



# Viessmann FIS Nordic Combined World Cup 2024/25

TV Media Evaluation – Event Summary



Expertise by Nielsen Sports  
Your contacts: Alexander Karduck



# Introduction

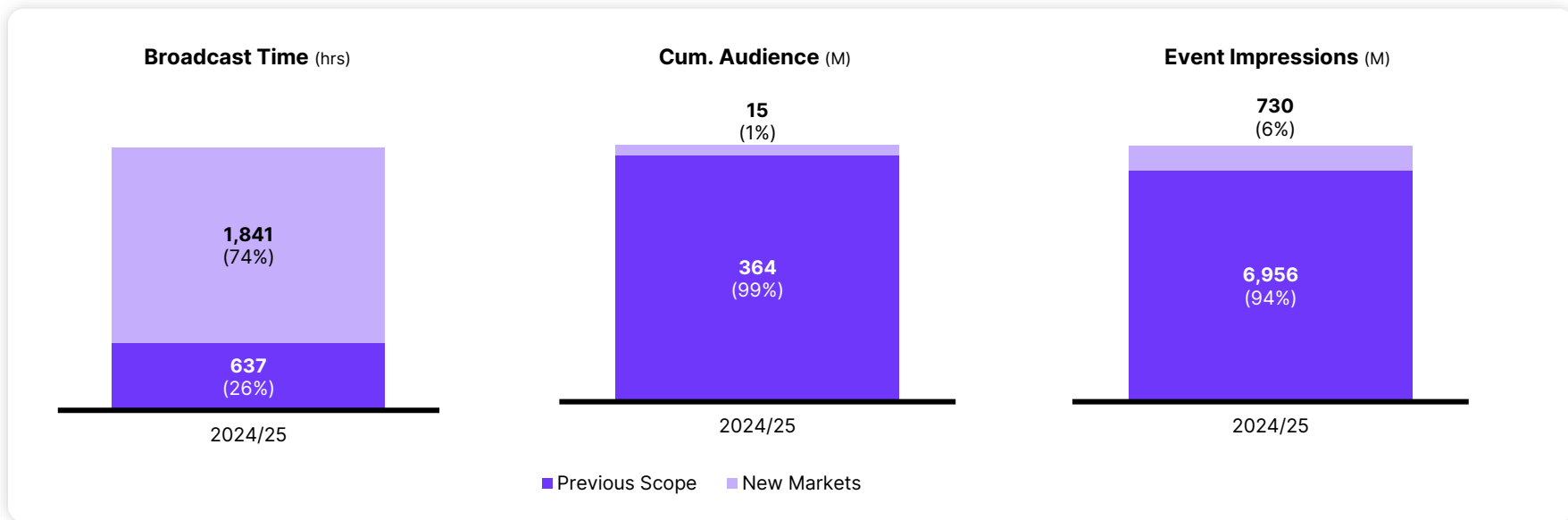
## Study scope

<b>Object of investigation/event:</b>	FIS Nordic Combined World Cup 2024/25 (Men, Women and Mixed)
<b>Monitoring period:</b>	2024/25 Season
<b>Sponsors:</b>	Viessmann, Skechers
<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.

# 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

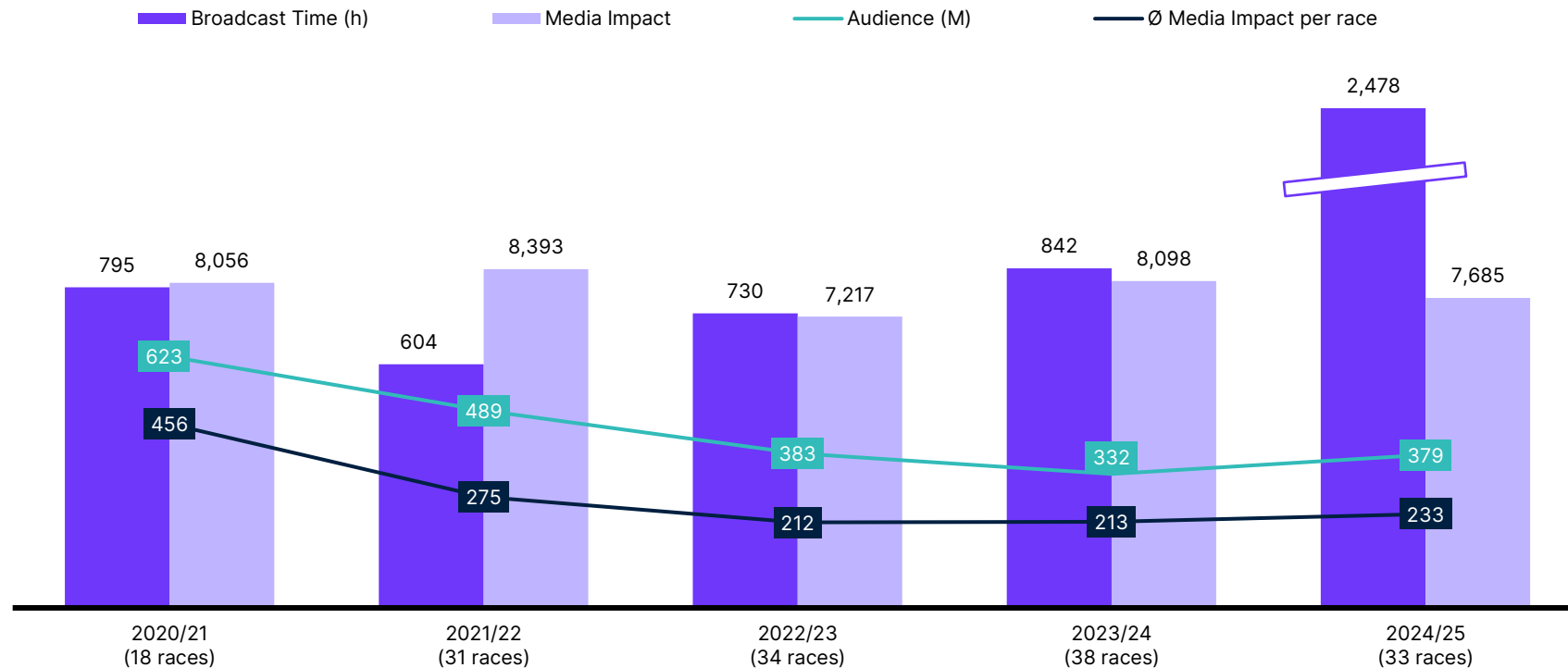
FIS Nordic Combined World Cup 2024/25 – Men & Women (incl. Mixed)

		Live	Non-Live	TOTAL	TOTAL 2023/24	TREND
FIS Nordic Combined WC	<b>Cumulative Audience*</b> (M)	85	294	379	332	+14%
	<b>Number of Broadcasts</b> (#)	2,296	1,413	3,709	1,660	+123%
	<b>Broadcast Time</b> (hrs)	1,858	620	2,478	842	+194%
	<b>Actual Playing Time</b> (hrs)	1,742	572	2,314	665	+248%
	<b>Event Impressions</b> (M)	5,341	2,345	7,685	8,098	-5%
Sponsorship Evaluation	<b>Visibility</b> (hrs)	1,483	140	1,623	469	+246%
	<b>Sponsorship Impressions</b> (M)	4,697	1,467	6,164	5,143	+20%
	<b>100% Media Equivalency</b> (M€)	60.7	16.2	76.9	64.0	+10%
	<b>QI Media Value</b> (M€)	10.9	3.1	14.0	11.5	+22%
	<b>Average Sequence Duration</b> (sec.)	6.1	6.3	6.1	5.8	+5%
	<b>Ratio Visibility/Broadcast Time</b> (%)	79.8	22.6	65.5	55.7	+18%

\*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

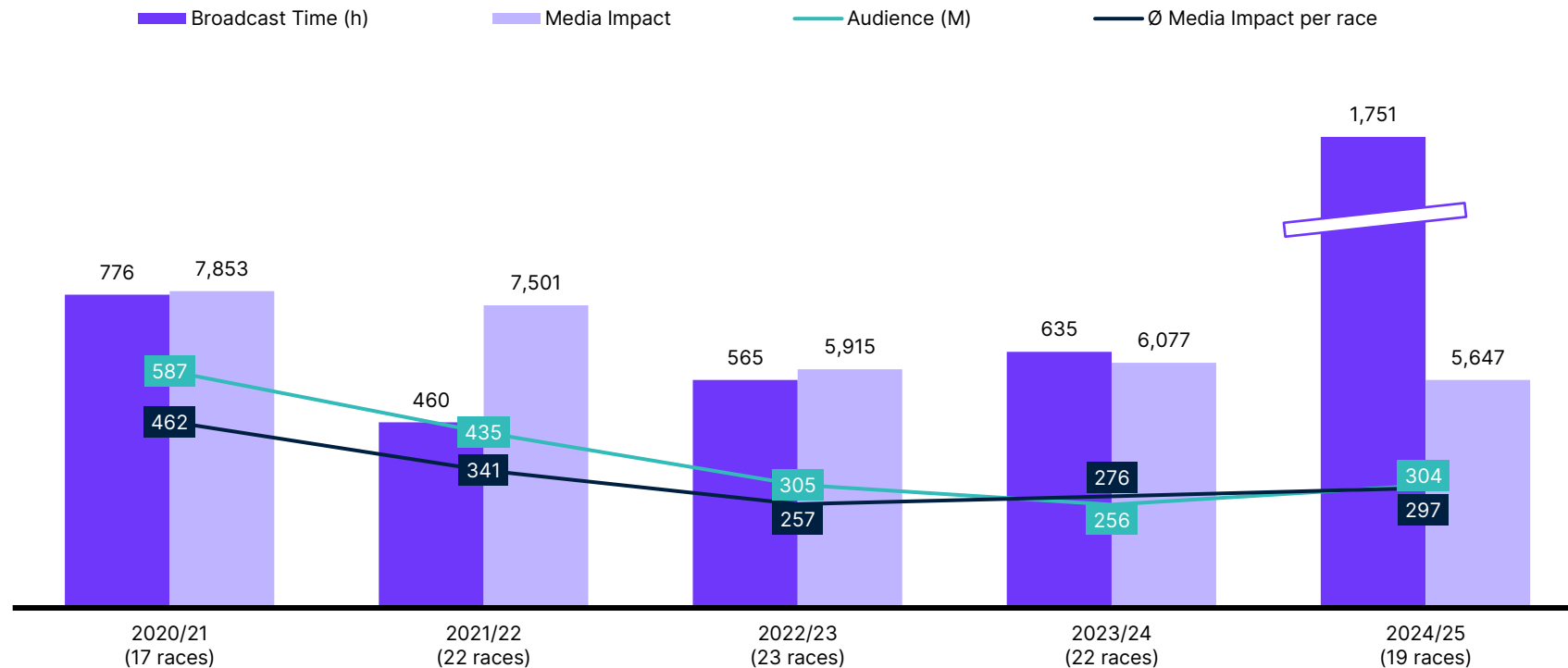
## FIS Nordic Combined World Cup 2024/25 – Men

	Live	Non-Live	TOTAL	TOTAL 2023/24	TREND	
FIS Nordic Combined WC	<b>Cumulative Audience*</b> (M)	60	244	304	256	+19%
	<b>Number of Broadcasts</b> (#)	1,431	1,155	2,586	1,199	+116%
	<b>Broadcast Time</b> (hrs)	1,240	511	1,751	635	+176%
	<b>Actual Playing Time</b> (hrs)	1,165	474	1,639	494	+232%
	<b>Event Impressions</b> (M)	4,160	1,487	5,647	6,077	-7%
Sponsorship Evaluation	<b>Visibility</b> (hrs)	1,020	113	1,133	339	+234%
	<b>Sponsorship Impressions</b> (M)	3,630	911	4,541	3,734	+22%
	<b>100% Media Equivalency</b> (M€)	45.5	10.2	55.7	47.4	+18%
	<b>QI Media Value</b> (M€)	8.2	2.0	10.2	8.5	+20%
	<b>Average Sequence Duration</b> (sec.)	6.3	6.4	6.3	5.8	+9%
	<b>Ratio Visibility/Broadcast Time</b> (%)	82.3	22.1	64.7	53.4	+21%

\*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 2024/25 – Women (incl. Mixed)

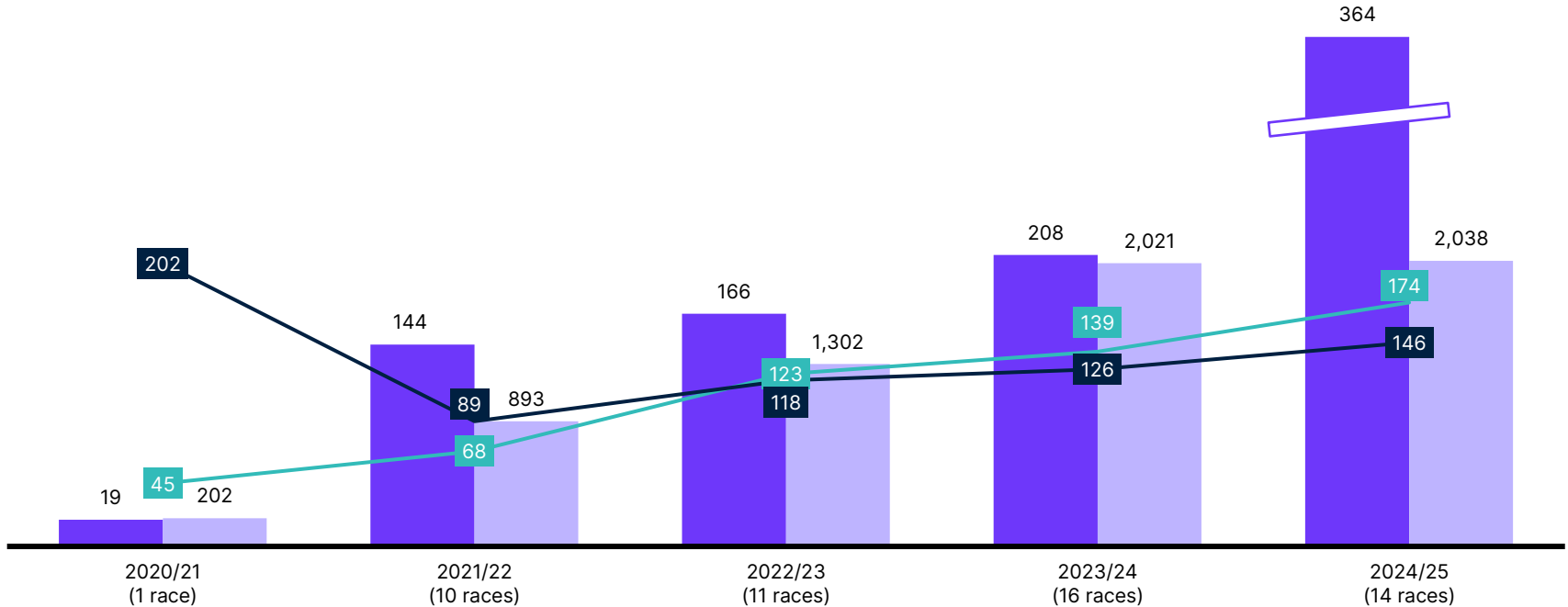
	Live	Non-Live	TOTAL	TOTAL 2023/24	TREND	
FIS Nordic Combined WC	<b>Cumulative Audience*</b> (M)	27	147	174	139	+25%
	<b>Number of Broadcasts</b> (#)	890	409	1,299	588	+121%
	<b>Broadcast Time</b> (hrs)	617	109	727	208	+250%
	<b>Actual Playing Time</b> (hrs)	577	98	675	172	+292%
	<b>Event Impressions</b> (M)	1,180	858	2,038	2,021	+1%
Sponsorship Evaluation	<b>Visibility</b> (hrs)	463	27	490	130	+277%
	<b>Sponsorship Impressions</b> (M)	1,067	556	1,623	1,409	+15%
	<b>100% Media Equivalency</b> (M€)	15.2	6.0	21.2	16.6	+28%
	<b>QI Media Value</b> (M€)	2.7	1.2	3.9	3.0	+30%
	<b>Average Sequence Duration</b> (sec.)	5.7	6.0	5.7	5.8	-2%
	<b>Ratio Visibility/Broadcast Time</b> (%)	75.0	24.8	67.4	62.9	+7%

\*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)   — ∅ Media Impact per race



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

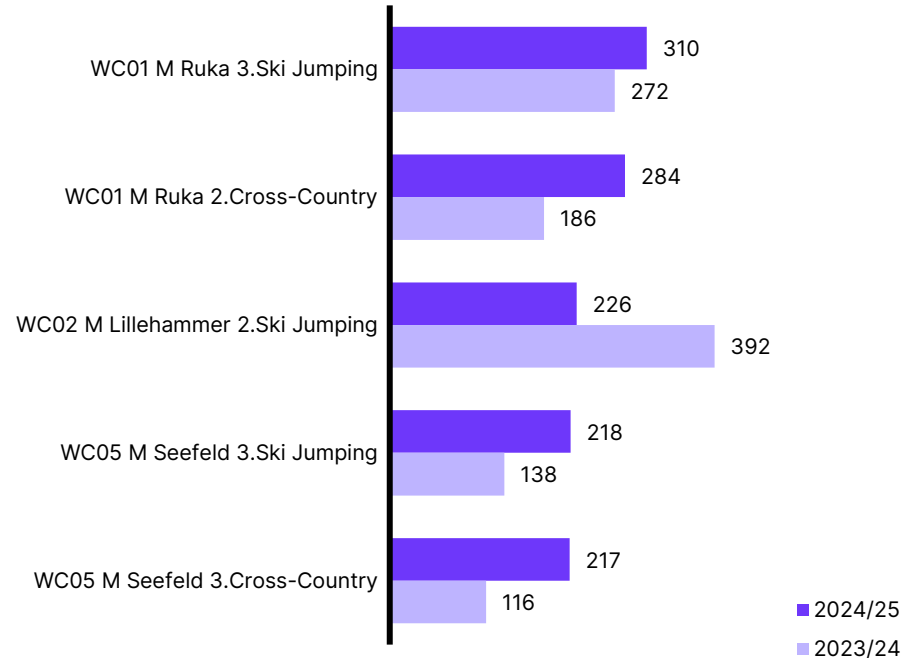
# Management Summary

## Key Takeaways

### Key Takeaways

- Compared to the previous season, event impressions decline overall (-5%) but increase on average per competition (+9%).
- Average event impressions per men's competition increase by 8% and by 15% for the women's.
- Cumulative audience increases by 14% thanks to a sportive successful season by German athletes and thus broad news coverage in Germany.
- Just looking at Germany, average event impressions per competition increases by 6% and cumulative audience by 37%.
- For women's competitions, event impressions in Germany increases by even 12% on average.
- Cross-Country races account for 51% of total event impressions, Ski Jumping for the remaining 49% (last season: 60% / 40%) – there were 3 more Mass Start competitions this season (7 vs. 4).

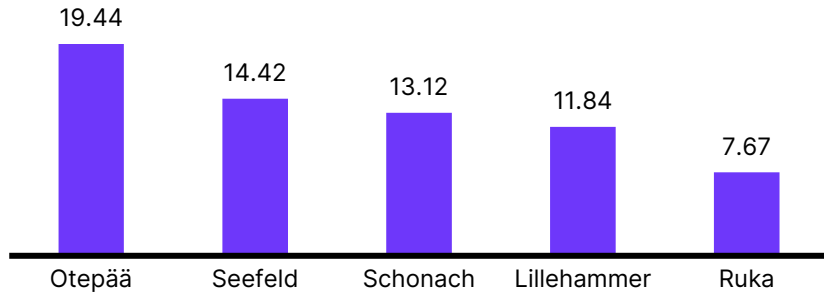
### Top-5 Competitions by Event Impressions (M)



# Management Summary

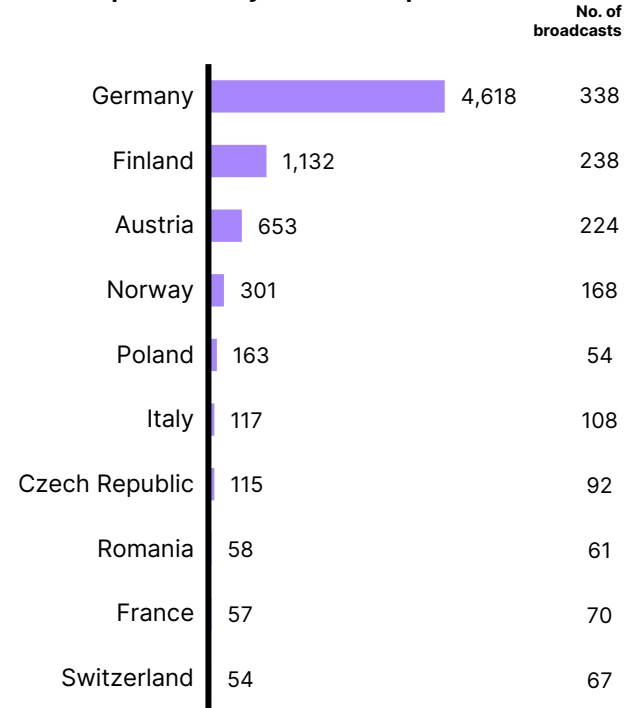
## Media Monitoring

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



- Hosting three men's and women's competitions each, Otepää claims the top spot in the cumulative live audience ranking. Thanks to a strong performance by German athletes, live viewership in Germany increased by 194% (+8M) vs. previous season.
- Also staging three men's and three women's competitions, Seefeld now ranks second. Due to missing live broadcasts in Norway and Finland, cumulative live audience declines by 13% (-2M) compared to 2023/24.
- Poland, Czechia and Romania – all newly added markets to the analysis scope – feature in the top-10 markets by media impact, accounting for 4% of the total event impressions.

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

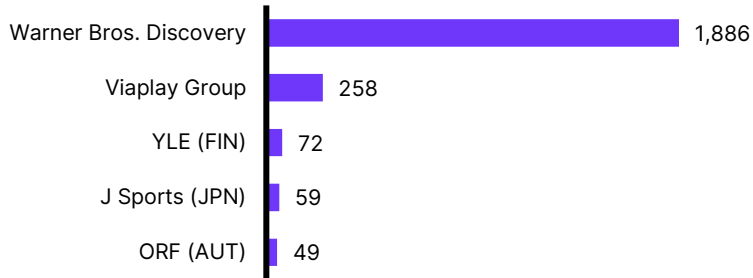


\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

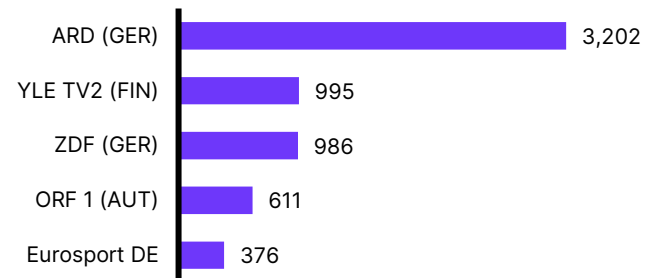
# Management Summary

## Media Monitoring

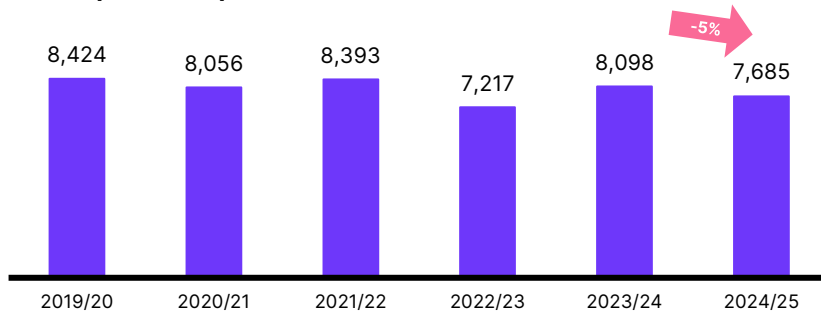
### Top 5 Broadcasters by Broadcast Time (hours)



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



### World Cup Event Impressions Trend (M)



- With the Eurosport feeds now being covered for all European markets, the broadcaster (WBD) provided over 1,800 hours of coverage (76%), but only 3% of cumulative audience (11.5M) and 14% of event impressions (1.1bn).
- Broadcasting most of the live races for this season in Germany, ARD lands on the top in terms event impressions (+49% YOY) while ZDF drops to third place. Despite generating 16% event impressions less, YLE TV2 move up one position in the ranking and now occupies 2<sup>nd</sup> place.
- Streaming broadcasts – also new to the scope this season – account for 1% of the overall event impressions (85M), 0.2% of cumulative audience (0.7M) and 12% of broadcast time (296h).

# 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	59	0.13	43:42:45	41:31:12	12.51
Armenia	59	0.04	43:42:45	41:31:12	3.96
Austria	224	23.49	97:30:26	83:09:22	652.96
Azerbaijan	59	0.01	43:42:45	41:31:12	1.13
Belgium	137	0.23	98:46:46	93:50:14	19.75
Bosnia and Herzegovina	57	0.06	41:07:23	39:03:47	5.91
Bulgaria	52	0.23	39:30:07	37:31:23	22.58
China	1	0.24	0:01:36	0:01:31	0.78
Croatia	57	0.01	41:07:23	39:03:47	1.13
Cyprus	59	0.01	43:42:45	41:31:12	0.51
Czech Republic	92	7.42	57:31:06	52:18:59	114.61
Denmark	50	0.10	51:34:57	49:00:12	12.38
Estonia	57	0.04	41:07:23	39:03:47	3.42

\*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)
Finland	238	38.88	149:41:31	135:41:27	1,132.23
France	70	1.06	34:15:30	28:03:31	57.15
Georgia	59	0.07	43:42:45	41:31:12	6.98
Germany	338	277.48	80:51:40	66:15:38	4,617.68
Greece	59	0.04	43:42:45	41:31:12	3.81
Hungary	54	0.26	40:44:18	38:41:42	25.41
Iceland	59	0.00	43:42:45	41:31:12	0.13
Ireland	42	0.01	36:49:06	34:58:17	1.01
Israel	59	0.12	43:42:45	41:31:12	11.66
Italy	108	1.29	78:18:44	74:32:12	117.06
Japan	34	6.05	58:54:02	55:55:30	23.29
Kazakhstan	59	0.24	43:42:45	41:31:12	23.76
Kosovo	57	0.03	41:07:23	39:03:47	2.66

\*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)
Kyrgyzstan	59	0.08	43:42:45	41:31:12	7.92
Latvia	57	0.05	41:07:23	39:03:47	4.39
Lithuania	57	0.05	41:07:23	39:03:47	4.70
Malaysia	42	0.08	31:28:16	29:53:49	7.93
Malta	58	0.01	42:27:23	40:19:47	0.65
Moldova	61	0.05	46:12:41	43:53:39	5.26
Montenegro	57	0.03	41:07:23	39:03:47	2.90
Netherlands	58	0.17	41:53:36	39:47:54	15.50
North Macedonia	57	0.03	41:07:23	39:03:47	3.15
Norway	168	15.22	89:58:52	80:33:34	301.21
Pan-Asia	24	0.12	16:04:35	15:16:20	10.50
Pan-Latin America	44	0.10	32:27:36	30:11:14	8.34
Poland	54	1.35	44:31:59	42:17:58	163.04

\*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	60	0.09	42:31:54	40:24:13	7.84
Romania	61	0.56	46:12:41	43:53:39	57.97
Serbia	57	0.19	41:07:23	39:03:47	17.73
Slovakia	59	0.10	43:42:45	41:31:12	10.36
Slovenia	59	0.27	42:15:03	40:06:26	11.36
Spain	56	0.09	41:19:30	39:15:04	8.08
Sweden	53	1.41	50:30:31	47:58:27	24.64
Switzerland	67	0.73	47:55:40	45:31:15	53.90
Turkey	59	0.46	43:42:45	41:31:12	45.98
Ukraine	59	0.04	43:42:45	41:31:12	4.29
United Kingdom	81	0.31	68:21:09	64:55:42	33.01
USA	43	0.00	31:27:36	29:15:26	0.38
<b>TOTAL</b>	<b>3,709</b>	<b>379.11</b>	<b>2478:30:53</b>	<b>2314:53:54</b>	<b>7,685.49</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	40	0.08	30:29:08	28:57:25	9.31
Armenia	40	0.03	30:29:08	28:57:25	2.88
Austria	156	18.24	63:52:12	56:04:47	440.91
Azerbaijan	40	0.01	30:29:08	28:57:25	0.85
Belgium	97	0.16	73:18:52	69:38:47	14.90
Bosnia and Herzegovina	39	0.04	30:01:33	28:31:20	4.40
Bulgaria	37	0.18	29:33:18	28:04:29	18.73
China	1	0.24	0:01:36	0:01:31	0.78
Croatia	39	0.01	30:01:33	28:31:20	0.84
Cyprus	40	0.00	30:29:08	28:57:25	0.38
Czech Republic	65	7.09	40:09:13	36:23:23	92.60
Denmark	30	0.06	32:24:59	30:47:44	7.78
Estonia	39	0.02	30:01:33	28:31:20	2.56

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

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Finland	170	33.69	87:46:56	78:43:26	874.79
France	56	0.89	25:32:34	21:27:55	44.35
Georgia	40	0.05	30:29:08	28:57:25	5.17
Germany	262	225.82	58:04:31	48:59:05	3,339.43
Greece	40	0.03	30:29:08	28:57:25	2.77
Hungary	38	0.18	29:19:31	27:51:17	18.93
Iceland	40	0.00	30:29:08	28:57:25	0.09
Ireland	27	0.01	26:05:31	24:47:01	0.77
Israel	40	0.08	30:29:08	28:57:25	8.67
Italy	88	1.22	65:23:29	62:15:42	111.39
Japan	26	0.05	54:14:59	51:32:14	12.59
Kazakhstan	40	0.16	30:29:08	28:57:25	17.29
Kosovo	39	0.02	30:01:33	28:31:20	1.98

\*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)
Kyrgyzstan	40	0.05	30:29:08	28:57:25	5.76
Latvia	39	0.03	30:01:33	28:31:20	3.30
Lithuania	39	0.03	30:01:33	28:31:20	3.51
Malaysia	28	0.04	20:47:31	19:45:07	5.05
Malta	40	0.00	31:16:33	29:42:35	0.51
Moldova	42	0.04	32:58:50	31:19:37	4.22
Montenegro	39	0.02	30:01:33	28:31:20	2.15
Netherlands	42	0.13	30:38:41	29:06:44	12.08
North Macedonia	39	0.02	30:01:33	28:31:20	2.35
Norway	115	11.62	60:27:03	54:11:39	224.42
Pan-Asia	15	0.07	9:25:44	8:57:26	6.08
Pan-Latin America	28	0.06	23:06:39	21:29:34	5.84
Poland	36	0.94	32:09:41	30:32:54	129.91

\*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	42	0.07	31:28:47	29:54:17	6.44
Romania	42	0.42	32:58:50	31:19:37	45.63
Serbia	39	0.13	30:01:33	28:31:20	13.17
Slovakia	40	0.07	30:29:08	28:57:25	7.54
Slovenia	41	0.12	31:07:41	29:33:38	8.94
Spain	38	0.06	29:16:17	27:48:08	5.94
Sweden	32	1.00	31:25:28	29:50:44	15.43
Switzerland	47	0.56	35:33:42	33:46:31	41.29
Turkey	40	0.31	30:29:08	28:57:25	34.40
Ukraine	40	0.03	30:29:08	28:57:25	3.21
United Kingdom	46	0.21	43:02:23	40:53:01	24.41
USA	28	0.00	23:06:39	21:29:34	0.28
<b>TOTAL</b>	<b>2,586</b>	<b>304.41</b>	<b>1751:11:02</b>	<b>1639:27:03</b>	<b>5,647.01</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	19	0.04	13:13:36	12:33:46	3.20
Armenia	19	0.01	13:13:36	12:33:46	1.08
Austria	97	11.01	33:38:15	27:04:35	212.04
Azerbaijan	19	0.00	13:13:36	12:33:46	0.28
Belgium	40	0.07	25:27:53	24:11:26	4.85
Bosnia and Herzegovina	18	0.02	11:05:49	10:32:26	1.51
Bulgaria	15	0.05	9:56:49	9:26:54	3.85
Croatia	18	0.00	11:05:49	10:32:26	0.29
Cyprus	19	0.00	13:13:36	12:33:46	0.14
Czech Republic	29	1.14	17:21:52	15:55:35	22.02
Denmark	20	0.04	19:09:58	18:12:28	4.60
Estonia	18	0.01	11:05:49	10:32:26	0.86
Finland	91	13.29	61:54:36	56:58:01	257.44

\*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)
France	31	0.41	8:42:56	6:35:36	12.80
Georgia	19	0.02	13:13:36	12:33:46	1.81
Germany	152	130.42	22:47:09	17:16:33	1,278.25
Greece	19	0.01	13:13:36	12:33:46	1.04
Hungary	16	0.08	11:24:46	10:50:24	6.48
Iceland	19	0.00	13:13:36	12:33:46	0.03
Ireland	15	0.00	10:43:35	10:11:16	0.25
Israel	19	0.04	13:13:36	12:33:46	2.99
Italy	21	0.07	12:55:16	12:16:31	5.67
Japan	8	6.00	4:39:03	4:23:16	10.69
Kazakhstan	19	0.08	13:13:36	12:33:46	6.47
Kosovo	18	0.01	11:05:49	10:32:26	0.69
Kyrgyzstan	19	0.03	13:13:36	12:33:46	2.16

\*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)
Latvia	18	0.02	11:05:49	10:32:26	1.09
Lithuania	18	0.02	11:05:49	10:32:26	1.19
Malaysia	14	0.03	10:40:45	10:08:42	2.88
Malta	18	0.00	11:10:49	10:37:11	0.14
Moldova	19	0.01	13:13:50	12:34:01	1.03
Montenegro	18	0.01	11:05:49	10:32:26	0.74
Netherlands	16	0.04	11:14:54	10:41:09	3.42
North Macedonia	18	0.01	11:05:49	10:32:26	0.81
Norway	81	9.66	29:31:49	26:21:55	76.79
Pan-Asia	9	0.05	6:38:51	6:18:54	4.42
Pan-Latin America	16	0.04	9:20:57	8:41:40	2.51
Poland	18	0.41	12:22:18	11:45:04	33.13
Portugal	18	0.02	11:03:06	10:29:55	1.40

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

# Media Monitoring

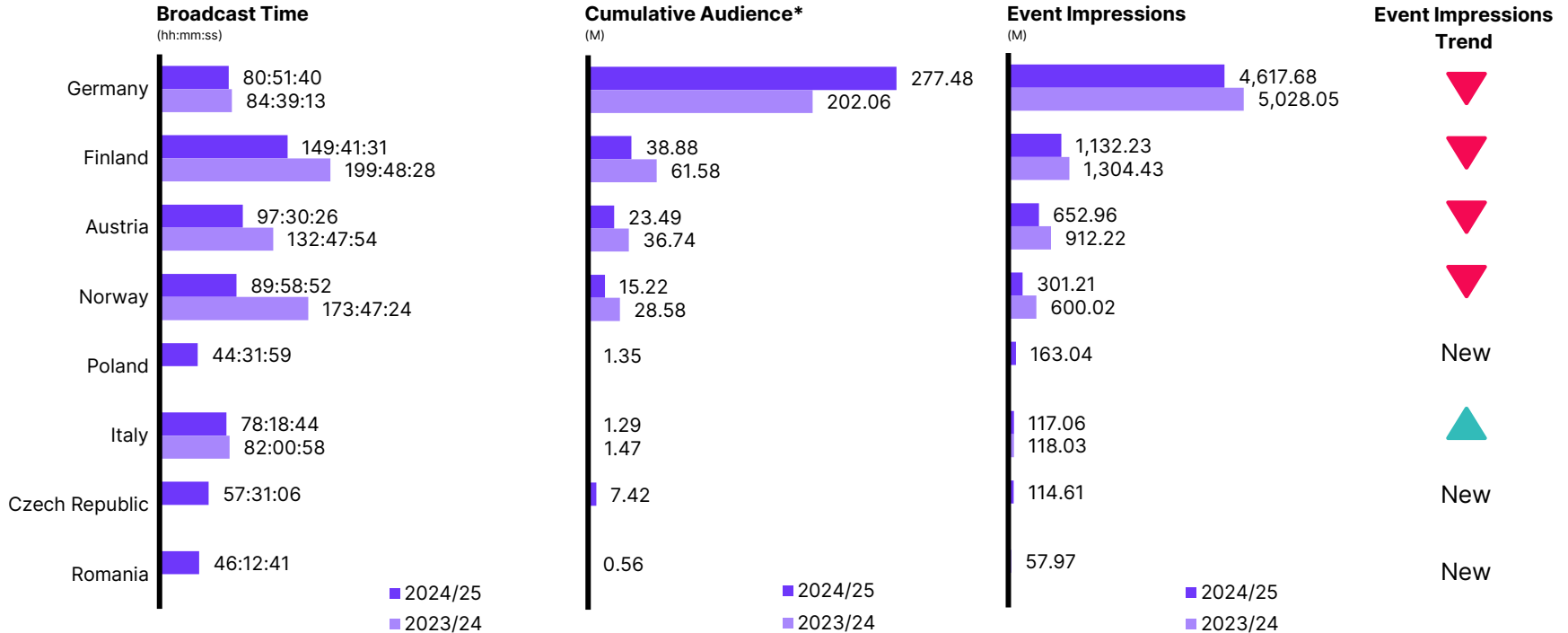
By country (in alphabetic order) – Women (incl. Mixed) (4/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Romania	19	0.14	13:13:50	12:34:01	12.35
Serbia	18	0.06	11:05:49	10:32:26	4.56
Slovakia	19	0.03	13:13:36	12:33:46	2.82
Slovenia	18	0.15	11:07:22	10:32:47	2.42
Spain	18	0.03	12:03:12	11:26:55	2.14
Sweden	21	0.40	19:05:02	18:07:43	9.20
Switzerland	20	0.17	12:21:57	11:44:44	12.61
Turkey	19	0.15	13:13:36	12:33:46	11.58
Ukraine	19	0.01	13:13:36	12:33:46	1.09
United Kingdom	35	0.10	25:18:46	24:02:41	8.60
USA	15	0.00	8:20:57	7:45:52	0.10
<b>TOTAL</b>	<b>1,299</b>	<b>174.44</b>	<b>727:19:51</b>	<b>675:26:51</b>	<b>2,038.48</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

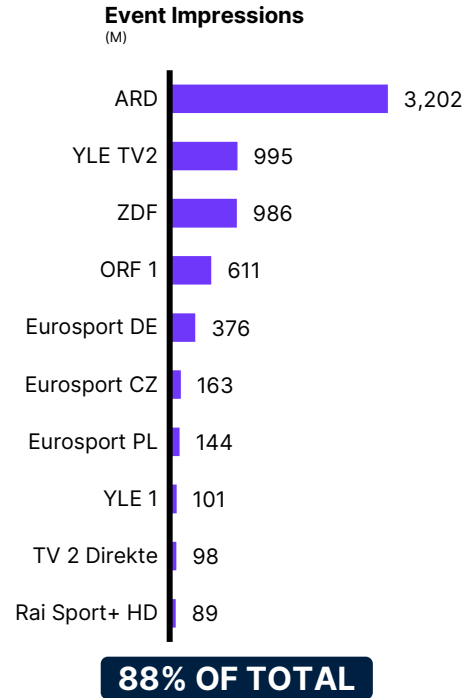
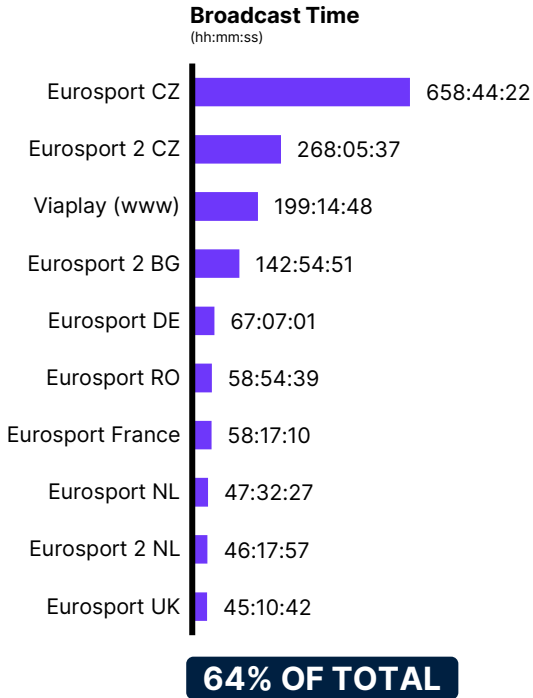
Ranking by trending country – Men & Women (incl. Mixed)

Country	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)
Germany	277.48	80:51:40	4,617.68	202.06	84:39:13	5,028.05
Finland	38.88	149:41:31	1,132.23	61.58	199:48:28	1,304.43
Austria	23.49	97:30:26	652.96	36.74	132:47:54	912.22
Norway	15.22	89:58:52	301.21	28.58	173:47:24	600.02
Poland	1.35	44:31:59	163.04	-	-	-
Italy	1.29	78:18:44	117.06	1.47	82:00:58	118.03
Czech Republic	7.42	57:31:06	114.61	-	-	-
Romania	0.56	46:12:41	57.97	-	-	-
France	1.06	34:15:30	57.15	1.23	44:13:06	54.11
Switzerland	0.73	47:55:40	53.90	0.75	57:21:54	66.90
Turkey	0.46	43:42:45	45.98	-	-	-
United Kingdom	0.31	68:21:09	33.01	-	-	-
Hungary	0.26	40:44:18	25.41	-	-	-
Sweden	1.41	50:30:31	24.64	-	-	-
Kazakhstan	0.24	43:42:45	23.76	-	-	-
<b>TOTAL</b>	<b>370.16</b>	<b>973:49:35</b>	<b>7,420.60</b>	<b>330.50</b>	<b>30.83</b>	<b>7,977.10</b>

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

# Media Monitoring

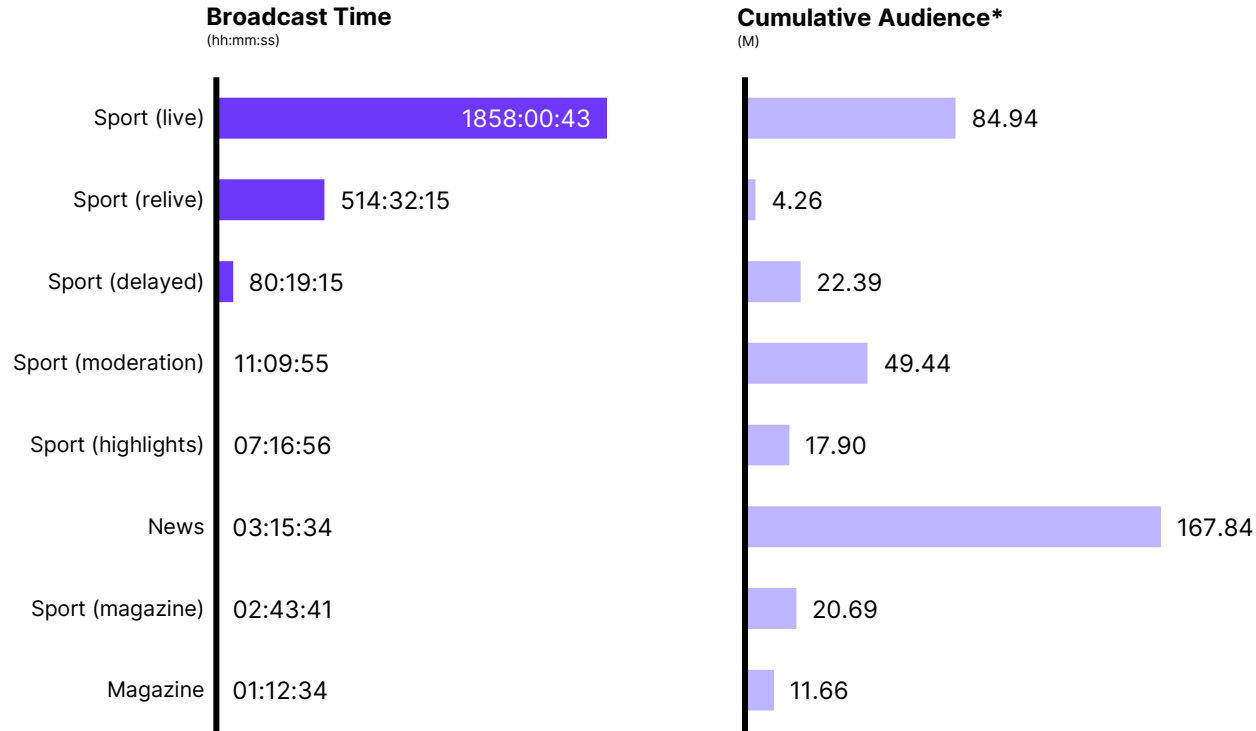
## Top 10 channels



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

# Media Monitoring

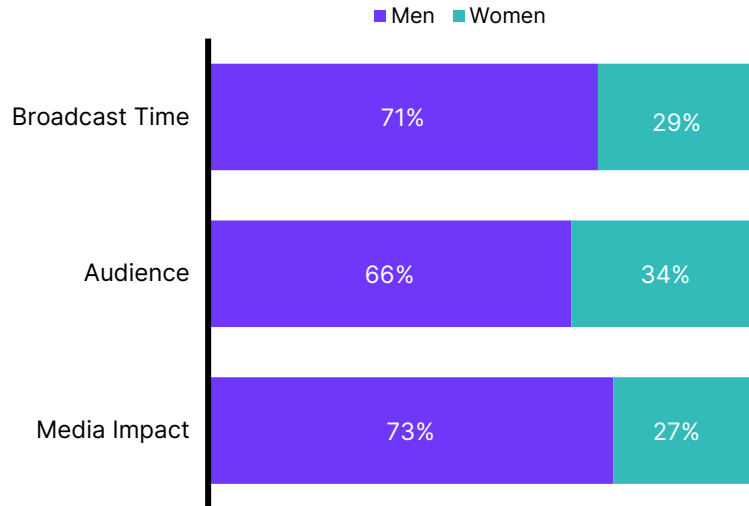
Ranking by program type



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

Gender comparison

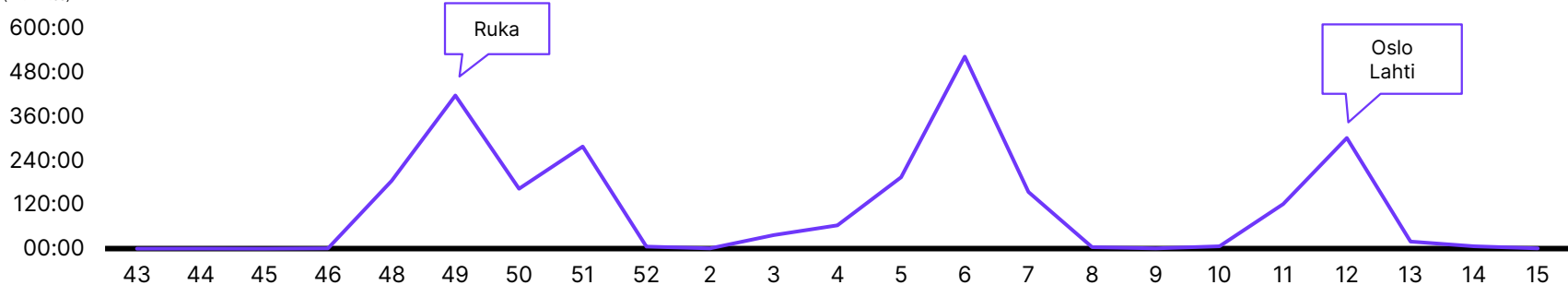


# Media Monitoring

Weekly coverage trend (by calendar week)

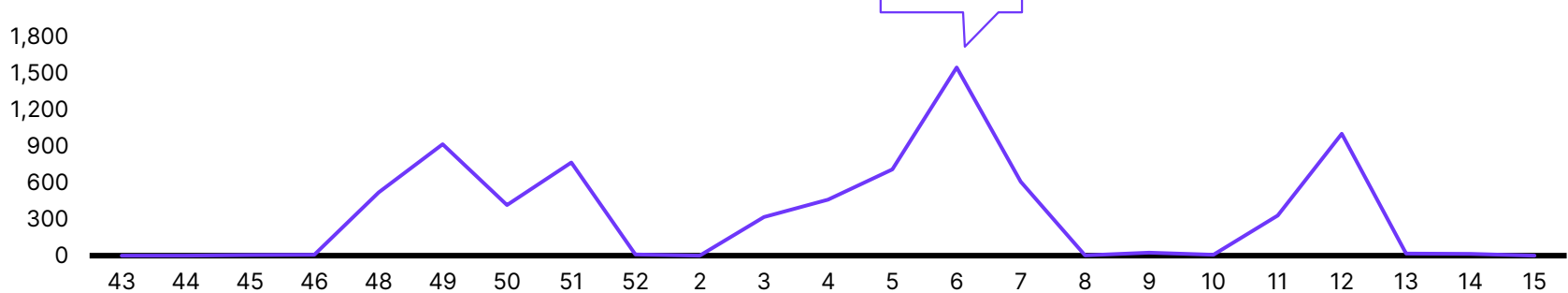
## Broadcast Time

(hh:mm:ss)



## Event Impressions

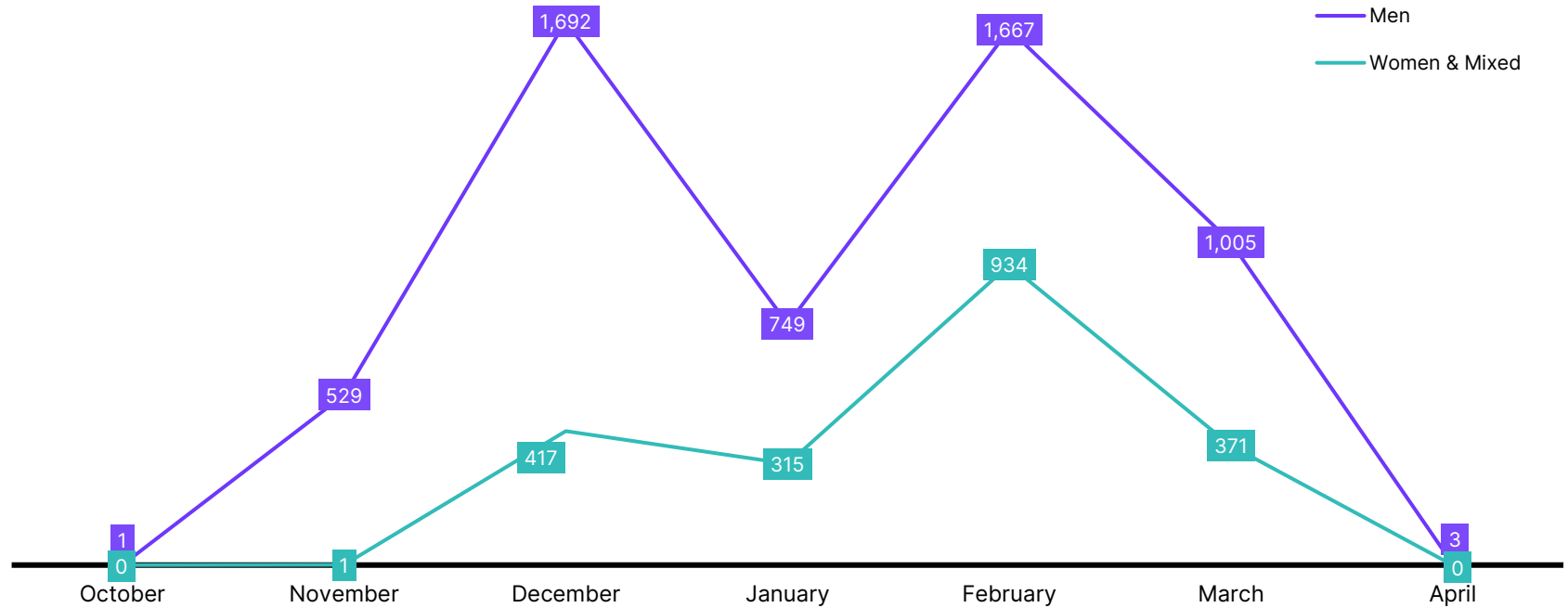
(M)





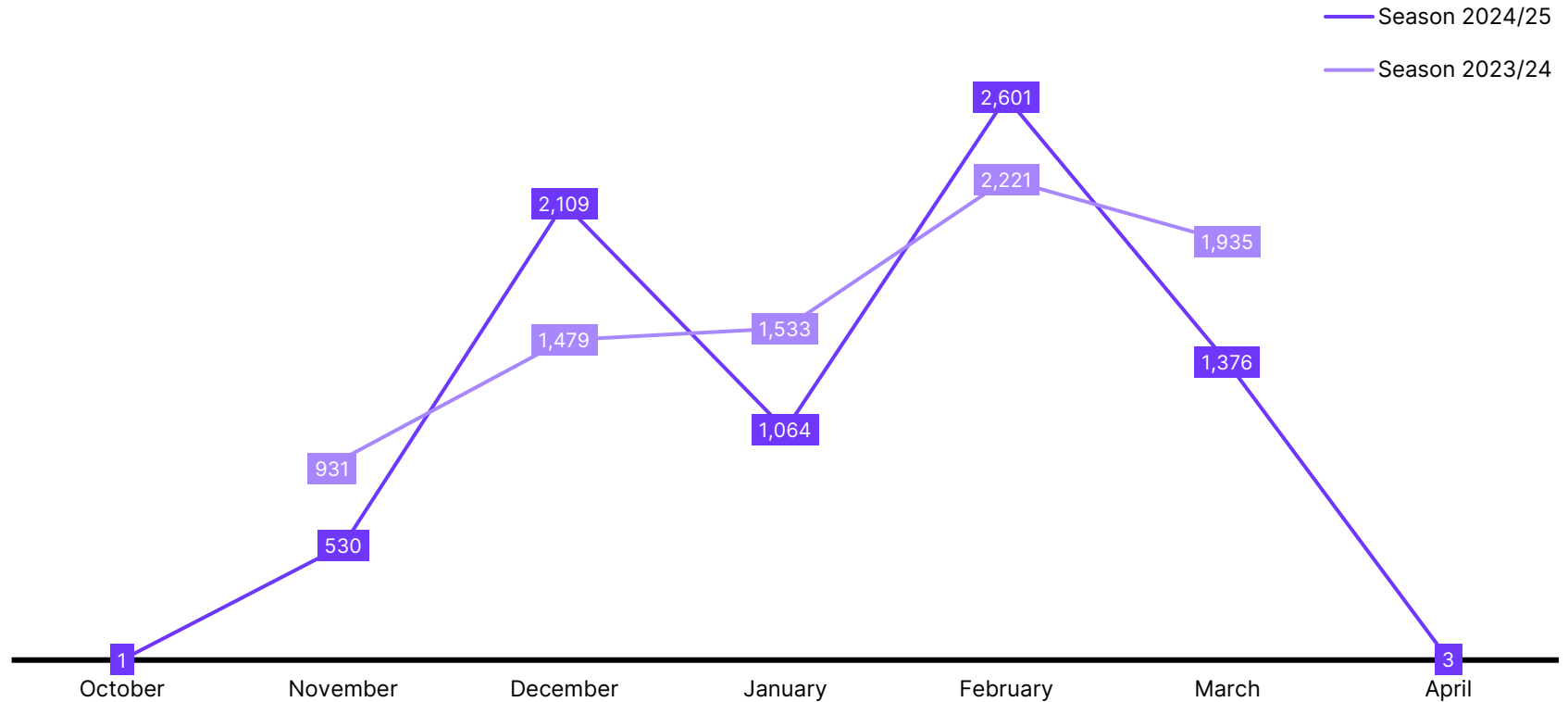
# Media Monitoring

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.).

#### 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:

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



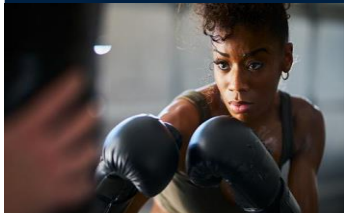
**Nielsen Sports** is the global leader in sports media valuation, data intelligence and research consulting.

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.

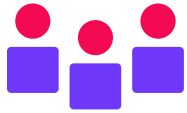
## Innovative



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

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