



# FIS Snowboard World Cup 2023/24

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>	2023-24 Season
<b>Sponsors:</b>	Swatch (only Park & Pipe World Cup)
<b>Markets*:</b>	Austria, Canada, China, Finland, France, Germany, Italy, Japan, Netherlands, Norway, Slovenia, South Korea, Spain, Sweden, Switzerland, United Kingdom, USA
<b>TV program types:</b>	Live, Delayed, Relive, Highlights, 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.

# Presentation of results

# Global Overview

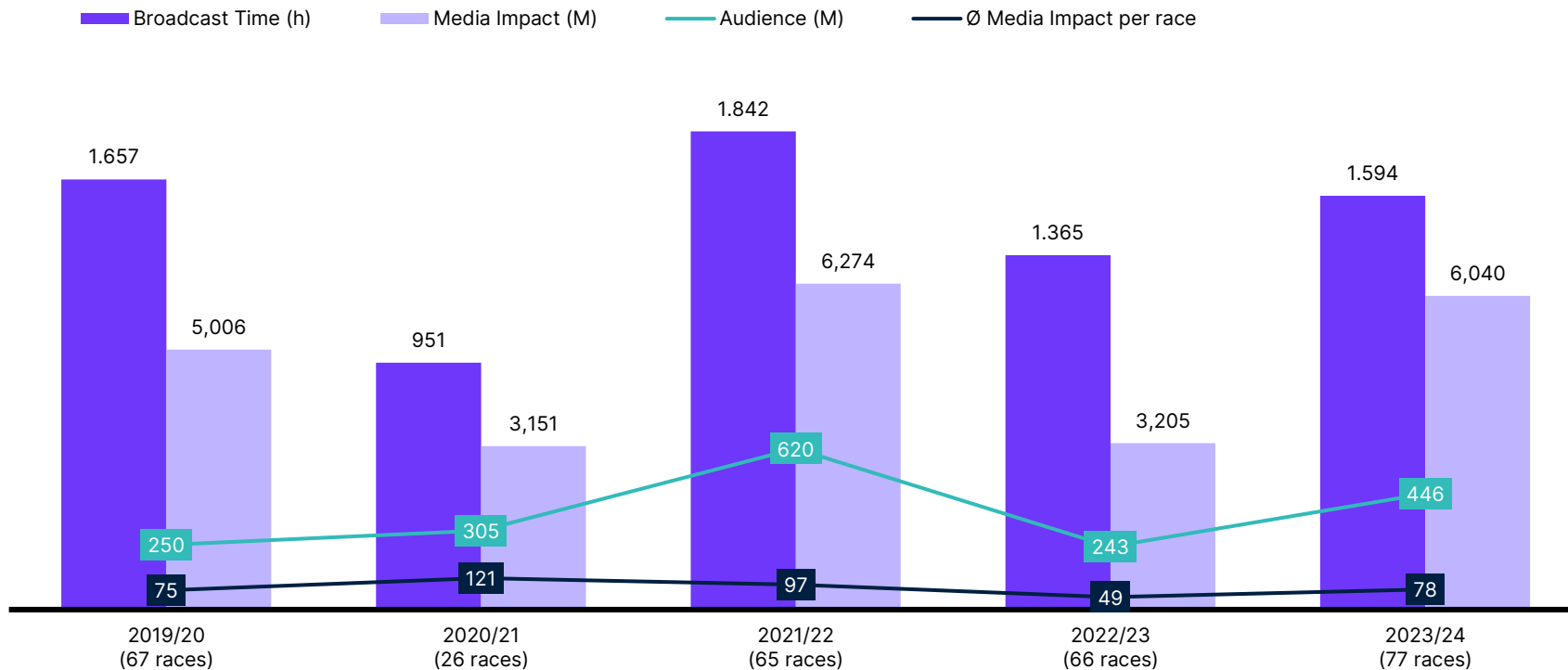
## FIS Snowboard World Cup 2023/24 – Men & Women

	Live	Non-Live	TOTAL	TOTAL 2022/23	TREND	
FIS Snowboard World Cup	<b>Cumulative Audience</b> (M)	14	432	446	243	+84%
	<b>Number of Broadcasts</b> (#)	617	2,199	2,816	2,198	+28%
	<b>Broadcast Time</b> (hrs)	567	1,027	1,594	1,365	+17%
	<b>Actual Playing Time</b> (hrs)	454	804	1,258	996	+26%
	<b>Event Impressions</b> (M)	1,442	4,598	6,040	3,205	+88%
Sponsorship Evaluation	<b>Visibility</b> (hrs)	14	90	55	43	+28%
	<b>Sponsorship Impressions</b> (M)	45	455	280	62	+352%
	<b>100% Media Equivalency</b> (M€)	0.6	5.2	3.2	1.1	+191%
	<b>QI Media Value</b> (M€)	0.12	1.2	0.61	0.26	+135%
	<b>Average Sequence Duration</b> (sec.)	5.8	5.8	5.8	3.1	+87%
	<b>Ratio Visibility/Broadcast Time</b> (%)	6.7	7.5	7.3	5.7	+28%

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

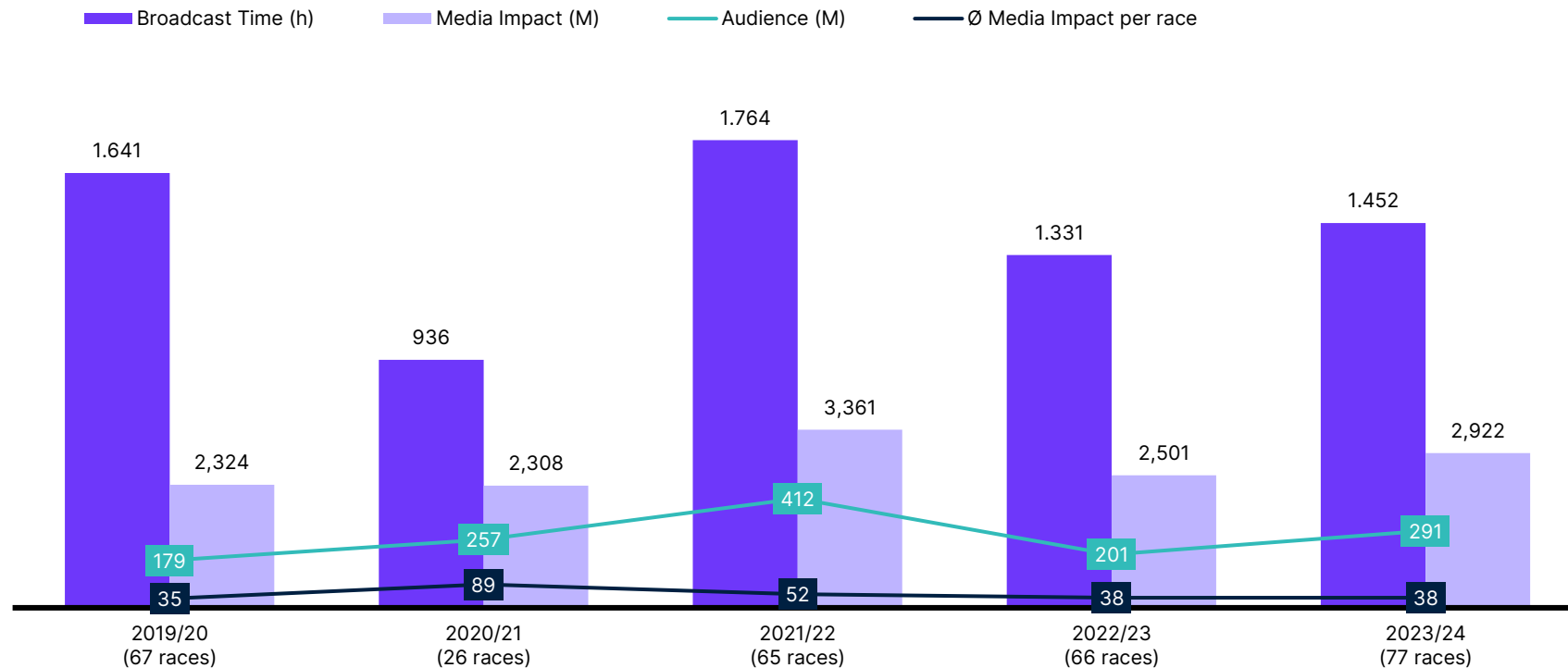
# Season Comparison

## FIS Snowboard World Cup – Men & Women



# Season Comparison

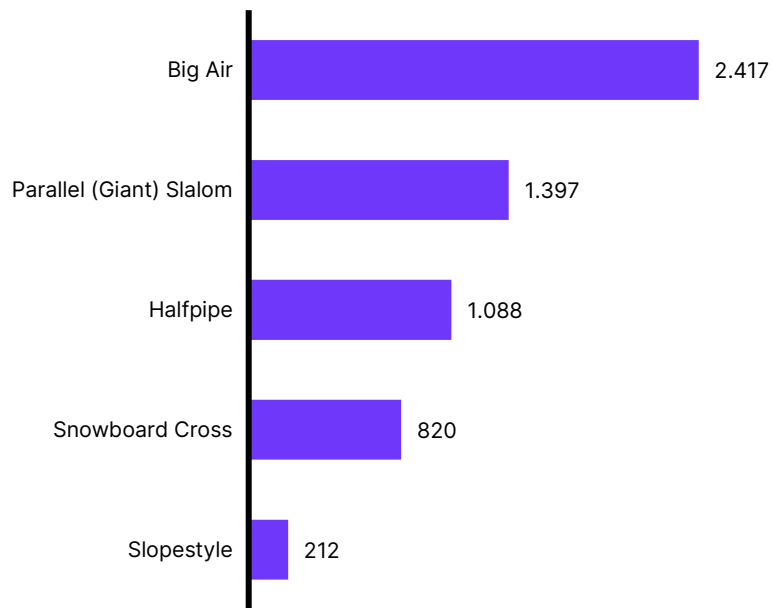
FIS Snowboard World Cup – Men & Women (excluding China)



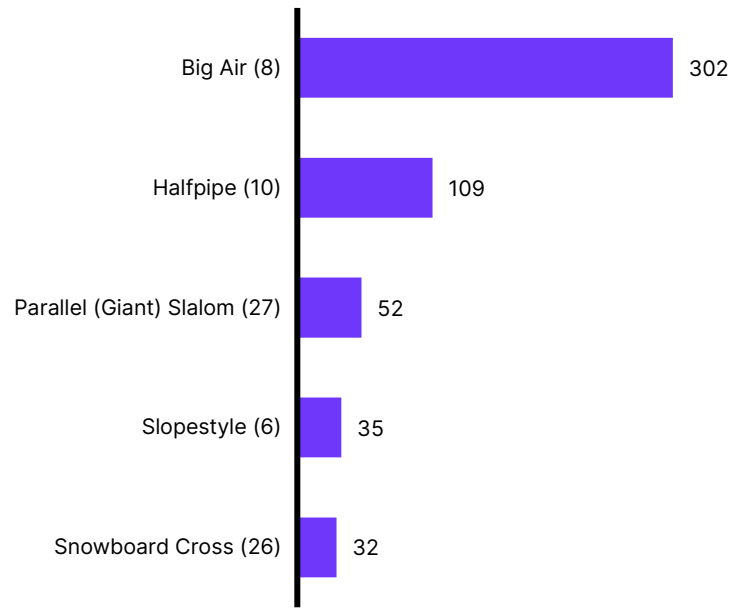
# Management Summary

## Event Ranking

Media Impact (M)

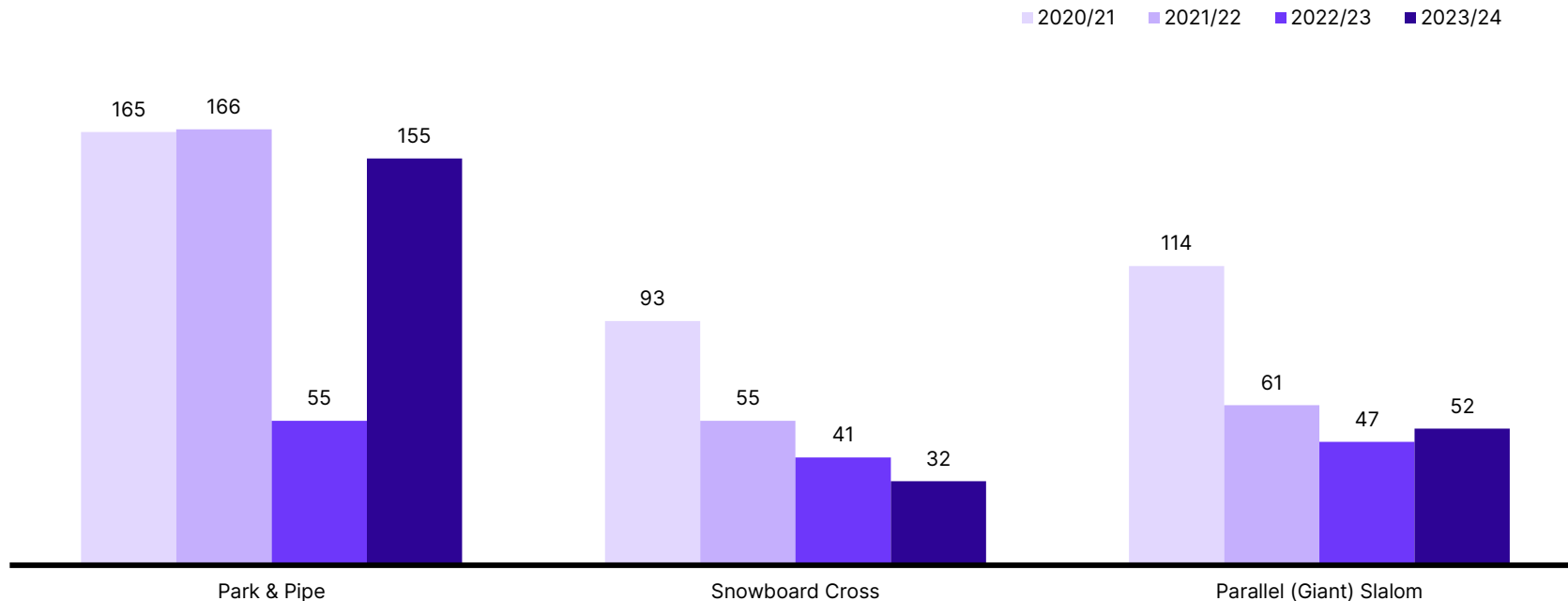


Ø Media Impact per race (M)



# Management Summary

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





# Management Summary

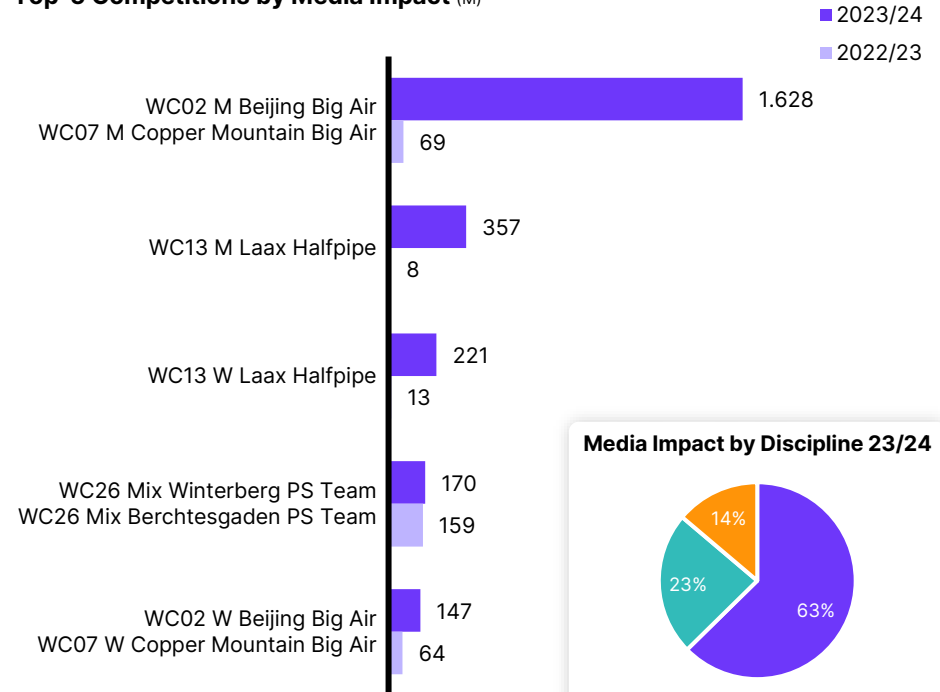
## Key Insights

### Key Takeaways

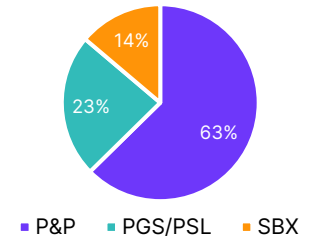
- Compared to the previous season, all media KPI increase: Broadcast Time +17%, Cumulative Audience +84% and Media Impact +88%.
- Number of events increase from 66 to 77 (+17%).
- Thanks to the contribution of China (+343%), total media impact is the second highest in history and back on the level of the record 2021/22 Olympic season.
- Park & Pipe (+206%) competitions drive the positive overall development as they prove to be especially popular in China.
- China contributes 52% to the overall World Cup media impact while it accounts for 85% of the Park & Pipe media impact.
- The Beijing Big Air event enjoyed presence in 216 programmes across China with a cum. audience of 109M.\* Thus, it accounts for 61% of all P&P events and for 37% overall.
- Parallel events (Germany 49% of the media impact, Austria 16%) and SBX (France 36%, Germany 31%) are dominated by European markets and see a more balanced distribution.

\*Men + Women, incl. Qualification

### Top-5 Competitions by Media Impact (M)



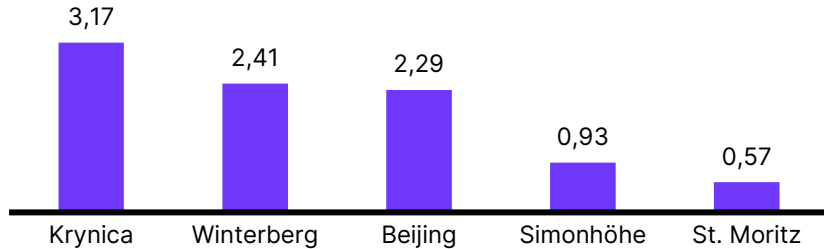
### Media Impact by Discipline 23/24



# Management Summary

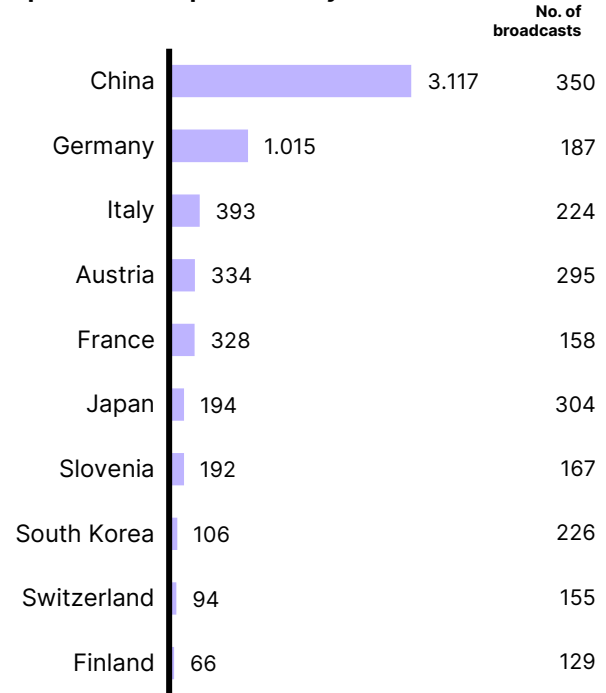
## Media Monitoring

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



- Live broadcasts of the PGS races in Krynica created the highest cumulative audience of all venues. German ARD, covering both event days live, accounts for 92% of the total live viewership in Krynica.
- As in the previous season, Parallel events are the main drivers for cumulative live audience, making up 57% of the total (14.7M).
- European markets Germany, Slovenia and Austria are top in this respect, together accounting for 89% of the live audience of Parallel events.
- In terms of event impressions, China overtakes Germany and occupies first place in market-ranking again. Home Big Air event in Beijing is responsible for 71% of the media impact generated by the market.
- Since only a small proportion of coverage in China is live, the country does not appear high in the live audience rankings but generates most of its media impact with relives, highlights, and news.

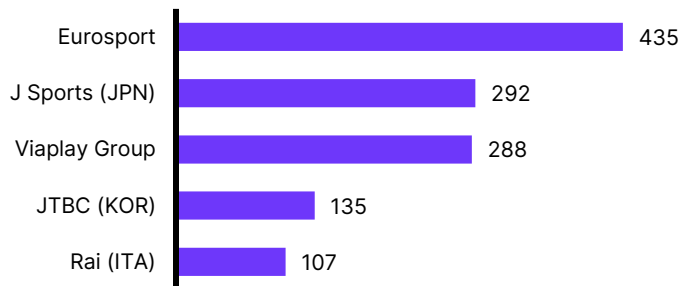
### Top-10 Event Impressions by Market (M)



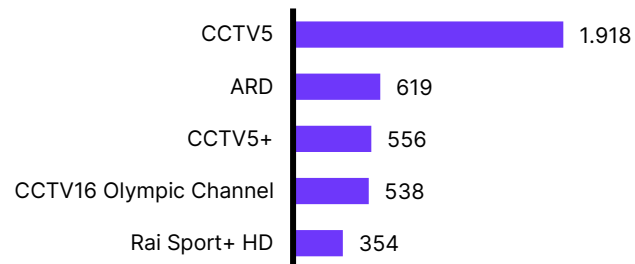
# Management Summary

## Media Monitoring

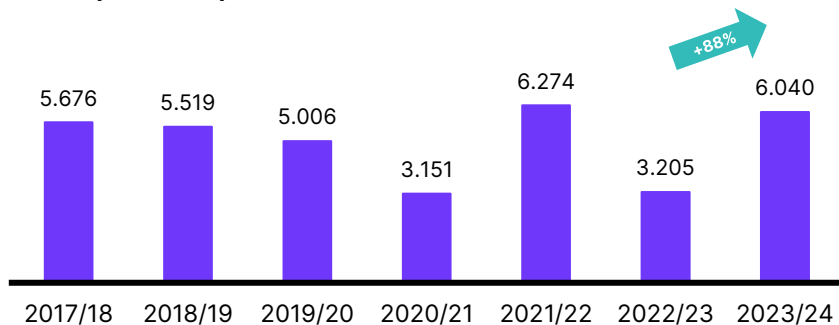
### Top 5 Broadcasters by Broadcast Time (hours)



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



### World Cup Event Impressions Trend (M)



- With 435 hours of broadcast time, the various Eurosport feeds account for 27% of total coverage but only 1% of cumulative audience (3M) and 3% of event impressions (179M).
- Thanks to broad and wide-reaching coverage of the Beijing Big Air event, the channel ranking by media impact features three Chinese TV stations. CCTV5 ranks top, generating 226% more impressions compared to 2022/23.
- German ARD, last season's top channel in terms of media impact, loses 16% of its event impressions YOY but remains the top channel outside of China.
- Home World Cup in Winterberg is responsible for one third of ARD's total media impact and all Parallel events together for 79%.

# 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)
Austria	295	27.71	147:39:04	116:15:21	333.98
Canada	89	1.81	7:37:56	5:29:54	38.73
China	350	155.69	142:19:17	131:53:36	3,117.08
Finland	129	1.87	116:23:34	93:38:46	66.49
France	158	22.89	51:59:43	39:17:11	327.56
Germany	187	117.22	50:00:35	42:53:50	1,015.41
Italy	224	11.39	156:34:37	125:00:02	393.44
Japan	304	70.86	293:00:41	157:17:51	194.38
Netherlands	92	1.12	47:03:31	42:13:14	15.41

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

# Media Monitoring

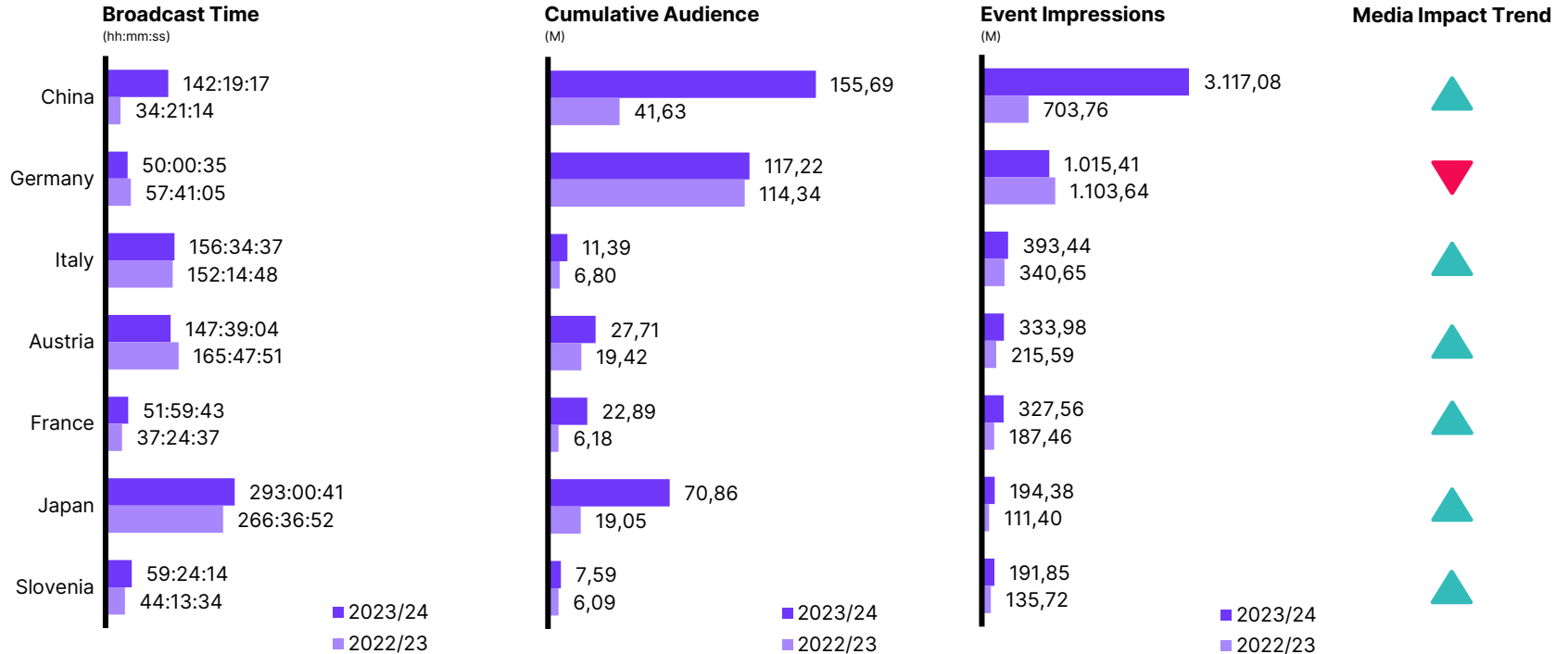
By country (in alphabetic order) – (2/2)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Norway	156	0.49	142:16:44	114:41:59	33.41
Slovenia	167	7.59	59:24:14	52:00:09	191.85
South Korea	226	9.22	135:17:49	126:34:01	105.90
Spain	95	4.56	47:50:11	42:54:24	30.75
Sweden	99	1.05	82:42:15	66:16:29	35.67
Switzerland	155	4.25	65:02:27	56:08:31	94.04
United Kingdom	87	7.97	47:30:06	43:31:12	44.33
USA	3	0.60	1:29:14	1:24:32	1.16
<b>TOTAL</b>	<b>2,816</b>	<b>446.27</b>	<b>1594:11:57</b>	<b>1257:31:03</b>	<b>6,039.56</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

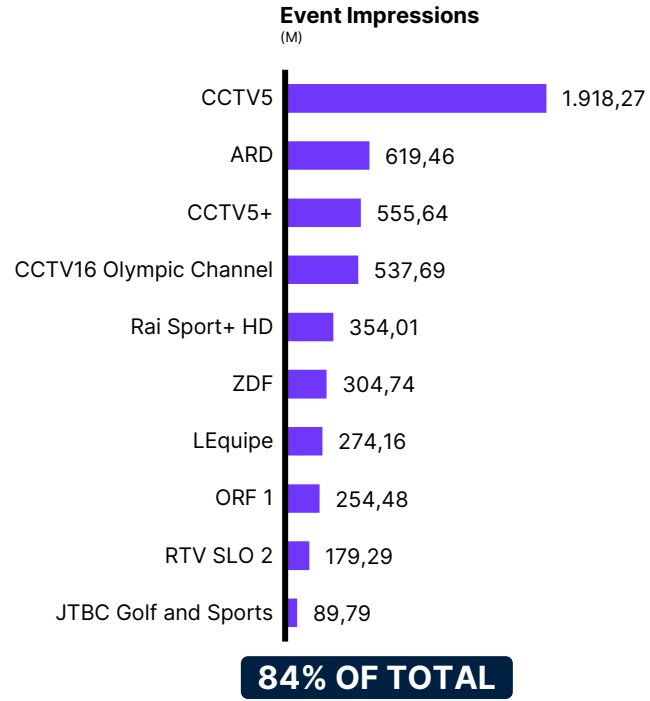
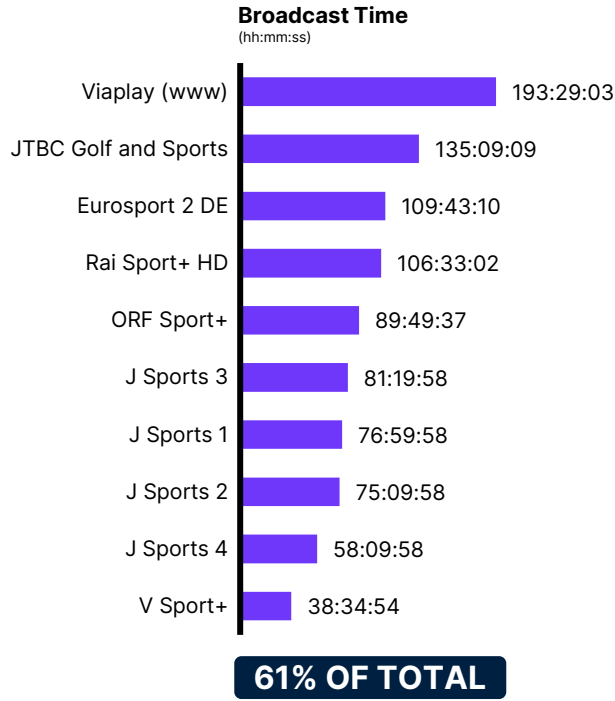
## Top-15 markets by media impact

Country	2023/24			2022/23		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
China	155.69	142:19:17	3,117.08	41.63	34:21:14	703.76
Germany	117.22	50:00:35	1,015.41	114.34	57:41:05	1,103.64
Italy	11.39	156:34:37	393.44	6.80	152:14:48	340.65
Austria	27.71	147:39:04	333.98	19.42	165:47:51	215.59
France	22.89	51:59:43	327.56	6.18	37:24:37	187.46
Japan	70.86	293:00:41	194.38	19.05	266:36:52	111.40
Slovenia	7.59	59:24:14	191.85	6.09	44:13:34	135.72
South Korea	9.22	135:17:49	105.90	2.19	0:00:13	0.96
Switzerland	4.25	65:02:27	94.04	2.50	59:36:08	73.73
Finland	1.87	116:23:34	66.49	1.31	124:30:27	76.26
United Kingdom	7.97	47:30:06	44.33	9.91	18:36:36	23.46
Canada	1.81	7:37:56	38.73	1.11	9:52:12	47.77
Sweden	1.05	82:42:15	35.67	2.49	105:51:26	45.32
Norway	0.49	142:16:44	33.41	1.34	163:18:04	32.70
Spain	4.56	47:50:11	30.75	6.77	72:09:41	55.34
<b>TOTAL</b>	<b>446.27</b>	<b>1594:11:57</b>	<b>6,039.56</b>	<b>242.91</b>	<b>1365:08:53</b>	<b>3,205.12</b>

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

# Media Monitoring

## Top 10 channels

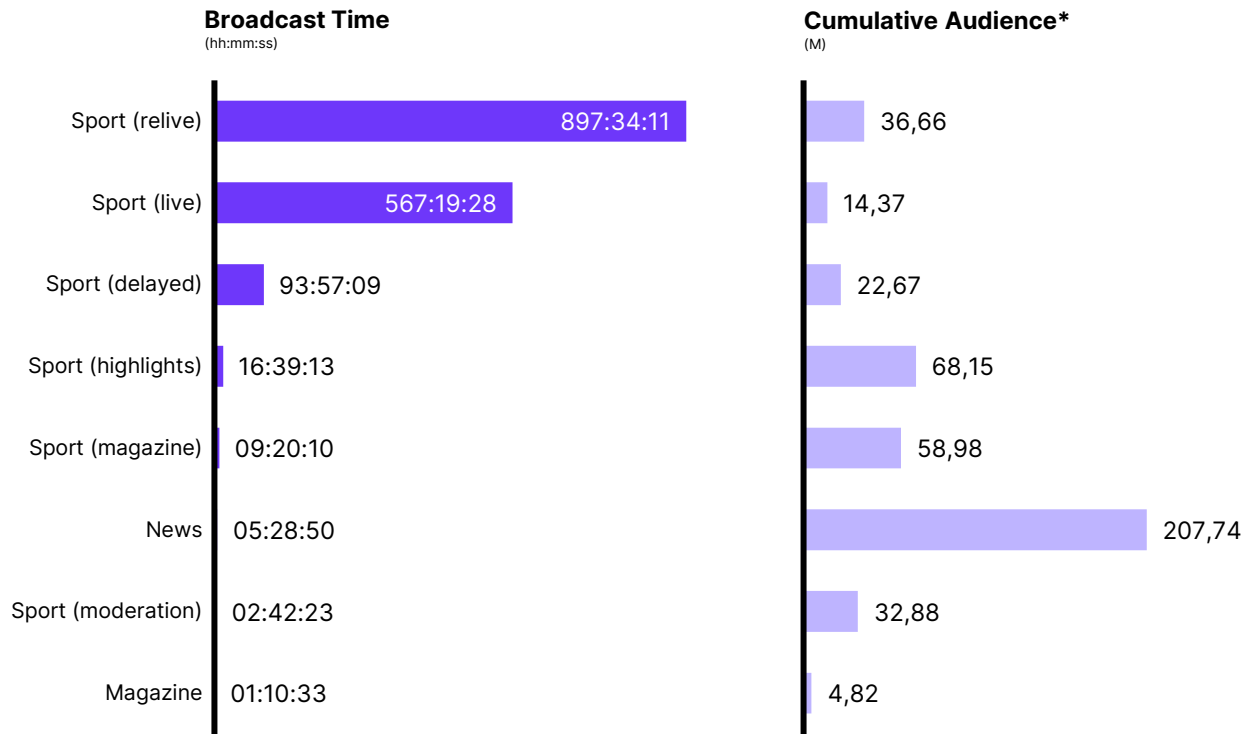


\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports



# Media Monitoring

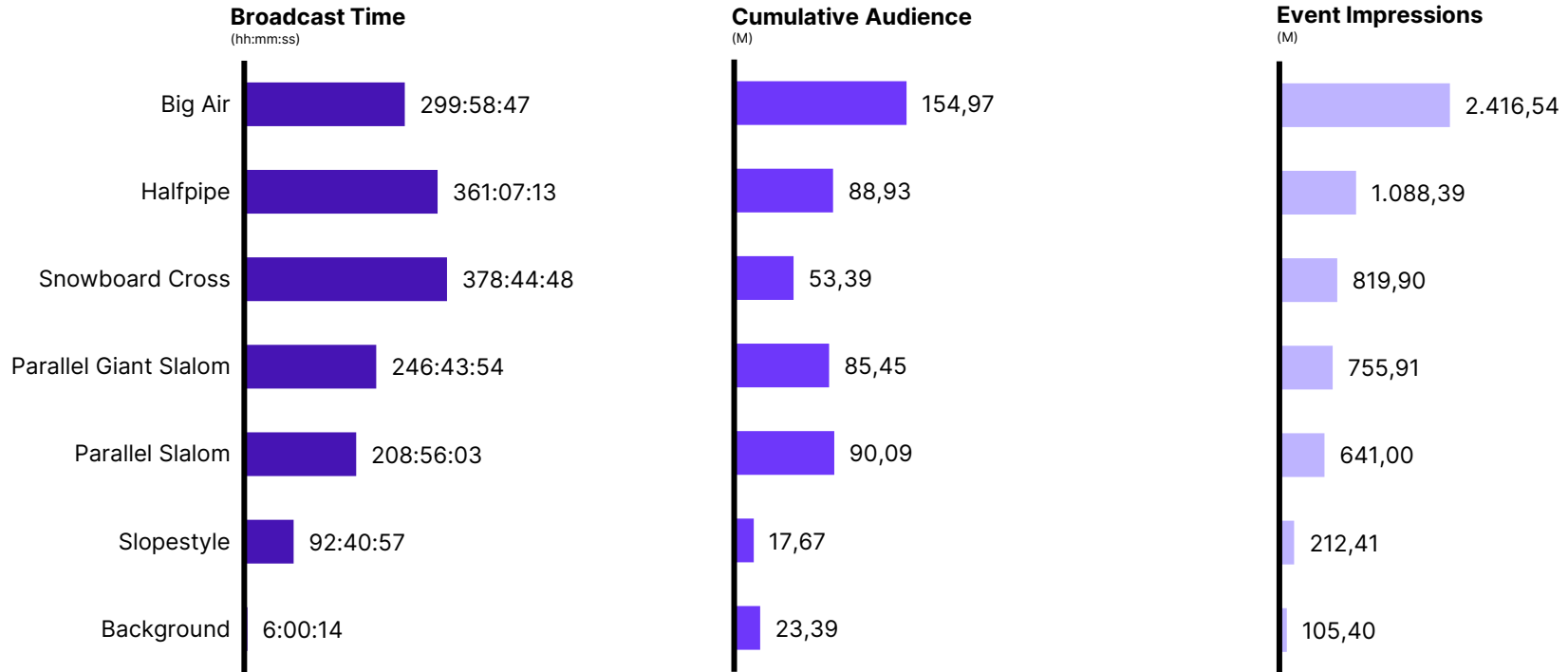
Ranking by program type



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

# Media Monitoring

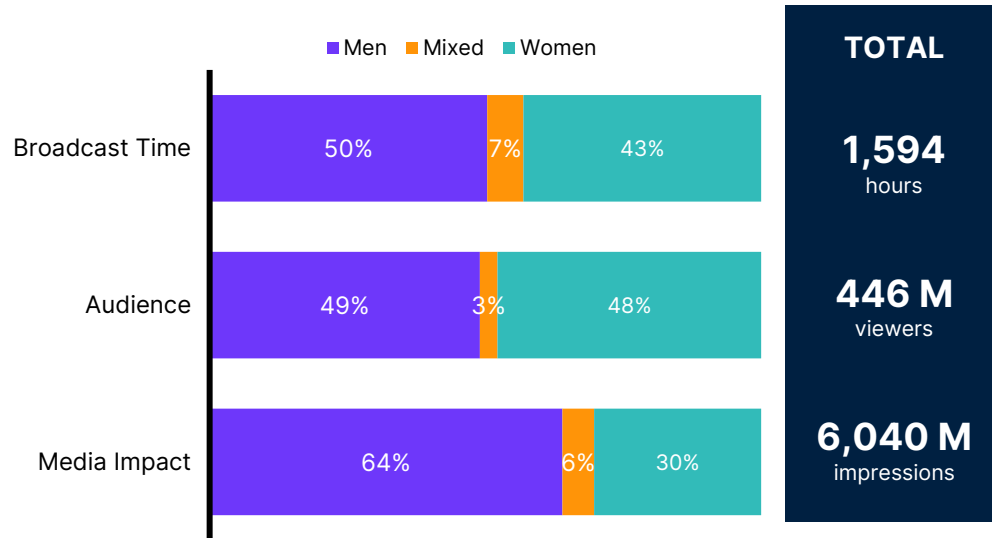
## Discipline ranking by Event Impressions



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

# Media Monitoring

## Gender comparison

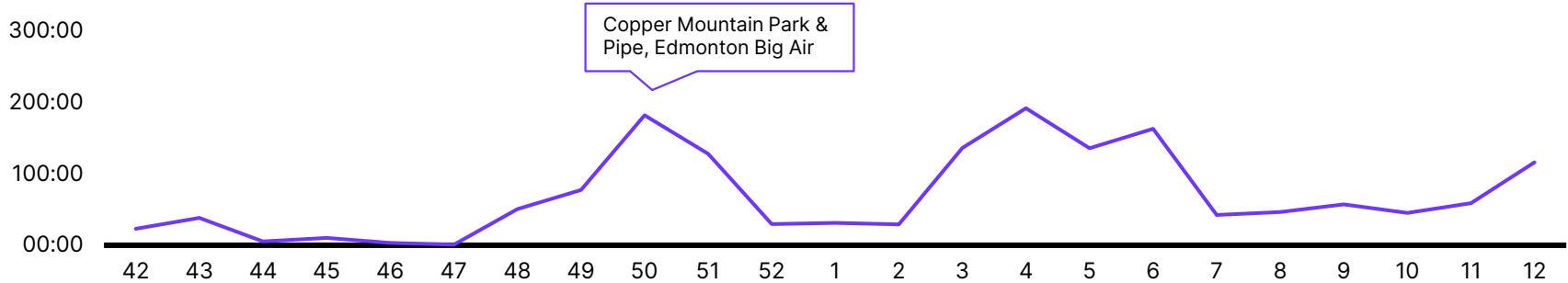


# Media Monitoring

## Weekly coverage trend

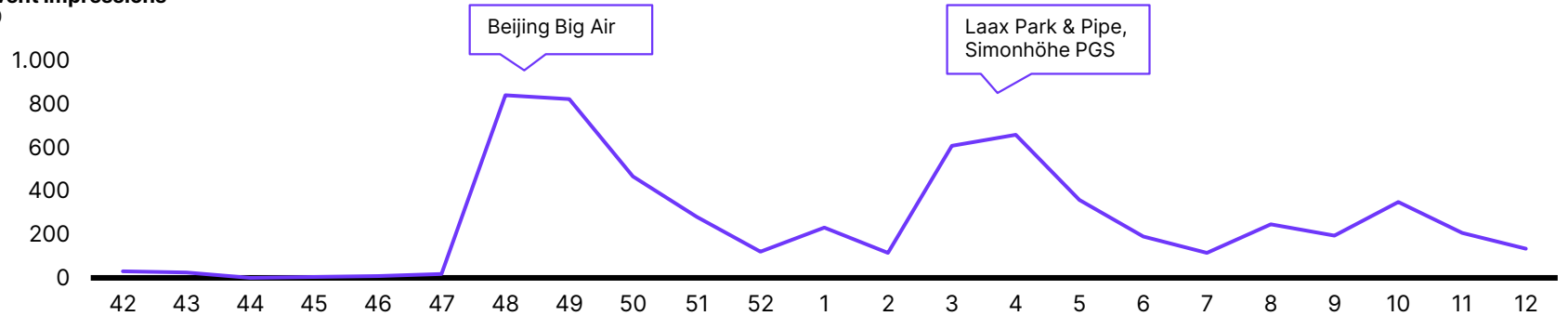
### Broadcast Time

(hh:mm)



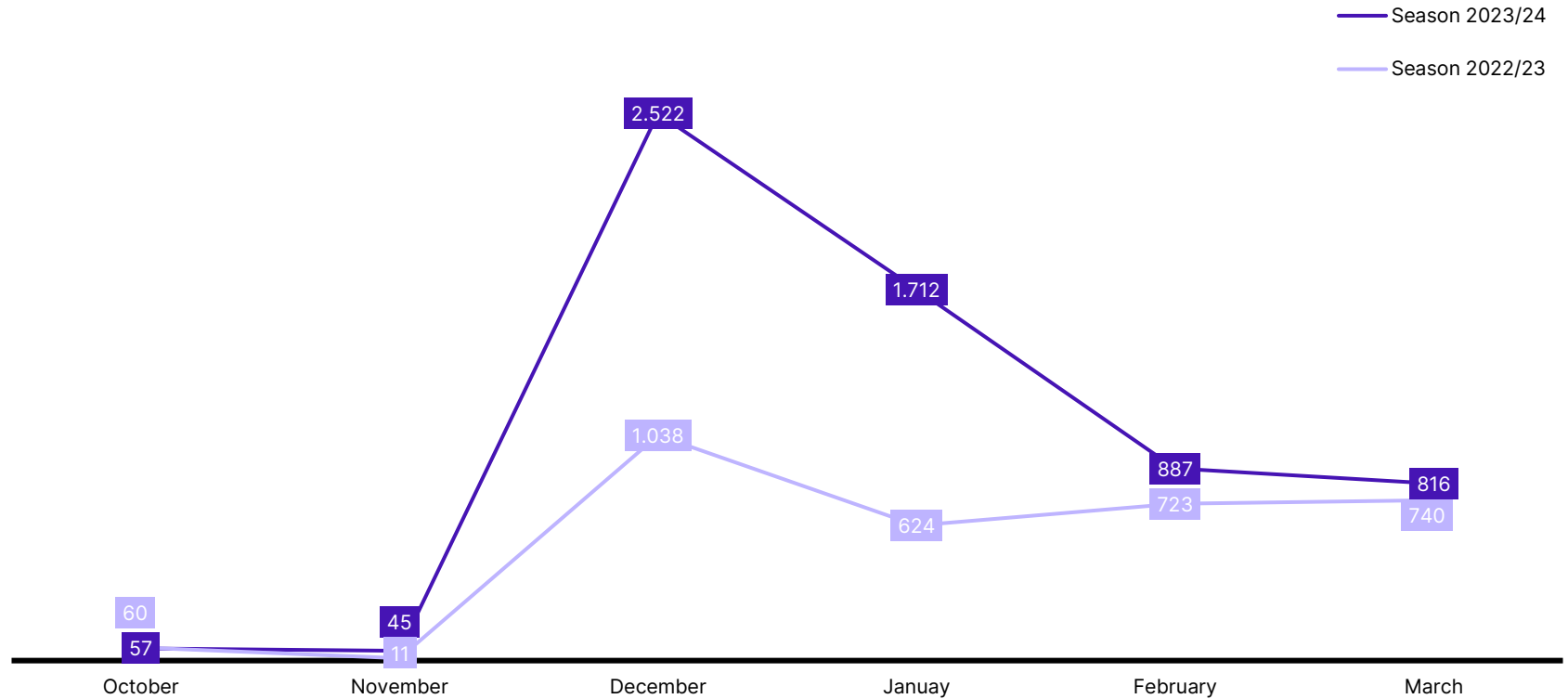
### Event Impressions

(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.

### 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.

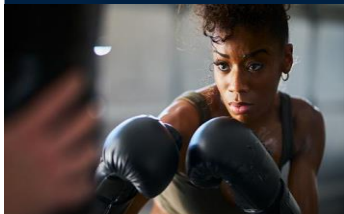
We provide brands and rights holders the knowledge to identify and connect with the audiences that matter most to them.





# 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.

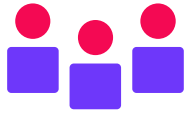
## Innovative



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

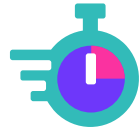
# Nielsen expertise is unsurpassed

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

# Contact details



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