



Audi FIS Ski World Cup 2024/25

TV Media Evaluation – Event Summary



Audi
FIS Ski World Cup

Expertise by Nielsen Sports
Your contacts: Alexander Karduck



Introduction

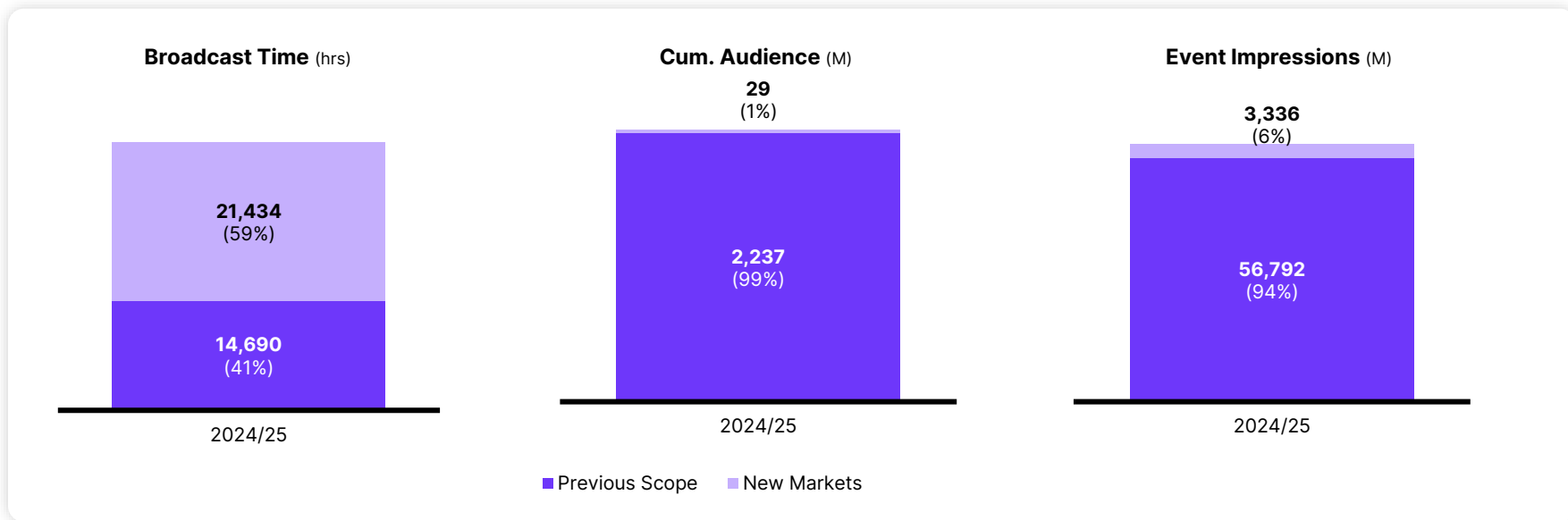
Study scope

Object of investigation/event:	Audi FIS Ski World Cup
Monitoring period:	2024/25 Season
Sponsors:	Audi, Longines, Resort
Markets*:	Dedicated Coverage: Global broadcast partners Secondary Coverage: Austria, China, Czech Republic, Finland, France, Germany, Italy, Japan, Norway, Poland, Slovakia, Slovenia, Sweden, Switzerland, USA
TV program types:	Dedicated Coverage: Live, Delayed, Relive, Highlights Secondary Coverage: Sport Magazines, Magazines, News
Sources of audience data:	Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup Adults 3+ Estimations by Nielsen Sports

*Note: Russia is excluded from this year's analysis and has been so since the 2022/23 season. All multi-year comparisons are excluding the Russian market.

Changes in Study Scope

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



New markets include:

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

Management Summary

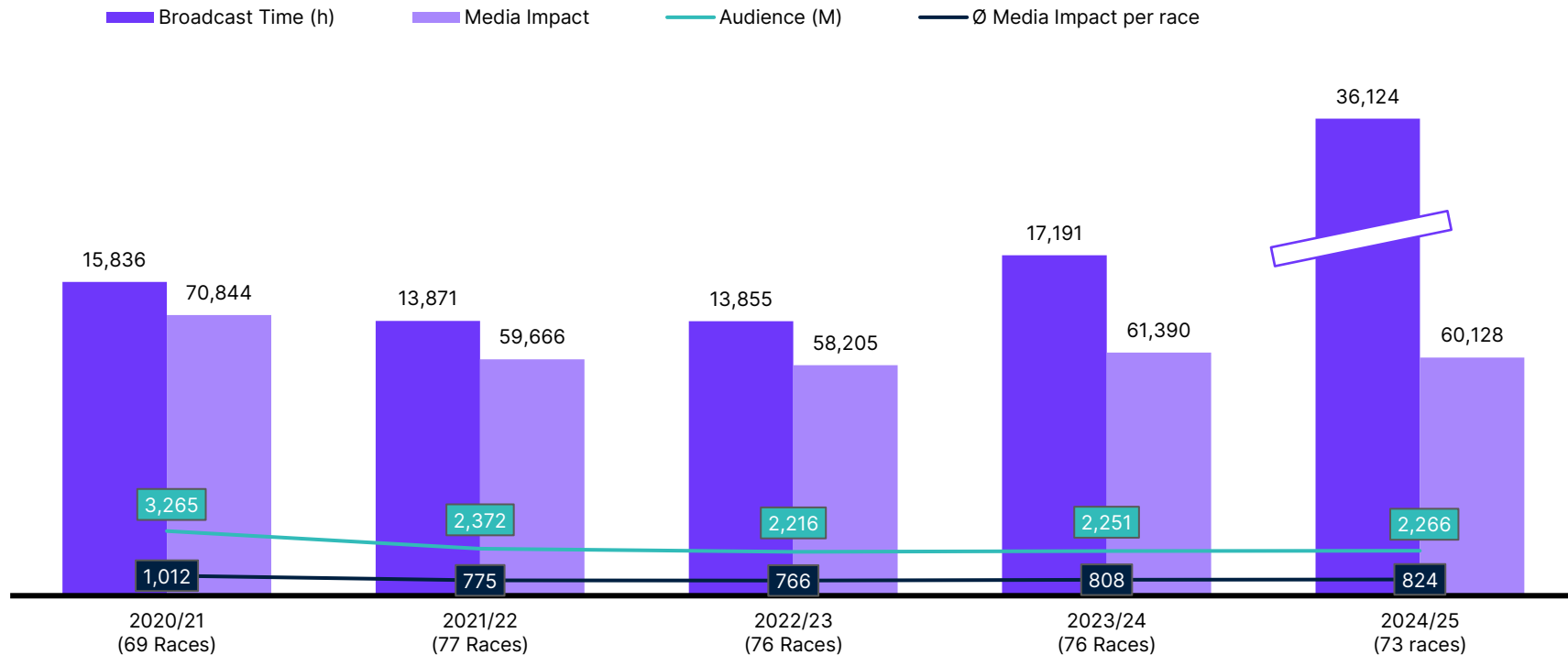
Global Overview

FIS Alpine Skiing World Cup 2024/25

		Live	Non-Live	TOTAL	TOTAL 2023/24	TREND
Audi FIS Ski WC	Cumulative Audience (M)	365	1,901	2,266	2,251	+1%
	Number of Broadcasts (#)	6,861	41,296	48,157	26,765	+80%
	Broadcast Time (hrs)	9,139	26,985	36,124	17,191	+110%
	Actual Playing Time (hrs)	8,578	25,396	33,974	14,490	+134%
	Event Impressions (M)	46,055	14,073	60,128	61,390	-2%
Sponsorship Evaluation	Visibility (hrs)	6,267	18,990	25,257	13,170	+92%
	Sponsorship Impressions (M)	32,475	8,233	40,708	28,287	+42%
	100% Media Equivalency (M€)	525.7	139.1	664.8	642.8	+3%
	QI Media Value (M€)	130.0	33.9	163.9	155.5	+5%
	Average Sequence Duration (sec.)	3.3	3.3	3.3	3.6	-8%
	Ratio Visibility/Broadcast Time (%)	68.6	70.4	69.9	76.6	-9%

Management Summary

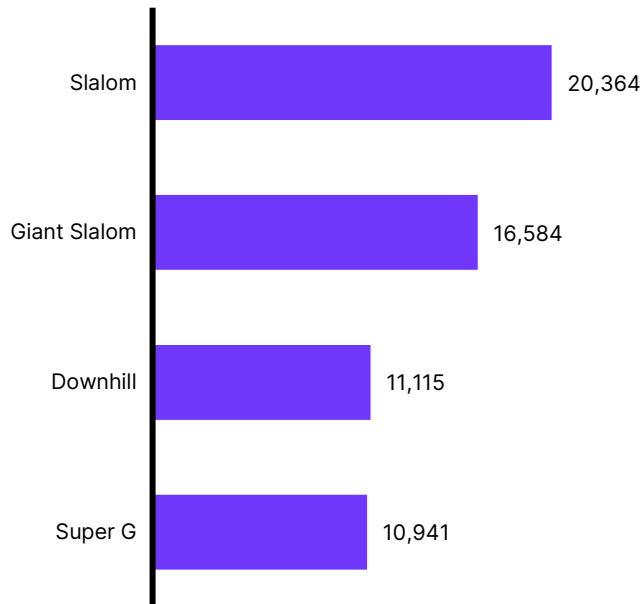
Season Comparison



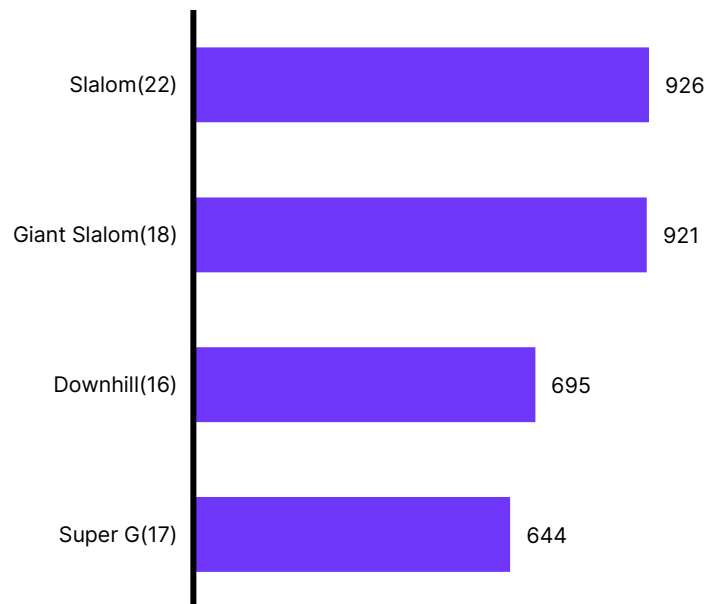
Management Summary

Event Ranking

Event Impressions (M)

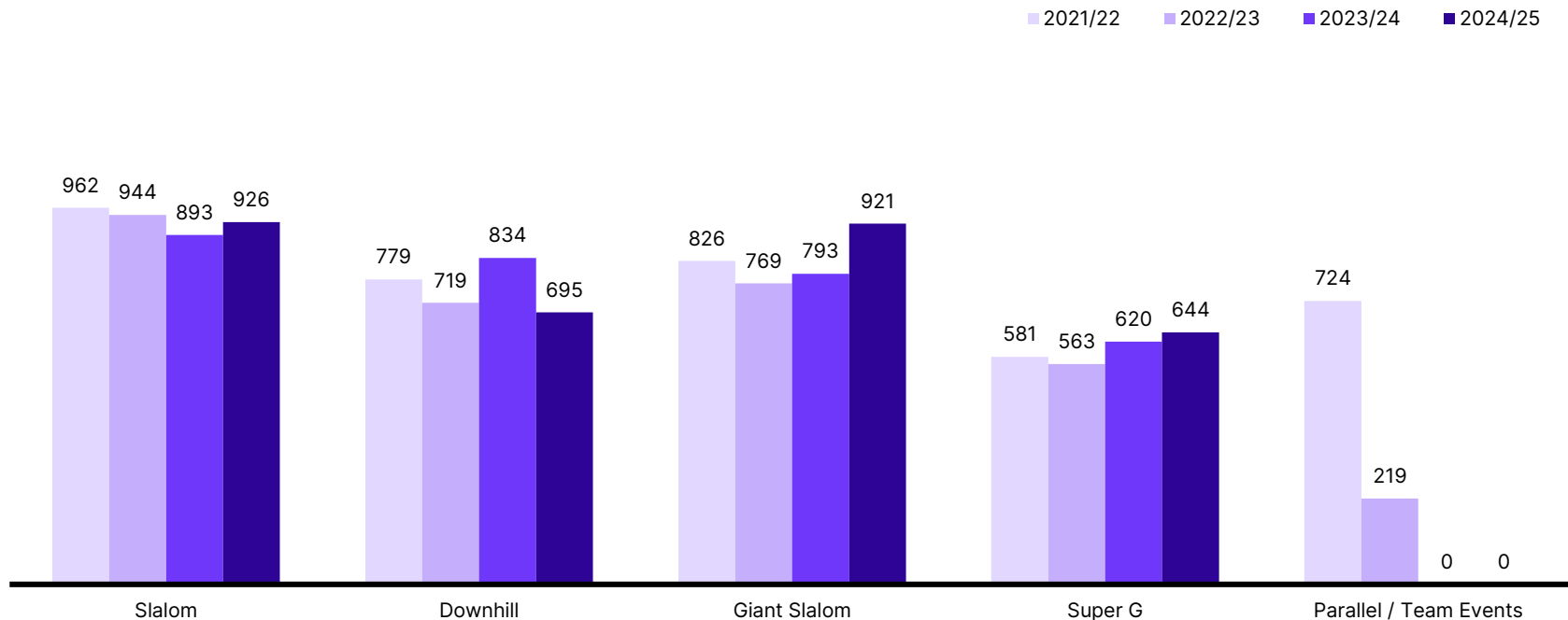


Ø Event Impressions per race (M)



Management Summary

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



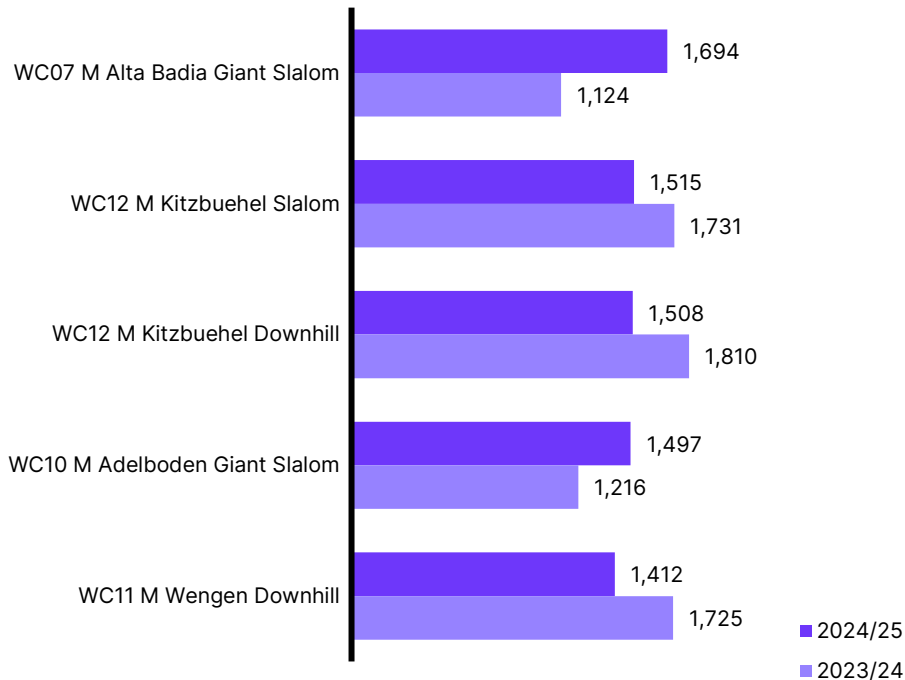
Management Summary

Key Takeaways

Key Takeaways

- Total event impressions remain stable compared to the previous season (-2%).
- Though there were 3 races less, avg. event impressions per race also remain stable in comparison to 23/24.
- Positive trends in the sportive successful nations Italy (+9%) and Switzerland (+8%) compensate for losses in the 2 top markets by event impressions, Germany (-5%) and Austria (-9%).
- In Germany, number of races covered live by ARD/ZDF goes down from 50 to 47 but average audience increases from 1.47M to 1.53M.
- In Austria, average live audience declines from 0.56M to 0.53M.
- Due to Petra Vlhová's injury, event impressions in Slovakia drop by more than a half (-55%). In 2023/24, average audience of the top-10 broadcasts (all women's technical races) was 332k. This season, there were also men's and speed races in the top-10 and their average was only 83k.
- Positive trends can also be observed in Croatia (+5%), USA (+14%), and Canada (+67%).

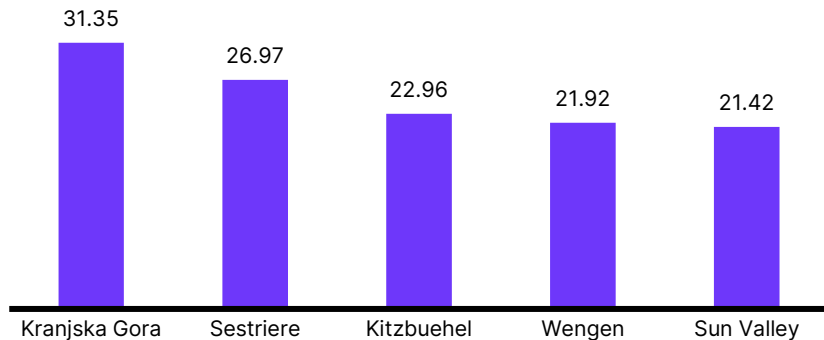
Top-5 Competitions by Event Impressions (M)



Management Summary

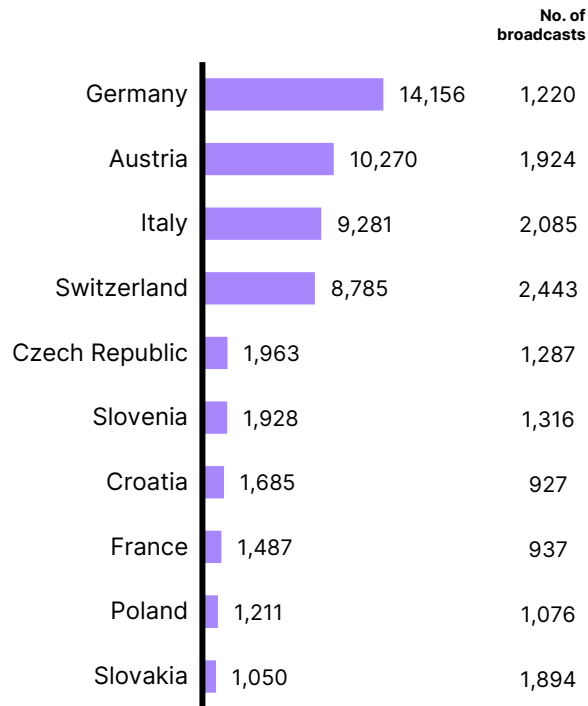
Media Monitoring

Top 5 Venues by Cumulative Live Audience (M)



- Hosting both women's and men's events, the World Cups in Kranjska Gora achieved the highest cumulative live audience (+8.8M live viewers compared to 23/24).
- Sun Valley, home of this season's final, lands on fifth place in terms of cum. live audience. In comparison to the final in Saalbach 2024, numbers decline by 33% (-10.74M). Time difference and more races during the week led to less coverage on major free TV channels such as ARD/ZDF in Germany.
- Thanks to Federica Brignone's successful season, Italy has the strongest positive trend among the country ranking by event impressions (+9%).
- With SVT no longer broadcasting live races, media impact in Sweden declines and the country is no longer featured in the Top 10 Markets by event impressions.

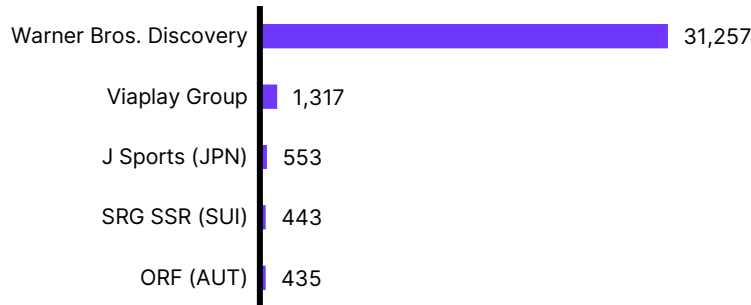
Event Impressions by Market – Top-10 (M)



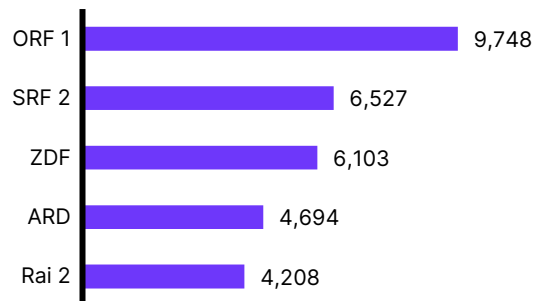
Management Summary

Media Monitoring

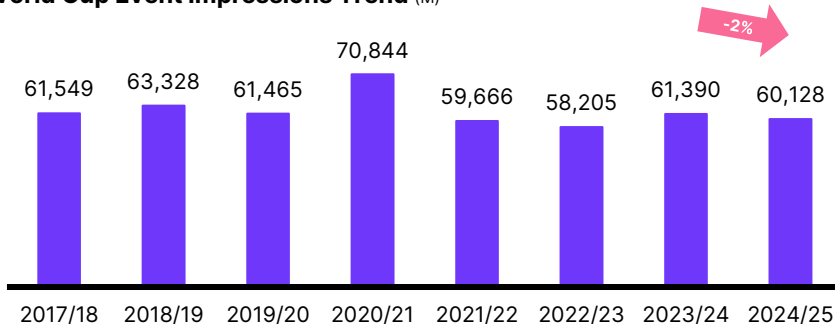
Top 5 Broadcasters by Broadcast Time (hours)



Top 5 Channels by Event Impressions (M)



World Cup Event Impressions Trend (M)



- With the Eurosport feeds being now accounted at a market level, the broadcaster provided over 31,000 hours of coverage (87%), but only 4% of cumulative audience (97 M) and 18% of event impressions (11.1bn).
- The top 4 channels in terms of event impressions remain unchanged to 2023/24, with 5th place being occupied by Rai 2 (Rai Sport in previous year).
- Thanks to the successful season of domestic athletes, positive trends can be observed on SRF 2 (+13%) and Rai 2 (+43%).
- Streaming broadcasts – also new to the scope this season – account for 0.6% of the overall event impressions (387M), 0.1% of cumulative audience (2M) and 3% of broadcast time (1,192h).

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	964	1.04	735:49:07	698:53:49	130.68
Armenia	962	0.34	733:25:47	696:37:40	41.20
Austria	1,924	308.76	1088:18:13	926:19:03	10,270.12
Azerbaijan	960	0.09	731:40:49	694:57:58	11.85
Belgium	2,114	3.04	1771:03:54	1682:26:45	358.28
Bosnia and Herzegovina	844	0.50	717:38:36	681:41:21	63.81
Bulgaria	1,130	2.90	1041:46:54	989:35:19	354.81
Canada	232	2.52	311:42:51	296:07:42	363.97
China	43	21.81	9:21:44	8:53:20	217.12
Croatia	927	13.76	800:35:26	760:28:39	1,684.50
Cyprus	963	0.04	734:46:02	697:53:54	5.35
Czech Republic	1,287	92.12	905:43:38	845:47:07	1,962.69
Denmark	99	0.20	171:14:56	162:41:11	41.10

*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	843	0.29	716:35:31	680:41:26	36.78
Finland	318	37.18	383:30:59	360:07:54	925.45
France	937	106.71	519:51:07	466:09:02	1,487.31
Georgia	962	0.58	733:25:47	696:37:40	72.82
Germany	1,220	354.88	768:01:17	695:03:31	14,155.93
Greece	963	0.33	734:46:02	697:53:54	39.63
Hungary	973	2.82	756:57:34	718:59:02	332.69
Iceland	964	0.01	735:49:07	698:53:49	1.35
Ireland	798	0.10	542:40:26	515:26:10	12.39
Israel	963	0.97	734:46:02	697:53:54	121.78
Italy	2,085	797.80	969:55:18	890:04:58	9,281.49
Japan	236	3.47	552:55:09	525:14:02	198.74
Kazakhstan	960	2.03	731:40:49	694:57:58	247.10

*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*	Broadcast Time	Actual Playing Time	Event Impressions
	(#)	(M)	(hh:mm:ss)	(hh:mm:ss)	(M)
Kosovo	844	0.23	717:38:36	681:41:21	28.79
Kyrgyzstan	960	0.68	731:40:49	694:57:58	82.36
Latvia	843	0.36	716:35:31	680:41:26	47.06
Lithuania	843	0.40	716:35:31	680:41:26	50.60
Malaysia	674	0.04	505:01:19	479:45:40	2.85
Malta	914	0.08	732:58:33	696:15:17	11.29
Moldova	990	0.42	747:25:09	709:54:59	41.54
Montenegro	844	0.25	717:38:36	681:41:21	31.29
Netherlands	934	1.55	805:37:19	765:20:09	179.55
North Macedonia	844	0.27	717:38:36	681:41:21	34.02
Norway	587	31.33	587:15:54	542:49:03	659.09
Pan-Asia	294	1.01	217:11:55	206:20:04	97.30
Pan-Latin America	71	0.26	102:22:12	95:12:11	48.10

*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)
Poland	1,076	38.70	793:54:30	753:49:26	1,210.94
Portugal	936	1.73	765:34:39	727:15:14	197.43
Romania	990	4.76	747:25:09	709:54:59	467.70
Serbia	844	1.51	717:38:36	681:41:21	191.54
Slovakia	1,894	63.75	1164:51:21	1105:23:26	1,049.54
Slovenia	1,316	51.42	836:34:21	781:07:32	1,928.07
Spain	887	1.44	737:08:32	700:10:16	167.58
Sweden	395	61.40	308:01:59	283:25:27	1,008.86
Switzerland	2,443	213.20	1088:57:41	960:35:23	8,784.66
Turkey	963	3.78	734:46:02	697:53:54	480.51
Ukraine	963	0.35	734:46:02	697:53:54	44.85
United Kingdom	1,021	6.20	710:43:25	675:03:13	389.75
USA	116	26.97	134:15:32	123:05:18	473.75
TOTAL	48,157	2,266.37	36124:20:58	33974:48:50	60,127.94

*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	520	0.51	404:29:35	384:11:52	69.70
Armenia	519	0.17	403:09:19	382:55:37	22.12
Austria	1,137	203.84	598:36:23	506:08:12	6,438.11
Azerbaijan	519	0.05	403:09:19	382:55:37	6.30
Belgium	1,141	1.69	959:41:46	911:40:27	207.93
Bosnia and Herzegovina	431	0.24	375:38:06	356:48:50	33.26
Bulgaria	686	1.87	673:02:40	639:19:21	236.02
Canada	125	1.42	158:04:55	150:10:40	216.91
China	28	9.39	6:29:19	6:09:40	104.77
Croatia	476	7.27	420:28:10	399:24:02	877.24
Cyprus	520	0.02	404:29:35	384:11:52	2.87
Czech Republic	680	44.09	494:29:20	462:11:40	953.88
Denmark	55	0.11	96:34:58	91:45:13	23.18

*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	431	0.14	375:38:06	356:48:50	19.21
Finland	192	26.43	218:17:24	204:43:33	571.38
France	573	89.21	292:58:32	259:55:31	1,054.36
Georgia	519	0.29	403:09:19	382:55:37	38.90
Germany	673	207.88	424:47:03	381:44:35	8,847.23
Greece	520	0.16	404:29:35	384:11:52	21.28
Hungary	537	1.58	423:24:54	402:10:27	193.46
Iceland	520	0.01	404:29:35	384:11:52	0.72
Ireland	399	0.05	289:39:48	275:07:46	7.13
Israel	520	0.48	404:29:35	384:11:52	65.00
Italy	1,002	239.03	506:31:44	466:38:33	3,871.92
Japan	222	3.41	529:35:10	503:04:03	185.37
Kazakhstan	519	1.02	403:09:19	382:55:37	132.71

*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	431	0.11	375:38:06	356:48:50	15.00
Kyrgyzstan	519	0.34	403:09:19	382:55:37	44.23
Latvia	431	0.18	375:38:06	356:48:50	24.62
Lithuania	431	0.19	375:38:06	356:48:50	26.41
Malaysia	361	0.02	275:00:45	261:15:24	1.47
Malta	490	0.04	400:13:03	380:10:02	5.97
Moldova	539	0.24	413:03:43	392:20:16	24.64
Montenegro	431	0.12	375:38:06	356:48:50	16.30
Netherlands	496	0.82	428:03:38	406:39:17	103.52
North Macedonia	431	0.13	375:38:06	356:48:50	17.73
Norway	423	25.31	389:52:41	358:16:08	490.14
Pan-Asia	115	0.41	85:01:00	80:45:51	39.39
Pan-Latin America	42	0.16	59:03:50	54:55:45	28.03

*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)
Poland	576	19.08	434:55:46	413:04:00	637.48
Portugal	496	0.91	410:46:58	390:13:12	107.03
Romania	539	2.70	413:03:43	392:20:16	276.37
Serbia	431	0.73	375:38:06	356:48:50	99.79
Slovakia	1,054	30.28	619:22:28	587:59:11	435.53
Slovenia	735	32.85	438:50:28	408:56:17	1,034.33
Spain	475	0.80	406:56:55	386:32:24	96.32
Sweden	177	24.98	166:39:43	154:00:03	371.70
Switzerland	1,458	138.86	602:57:21	528:16:17	5,457.06
Turkey	520	1.87	404:29:35	384:11:52	256.01
Ukraine	520	0.18	404:29:35	384:11:52	23.91
United Kingdom	540	1.71	385:05:10	365:45:58	226.25
USA	57	2.76	69:19:00	63:56:56	186.49
TOTAL	26,182	1,126.16	19943:16:48	18744:12:51	34,246.71

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

Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Albania	444	0.52	331:19:32	314:41:57	60.98
Armenia	443	0.17	330:16:27	313:42:02	19.08
Austria	953	157.99	489:41:50	420:10:50	3,832.01
Azerbaijan	441	0.05	328:31:29	312:02:20	5.54
Belgium	973	1.36	811:22:08	770:46:18	150.35
Bosnia and Herzegovina	413	0.26	342:00:30	324:52:31	30.55
Bulgaria	444	1.02	368:44:14	350:15:58	118.79
Canada	107	1.10	153:37:56	145:57:02	147.06
China	15	12.42	2:52:25	2:43:40	112.35
Croatia	451	6.49	380:07:16	361:04:37	807.26
Cyprus	443	0.02	330:16:27	313:42:02	2.48
Czech Republic	649	66.98	411:14:18	383:35:27	1,008.81
Denmark	44	0.09	74:39:58	70:55:58	17.92

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

Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Estonia	412	0.15	340:57:26	323:52:37	17.57
Finland	137	15.82	165:13:35	155:24:21	354.07
France	441	37.63	226:52:34	206:13:31	432.95
Georgia	443	0.29	330:16:27	313:42:02	33.92
Germany	612	209.47	343:14:14	313:18:57	5,308.70
Greece	443	0.16	330:16:27	313:42:02	18.35
Hungary	436	1.24	333:32:41	316:48:36	139.23
Iceland	444	0.01	331:19:32	314:41:57	0.63
Ireland	399	0.05	253:00:38	240:18:24	5.26
Israel	443	0.49	330:16:27	313:42:02	56.78
Italy	1,336	652.50	463:23:34	423:26:25	5,409.57
Japan	14	0.06	23:19:59	22:09:58	13.37
Kazakhstan	441	1.01	328:31:29	312:02:20	114.39

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

Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Kosovo	413	0.12	342:00:30	324:52:31	13.79
Kyrgyzstan	441	0.34	328:31:29	312:02:20	38.13
Latvia	412	0.19	340:57:26	323:52:37	22.43
Lithuania	412	0.20	340:57:26	323:52:37	24.19
Malaysia	313	0.02	230:00:34	218:30:16	1.38
Malta	424	0.04	332:45:30	316:05:15	5.32
Moldova	451	0.18	334:21:26	317:34:43	16.89
Montenegro	413	0.13	342:00:30	324:52:31	14.99
Netherlands	438	0.73	377:33:40	358:40:51	76.03
North Macedonia	413	0.14	342:00:30	324:52:31	16.29
Norway	192	8.85	197:23:13	184:32:55	168.95
Pan-Asia	179	0.60	132:10:55	125:34:13	57.91
Pan-Latin America	29	0.11	43:18:22	40:16:26	20.07

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

Media Monitoring

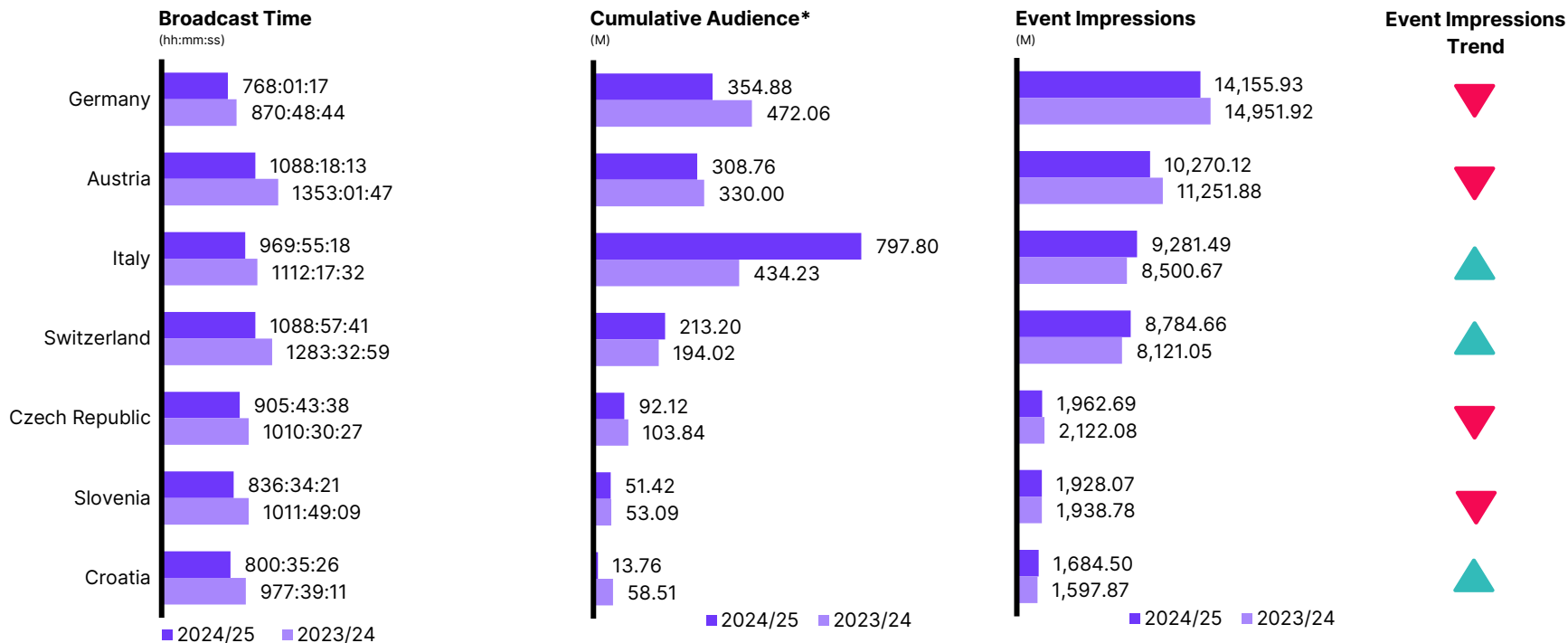
By country (in alphabetic order) – Women (4/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Poland	511	23.31	358:58:43	340:45:26	573.46
Portugal	440	0.82	354:47:40	337:02:01	90.40
Romania	451	2.06	334:21:26	317:34:43	191.33
Serbia	413	0.77	342:00:30	324:52:31	91.74
Slovakia	883	44.37	545:28:53	517:24:15	614.02
Slovenia	661	27.94	397:43:54	372:11:15	893.74
Spain	412	0.64	330:11:37	313:37:52	71.26
Sweden	238	42.20	141:22:16	129:25:24	637.16
Switzerland	1,248	101.90	486:00:20	432:19:06	3,327.61
Turkey	443	1.91	330:16:27	313:42:02	224.49
Ukraine	443	0.18	330:16:27	313:42:02	20.94
United Kingdom	481	4.48	325:38:15	309:17:14	163.50
USA	68	26.29	64:56:32	59:08:22	287.26
TOTAL	23,043	1,455.85	16181:04:10	15230:36:00	25,881.23

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

Media Monitoring

Top 7 trending countries by Event Impressions



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

Media Monitoring

Ranking by Top 15 trending country

	2024/25			2023/24		
	Cumulative Audience*	Broadcast Time	Event Impressions	Cumulative Audience*	Broadcast Time	Event Impressions
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Country						
Germany	354.88	768:01:17	14,155.93	472.06	870:48:44	14,951.92
Austria	308.76	1088:18:13	10,270.12	330.00	1353:01:47	11,251.88
Italy	797.80	969:55:18	9,281.49	434.23	1112:17:32	8,500.67
Switzerland	213.20	1088:57:41	8,784.66	194.02	1283:32:59	8,121.05
Czech Republic	92.12	905:43:38	1,962.69	103.84	1010:30:27	2,122.08
Slovenia	51.42	836:34:21	1,928.07	53.09	1011:49:09	1,938.78
Croatia	13.76	800:35:26	1,684.50	58.51	977:39:11	1,597.87
France	106.71	519:51:07	1,487.31	151.87	707:01:05	1,740.46
Poland	38.70	793:54:30	1,210.94	60.01	920:19:00	1,503.35
Slovakia	63.75	1164:51:21	1,049.54	108.24	1353:14:27	2,327.19
Sweden	61.40	308:01:59	1,008.86	81.60	513:30:40	1,795.02
Finland	37.18	383:30:59	925.45	69.53	571:01:07	1,456.37
Norway	31.33	587:15:54	659.09	57.37	728:40:47	1,191.53
Turkey	3.78	734:46:02	480.51	-	-	-
USA	26.97	134:15:32	473.75	4.45	14:58:56	413.95
TOTAL	2,201.76	11084:33:18	55,362.91	2,178.82	12428:25:51	58,912.12

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

Media Monitoring

Ranking by trending country – Men

	2024/25			2023/24		
Country	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
Germany	207.88	424:47:03	8,847.23	318.97	413:22:15	9,065.22
Austria	203.84	598:36:23	6,438.11	231.76	664:29:19	6,772.14
Switzerland	138.86	602:57:21	5,457.06	120.25	613:07:35	4,629.13
Italy	239.03	506:31:44	3,871.92	130.72	512:33:52	3,747.25
France	89.21	292:58:32	1,054.36	127.71	352:45:59	1,143.09
Slovenia	32.85	438:50:28	1,034.33	31.20	469:51:25	938.88
Czech Republic	44.09	494:29:20	953.88	41.44	459:39:29	821.73
Croatia	7.27	420:28:10	877.24	33.43	452:49:22	809.40
Poland	19.08	434:55:46	637.48	28.67	436:47:57	736.99
Finland	26.43	218:17:24	571.38	47.05	257:39:11	705.47
Norway	25.31	389:52:41	490.14	42.84	391:13:52	736.09
Slovakia	30.28	619:22:28	435.53	29.71	614:10:42	531.44
Sweden	24.98	166:39:43	371.70	34.20	227:24:29	637.78
Romania	2.70	413:03:43	276.37	-	-	-
Turkey	1.87	404:29:35	256.01	-	-	-
TOTAL	1,093.69	6426:20:22	31,572.74	1,217.94	5865:55:26	31,274.60

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

Media Monitoring

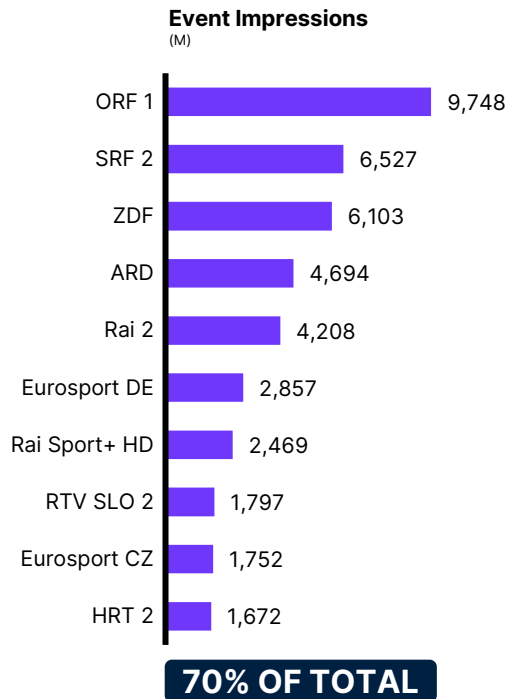
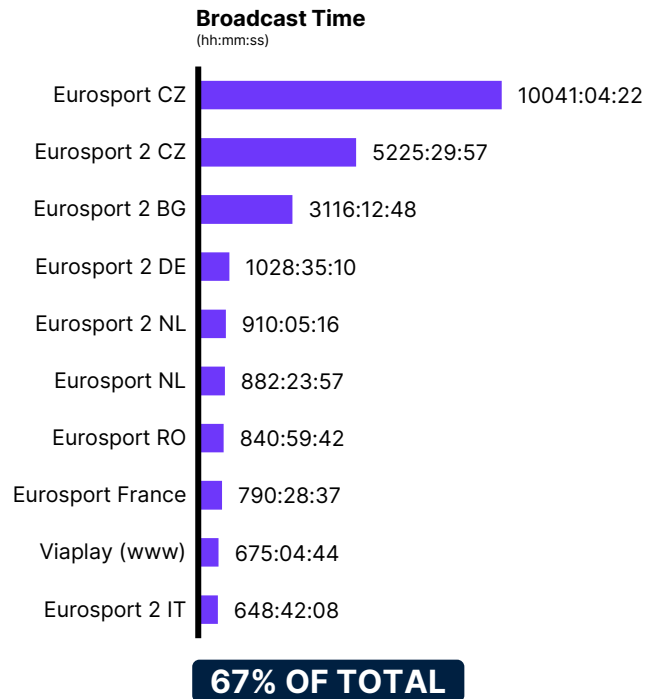
Ranking by trending country – Women

	2024/25			2023/24		
	Cumulative Audience*	Broadcast Time	Event Impressions	Cumulative Audience*	Broadcast Time	Event Impressions
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Country						
Italy	652.50	463:23:34	5,409.57	362.98	599:43:40	4,753.42
Germany	209.47	343:14:14	5,308.70	229.28	457:26:29	5,886.69
Austria	157.99	489:41:50	3,832.01	158.73	688:32:28	4,479.74
Switzerland	101.90	486:00:20	3,327.61	104.42	670:25:25	3,491.92
Czech Republic	66.98	411:14:18	1,008.81	85.48	550:50:58	1,300.35
Slovenia	27.94	397:43:54	893.74	33.17	541:57:44	999.90
Croatia	6.49	380:07:16	807.26	34.61	524:49:49	788.48
Sweden	42.20	141:22:16	637.16	61.79	286:06:11	1,157.24
Slovakia	44.37	545:28:53	614.02	90.36	739:03:45	1,795.75
Poland	23.31	358:58:43	573.46	40.64	483:31:04	766.35
France	37.63	226:52:34	432.95	51.32	354:15:06	597.36
Finland	15.82	165:13:35	354.07	29.34	313:21:55	750.90
USA	26.29	64:56:32	287.26	2.58	3:19:32	142.55
Turkey	1.91	330:16:27	224.49	-	-	-
Romania	2.06	334:21:26	191.33	-	-	-
TOTAL	1,416.86	5138:55:53	23,902.42	1,284.7	6213:24:06	26,910.65

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

Media Monitoring

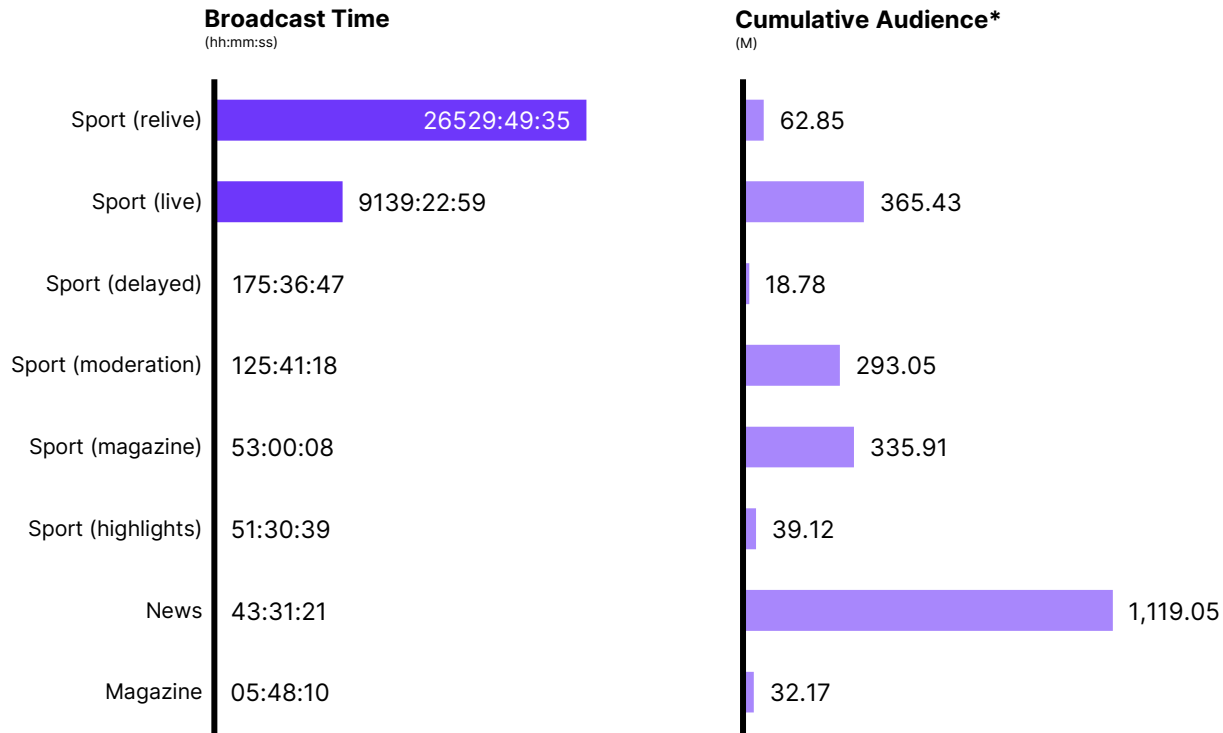
Top 10 channels



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

Media Monitoring

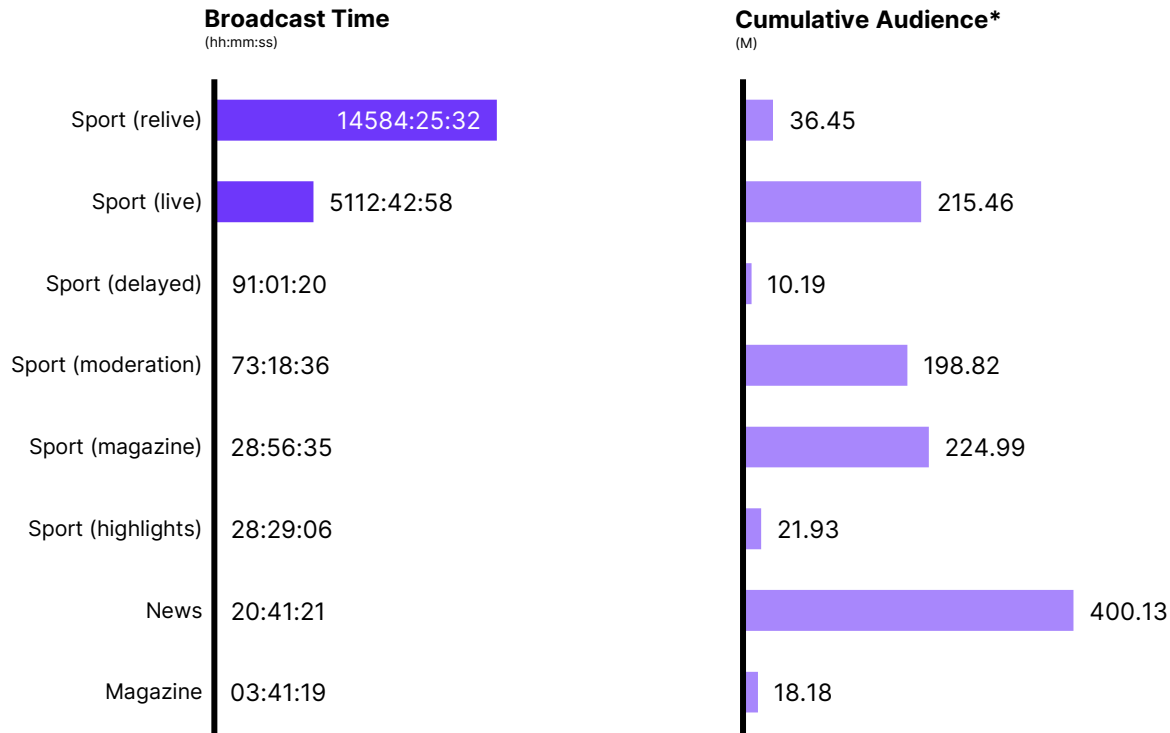
Ranking by program type



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

Media Monitoring

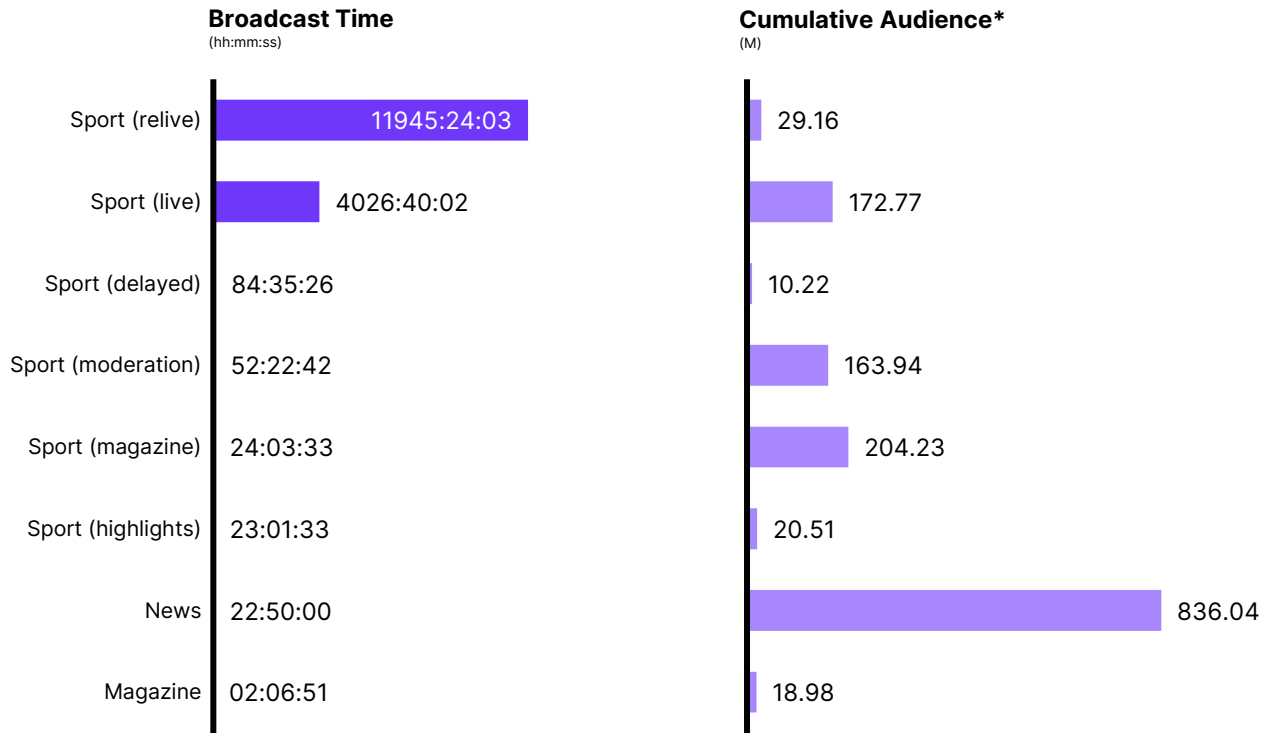
Ranking by program type – Men



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

Media Monitoring

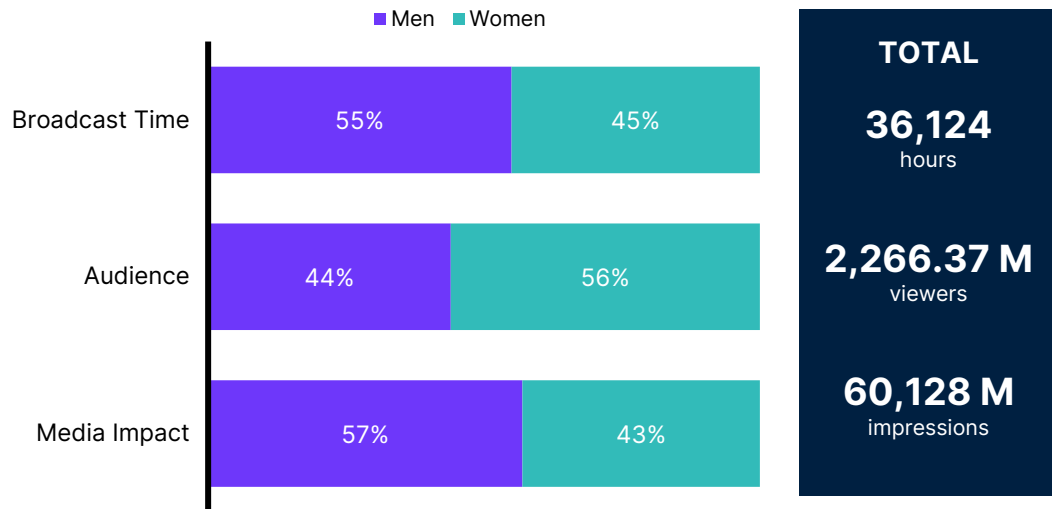
Ranking by program type – Women



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

Media Monitoring

Gender comparison

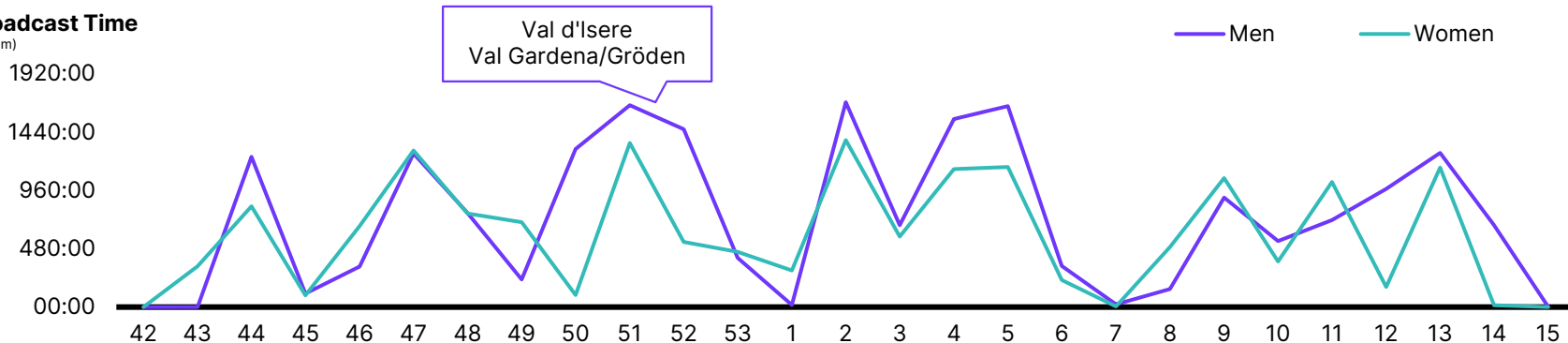


Media Monitoring

Weekly coverage trend (by calendar week)

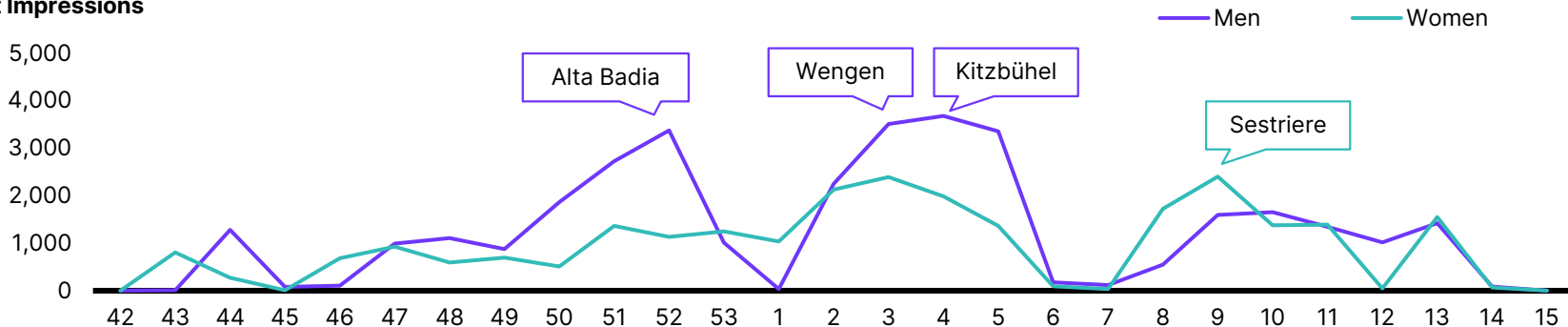
Broadcast Time

(hh:mm)



Event Impressions

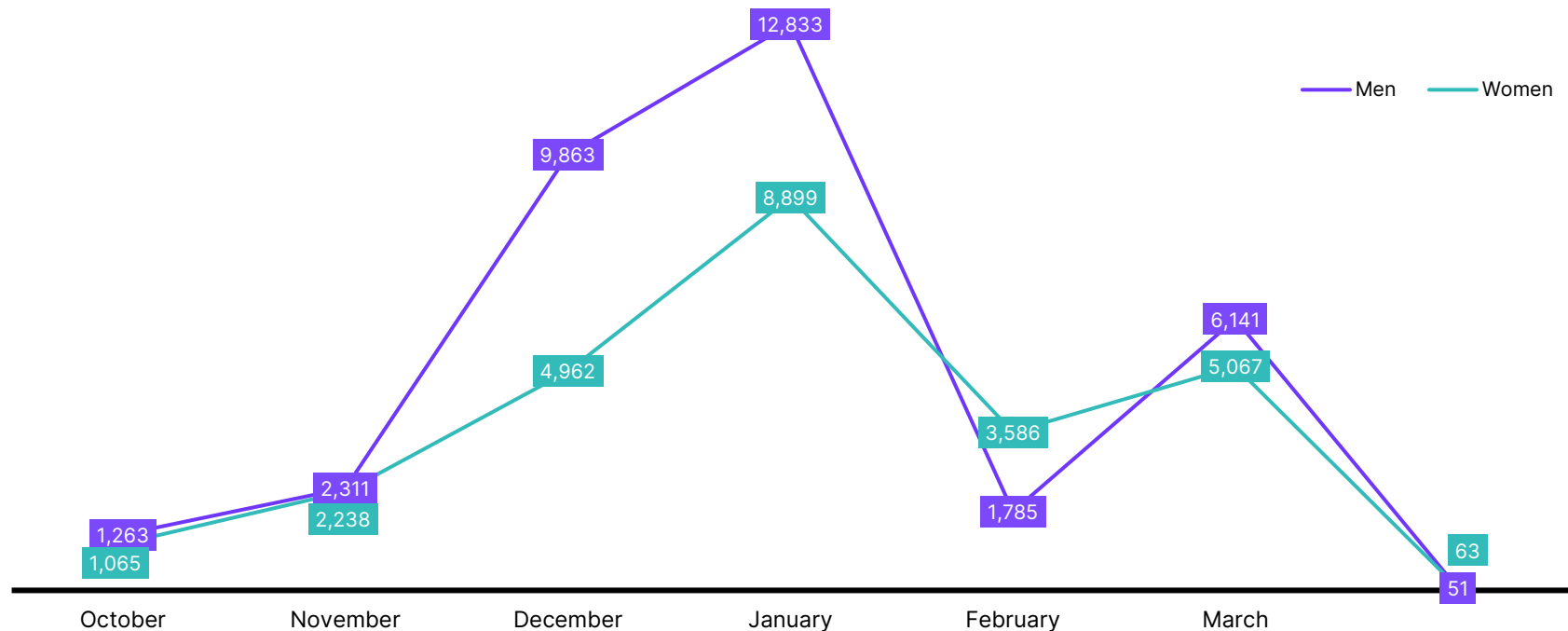
(M)



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

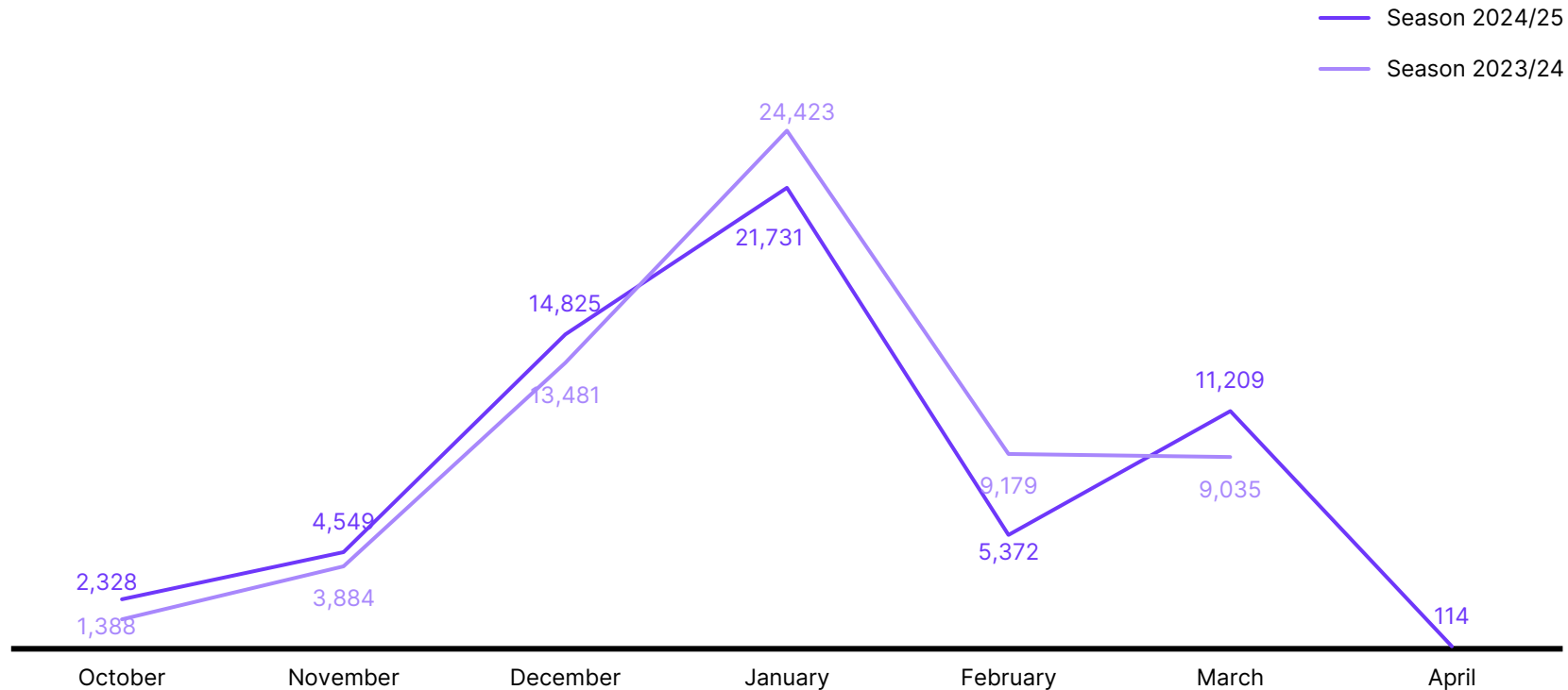
Media Monitoring

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)

Live	Live broadcasts
Delayed	First time-delayed broadcasts
Re-live	Re-broadcasting of a live or delayed content

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

Magazine / Sportmagazine	Programs that rarely feature sports content or general sports mix programs
News	Contributions in news broadcasts

Broadcast Time (BT)

Broadcast time indicates the total amount of time during which the relevant event or club has been exposed.

Actual Playing Time (APT)

Actual Playing Time is a subset of Broadcast Time. It only includes those parts of broadcast showing competition scenes.

Audience Evaluation

Broadcast Audience

Broadcast audience (also known as viewing figures or TV ratings) indicates how many viewers averagely watched a program during a certain period of time. In other words, the calculated figure shows how many viewers were reached during a specific time interval.

Cumulative Audience

Cumulative audience is calculated by adding up reaches of individual programs. Cumulative audience is always a gross reach, so a TV viewer who watched the news and then a live football match would be counted twice.

Market Share

The term market share stands for the percentage of a broadcast's average viewing audience among all TV viewers of all program types at a given time.

Audience Data Sources

Nielsen Sports has contracts with official rights holders about distribution of ratings. In Germany, it's the AGF/GfK agency. Internationally, we obtain data from the Eurodata TV/Médiamétrie agency, to name but one.

Estimated Audience

If some channels are not involved in any official audience measurement, Nielsen Sports applies its own estimation method. The following information is included in calculating an estimated audience: technical reach or number of viewers for a program's weekday and time of the day, program's content, level of interest in a sport discipline in the country of broadcast. Please note: The result is an approximation of TV viewing figures.

Media Impact

Event Impressions

Event impressions are an essential metric in media tracking, since they allow to make conclusions about a sponsorship platform's media impact - be it an event, a sport, or a league, etc. When calculating impressions, it is important to remember that the length of a contribution in a program must be always offset against the associated audience of that program.

Formula:

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



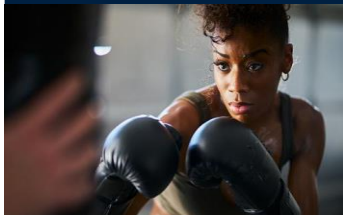
Nielsen Sports is the global leader in sports media valuation, data intelligence and research consulting.

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



The depth of Nielsen Sports

Trusted Data



Nielsen Sports is the reliable, independent source of truth that helps our clients make decisions with confidence.

Gold standard



The global standard to quantify value and benchmark media performance in sports across multiple platforms & screens.

Global solution



The largest worldwide media monitoring network with unmatched accuracy & transparency.

Comprehensive



Unparalleled access to Nielsen Ratings and the coveted suite of Nielsen media solutions.

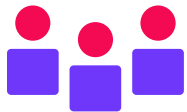
Innovative



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

Nielsen expertise is unsurpassed

No other sports media valuation or research company has the depth and breadth of Nielsen Sport



**15,000+ teams,
leagues & events**

monitored by cutting-edge image detection & machine learning technologies



**7+ million
hours**

of video content across TV, social & digital platforms captured annually by a global infrastructure



**150,000
brands**

with rich exposure data collected across the largest syndicated data platform in sports



**50+ Global
markets**

of world-class audience measurement data, unique to Nielsen



**Billions of
data points**

created through algorithmic valuation and frame by frame video analysis

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