



FIS Freestyle Ski World Cup 2025/26

TV Media Evaluation – Event Summary



Expertise by Nielsen Sports
Your contacts: Alexander Karduck



Introduction

Study scope

Object of investigation/event:	FIS Freestyle Ski World Cup (M/W)
Monitoring period:	2025/26 Season
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:	Live, Delayed, Relive, Highlights, 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.

Management Summary

Global Overview

FIS Freestyle Ski World Cup 2025/26

	Live	Non-Live	TOTAL	TOTAL 2024/25
Total	21	421	442	452
Number of Broadcasts (#)	2,355	7,558	9,913	14,284
Broadcast Time (hrs)	1,802	3,602	5,404	8,472
Actual Playing Time (hrs)	1,690	3,394	5,084	7,954
Event Impressions (M)	2,028	8,180	10,208	11,837

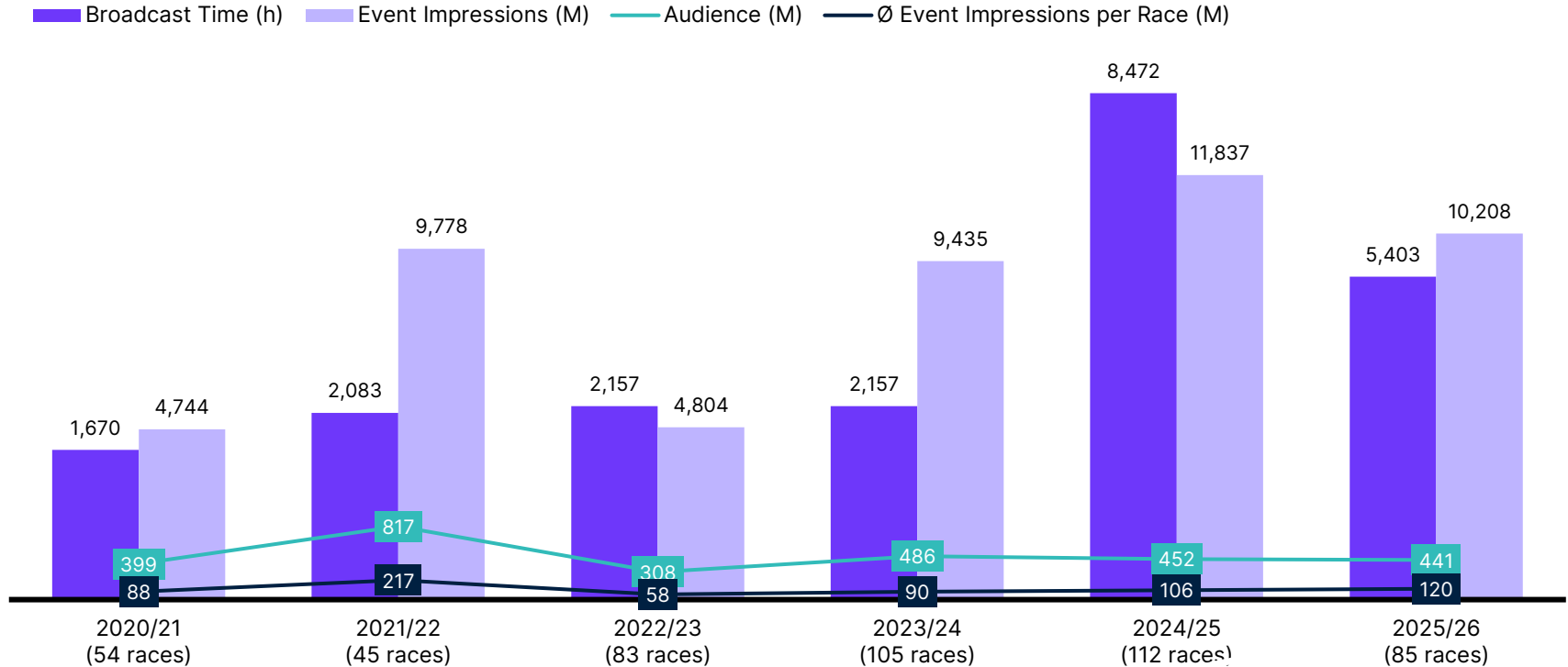
FIS Freestyle Ski
World Cup

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

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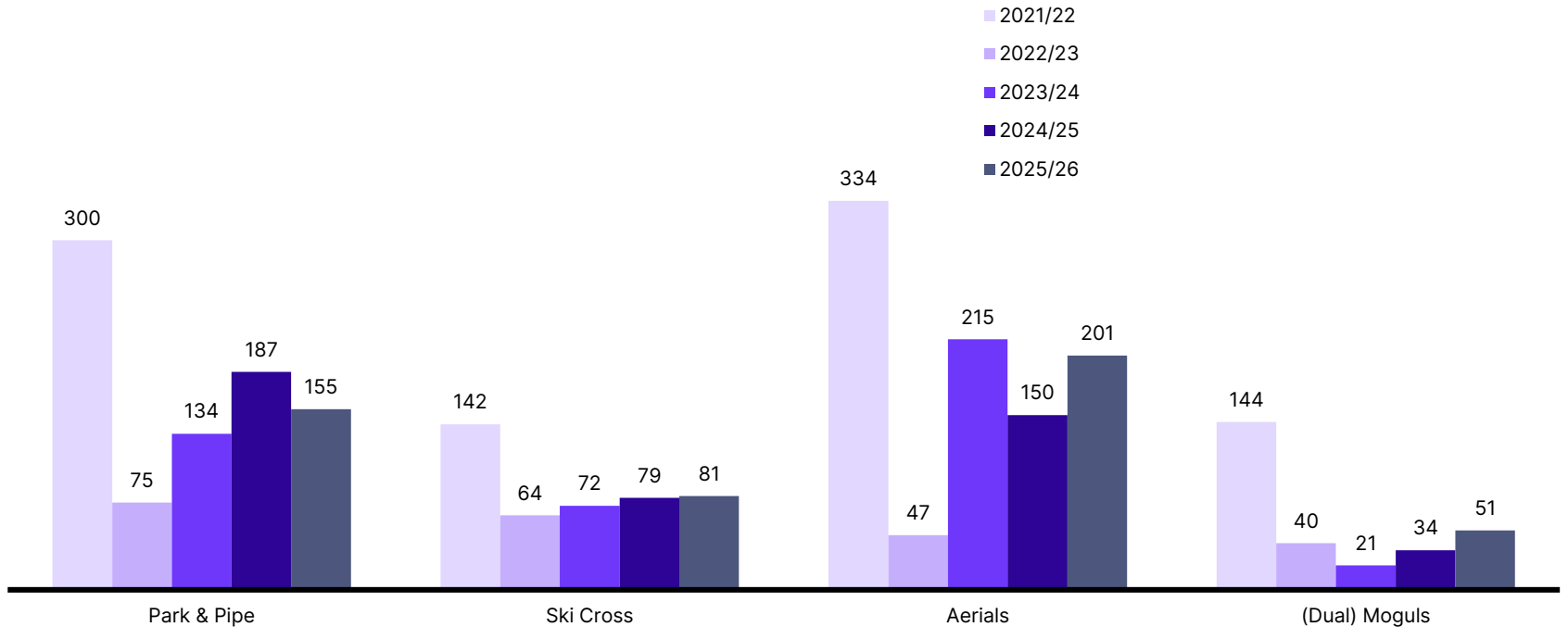
Management Summary

Season Comparison



Management Summary

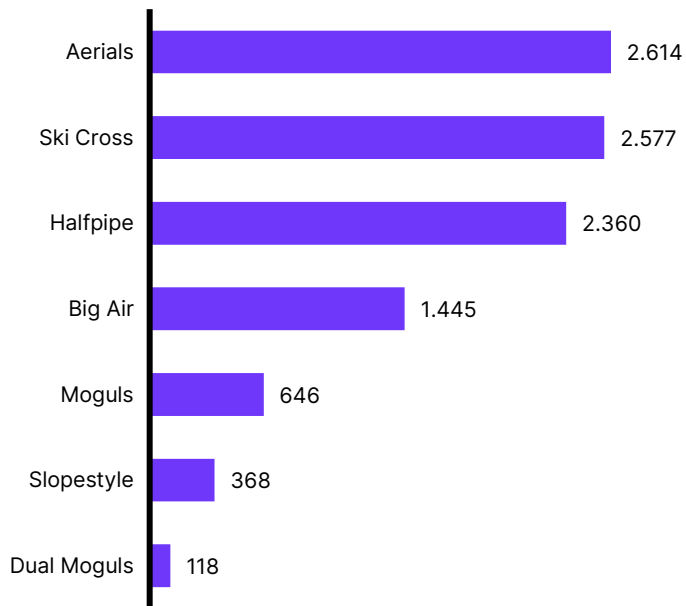
Avg. Event Impressions (M) per Race & Discipline – Trend Chart



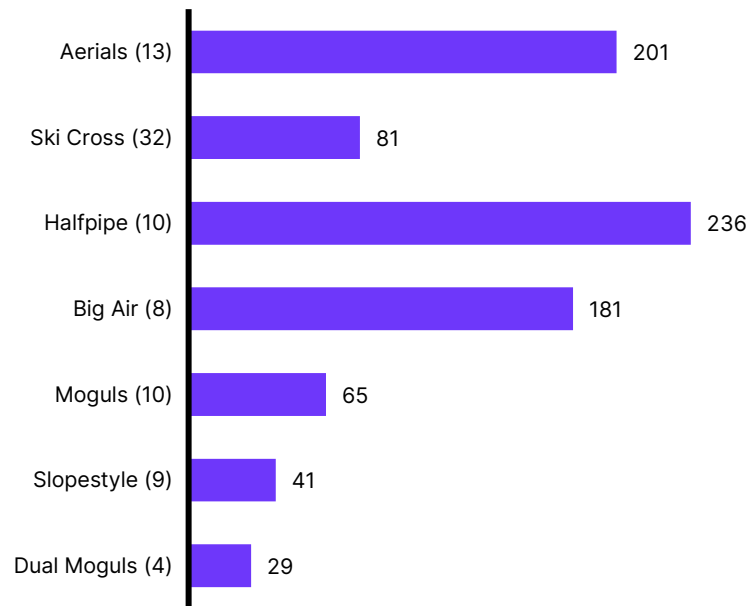
Management Summary

Event Ranking

Event Impressions (M)



Ø Event Impressions per race (M)



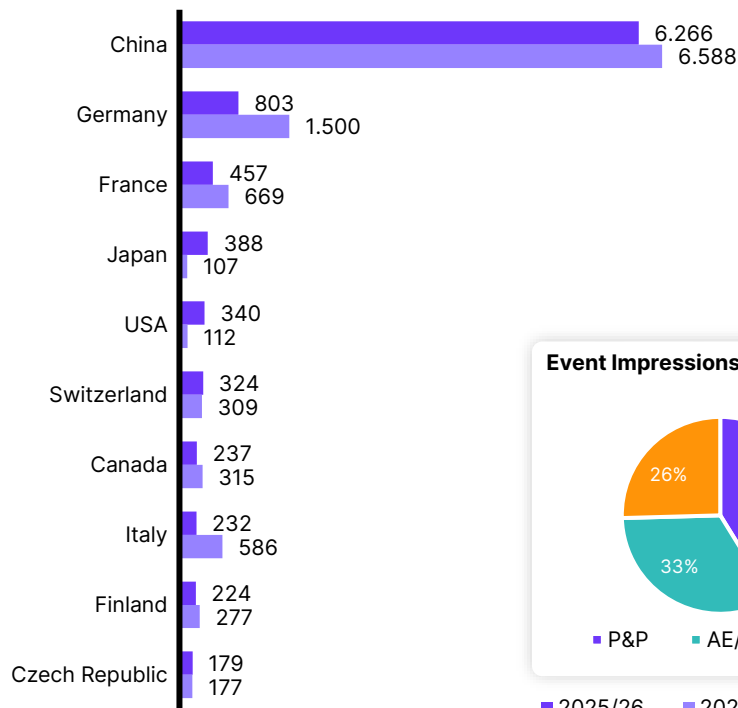
Management Summary

Key Takeaways

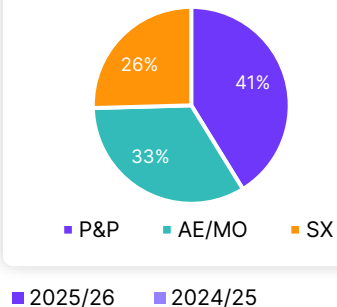
Key Takeaways

- **Inventory-Adjusted Growth:** While total media impact saw its first contraction since 2023 (-13%), this was primarily a result of a significantly condensed calendar. With the total number of events reducing from 112 to 85, the average media impact per competition actually increased by 14%
- **China's Market Consolidation:** China continues to underpin the sport's global footprint, now accounting for 62% of total media impact (up from 56%). The market proved remarkably resilient, absorbing only a 4% decline despite the broader reduction in event inventory
- **Park & Pipe Focus:** The P&P discipline remains heavily concentrated in China (87% share of voice). As a result, the 18% decline in Chinese impact drove a 26% contraction for the discipline globally
- **Aerials & Moguls Resilience:** This sector remained stable with only a 2% overall decline. This was bolstered by a 13% value increase in China, which now accounts for 59% of the discipline's total media impact
- **Ski Cross Regional Strongholds:** Ski Cross remains the domain of Alpine nations (GER, FRA, ITA, SUI) plus Canada. Germany remains the top market despite a 37% decline in impact, while Switzerland (+11%) and France (+5%) both showed positive growth trends

Event Impressions by Market – Top-10 (M)



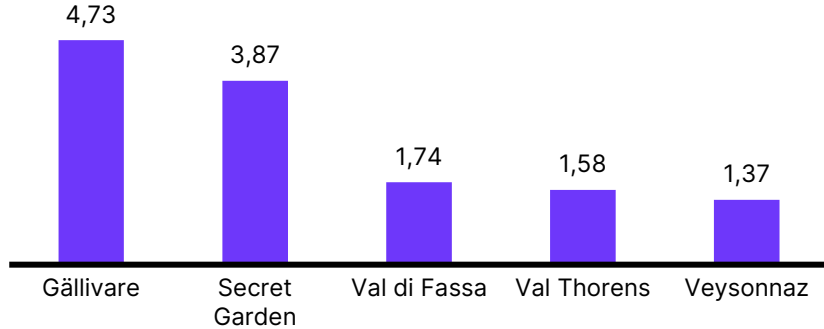
Event Impressions by Discipline



Management Summary

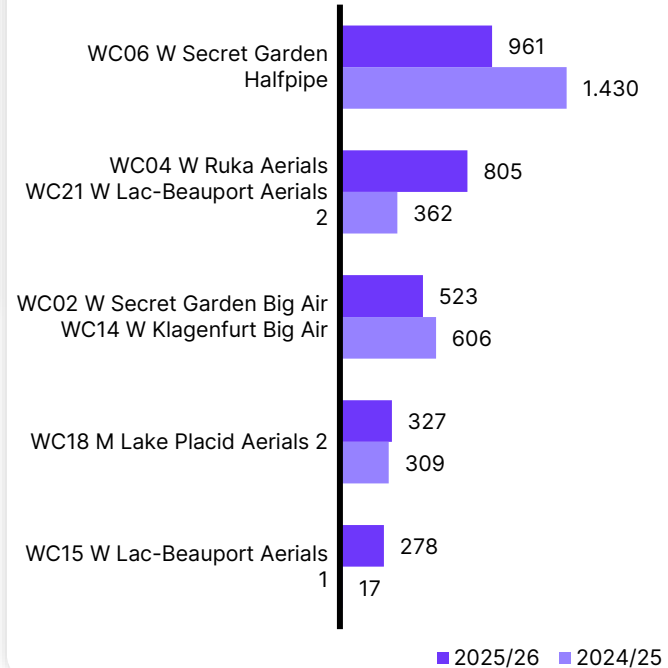
Media Monitoring

Top 5 Venues by Cumulative Live Audience* (M)



- Stage of two Ski Cross events this year, Gällivare leads the ranking in terms of cumulative live audience. German ZDF covered both event days with a cumulative live audience of 3.7M (79% of the total achieved by the World Cup).
- Hosting more events this year, Secret Garten (Halfpipe, Big Air and Aerials) lands second in terms of live viewership (4th last year). Thanks to the live coverage on CCTV5 and CCTV5+ of P&P, the cumulative live audience generated in the venue went up 4% (+0.15M live viewers).
- Live audience is comparably low across all venues (5% of the total) since most of the coverage in China and Germany was delayed or relive.
- China is once again the top market in terms live audience (4.5M) due to live coverage of P&P in Secret Garden and Beijing. Attracting 4.4M live viewers, Germany occupies second place especially thanks to Ski Cross.

Top-5 Competitions by Event Impressions (M)

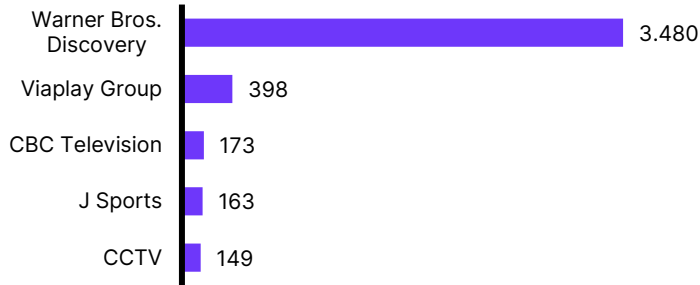


*Source: Mediаметrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

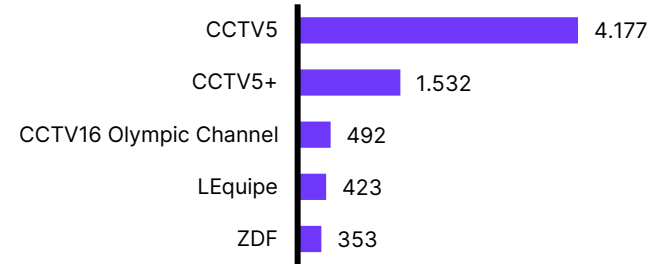
Management Summary

Media Monitoring

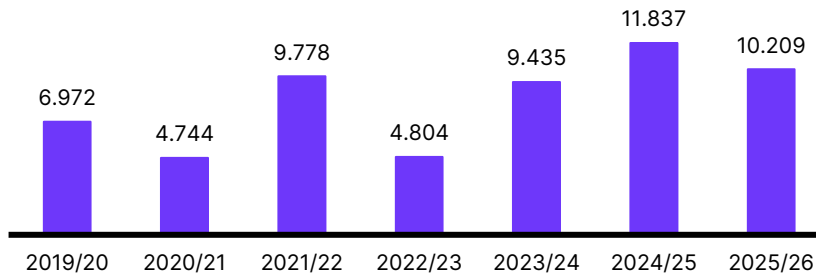
Top 5 Broadcasters by Broadcast Time (hours)



Top 5 Channels by Event Impressions (M)



World Cup Event Impressions Trend (M)



- Providing coverage with different feeds across multiple markets, the broadcaster WBD provided nearly 3,480 hours of coverage (64%), but only 1.9% of cumulative audience (8.2M) and 5% of event impressions (546M).
- The channel ranking by media impact continues to be led by the Chinese channel CCTV5 and CCTV5+, followed by CCTV16, which climbed up one position, despite decrease in media impact (-32%).
- Showing fewer races this season, ARD dropped out of the top 5 channels to land in 7th place. Conversely, fellow broadcaster ZDF secured the 5th spot, driven by its coverage of the Ski Cross events in Gällivare, Val di Fassa, and Innichen.

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	156	0.12	79:33:16	75:34:02	7.05
Andorra	156	0.00	79:52:11	75:52:00	0.03
Armenia	156	0.05	79:33:16	75:34:02	2.94
Austria	266	2.77	166:50:05	147:13:34	122.40
Azerbaijan	156	0.01	79:33:16	75:34:02	0.55
Belgium	344	0.37	188:11:58	178:46:37	23.98
Bosnia and Herzegovina	162	0.09	86:25:13	82:05:23	5.62
Bulgaria	170	0.30	88:40:23	84:13:45	19.38
Canada	360	4.30	191:23:01	181:48:05	236.88
China	677	213.24	260:55:58	245:36:42	6,266.47
Croatia	162	0.02	86:25:13	82:05:23	1.10
Cyprus	156	0.01	79:33:16	75:34:02	0.37
Czech Republic	260	8.97	147:03:39	134:35:24	178.64
Denmark	83	0.21	64:48:28	61:33:44	19.87

*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	162	0.05	86:25:13	82:05:23	2.96
Finland	143	8.82	110:51:32	104:22:50	223.80
France	100	8.00	61:58:19	47:57:07	457.04
Georgia	156	0.07	79:33:16	75:34:02	4.18
Germany	206	55.97	91:11:08	83:25:03	802.99
Greece	156	0.05	79:33:16	75:34:02	2.83
Hungary	156	0.27	80:15:57	76:14:35	17.22
Iceland	156	0.00	79:33:16	75:34:02	0.09
Ireland	28	0.01	17:59:33	17:05:31	0.47
Israel	156	0.11	79:33:16	75:34:02	6.65
Italy	232	5.57	138:52:15	124:24:37	232.14
Japan	237	87.03	164:39:27	155:45:40	387.55
Kazakhstan	156	0.29	79:33:16	75:34:02	17.65
Kosovo	162	0.04	86:25:13	82:05:23	2.60

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

Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Kyrgyzstan	156	0.10	79:33:16	75:34:02	5.88
Latvia	162	0.05	86:25:13	82:05:23	3.32
Lithuania	162	0.06	86:25:13	82:05:23	4.18
Malta	158	0.00	85:09:29	80:53:35	0.28
Moldova	160	0.07	80:03:09	76:02:27	4.54
Monaco	170	0.00	93:47:53	89:06:11	0.22
Montenegro	162	0.04	86:25:13	82:05:23	2.83
Netherlands	376	0.52	160:04:45	152:02:52	22.05
North Macedonia	162	0.05	86:25:13	82:05:23	3.00
Norway	202	1.39	170:04:28	161:31:53	22.74
Pan-Baltic	70	0.08	75:18:57	71:32:49	10.66
Pan-Latin America	82	0.26	61:35:36	58:31:04	23.40
Poland	218	1.17	134:19:20	127:35:21	79.42
Portugal	218	0.31	143:57:28	136:45:05	23.44

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

Media Monitoring

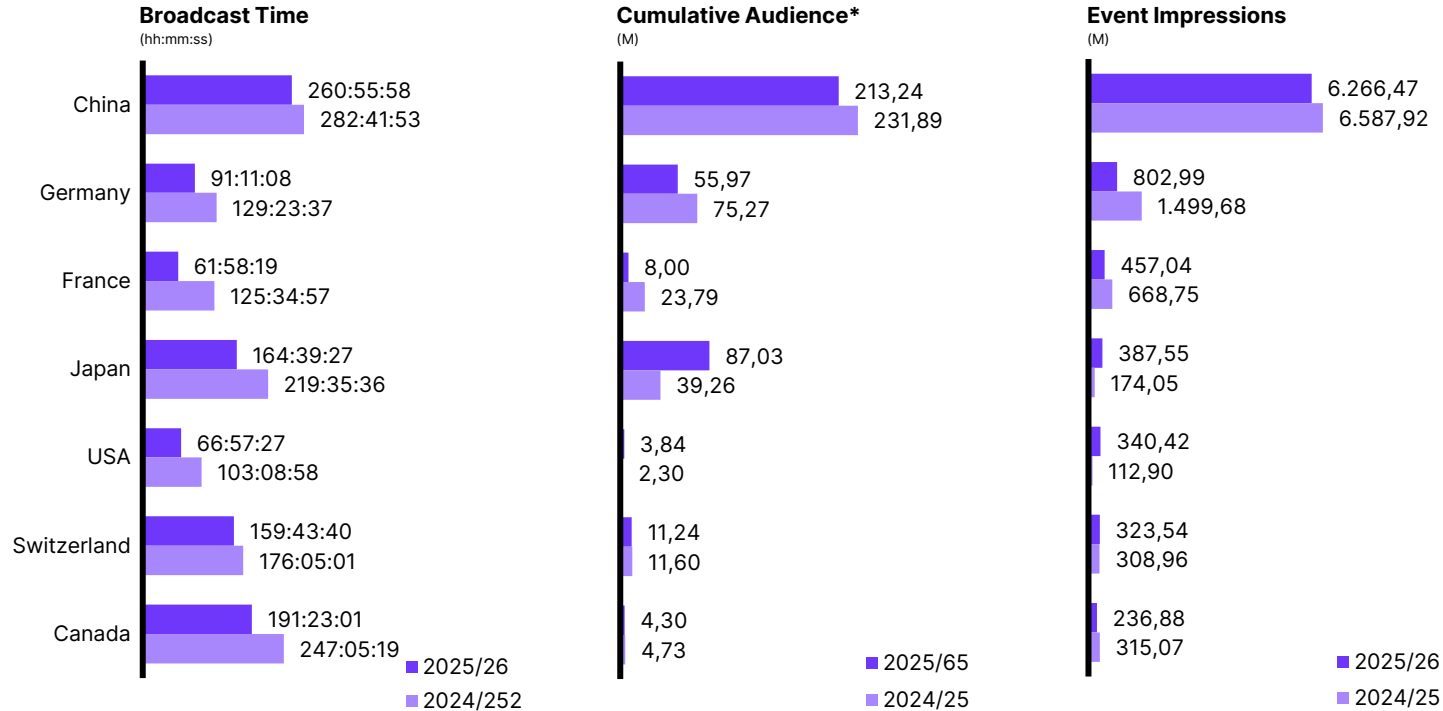
By country (in alphabetic order) (4/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Romania	160	0.89	80:03:09	76:02:27	56.43
Serbia	166	0.26	90:10:58	85:39:50	17.32
Slovakia	177	0.24	84:18:59	80:05:19	10.08
Slovenia	164	0.08	87:37:07	83:13:45	5.43
Spain	157	0.72	79:52:24	75:52:00	12.74
Sweden	210	22.92	99:53:49	94:27:40	131.87
Switzerland	359	11.24	159:43:40	145:15:14	323.54
Taiwan	154	0.32	133:41:21	127:00:03	31.78
Turkey	156	0.41	79:33:16	75:34:02	23.92
Ukraine	156	0.04	79:33:16	75:34:02	2.30
United Kingdom	28	0.06	17:59:33	17:05:31	3.35
USA	98	3.84	66:57:27	63:09:05	340.42
TOTAL	9,913	441.87	5404:14:16	5084:18:47	10,208.57

*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 2025/26



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

Media Monitoring

Ranking by trending country

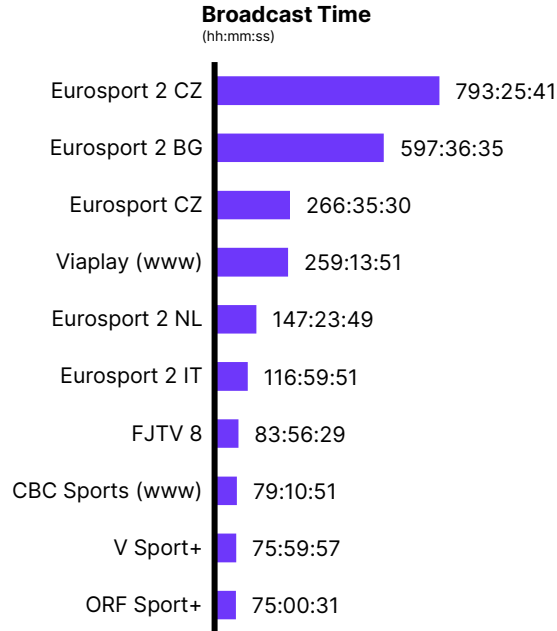
Country	2025/26			2024/25		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
China	213.24	260:55:58	6,266.47	231.89	282:41:53	6,587.92
Germany	55.97	91:11:08	802.99	75.27	129:23:37	1,499.68
France	8.00	61:58:19	457.04	23.79	125:34:57	668.75
Japan	87.03	164:39:27	387.55	29.18	212:50:42	107.46
USA	3.84	66:57:27	340.42	2.36	88:46:57	112.49
Switzerland	11.24	159:43:40	323.54	11.6	176:05:01	308.96
Canada	4.30	191:23:01	236.88	4.73	247:05:19	315.07
Italy	5.57	138:52:15	232.14	14.67	351:44:57	586.35
Finland	8.82	110:51:32	223.80	12.32	200:11:51	277.12
Czech Republic	8.97	147:03:39	178.64	9.44	210:28:11	176.74
Sweden	22.92	99:53:49	131.87	14.28	169:55:57	139.36
Austria	2.77	166:50:05	122.40	7.68	223:14:40	272.09
Poland	1.17	134:19:20	79.42	5.49	225:59:56	126.04
Romania	0.89	80:03:09	56.43	1.04	142:52:10	73.74
Taiwan	0.32	133:41:21	31.78	-	-	-
TOTAL	435.06	2008:24:11	9,871.36	443.74	2786:56:08	11,251.77

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

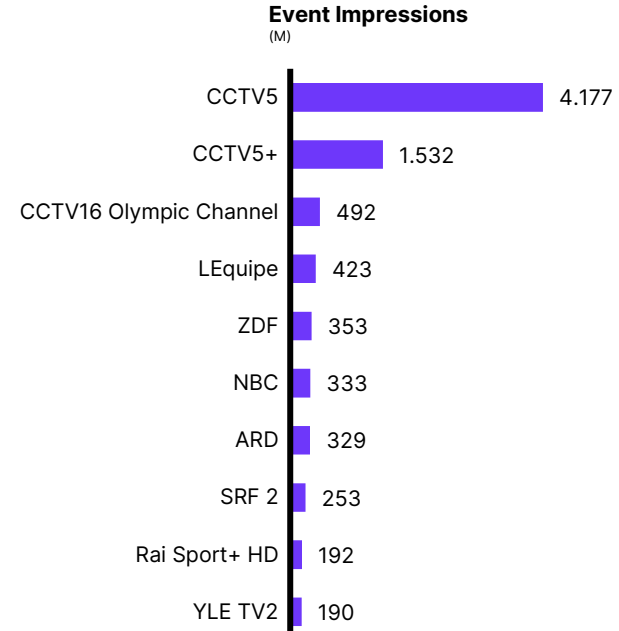
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Media Monitoring

Top 10 channels



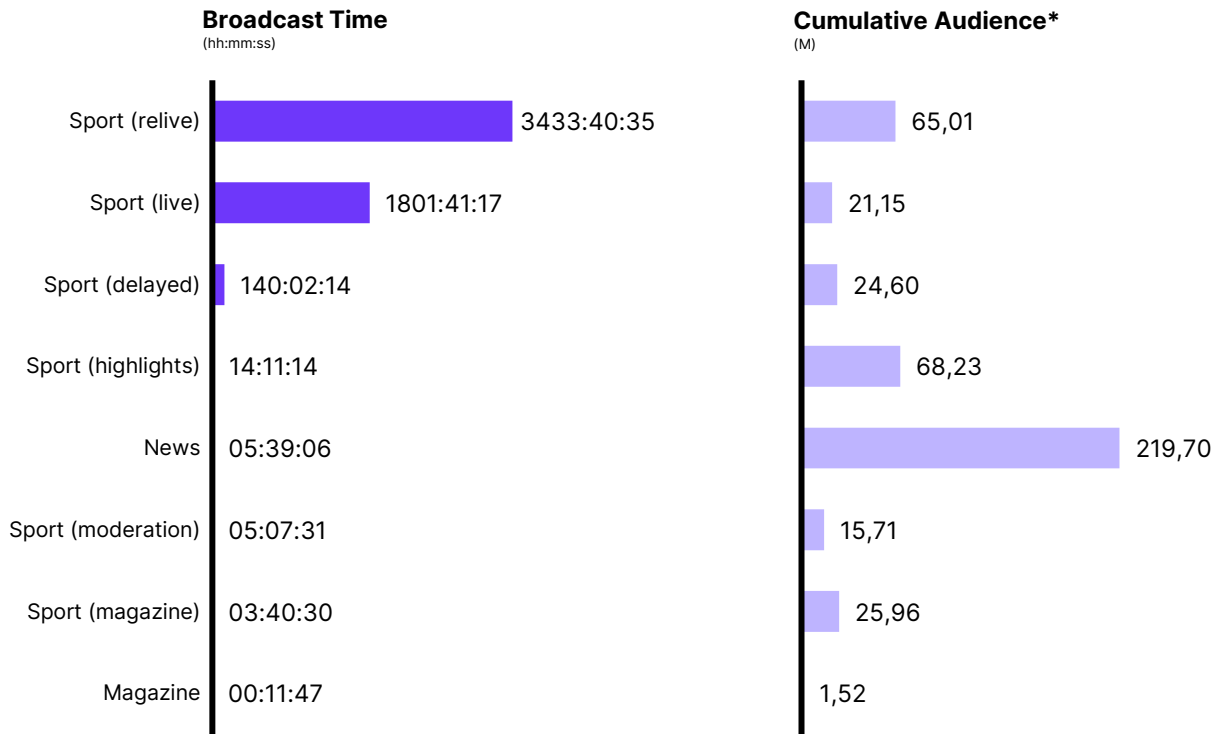
46% OF TOTAL



81% OF TOTAL

Media Monitoring

Ranking by programme type

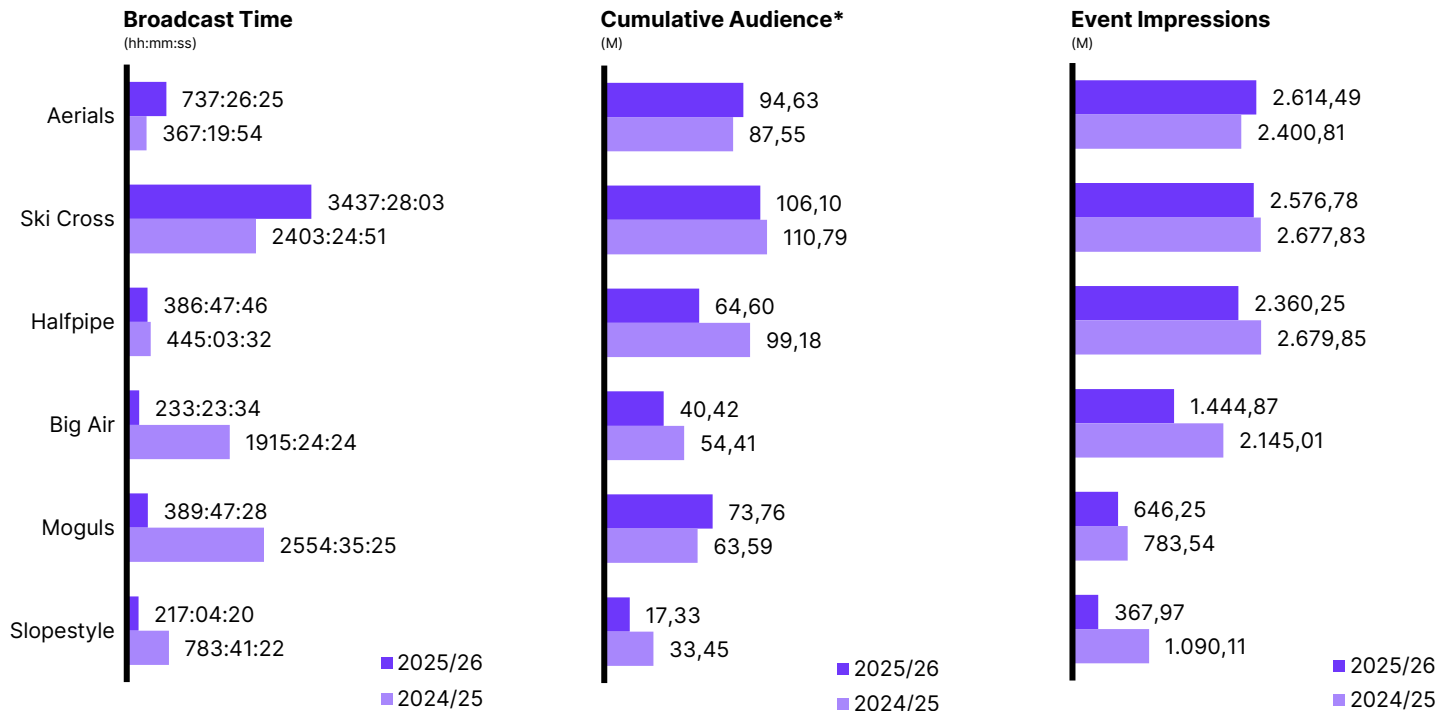


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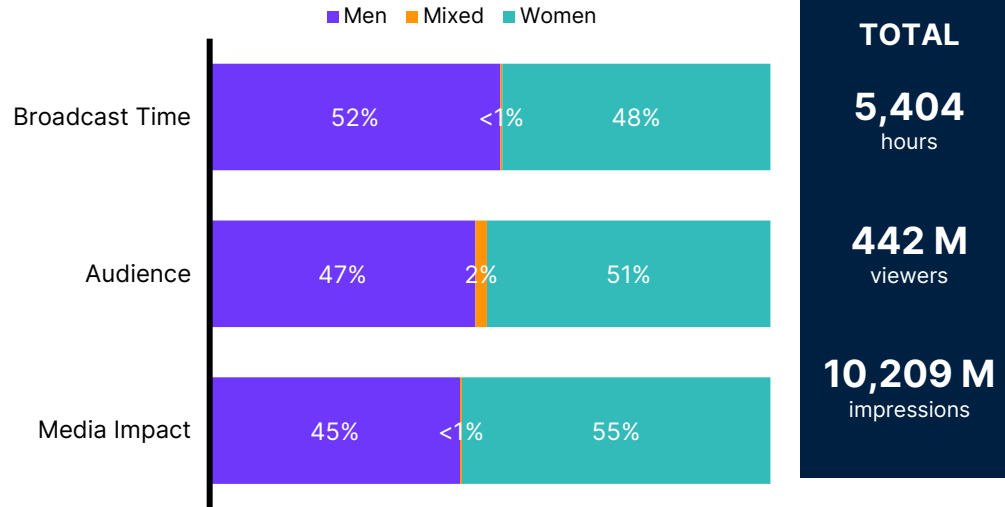
Discipline YOY (ranked by event impressions 2025/26)



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

Media Monitoring

Gender comparison

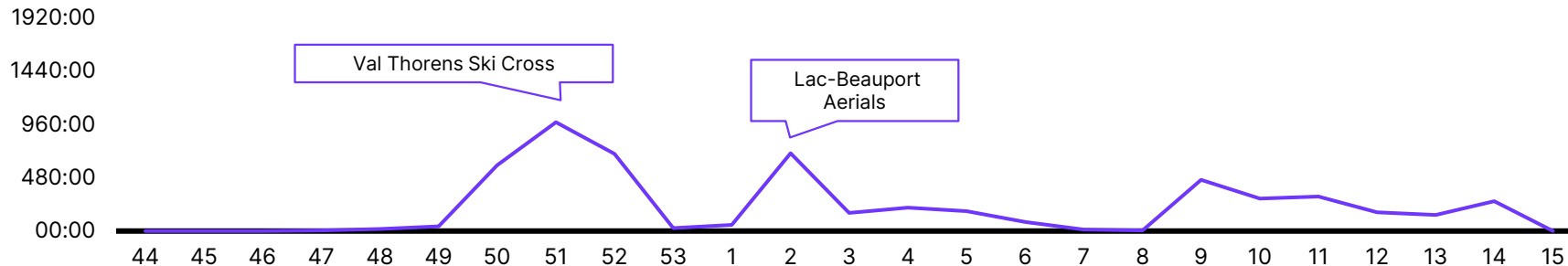


Media Monitoring

Weekly coverage trend

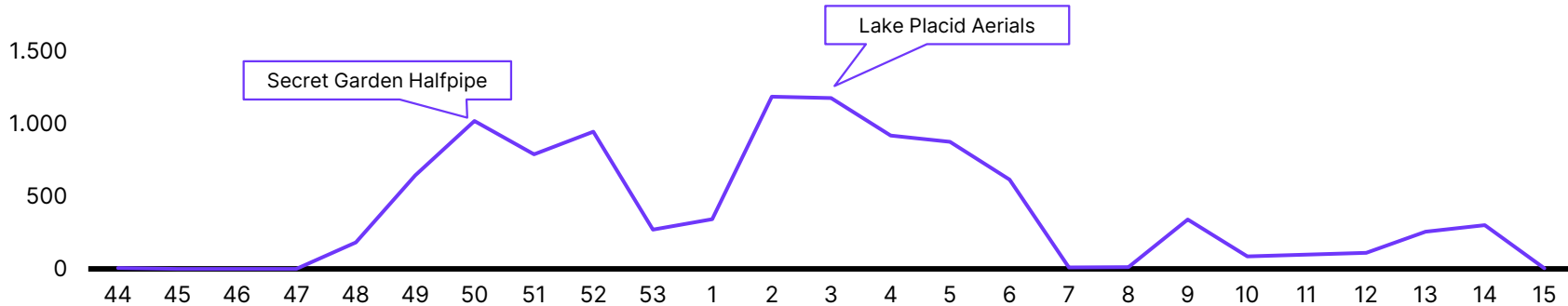
Broadcast Time

(hh:mm:ss)



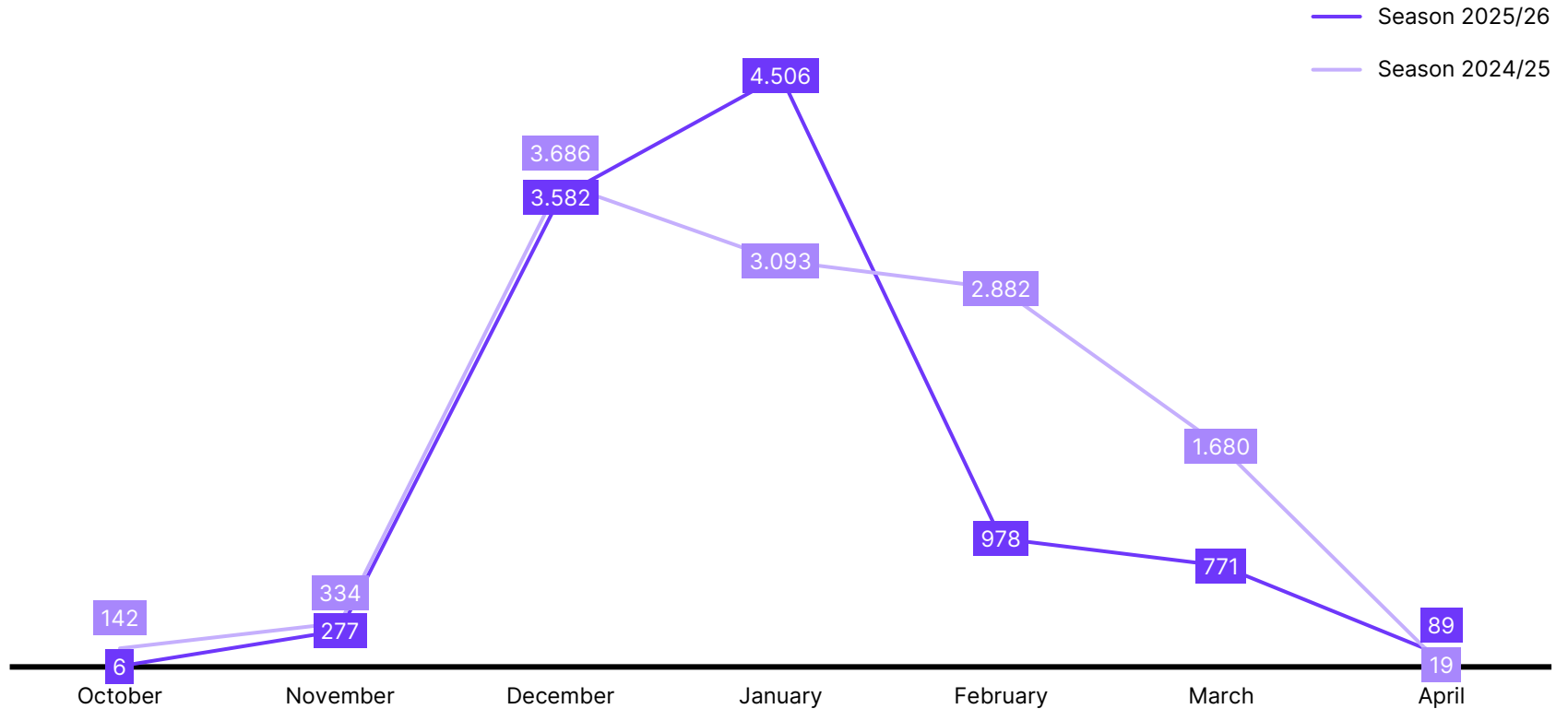
Event Impressions

(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.).

Program types

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.

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.

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:

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



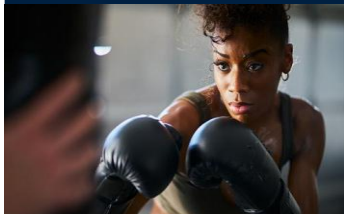
Nielsen Sports is the global leader in sports media valuation, data intelligence and research consulting.

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.

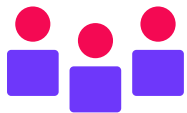
Innovative



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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