



# FIS Snowboard World Cup 2025/26

TV Media Evaluation – Event Summary



Expertise by Nielsen Sports  
Your contacts: Alexander Karduck



# Introduction

## Study scope

<b>Object of investigation/event:</b>	FIS Snowboard World Cup (M/W)
<b>Monitoring period:</b>	2025-26 Season
<b>Markets*:</b>	Dedicated Coverage: Global broadcast partners Secondary Coverage: Austria, China, Czech Republic, Finland, France, Germany, Italy, Japan, Norway, Poland, Slovakia, Slovenia, Sweden, Switzerland, USA
<b>TV program types:</b>	Dedicated Coverage: Live, Delayed, Relive, Highlights Secondary Coverage: Sport Magazines, Magazines, News
<b>Sources of audience data:</b>	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 Snowboard World Cup 2025/26

FIS Snowboard  
World Cup

	Live	Non-Live	TOTAL	TOTAL 2024/25
<b>Cumulative Audience</b> (M)	19	599	618	528
<b>Number of Broadcasts</b> (#)	1,274	3,472	4,746	10,646
<b>Broadcast Time</b> (hrs)	1,218	1,895	3,113	6,062
<b>Actual Playing Time</b> (hrs)	1,138	1,750	2,888	5,663
<b>Event Impressions</b> (M)	2,182	6,846	9,029	8,759

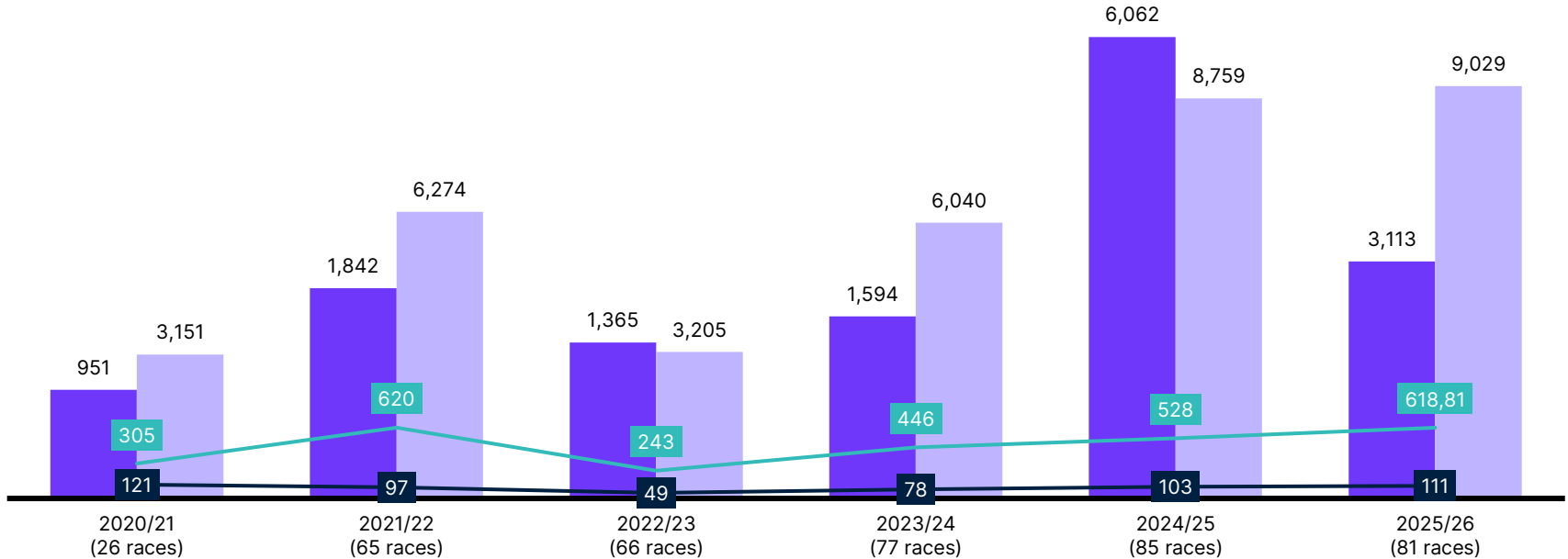
\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

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# Management Summary

## Season Comparison

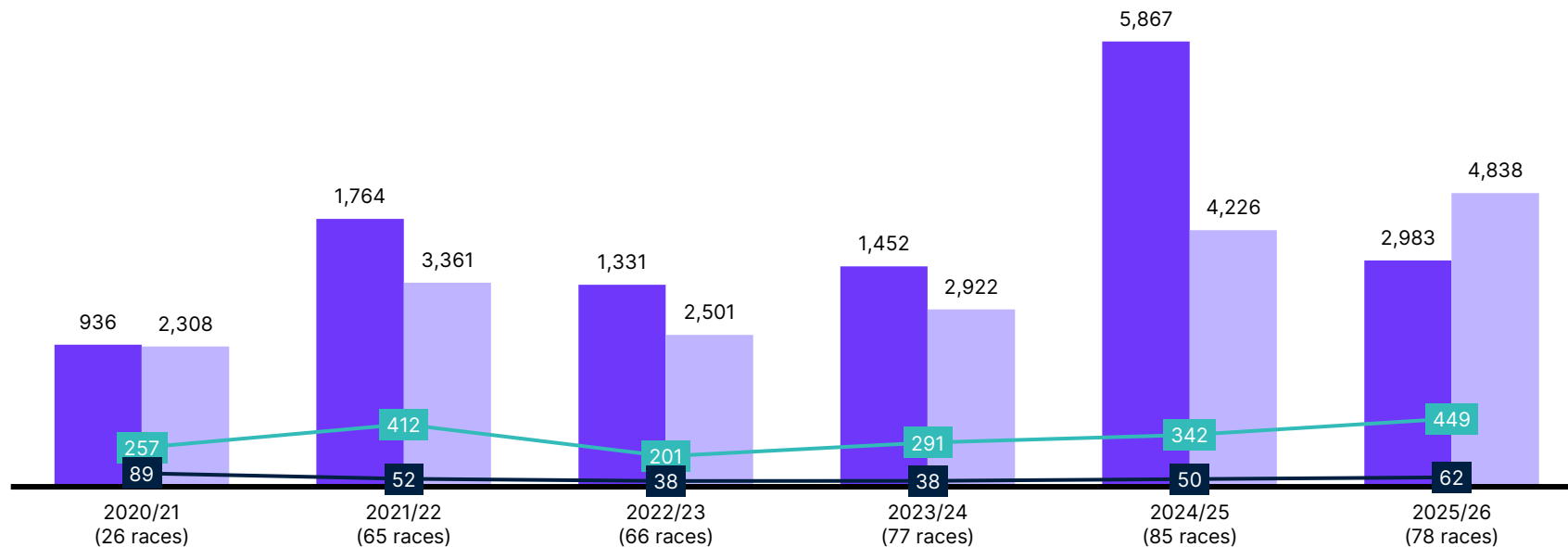
■ Broadcast Time (h)   ■ Event Impressions (M)   — Audience (M)   — Ø Event Impressions per Race (M)



# Management Summary

## Season Comparison – excluding China

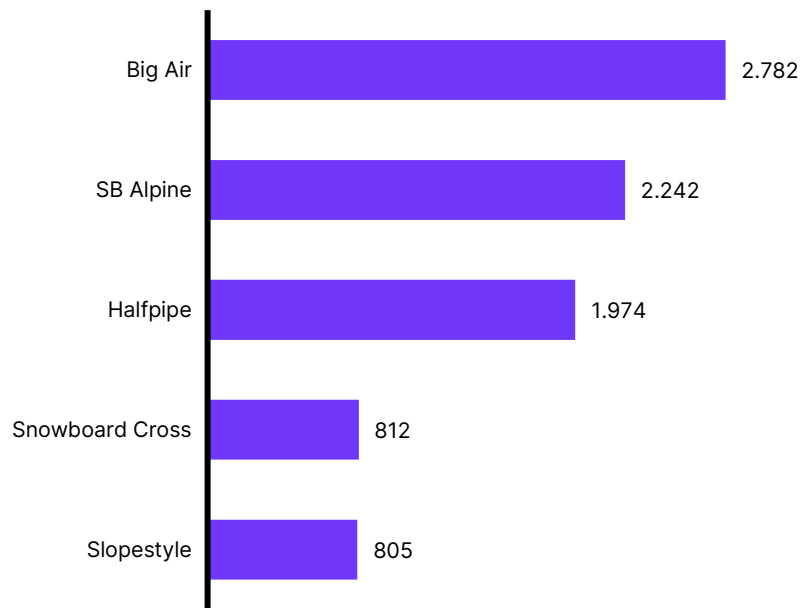
■ Broadcast Time (h)   ■ Event Impressions (M)   — Audience (M)   — Ø Event Impressions per Race (M)



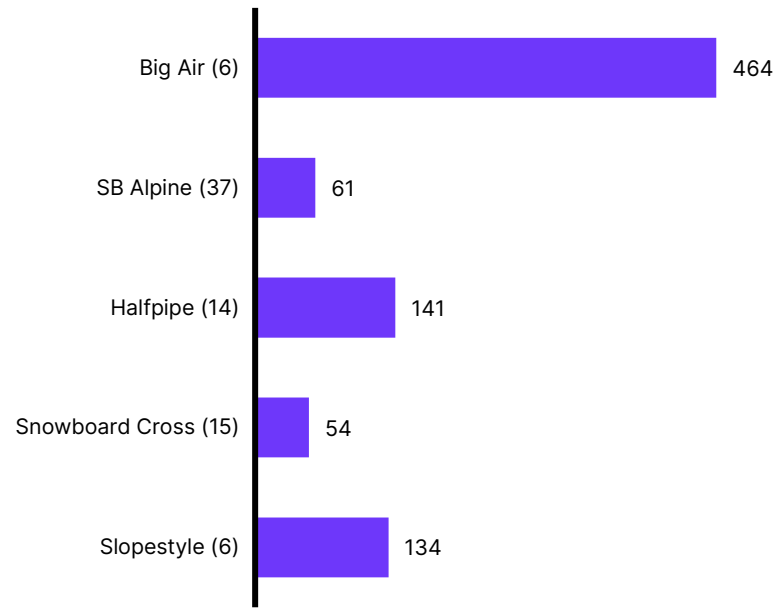
# Management Summary

## Event Ranking

Event Impressions (M)

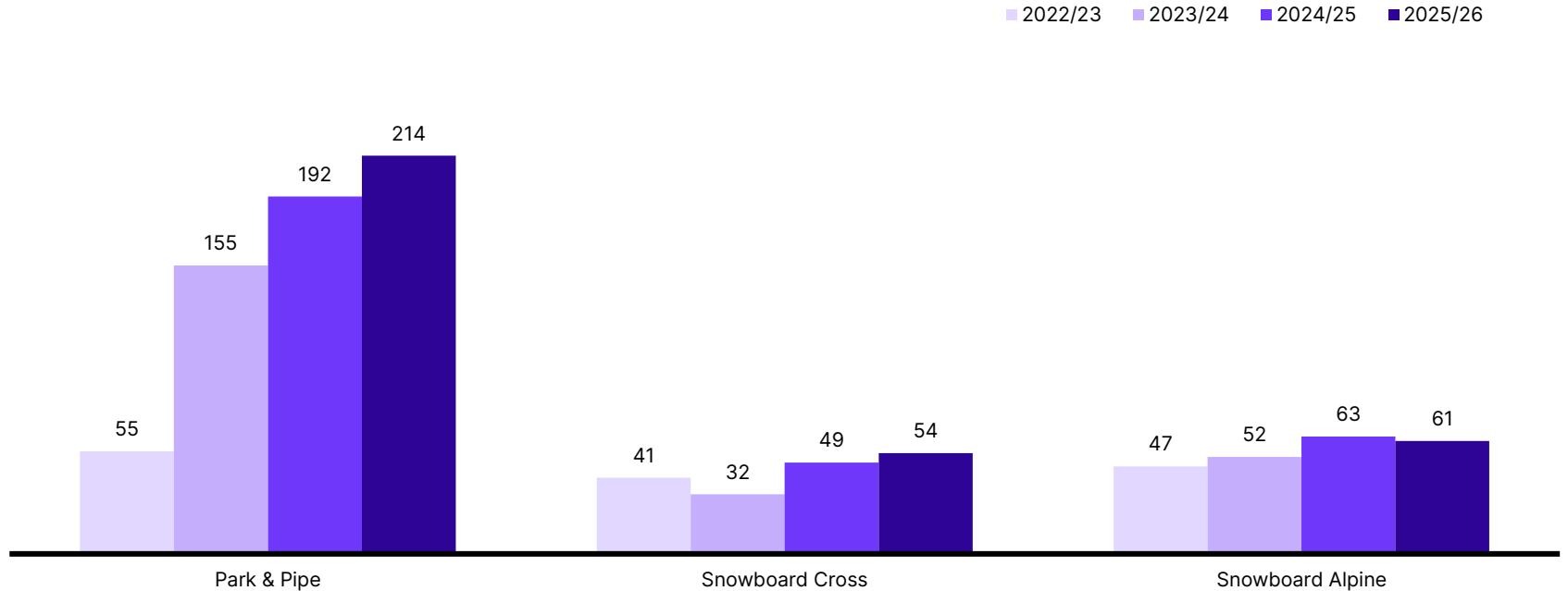


Ø Event Impressions per race (M)



# Management Summary

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



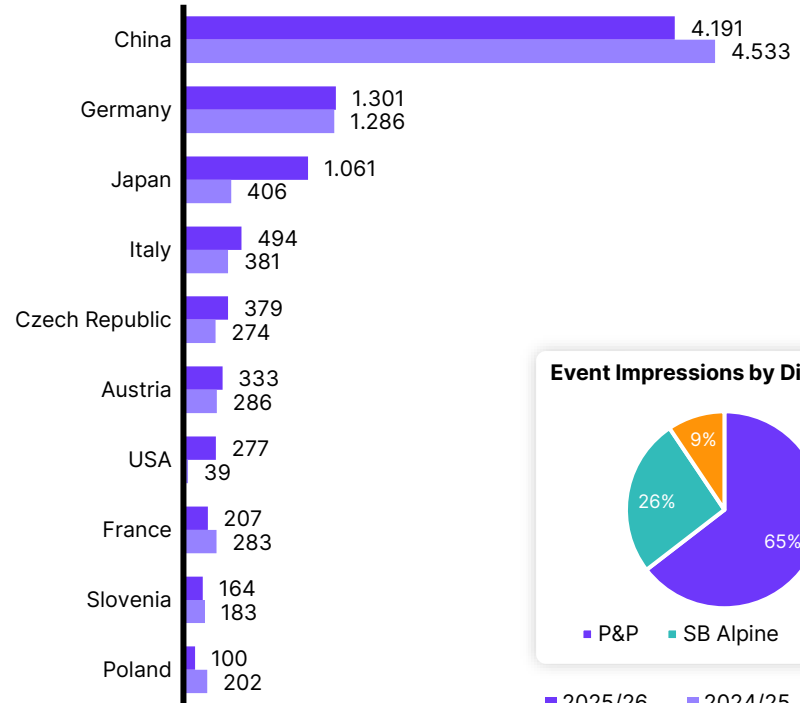
# Management Summary

## Key Takeaways

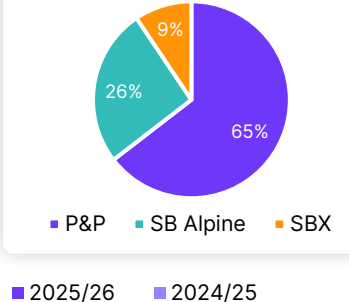
### Key Takeaways

- **Overall Growth:** Media impact rose for the third consecutive year: +6% (old scope) and +3% (new scope)
- **Japan as a Catalyst:** Japan's athletic dominance fueled the trend, with expanded Free-to-Air (FTA) coverage significantly boosting the reach of Park & Pipe and SB Alpine
- **P&P Performance:** Park & Pipe impact grew 8%, driven by stability in China (+2%) and an exceptional +763% surge in the USA following wide-reaching coverage of their domestic events on NBC
- **SB Alpine Stability:** The discipline remained stable (-2%); growth in core European markets (Germany, Italy, Czechia) effectively neutralized a dip in China
- **SBX Downturn & Regional Shifts:** Snowboard Cross impact declined 21% overall. While Italy achieved a 50% surge in media impact driven by its sportive dominance, these gains were insufficient to offset losses in Germany (-18%) and France (-44%), who still account for more than half of the discipline's media impact.

### Event Impressions by Market – Top-10 (M)



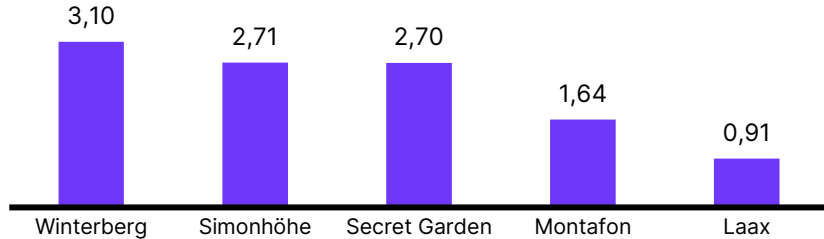
### Event Impressions by Discipline



# Management Summary

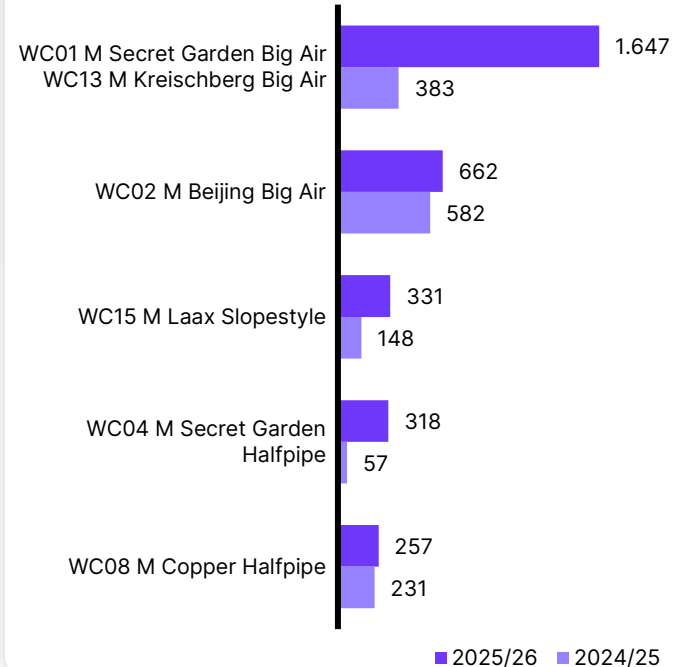
## Media Monitoring

### Top 5 Venues by Cumulative Live Audience (M)



- Live broadcasts of the Parallel Slalom events in Winterberg generated the highest cumulative audience, 92% of this live viewership was generated by its top three markets: Germany, Slovenia, and Austria.
- In terms of Park & Pipe events, the World Cup in Secret Garden secured the highest cumulative audience (ranking 3rd overall), with host country China driving 91% of the World Cup's total live viewership.
- Host of a Snowboard Cross event, Montafon rank 4<sup>th</sup> in terms of cumulative live audience. Thanks to broader FTA coverage, the World Cup attracted +1.38 M live viewers.
- As in the previous season, Parallel events are the main drivers for cumulative live audience, making up 60% of the total (11.9M).
- Although China ranks lower in live viewership due to reduced live broadcasting, the market drives significant media impact through relive, highlights, and news coverage.

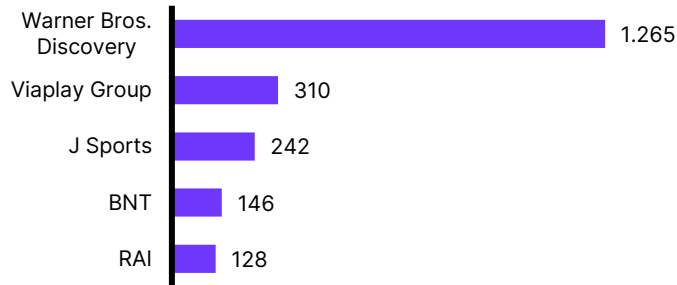
### Top-5 Competitions by Event Impressions (M)



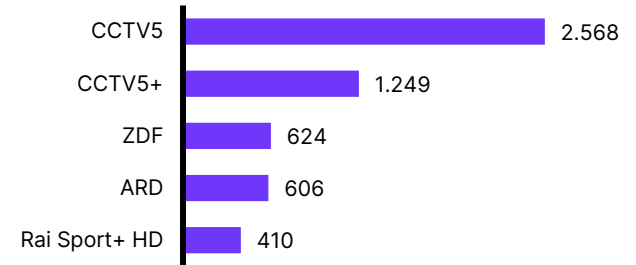
# Management Summary

## Media Monitoring

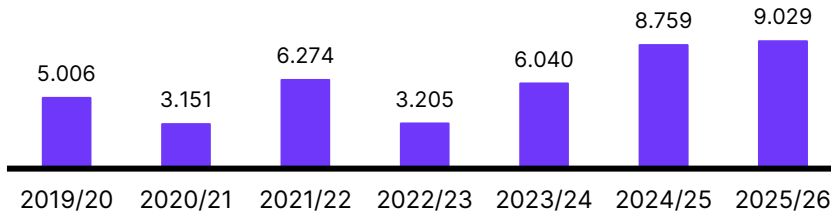
### Top 5 Broadcasters by Broadcast Time (hours)



### Top 5 Channels by Event Impressions (M)



### World Cup Event Impressions Trend (M)



- Thanks to its Eurosport feeds across different markets, the broadcaster WBD aired 1,265 content hours (4%), but only 0.6% of cumulative audience (3.5M) and 3% of event impressions (239M).
- As in 24/25 the Chinese channels CCTV5 (-14% YOY) and CCTV5+ (+18% YOY), lead the channel ranking by media impact. German ZDF now occupy 3<sup>rd</sup> place channel ranking (+22% YOY), with coverage of the domestic World Cup in Winterberg.
- Thanks to success of Italian athletes in Parallel events, Rai Sport+ overtakes CTV 16 Olympic Channel and lands on 5<sup>th</sup> place (+31%).
- Though share of streaming broadcasts to the media impact decreased from 1.89% in 2024/25 to 1.54% this season, they generated +0.15 M viewers.

# 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	61	0.03	32:31:53	30:53:55	2.27
Andorra	59	0.00	33:07:33	31:27:54	0.01
Armenia	61	0.01	32:31:53	30:53:55	0.92
Austria	238	18.00	124:59:39	104:39:15	332.67
Azerbaijan	61	0.00	32:31:53	30:53:55	0.18
Belgium	68	0.08	36:16:11	34:27:10	5.00
Bosnia and Herzegovina	57	0.03	31:24:08	29:49:47	2.14
Bulgaria	297	1.06	192:31:47	181:12:26	49.57
Canada	195	1.50	122:09:23	115:52:53	86.61
China	362	169.88	130:15:17	123:09:20	4,191.05
Croatia	57	0.01	31:24:08	29:49:47	0.42
Cyprus	61	0.00	32:31:53	30:53:55	0.12
Czech Republic	249	31.47	90:34:30	78:04:05	379.43
Denmark	70	0.18	57:30:51	54:38:09	17.68

\*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)
Estonia	57	0.02	31:24:08	29:49:47	1.12
Finland	102	6.24	73:18:01	69:31:48	79.72
France	53	10.66	25:42:53	19:30:03	207.09
Georgia	61	0.02	32:31:53	30:53:55	1.34
Germany	116	81.14	35:33:37	30:30:18	1,301.23
Greece	61	0.01	32:31:53	30:53:55	0.89
Hungary	61	0.07	32:30:44	30:52:54	4.75
Iceland	61	0.00	32:31:53	30:53:55	0.03
Ireland	19	0.00	18:23:53	17:28:40	0.45
Israel	61	0.03	32:31:53	30:53:55	2.14
Italy	238	17.46	162:09:39	128:04:06	494.42
Japan	590	239.59	249:55:43	233:00:02	1,061.23
Kazakhstan	61	0.08	32:31:53	30:53:55	5.54
Kosovo	57	0.01	31:24:08	29:49:47	0.99

\*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)
Kyrgyzstan	61	0.03	32:31:53	30:53:55	1.85
Latvia	57	0.02	31:24:08	29:49:47	1.25
Lithuania	57	0.02	31:24:08	29:49:47	1.59
Malta	53	0.00	30:57:18	29:24:20	0.11
Moldova	61	0.02	32:31:55	30:53:57	1.72
Monaco	22	0.00	13:46:59	13:05:33	0.05
Montenegro	57	0.01	31:24:08	29:49:47	1.08
Netherlands	129	1.97	53:43:02	51:01:27	13.33
North Macedonia	57	0.02	31:24:08	29:49:47	1.14
Norway	147	0.27	132:25:01	125:47:25	19.90
Pan-Baltic	131	0.14	121:00:55	114:57:25	15.92
Pan-Latin America	66	0.22	49:47:35	47:18:32	19.52
Poland	200	24.62	101:56:46	95:30:47	99.74
Portugal	98	0.14	86:48:36	82:27:59	11.94

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

# Media Monitoring

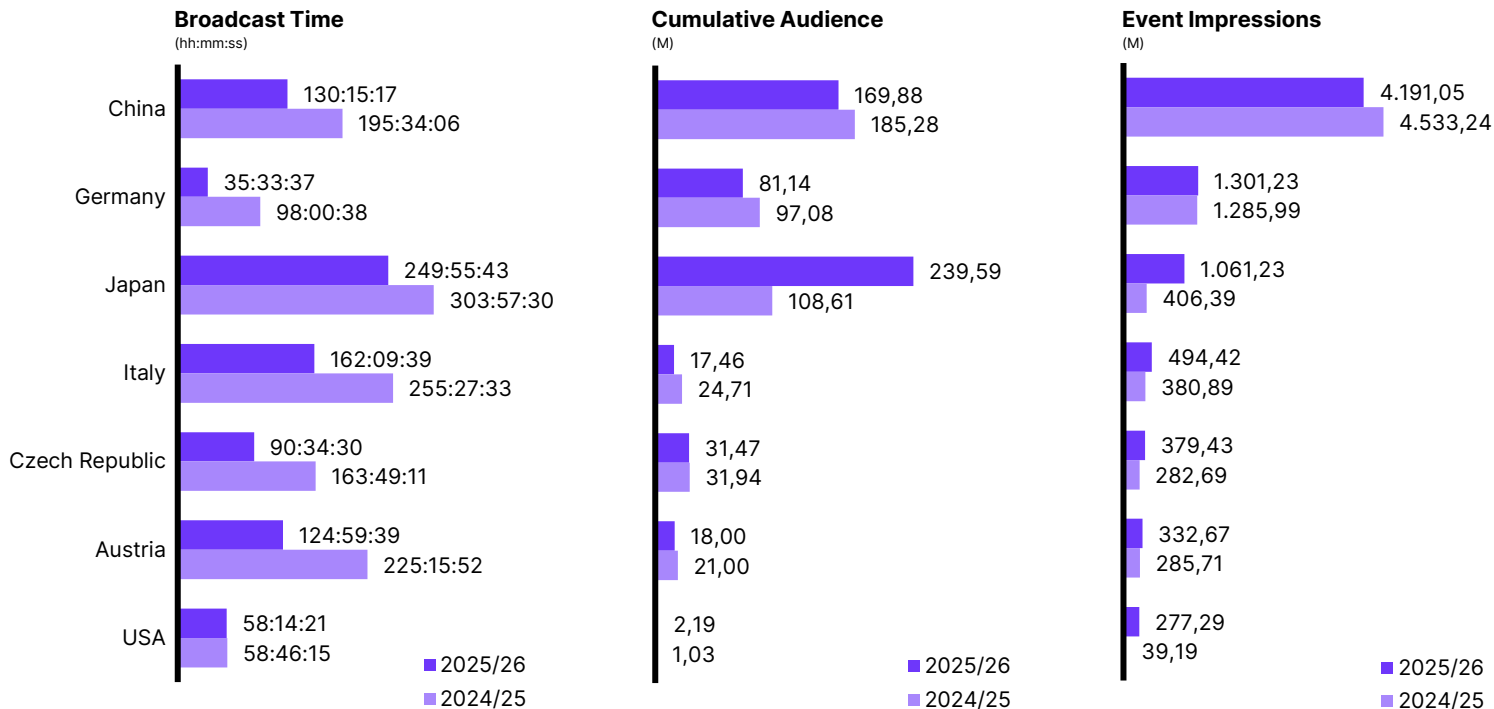
By country (in alphabetic order) – (4/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Romania	61	0.29	32:31:55	30:53:57	20.50
Serbia	57	0.09	31:24:08	29:49:47	6.59
Slovakia	80	0.11	42:51:25	40:42:23	4.84
Slovenia	128	6.61	53:08:45	47:34:36	164.37
South Korea	1	0.20	0:00:24	0:00:24	0.16
Spain	59	0.08	33:07:33	31:27:54	6.33
Sweden	72	0.26	59:29:51	56:31:11	25.96
Switzerland	100	3.51	41:50:57	38:06:19	68.47
Taiwan	94	0.19	81:04:40	77:01:15	19.97
Turkey	77	0.18	43:41:44	41:30:12	12.24
Ukraine	61	0.01	32:31:53	30:53:55	0.74
United Kingdom	19	0.03	18:23:53	17:28:40	3.22
USA	78	2.19	58:14:21	54:57:04	277.29
<b>TOTAL</b>	<b>5,577</b>	<b>618.81</b>	<b>3112:51:03</b>	<b>2887:31:21</b>	<b>9,028.80</b>

\*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

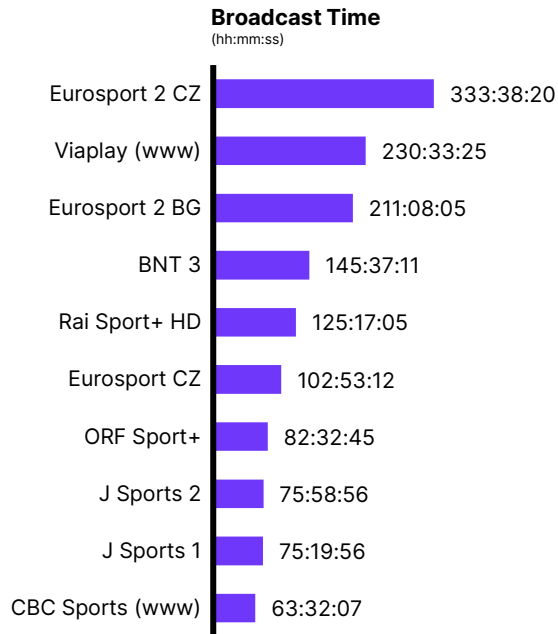
## Top-15 markets by Event Impressions

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)
China	169.88	130:15:17	4,191.05	185.28	195:34:06	4,533.24
Germany	81.14	35:33:37	1,301.23	97.08	98:00:38	1,285.99
Japan	239.59	249:55:43	1,061.23	108.61	303:57:30	406.39
Italy	17.46	162:09:39	494.42	24.71	255:27:33	380.89
Czech Republic	31.47	90:34:30	379.43	31.94	163:49:11	273.81
Austria	18.00	124:59:39	332.67	21.00	225:15:52	285.71
USA	2.19	58:14:21	277.29	1.03	58:46:15	39.19
France	10.66	25:42:53	207.09	8.95	67:44:33	282.69
Slovenia	6.61	53:08:45	164.37	8.54	106:13:03	183.06
Poland	24.62	101:56:46	99.74	25.49	205:31:51	201.87
Canada	1.50	122:09:23	86.61	2.74	132:52:52	169.17
Finland	6.24	73:18:01	79.72	0.74	93:51:17	82.94
Switzerland	3.51	41:50:57	68.47	4.14	98:30:40	102.50
Bulgaria	1.06	192:31:47	49.57	1.30	287:07:46	67.44
Sweden	0.26	59:29:51	25.96	0.59	86:58:24	40.97
<b>TOTAL</b>	<b>614.20</b>	<b>1521:51:09</b>	<b>8,818.87</b>	<b>522.14</b>	<b>2379:41:31</b>	<b>8,355.86</b>

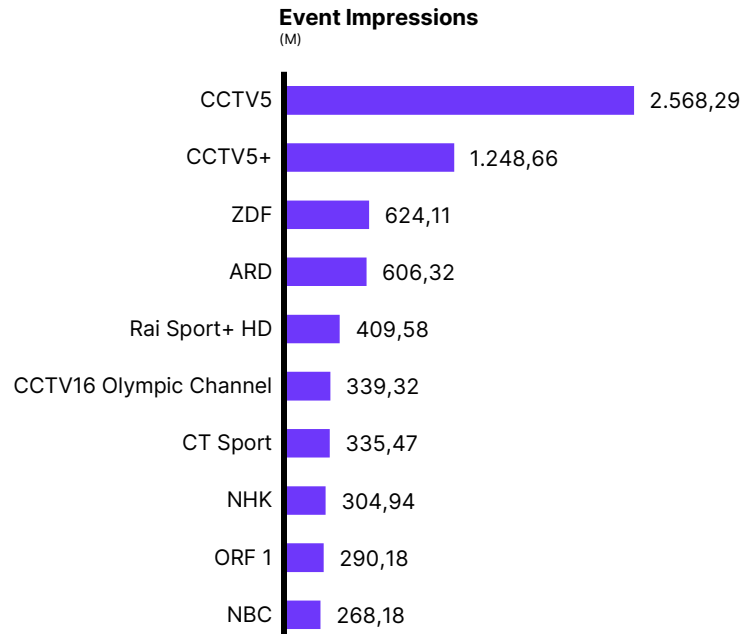
\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

# Media Monitoring

## Top 10 channels



**46% OF TOTAL**

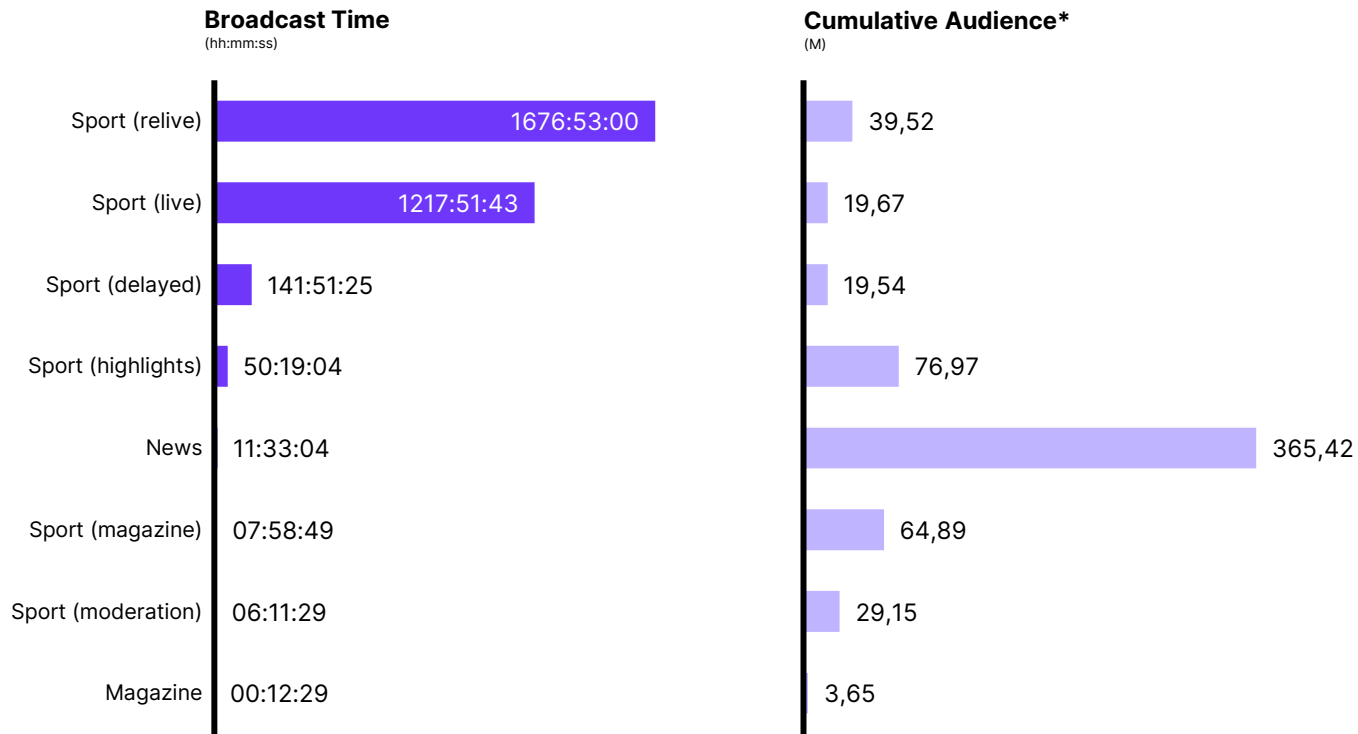


**77% OF TOTAL**

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

# Media Monitoring

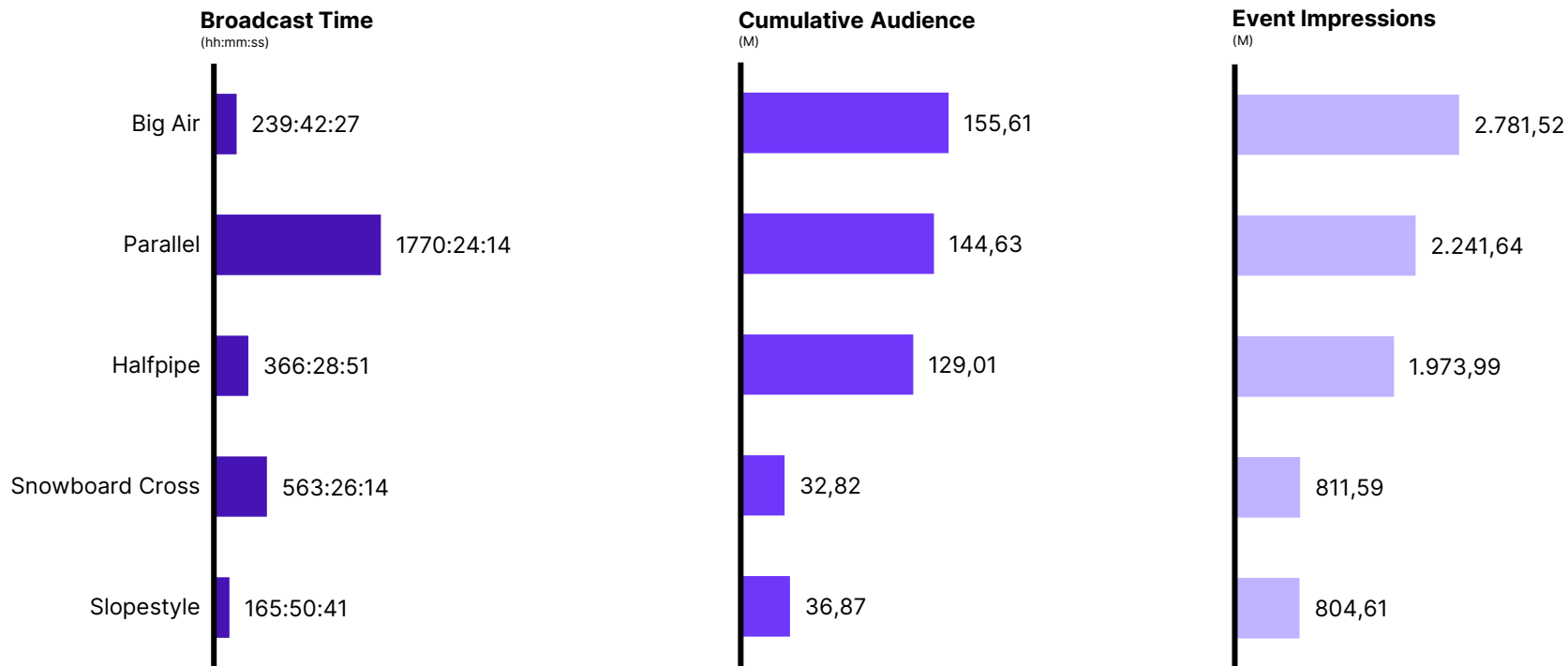
Ranking by program type



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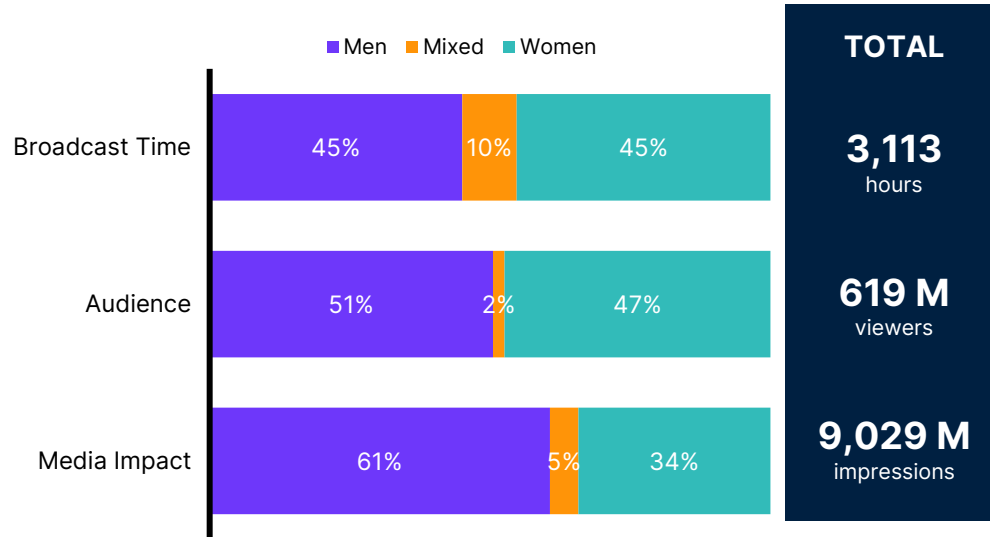
# Media Monitoring

## Discipline ranking by Event Impressions



# Media Monitoring

## Gender comparison

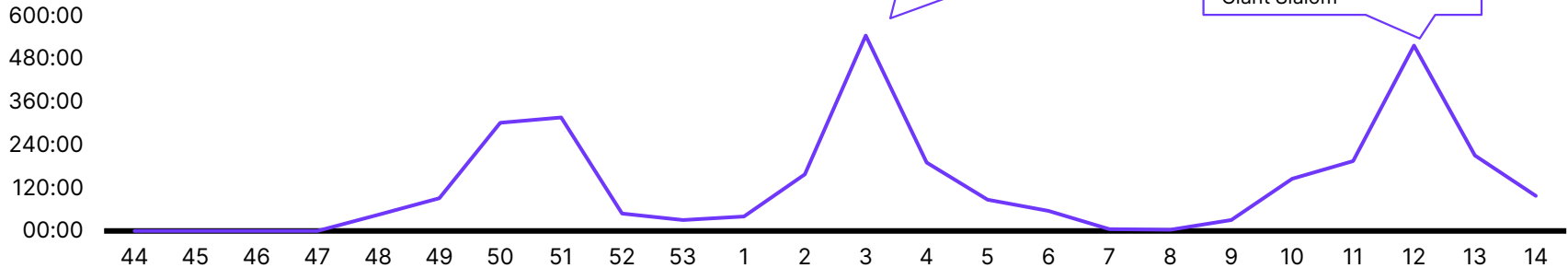


# Media Monitoring

## Weekly coverage trend

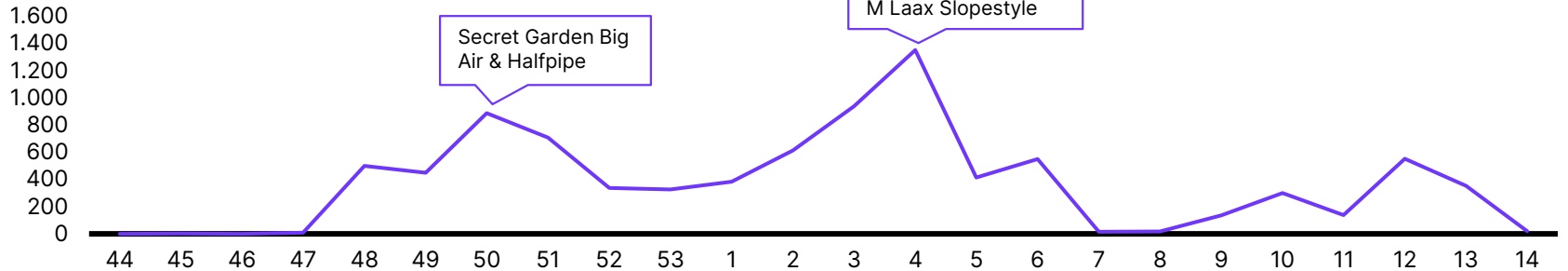
### Broadcast Time

(hh:mm)



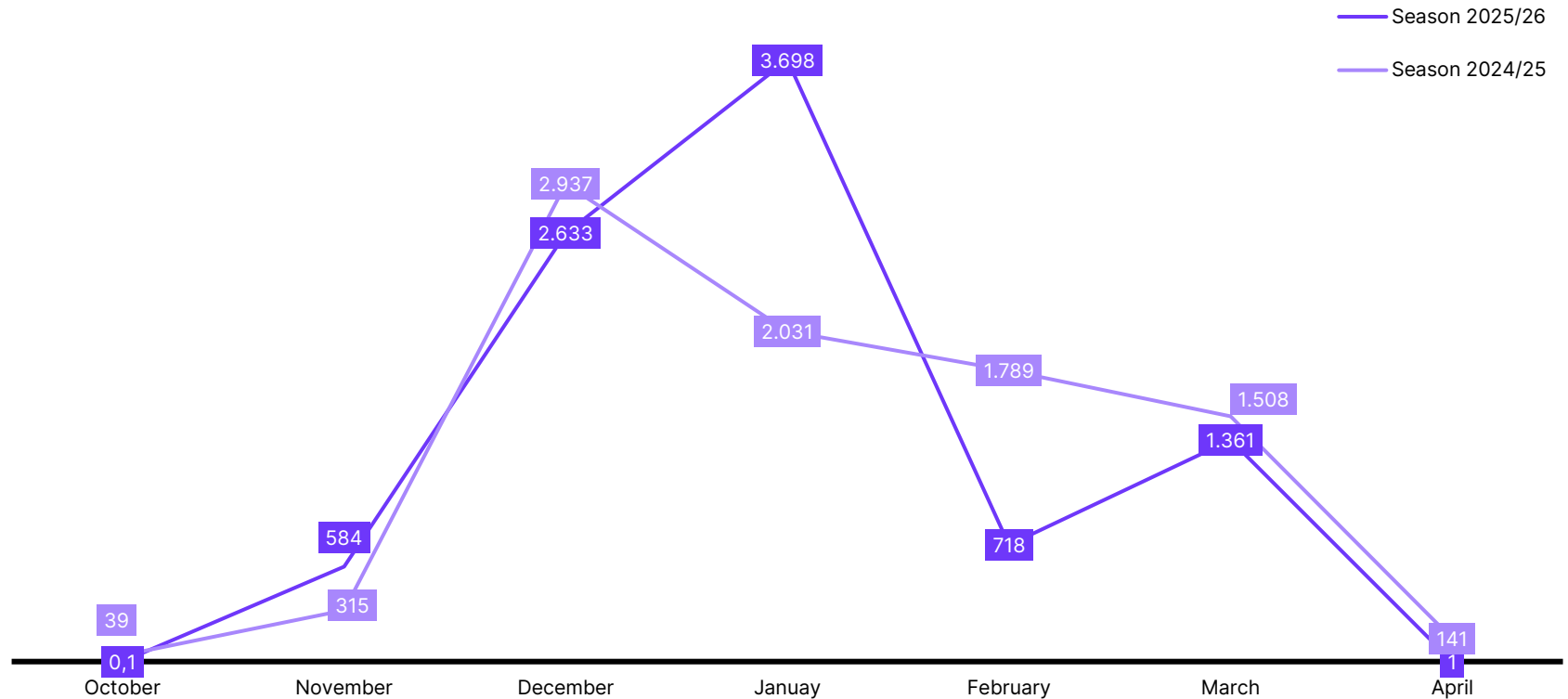
### Event Impressions

(M)



# Media Monitoring

Season comparison by Event Impressions



# 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)

<b>Live</b>	Live broadcasts
<b>Delayed</b>	First time-delayed broadcasts
<b>Re-live</b>	Re-broadcasting of a live or delayed content

<b>Highlights</b>	Sports broadcasts, which mainly show match synopses but also background information or interviews.
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#### Secondary coverage (secondary broadcasting)

<b>Magazine / Sportmagazine</b>	Programs that rarely feature sports content or general sports mix programs
<b>News</b>	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:

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



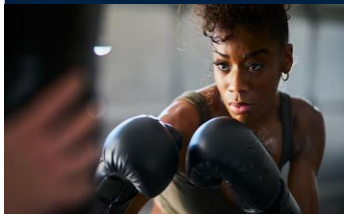
**Nielsen Sports** is the global leader in sports media valuation, data intelligence and research consulting.

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

# Contact details



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