



# Viessmann FIS Nordic Combined World Cup 2025/26

TV Media Evaluation – Event Summary



Expertise by Nielsen Sports  
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# Introduction

## Study scope

<b>Object of investigation/event:</b>	FIS Nordic Combined World Cup 2025/26 (Men, Women and Mixed)
<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>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.

# Management Summary

# Global Overview

## FIS Nordic Combined World Cup 2025/26 – Men & Women (incl. Mixed)

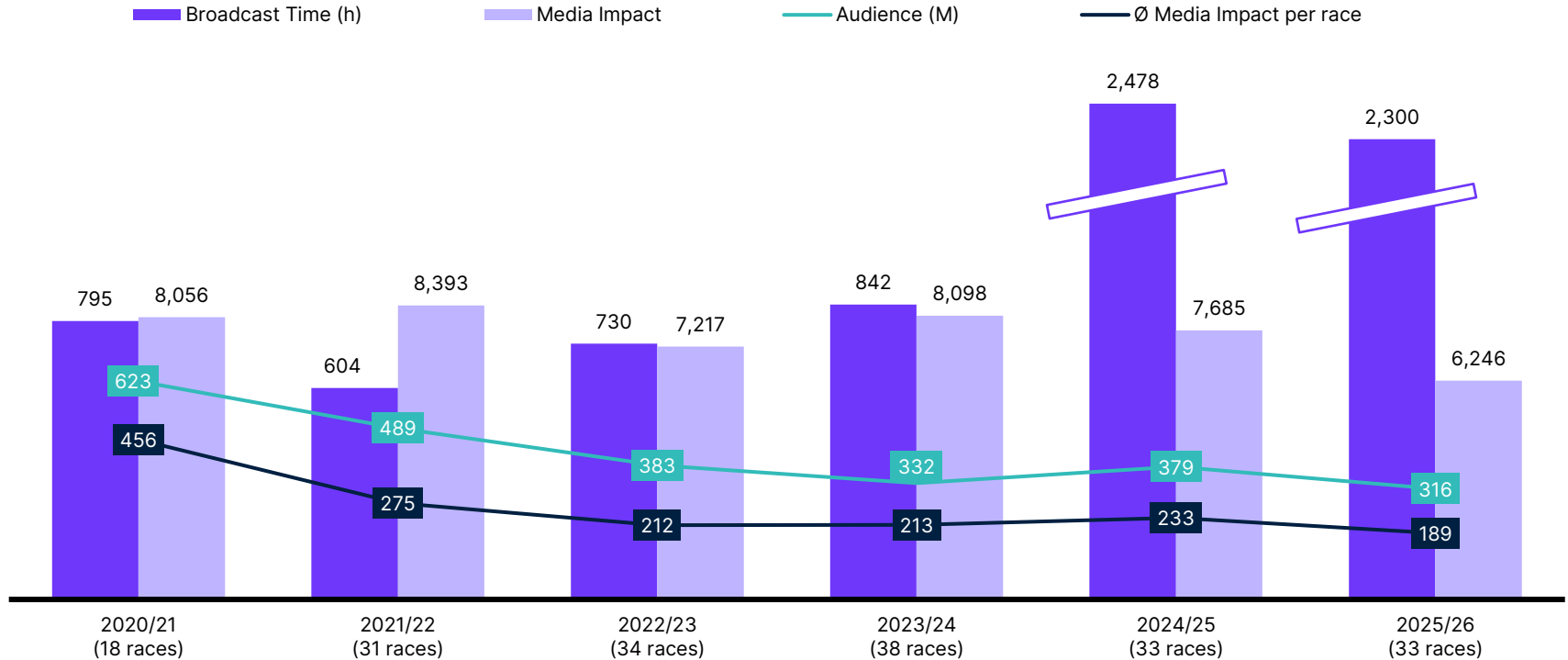
	Live	Non-Live	TOTAL	TOTAL 2024/25
<b>Cumulative Audience*</b> (M)	74	242	316	379
<b>Number of Broadcasts</b> (#)	2,385	1,174	3,559	3,709
<b>Broadcast Time</b> (hrs)	1,850	450	2,300	2,478
<b>Actual Playing Time</b> (hrs)	1,741	410	2,151	2,314
<b>Event Impressions</b> (M)	4,569	1,677	6,246	7,685

FIS Nordic Combined  
WC

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

# Management Summary

Season Comparison – Men & Women (incl. Mixed)



# Global Overview

## FIS Nordic Combined World Cup 2025/26 – Men

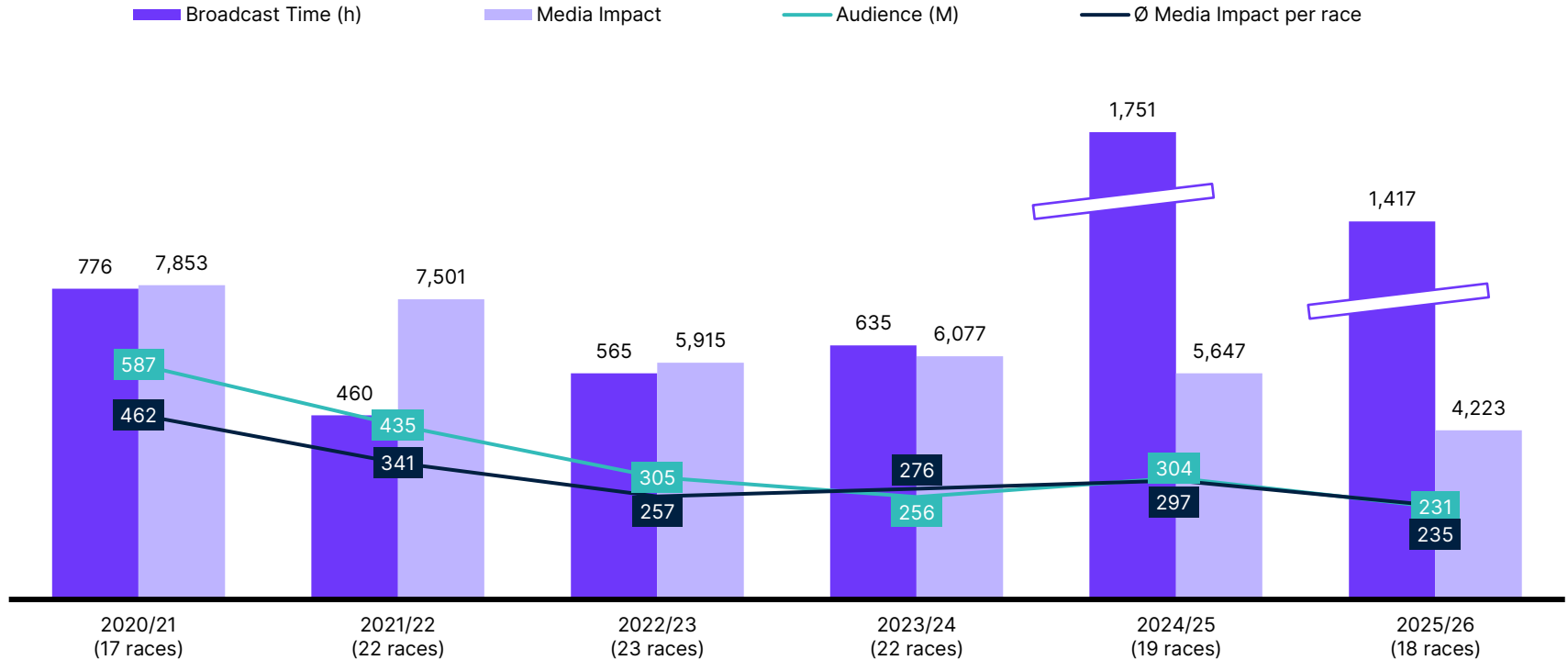
FIS Nordic Combined  
WC

	Live	Non-Live	TOTAL	TOTAL 2024/25
<b>Cumulative Audience*</b> (M)	49	182	231	304
<b>Number of Broadcasts</b> (#)	1,365	791	2,156	2,586
<b>Broadcast Time</b> (hrs)	1,127	291	1,418	1,751
<b>Actual Playing Time</b> (hrs)	1,061	265	1,326	1,639
<b>Event Impressions</b> (M)	3,248	975	4,223	5,647

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

# Management Summary

## Season Comparison – Men



# Global Overview

## FIS Nordic Combined World Cup 2025/26 – Women (incl. Mixed)

	Live	Non-Live	TOTAL	TOTAL 2024/25
<b>Cumulative Audience*</b> (M)	28	114	141	174
<b>Number of Broadcasts</b> (#)	1,112	617	1,729	1,299
<b>Broadcast Time</b> (hrs)	723	160	883	727
<b>Actual Playing Time</b> (hrs)	680	145	825	675
<b>Event Impressions</b> (M)	1,321	702	2,023	2,038

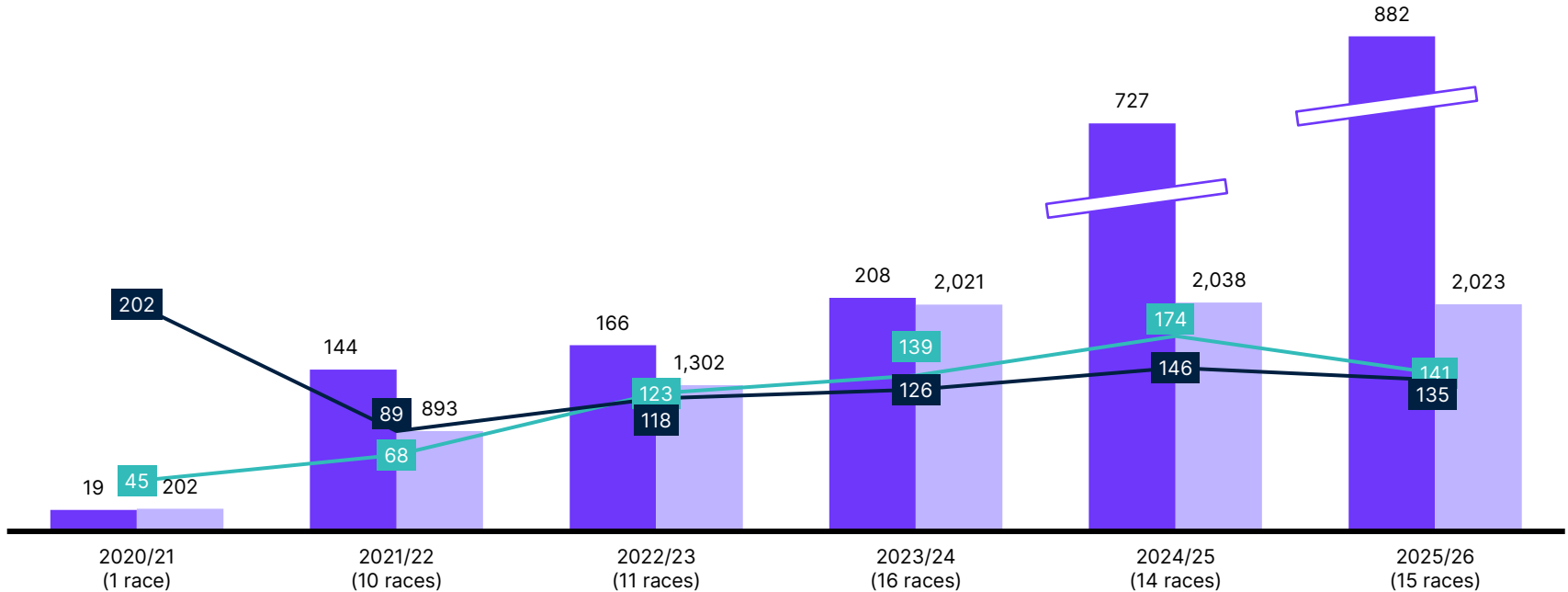
FIS Nordic Combined  
WC

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

# Management Summary

## Season Comparison – Women (incl. Mixed)

■ Broadcast Time (h)   ■ Media Impact   — Audience (M)   — Ø Media Impact per race



Note: Only 1 women event took place in 2020/21 due to the Covid-19 pandemic

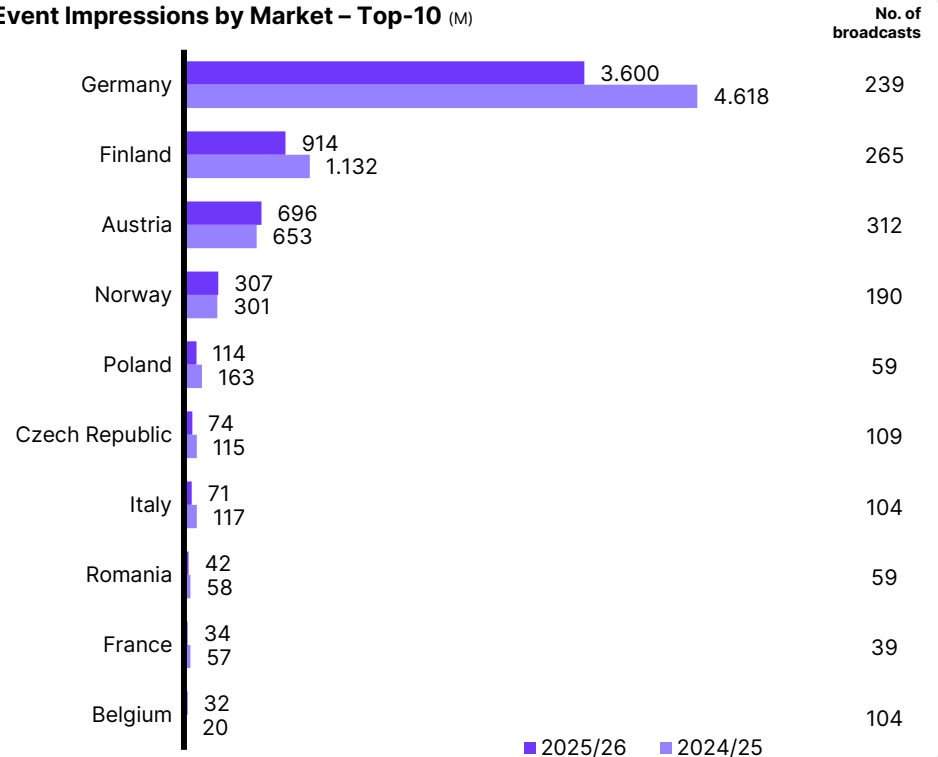
# Management Summary

## Key Takeaways

### Key Takeaways

- Global Impact vs. Inventory Stability:** Despite a stable calendar of 33 competitions, total media impact contracted by 18% (Old Scope) and 19% (New Scope)
- Discipline Value Shift:** While Cross-Country impact remained relatively resilient (-6%), Ski Jumping saw a 32% decline. Consequently, overall media impact has shifted from a balanced 50:50 split to a 58:42 ratio favoring Cross-Country
- Performance Drives Media Impact:** Sportive dominating nations Austria (men) and Norway (women) were the only top-10 markets to record a positive media impact trend YoY. In both markets, this growth was driven by broader live coverage on major networks: ORF in Austria and NRK / TV2 in Norway
- Relative Gender Resilience:** The Women's circuit outperformed the Men's in terms of retention, seeing a lower decline (-16%) compared to the Men (-25%)
- Format Innovation Success:** The Mixed Team event in Lahti proved to be a high-engagement outlier, ranking as the 4th most popular competition of the season. This serves as a strong proof-of-concept for gender-integrated formats as a tool for audience retention.

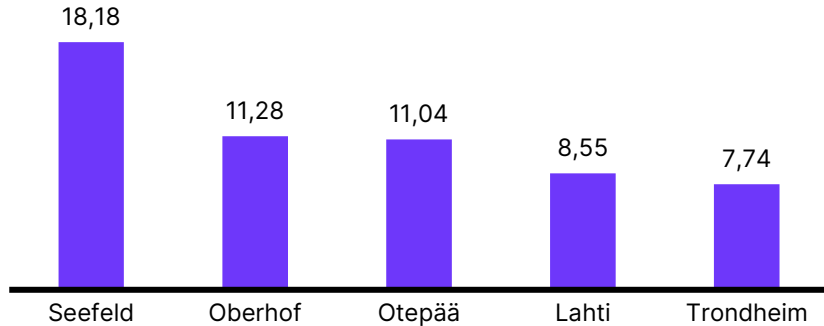
### Event Impressions by Market – Top-10 (M)



# Management Summary

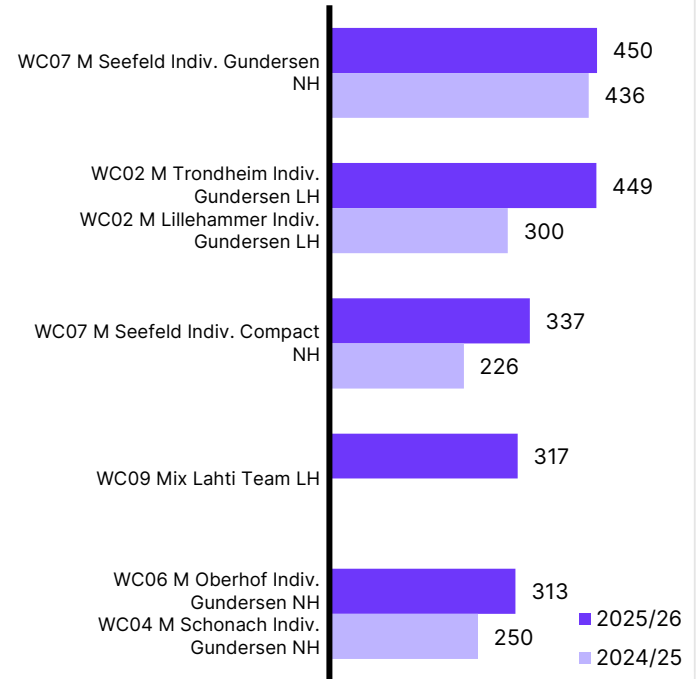
## Media Monitoring

**Top 5 Venues by Cumulative Live Audience\* (M)**



- Seefeld goes up one position and leads the ranking in terms of cumulative live audience, hosting the traditional three men's and three women's competitions. Staging the same number of races as last season, it generated +3.4 M live viewers (+23%).
- Main contributors to this positive trends are Germany, Austria and Norway thanks to the successful performance of national athletes.
- Staging two women's and men's competitions each, Oberhof lands on second place especially through coverage on German ZDF (7.5 M live viewers) and Finnish YLE 2 (1.7 M live viewers).

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

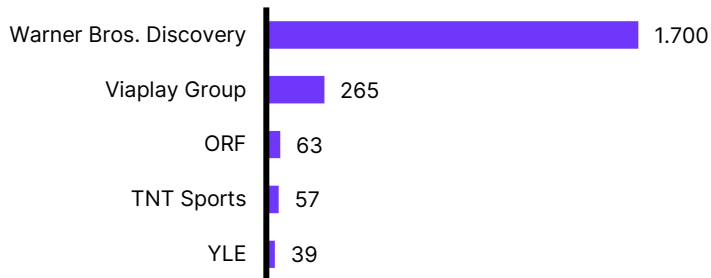


\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

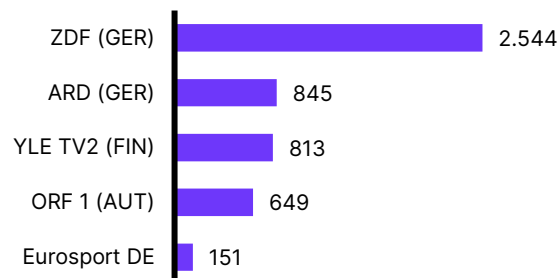
# Management Summary

## Media Monitoring

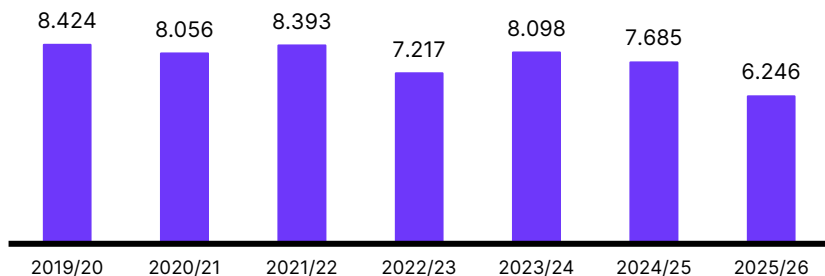
### Top 5 Broadcasters by Broadcast Time (hours)



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



### World Cup Event Impressions Trend (M)



- Combined, all Eurosport feeds across European markets accounted for 76% of coverage (>1,700 hours), yet was responsible for only 2% of the cumulative audience (6.5 M) and 8% of impressions (517 M).
- Despite the decline in media impact (-19%), ZDF and ARD occupy now first and second place in terms of media impact.
- Thanks to the successful season of Johannes Lamparter, ORF 1 sees a +6% increase in the generated event impressions.
- Streaming broadcasts drove measurable growth this season. Their contribution to overall event impressions rose from 1.1% to 1.8%, successfully bringing in an additional 0.6 M viewers.

# Presentation of results

## Media Monitoring

# Media Monitoring

By country (in alphabetic order) – Men & Women (incl. Mixed) (1/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Albania	54	0.11	40:54:53	38:51:36	7.76
Andorra	38	0.00	40:39:13	38:36:44	0.02
Armenia	54	0.04	40:54:53	38:51:36	2.91
Austria	312	38.93	104:45:31	86:09:18	696.35
Azerbaijan	54	0.01	40:54:53	38:51:36	0.64
Belgium	104	0.33	86:57:34	82:36:32	31.65
Bosnia and Herzegovina	54	0.07	39:54:28	37:54:23	5.26
Bulgaria	58	0.28	42:47:15	40:38:32	23.33
China	4	2.88	0:07:47	0:04:47	17.74
Croatia	54	0.01	39:54:28	37:54:23	1.02
Cyprus	54	0.00	40:54:53	38:51:36	0.37
Czech Republic	109	6.90	63:54:13	59:32:11	74.25
Denmark	65	0.24	46:59:19	44:38:04	20.60

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

# Media Monitoring

By country (in alphabetic order) – Men & Women (incl. Mixed) (2/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Estonia	59	0.17	40:02:32	37:58:42	3.28
Finland	265	47.43	122:15:48	110:50:15	913.56
France	39	0.60	22:58:55	18:51:40	33.58
Georgia	54	0.06	40:54:53	38:51:36	4.49
Germany	239	193.91	57:52:18	48:25:13	3,599.80
Greece	54	0.04	40:54:53	38:51:36	2.80
Hungary	57	0.22	40:50:33	38:47:30	17.29
Iceland	54	0.00	40:54:53	38:51:36	0.09
Ireland	36	0.02	28:19:30	26:54:13	1.66
Israel	54	0.10	40:54:53	38:51:36	7.29
Italy	104	0.86	74:38:19	71:28:55	71.10
Japan	2	3.48	0:04:08	0:00:32	19.77
Kazakhstan	54	0.23	40:54:53	38:51:36	17.47

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

# Media Monitoring

By country (in alphabetic order) – Men & Women (incl. Mixed) (3/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Kosovo	54	0.03	39:54:28	37:54:23	2.42
Kyrgyzstan	54	0.08	40:54:53	38:51:36	5.82
Latvia	54	0.04	39:54:28	37:54:23	3.33
Lithuania	54	0.05	39:54:28	37:54:23	3.99
Malta	58	0.01	42:35:45	40:27:43	0.38
Moldova	59	0.04	41:49:25	39:43:24	3.39
Monaco	58	0.00	45:54:57	43:37:12	0.20
Montenegro	54	0.03	39:54:28	37:54:23	2.63
Netherlands	52	0.18	41:01:57	38:58:51	14.77
North Macedonia	54	0.03	39:54:28	37:54:23	2.81
Norway	190	12.89	107:00:24	96:21:52	307.39
Pan-Latin America	30	0.07	23:31:30	22:21:04	6.18
Poland	59	1.38	40:43:24	38:40:42	113.61

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

# Media Monitoring

By country (in alphabetic order) – Men & Women (incl. Mixed) (4/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Portugal	51	0.11	50:01:13	47:31:05	8.43
Romania	59	0.52	41:49:25	39:43:24	42.18
Serbia	54	0.20	39:54:28	37:54:23	16.10
Slovakia	56	0.11	42:16:40	40:09:16	8.64
Slovenia	58	0.65	44:30:54	42:13:32	11.17
Spain	42	0.11	40:39:13	38:36:44	10.26
Sweden	67	1.16	47:00:51	44:38:04	27.89
Switzerland	61	0.33	39:54:05	37:54:08	29.16
Taiwan	17	0.09	13:07:14	12:27:52	8.30
Turkey	54	0.37	40:54:53	38:51:36	27.24
Ukraine	54	0.04	40:54:53	38:51:36	2.58
United Kingdom	36	0.14	28:19:30	26:54:13	11.73
USA	35	0.02	26:47:41	25:27:22	1.14
<b>TOTAL</b>	<b>3,559</b>	<b>315.60</b>	<b>2300:31:30</b>	<b>2150:54:01</b>	<b>6,245.84</b>

\*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	41	0.06	24:57:34	23:42:23	4.67
Andorra	32	0.00	23:36:56	22:25:47	0.01
Armenia	41	0.02	24:57:34	23:42:23	1.65
Austria	208	32.64	62:40:47	51:21:04	529.01
Azerbaijan	41	0.01	24:57:34	23:42:23	0.40
Belgium	68	0.17	52:02:18	49:26:05	19.86
Bosnia and Herzegovina	42	0.04	26:02:03	24:43:43	3.22
Bulgaria	38	0.19	27:57:09	26:33:04	16.14
China	4	2.88	0:07:34	0:04:35	17.62
Croatia	42	0.01	26:02:03	24:43:43	0.62
Cyprus	41	0.00	24:57:34	23:42:23	0.21
Czech Republic	86	6.48	39:24:03	36:35:15	50.60
Denmark	35	0.13	27:27:42	26:05:09	12.13

\*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)
Estonia	47	0.16	26:10:07	24:48:02	2.19
Finland	147	27.39	68:58:49	62:18:30	533.95
France	29	0.47	13:45:17	11:51:03	22.13
Georgia	41	0.03	24:57:34	23:42:23	2.66
Germany	166	142.64	35:52:51	29:46:35	2,445.70
Greece	41	0.02	24:57:34	23:42:23	1.58
Hungary	35	0.13	25:12:40	23:56:45	11.31
Iceland	41	0.00	24:57:34	23:42:23	0.05
Ireland	20	0.01	16:35:02	15:45:06	1.19
Israel	41	0.06	24:57:34	23:42:23	4.37
Italy	75	0.77	55:15:20	53:04:05	64.07
Japan	1	2.77	0:03:22	0:00:00	18.68
Kazakhstan	41	0.13	24:57:34	23:42:23	9.88

\*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)
Kosovo	42	0.02	26:02:03	24:43:43	1.47
Kyrgyzstan	41	0.04	24:57:34	23:42:23	3.29
Latvia	42	0.03	26:02:03	24:43:43	2.09
Lithuania	42	0.03	26:02:03	24:43:43	2.46
Malta	42	0.00	26:04:52	24:46:27	0.24
Moldova	36	0.03	25:00:08	23:44:51	2.31
Monaco	36	0.00	26:19:59	25:00:59	0.12
Montenegro	42	0.02	26:02:03	24:43:43	1.60
Netherlands	36	0.09	25:34:59	24:18:14	8.77
North Macedonia	42	0.02	26:02:03	24:43:43	1.72
Norway	120	9.49	68:00:36	61:39:21	208.13
Pan-Latin America	16	0.04	13:37:25	12:56:38	3.44
Poland	35	0.91	24:42:14	23:27:47	80.37

\*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)
Portugal	41	0.08	30:18:21	28:47:23	6.34
Romania	36	0.30	25:00:08	23:44:51	27.01
Serbia	42	0.12	26:02:03	24:43:43	9.81
Slovakia	43	0.07	26:19:21	25:00:03	5.33
Slovenia	40	0.50	27:34:52	26:09:56	8.10
Spain	32	0.07	23:36:56	22:25:47	6.37
Sweden	36	0.69	27:28:07	26:05:09	16.16
Switzerland	35	0.22	24:26:05	23:12:38	21.20
Taiwan	10	0.05	8:47:15	8:20:53	5.54
Turkey	41	0.22	24:57:34	23:42:23	16.69
Ukraine	41	0.02	24:57:34	23:42:23	1.57
United Kingdom	20	0.10	16:35:02	15:45:06	8.40
USA	18	0.01	15:33:08	14:46:34	0.62
<b>TOTAL</b>	<b>2,451</b>	<b>230.37</b>	<b>1417:56:41</b>	<b>1326:32:07</b>	<b>4,223.05</b>

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

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Albania	28	0.04	15:57:19	15:09:13	3.09
Andorra	26	0.00	17:02:17	16:10:57	0.01
Armenia	28	0.02	15:57:19	15:09:13	1.27
Austria	146	17.34	42:04:44	34:48:14	167.34
Azerbaijan	28	0.00	15:57:19	15:09:13	0.24
Belgium	60	0.16	34:55:16	33:10:27	11.79
Bosnia and Herzegovina	22	0.03	13:52:25	13:10:40	2.05
Bulgaria	24	0.09	14:50:05	14:05:27	7.19
China	1	0.28	0:00:13	0:00:13	0.12
Croatia	22	0.01	13:52:25	13:10:40	0.40
Cyprus	28	0.00	15:57:19	15:09:13	0.16
Czech Republic	45	0.50	24:30:11	22:56:56	23.65
Denmark	30	0.11	19:31:38	18:32:56	8.48

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

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Estonia	22	0.01	13:52:25	13:10:40	1.09
Finland	151	31.29	53:16:59	48:31:44	379.61
France	20	0.22	9:13:38	7:00:37	11.45
Georgia	28	0.03	15:57:19	15:09:13	1.82
Germany	104	77.99	21:59:28	18:38:38	1,154.10
Greece	28	0.02	15:57:19	15:09:13	1.22
Hungary	28	0.08	15:37:54	14:50:46	5.98
Iceland	28	0.00	15:57:19	15:09:13	0.04
Ireland	18	0.01	11:44:28	11:09:07	0.47
Israel	28	0.04	15:57:19	15:09:13	2.91
Italy	30	0.09	19:22:59	18:24:50	7.02
Japan	1	0.71	0:00:46	0:00:32	1.09
Kazakhstan	28	0.11	15:57:19	15:09:13	7.60

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

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Kosovo	22	0.01	13:52:25	13:10:40	0.95
Kyrgyzstan	28	0.04	15:57:19	15:09:13	2.53
Latvia	22	0.02	13:52:25	13:10:40	1.25
Lithuania	22	0.02	13:52:25	13:10:40	1.54
Malta	26	0.00	16:30:53	15:41:16	0.14
Moldova	30	0.02	16:49:18	15:58:34	1.08
Monaco	34	0.00	19:34:59	18:36:14	0.08
Montenegro	22	0.01	13:52:25	13:10:40	1.03
Netherlands	27	0.08	15:26:59	14:40:38	6.00
North Macedonia	22	0.01	13:52:25	13:10:40	1.09
Norway	106	9.92	38:59:48	34:42:31	99.27
Pan-Latin America	14	0.03	9:54:04	9:24:25	2.74
Poland	30	0.50	16:01:11	15:12:55	33.24

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

# Media Monitoring

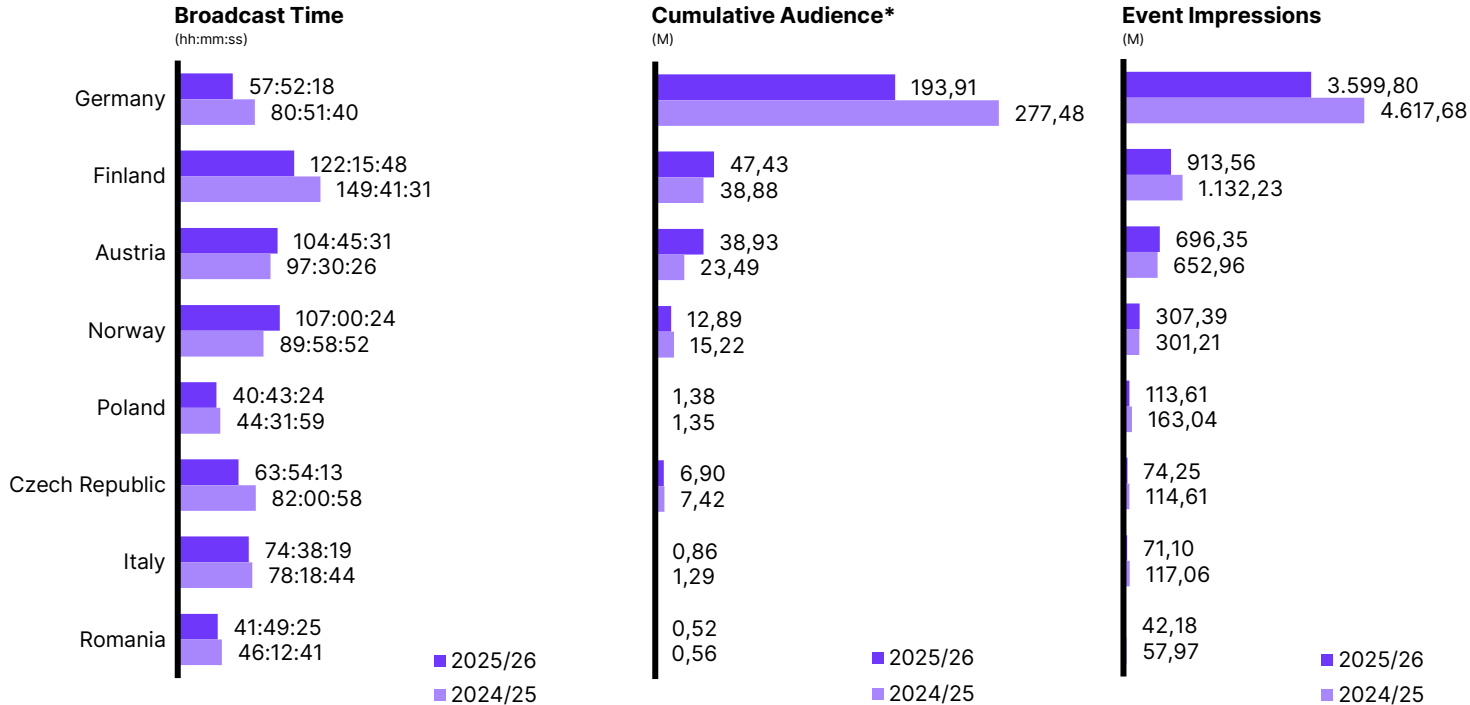
By country (in alphabetic order) – Women (incl. Mixed) (4/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Portugal	34	0.03	19:42:52	18:43:42	2.08
Romania	30	0.22	16:49:18	15:58:34	15.17
Serbia	22	0.08	13:52:25	13:10:40	6.29
Slovakia	28	0.05	15:57:19	15:09:13	3.31
Slovenia	26	0.15	16:56:02	16:03:36	3.08
Spain	26	0.04	17:02:17	16:10:57	3.89
Sweden	31	0.48	19:32:43	18:32:56	11.73
Switzerland	27	0.11	15:28:00	14:41:30	7.96
Taiwan	7	0.04	4:20:00	4:07:00	2.75
Turkey	28	0.15	15:57:19	15:09:13	10.55
Ukraine	28	0.01	15:57:19	15:09:13	1.01
United Kingdom	18	0.04	11:44:28	11:09:07	3.34
USA	17	0.02	11:14:33	10:40:48	0.52
<b>TOTAL</b>	<b>1,729</b>	<b>141.25</b>	<b>882:34:49</b>	<b>824:21:55</b>	<b>2,022.80</b>

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

# Media Monitoring

## Top 8 trending countries by Event Impressions



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

# Media Monitoring

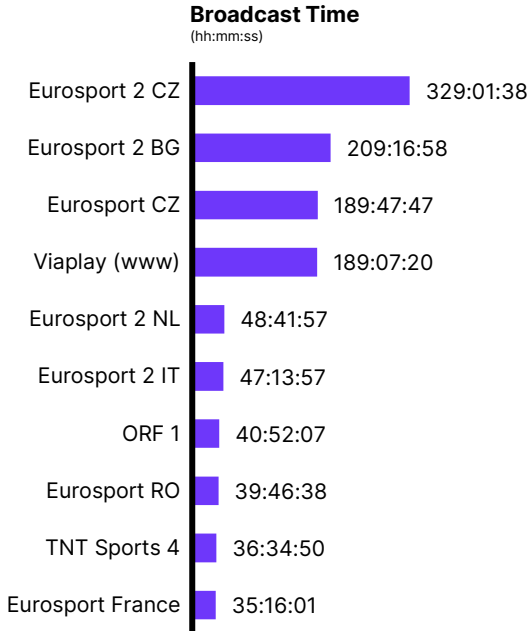
Ranking by trending country – Men & Women (incl. Mixed)

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	193.91	57:52:18	3,599.80	277.48	80:51:40	4,617.68
Finland	47.43	122:15:48	913.56	38.88	149:41:31	1,132.23
Austria	38.93	104:45:31	696.35	23.49	97:30:26	652.96
Norway	12.89	107:00:24	307.39	15.22	89:58:52	301.21
Poland	1.38	40:43:24	113.61	1.35	44:31:59	163.04
Czech Republic	6.90	63:54:13	74.25	7.42	57:31:06	114.61
Italy	0.86	74:38:19	71.10	1.29	78:18:44	117.06
Romania	0.52	41:49:25	42.18	0.56	46:12:41	57.97
France	0.60	22:58:55	33.58	1.06	34:15:30	57.15
Belgium	0.33	86:57:34	31.65	0.23	98:46:46	19.75
Switzerland	0.33	39:54:05	29.16	0.73	47:55:40	53.90
Sweden	1.16	47:00:51	27.89	1.41	50:30:31	24.64
Turkey	0.37	40:54:53	27.24	0.46	43:42:45	45.98
Bulgaria	0.28	42:47:15	23.33	0.23	39:30:07	22.58
Denmark	0.24	46:59:19	20.60	0.1	51:34:57	12.30
<b>TOTAL</b>	<b>306.13</b>	<b>940:32:14</b>	<b>6,011.69</b>	<b>369.91</b>	<b>1010:53:15</b>	<b>7,393.06</b>

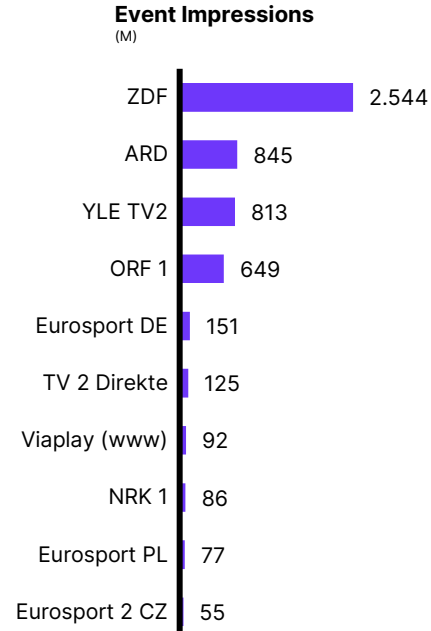
\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

# Media Monitoring

## Top 10 channels



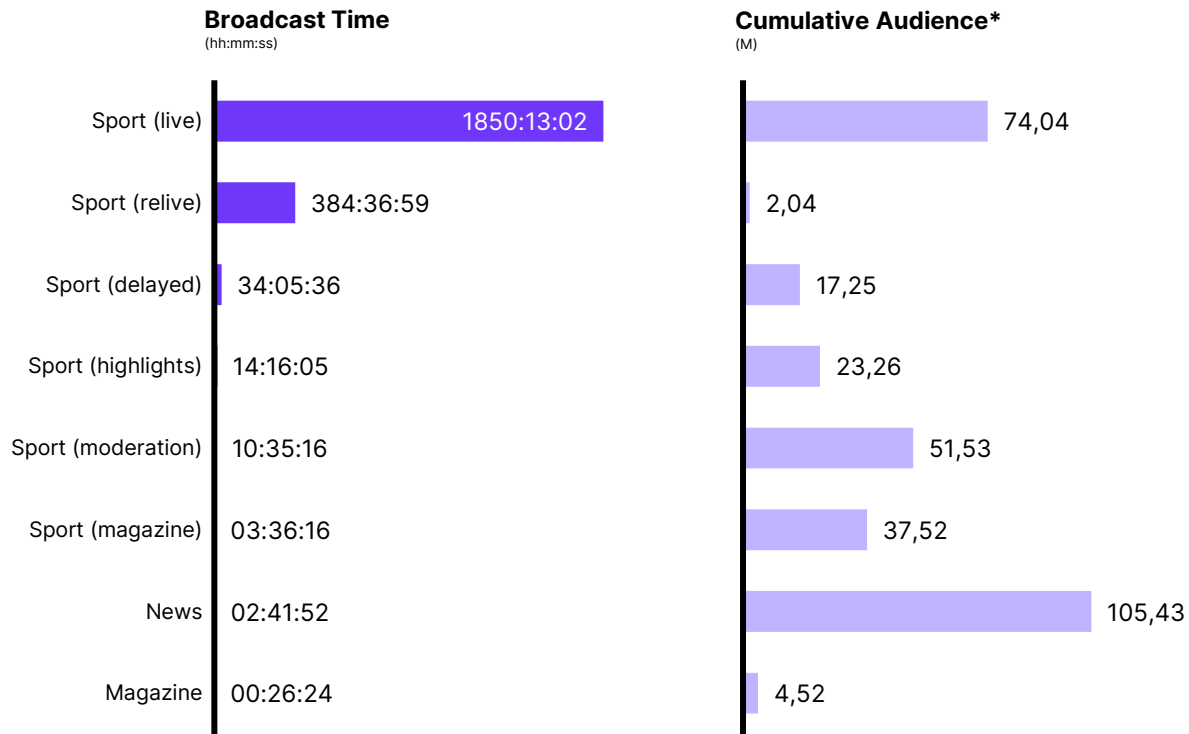
**51% OF TOTAL**



**87% OF TOTAL**

# Media Monitoring

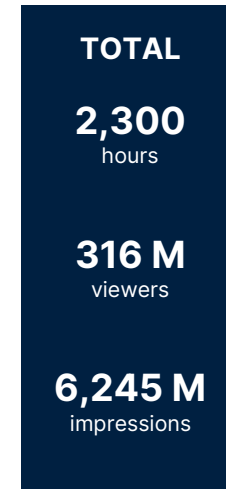
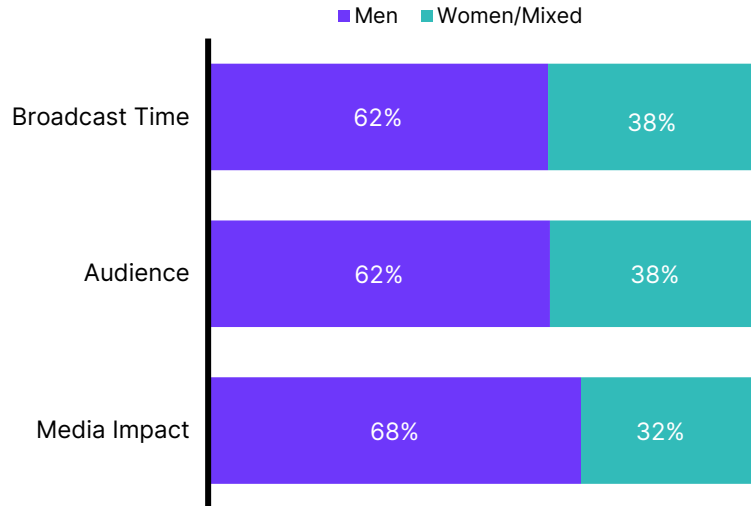
Ranking by program type



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

## Gender comparison

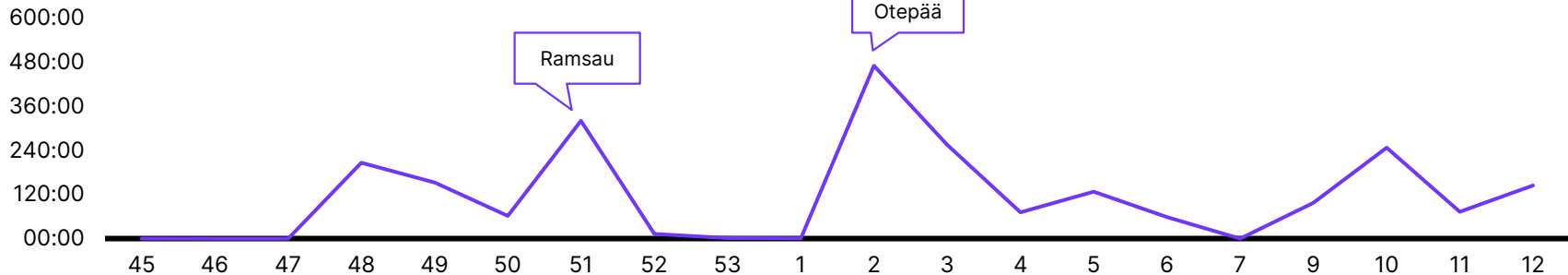


# Media Monitoring

Weekly coverage trend (by calendar week)

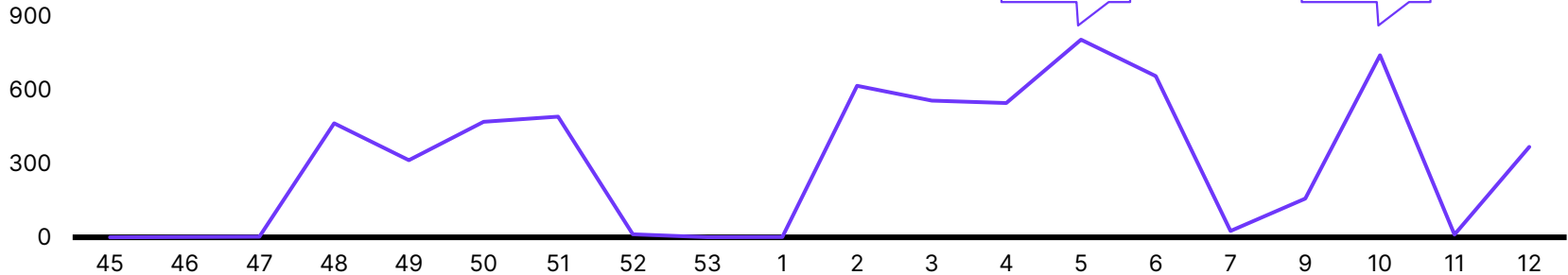
## Broadcast Time

(hh:mm:ss)



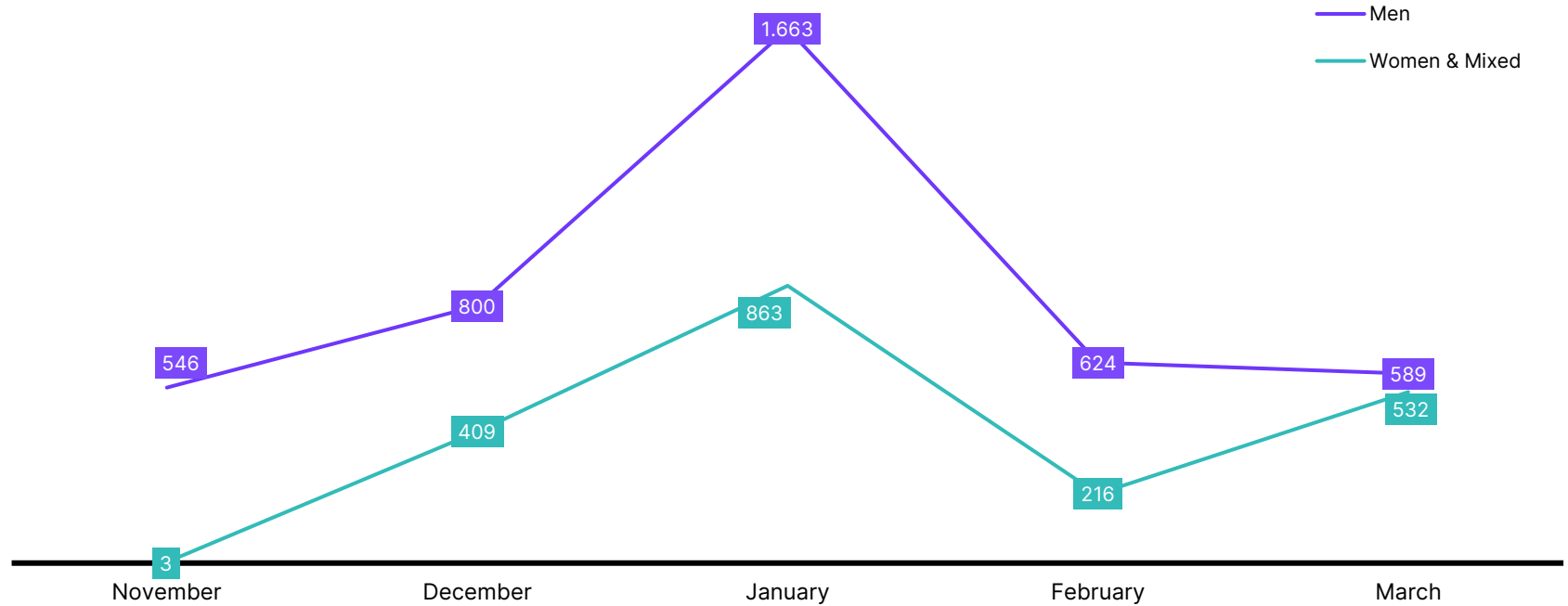
## Event Impressions

(M)



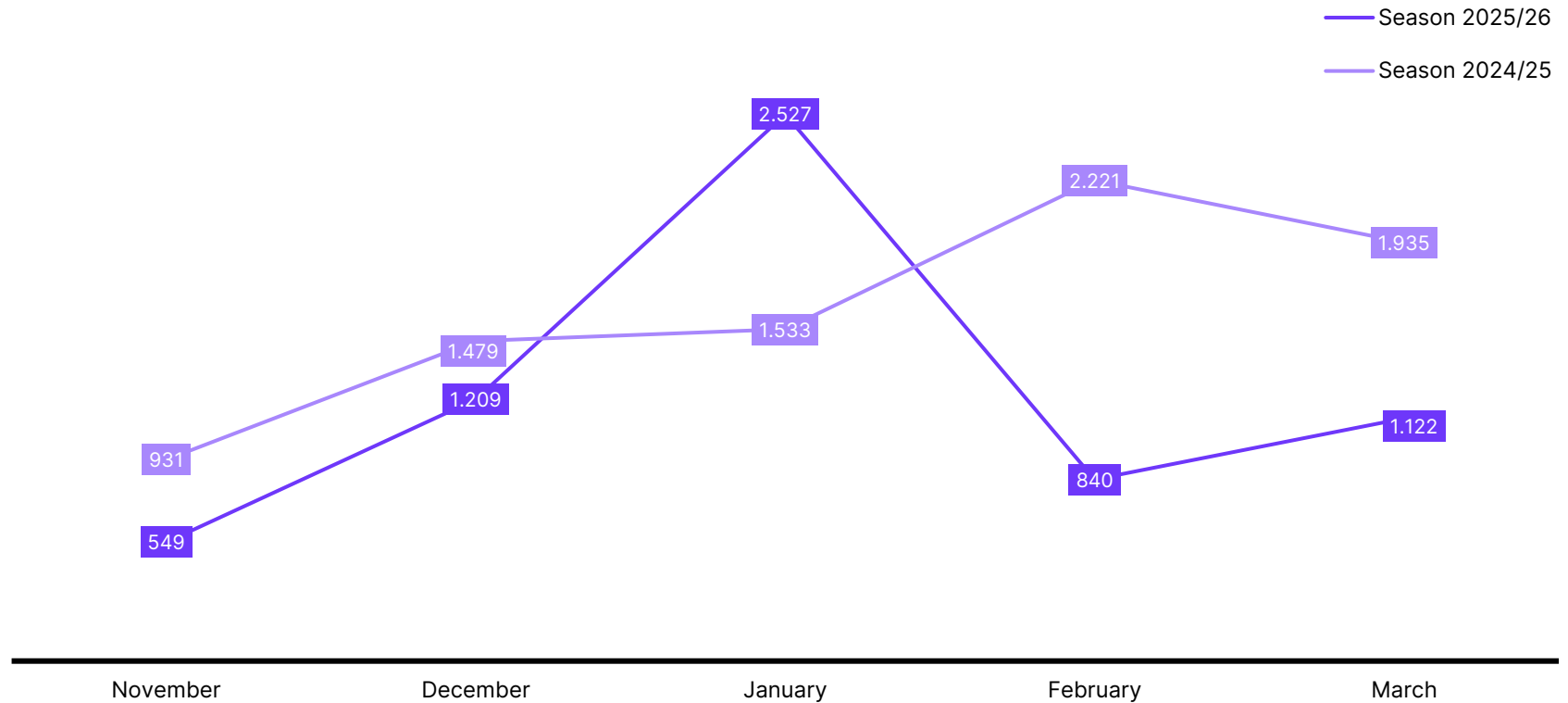
# Media Monitoring

Gender Comparison by Event Impressions and Month



# 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.).

### Program types

#### 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.

#### 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:

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



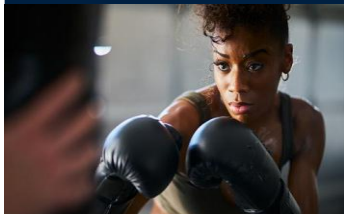
**Nielsen Sports** is the global leader in sports media valuation, data intelligence and research consulting.

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

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