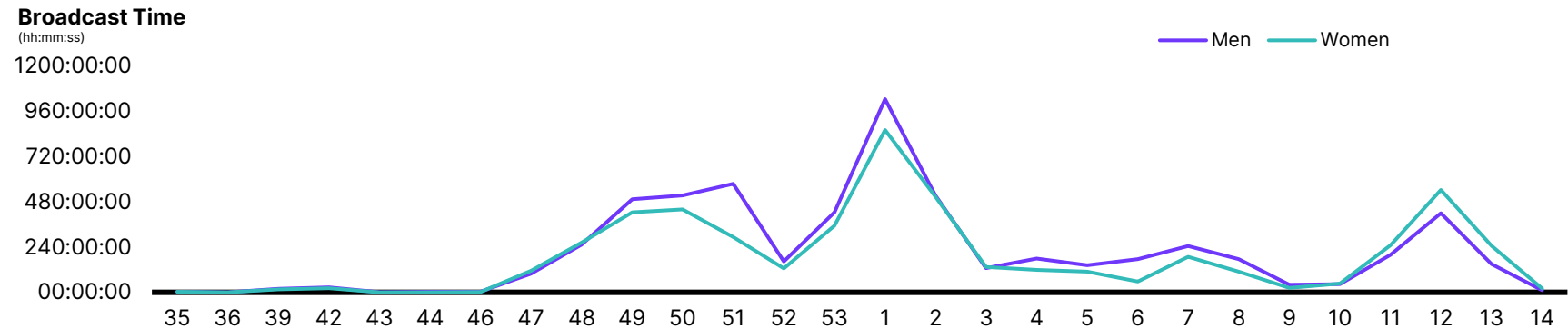
Media Monitoring

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



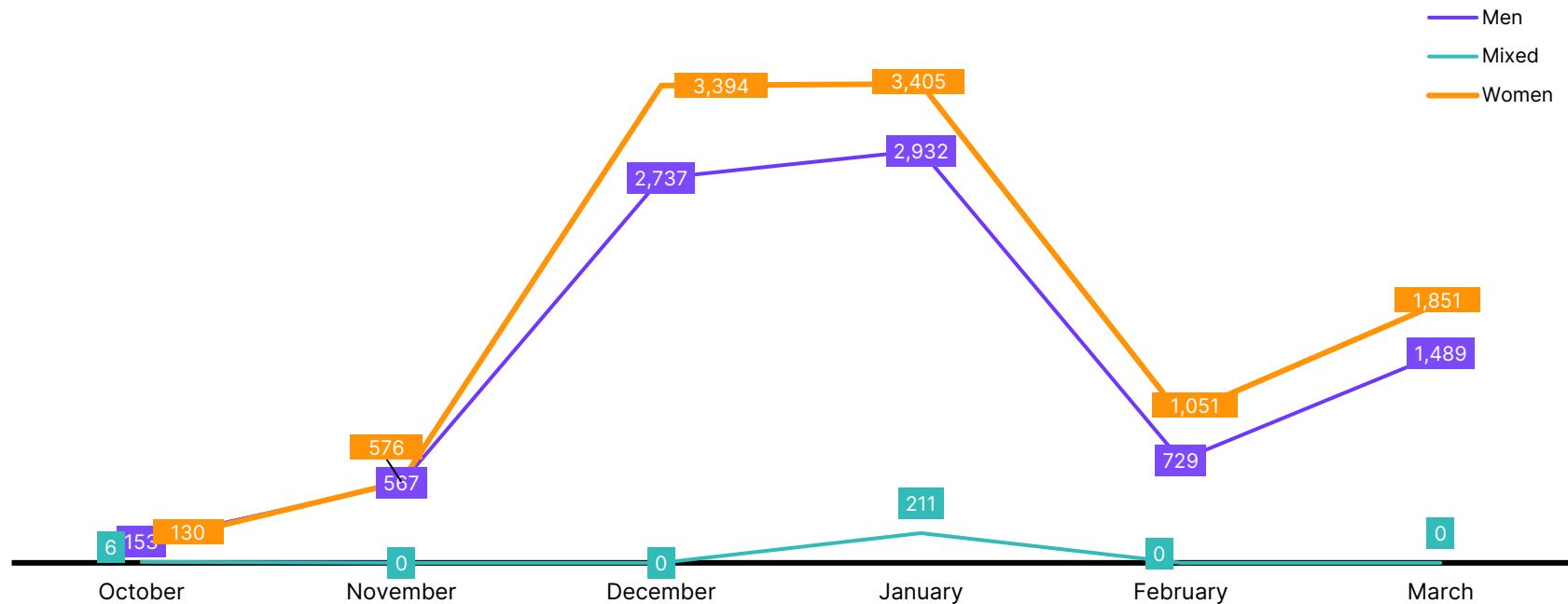
Media Monitoring

Weekly coverage trend



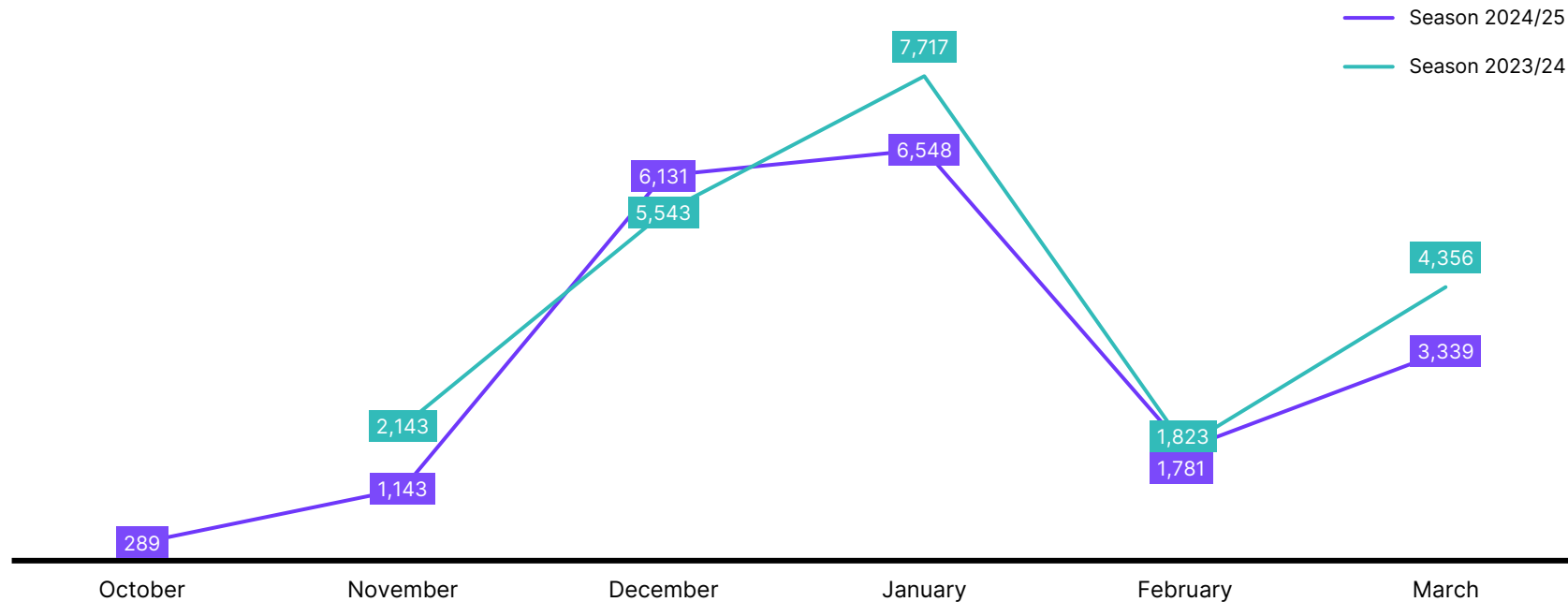
Media Monitoring

Gender Comparison Event Impressions by Month



Media Monitoring

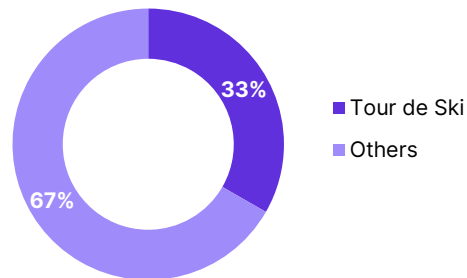
Season Comparison Event Impressions by Month



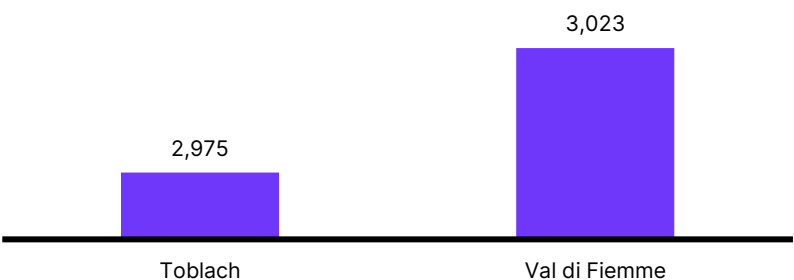
Cross Country

Focus on Tour de Ski

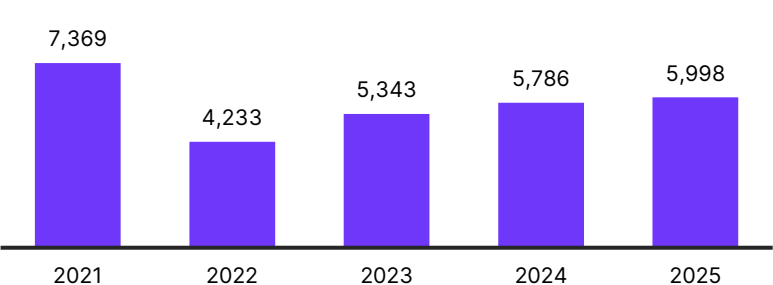
Event Impressions 2024/25 (M)



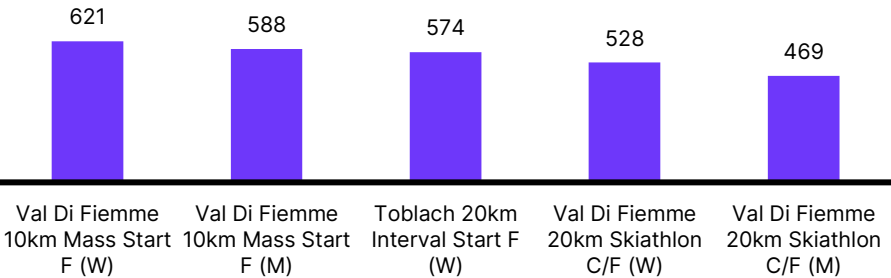
Event Impressions by Venue 2024/25 (M)



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.).

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.

Media Impact

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:

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



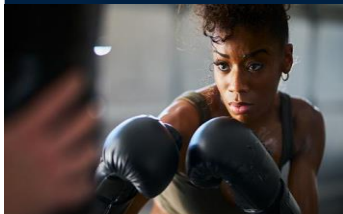
Nielsen Sports is the global leader in sports media valuation, data intelligence and research consulting.

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.

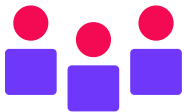
Innovative



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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