



# Viessmann FIS Ski Jumping 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>	Viessmann FIS Ski Jumping World Cup (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>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.

# Management Summary

# Global Overview

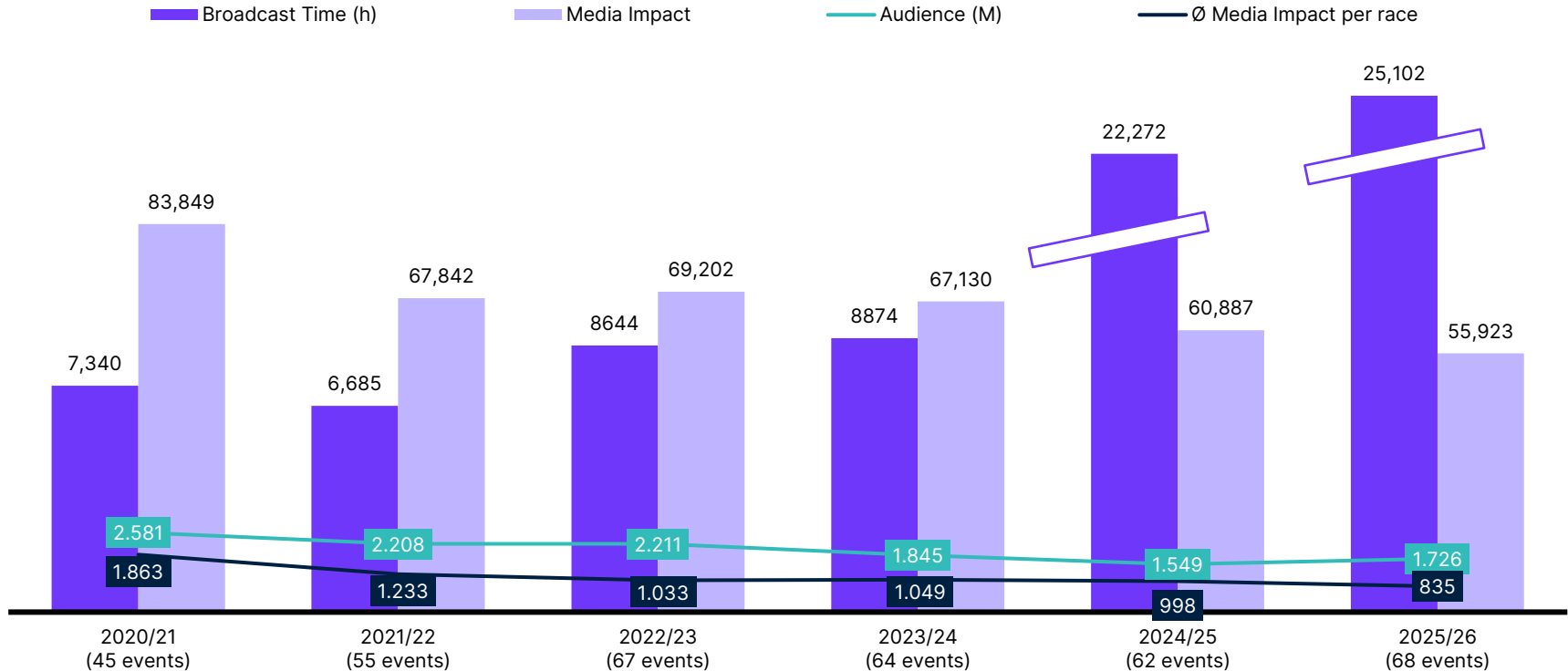
FIS Ski Jumping World Cup 2025/26 – Men & Women (incl. Mixed)

	Live	Non-Live	TOTAL	TOTAL 2024/25
<b>FIS Ski Jumping WC</b>				
<b>Cumulative Audience*</b> (M)	364	1,362	1,726	1,549
<b>Number of Broadcasts</b> (#)	6,483	22,636	29,117	25,340
<b>Broadcast Time</b> (hrs)	6,333	18,768	25,101	22,272
<b>Actual Playing Time</b> (hrs)	5,915	17,667	23,582	20,893
<b>Event Impressions</b> (M)	42,943	12,980	55,923	60,887

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

# Management Summary

Season Comparison – Men & Women (from 2020/21 onwards also including Mixed)



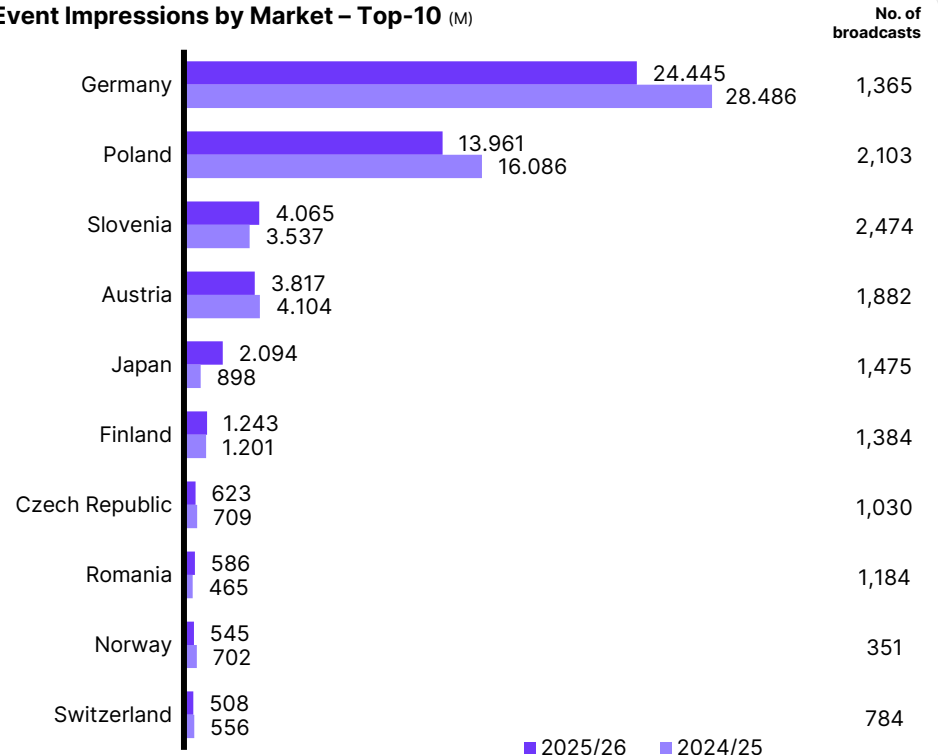
# Management Summary

## Key Takeaways - Men & Women (incl. Mixed)

### Key Takeaways

- **Overall Decline:** Total media impact fell by 8% compared to the previous season
- **Core Market Contraction:** Three of the top four markets saw declines: Germany (-14%), Poland (-13%), and Austria (-7%)
- **Reduced Dominance:** The combined market share of Germany and Poland – historically the sport's backbone – dropped from 74% to 68%
- **Slovenia's Ascent:** Slovenia climbed to 3rd place (+15%), overtaking Austria. This surge was fueled by the podium-heavy seasons of Domen Pirc and Anze Lanisek
- **Japan's Breakthrough:** Japan recorded the highest growth globally, more than doubling its impact (+133%). It moved from 6th to 5th place, surpassing Finland
- **Key Drivers (Japan):** Expanded news coverage on public broadcaster NHK and dedicated free-to-air broadcasts from Sapporo (both men & women) on Nippon TV and Yomiuri TV
- **Narrowing the Gender Gap:** While Men's events saw a 14% decline, Women's impact grew by 26%
- **Market Share Evolution:** In just two years, the media impact ratio has shifted from 88:12 to a more balanced 80:20 split between the Men's and Women's circuits

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

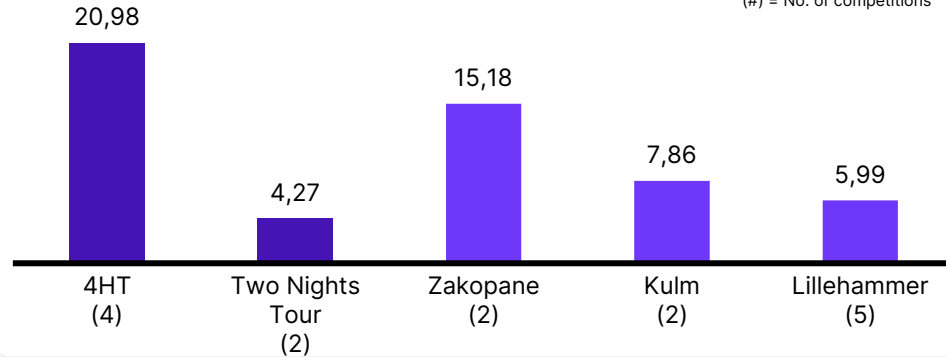


# Management Summary

Media Monitoring - Men & Women (incl. Mixed)

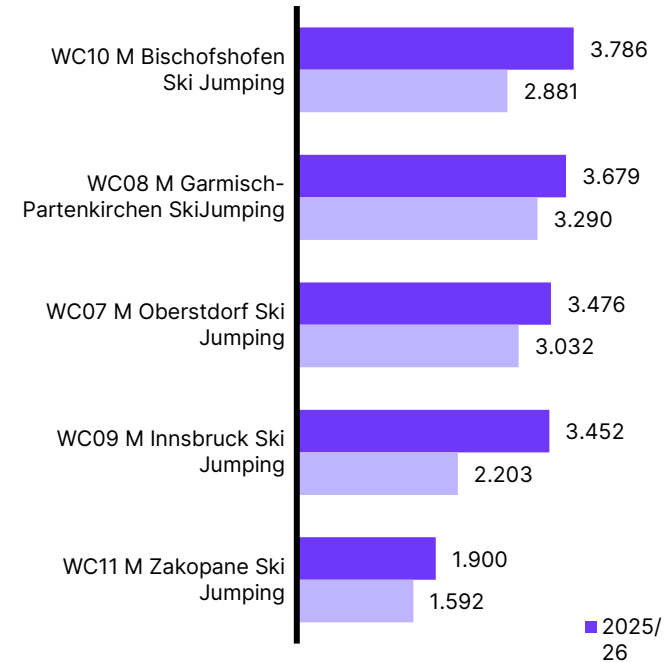
Event Series & Top-3 Single Venues by Avg. Live Audience per Competition (M)

(#) = No. of competitions



- The 4 Hills Tournament was once again achieved the highest live audience per event, attracting in average +3% more viewers than in 2024/25. Most significant change came from home of this year's winner, Slovenia. The market's live viewership grew +0.9 M per event.
- Aside from Slovenia, other positive trends in terms of cumulative live audiences can be observed in Finland (+23%) and Japan (+19%).
- The top 5 competitions features the same events as in the previous season and combined they generated +25% more media impact than in 24/25.
- As single venue, Zakopane ranks top in terms of cumulative live audience, with a 32% increase in live viewers per event (3.7M in average).

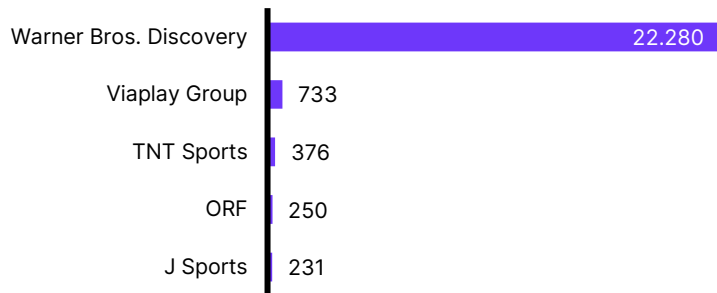
Top-5 Competitions by Event Impressions (M)



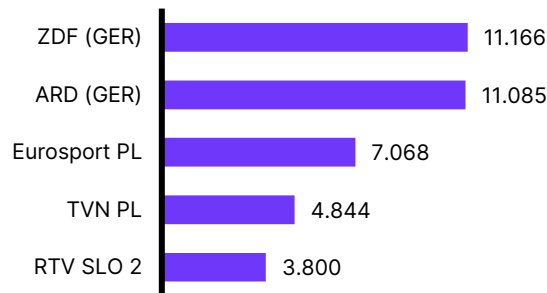
# Management Summary

Media Monitoring - Men & Women (incl. Mixed)

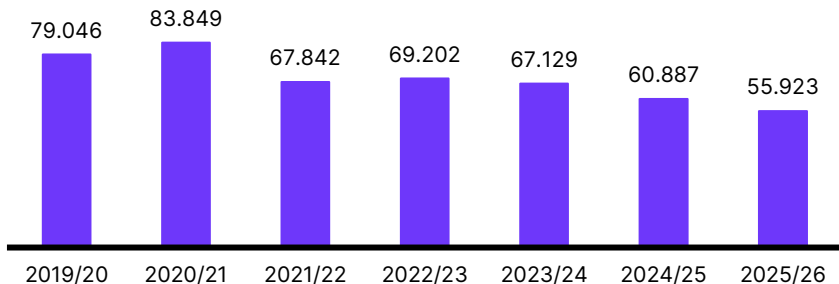
## Top 5 Broadcasters by Broadcast Time (hours)



## Top 5 Channels by Event Impressions (M)



## World Cup Event Impressions Trend (M)



- With the Eurosport feeds accounted at a market level, the broadcaster provided more than 22k hours of coverage (89%), but only 7% of cumulative audience (114M) and 24% of event impressions (13.4bn).
- ZDF swapped places with ARD and became the main contributor in terms of media impact. As in 24/25, Eurosport PL and TVN PL rank 3<sup>rd</sup> and 4<sup>th</sup> place, despite decline in event impressions (-7%; -24%).
- Thanks to the very successful season of Slovenian athletes, RTV SLO 2 generated +14% event impressions and climbed up to 5<sup>th</sup> place (overtaking Austrian ORF1).
- Contribution of streaming broadcasts to the overall event impressions increased from 0.45% in 2024/25 to 0.61% this season, generating +1.3 M viewers.

# Global Overview

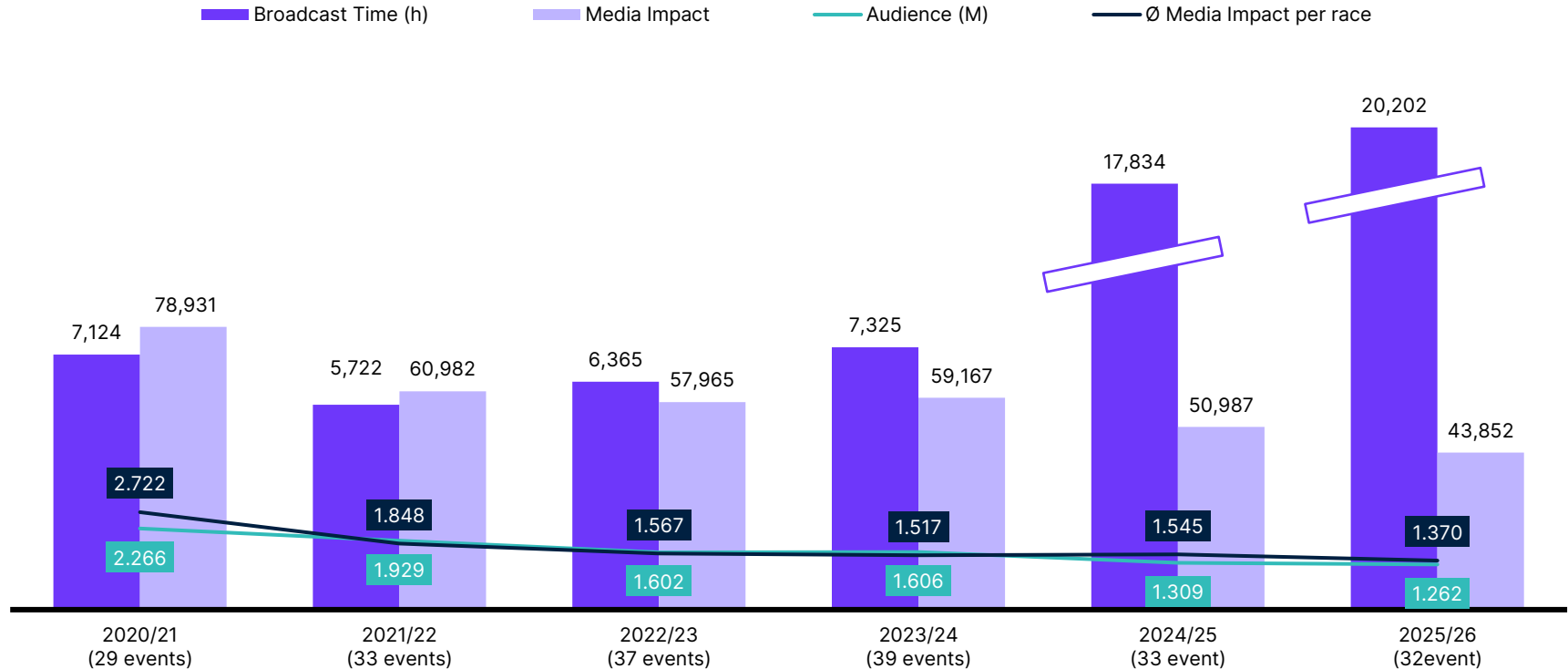
## FIS Ski Jumping World Cup 2025/26 - Men

	Live	Non-Live	TOTAL	TOTAL 2024/25
<b>FIS Ski Jumping WC</b>				
<b>Cumulative Audience*</b> (M)	279	983	1,262	1,309
<b>Number of Broadcasts</b> (#)	4,104	13,402	17,506	19,817
<b>Broadcast Time</b> (hrs)	4,369	15,833	20,202	17,835
<b>Actual Playing Time</b> (hrs)	4,088	14,926	19,014	16,756
<b>Event Impressions</b> (M)	34,778	9,074	43,852	50,987

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

# Management Summary

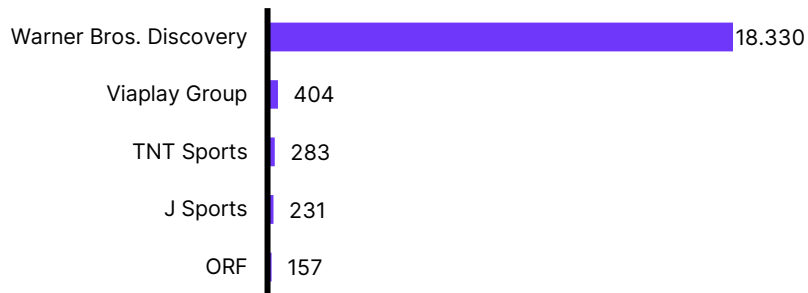
## Season Comparison - Men



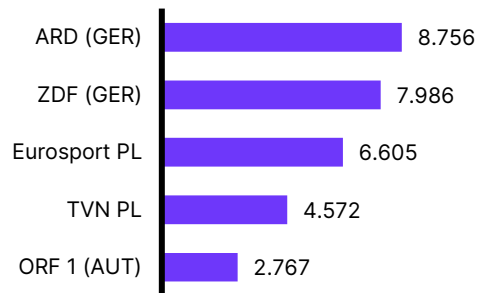
# Management Summary

## Media Monitoring - Men

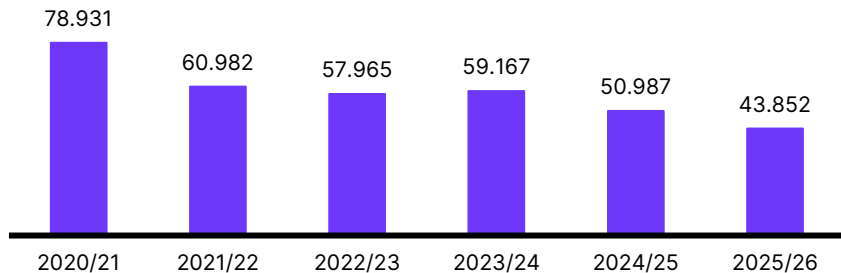
### Top 5 Broadcasters by Broadcast Time (hours)



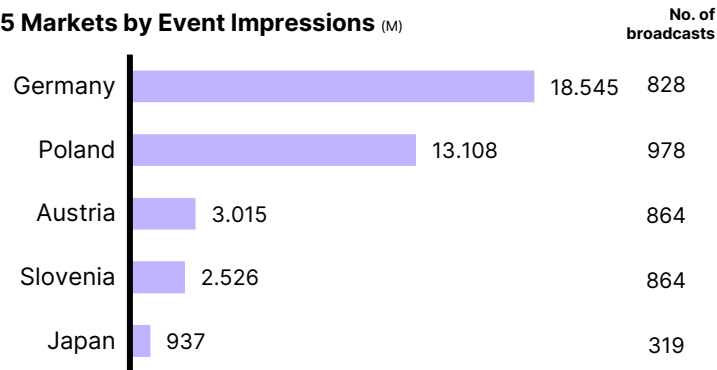
### Top 5 Channels by Event Impressions (M)



### World Cup Event Impressions Trend (M)

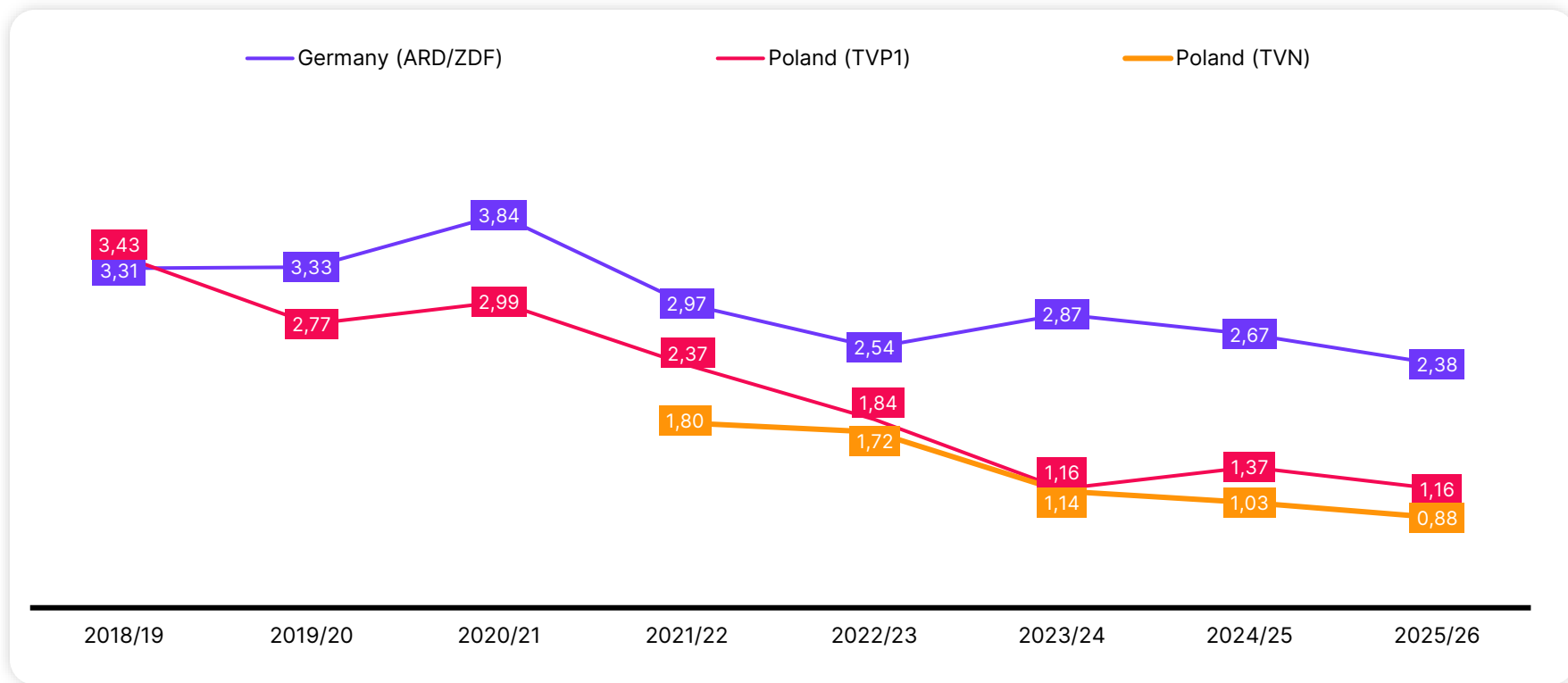


### Top 5 Markets by Event Impressions (M)



# Management Summary

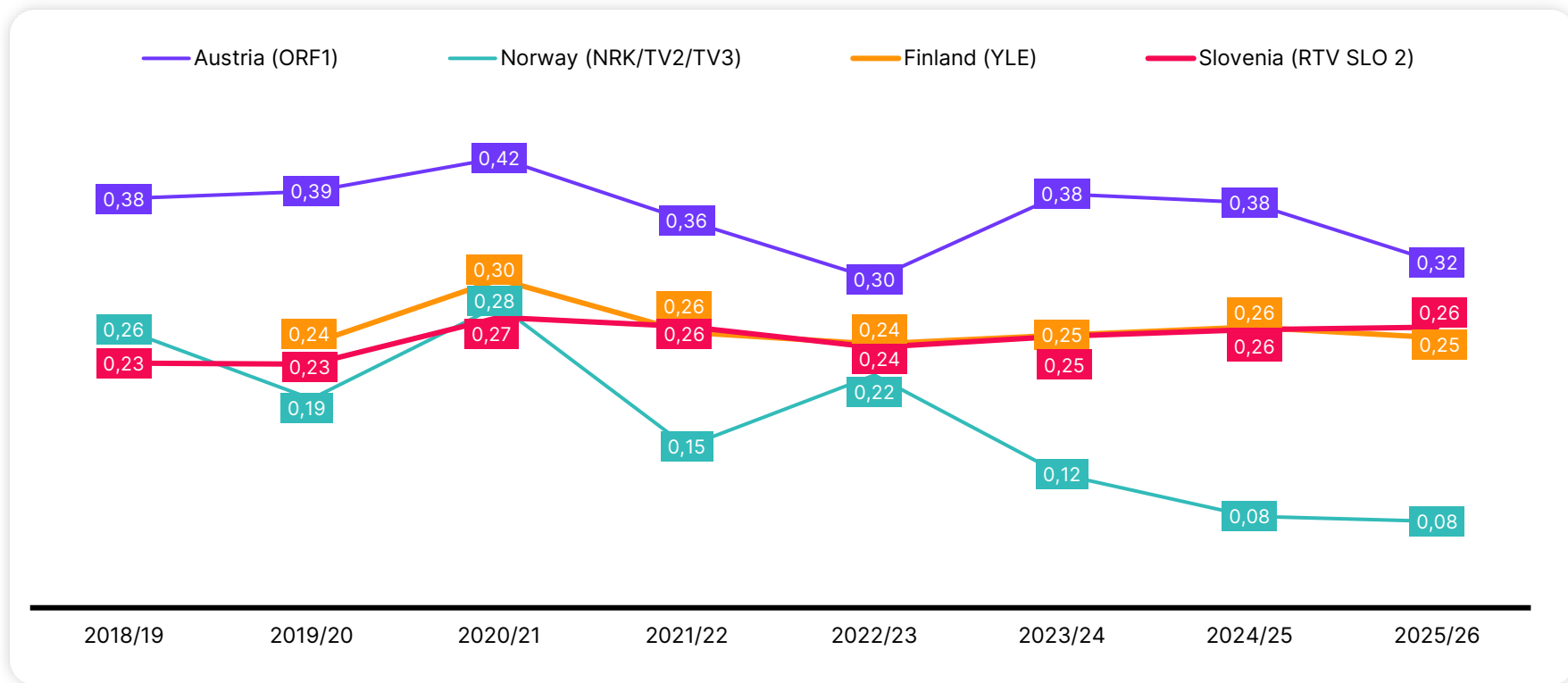
Development of average audience\* per live airing (M) in core markets (1/2) – Men's competitions



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

# Management Summary

Development of average audience\* per live airing (M) in core markets (2/2) – Men's competitions



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

# Global Overview

FIS Ski Jumping World Cup 2025/26 – Women (incl. Mixed)

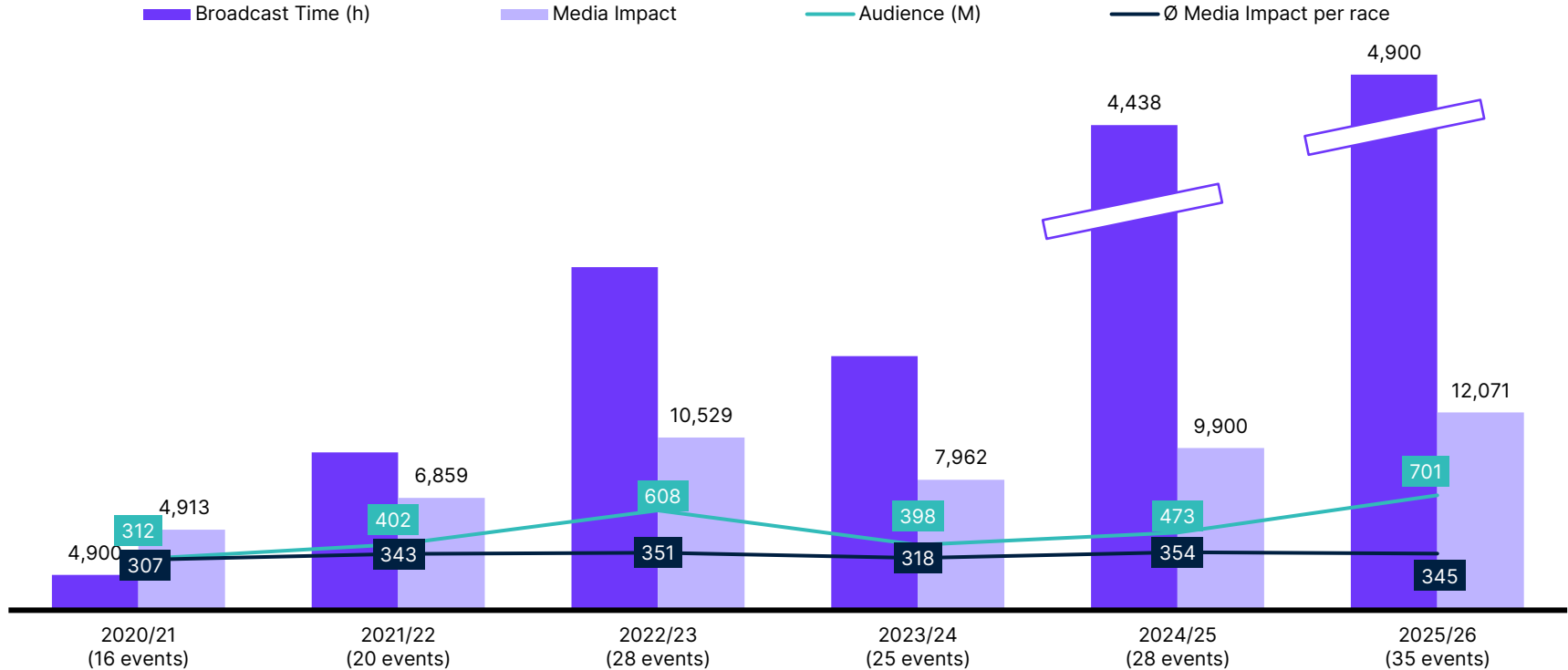
FIS Ski Jumping WC

	Live	Non-Live	TOTAL	TOTAL 2024/25
<b>Cumulative Audience*</b> (M)	87	603	690	473
<b>Number of Broadcasts</b> (#)	2,347	4,589	6,936	5,988
<b>Broadcast Time</b> (hrs)	1,965	2,935	4,900	4,438
<b>Actual Playing Time</b> (hrs)	1,827	2,741	4,568	4,135
<b>Event Impressions</b> (M)	8,165	3,906	12,071	9,900

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

# Management Summary

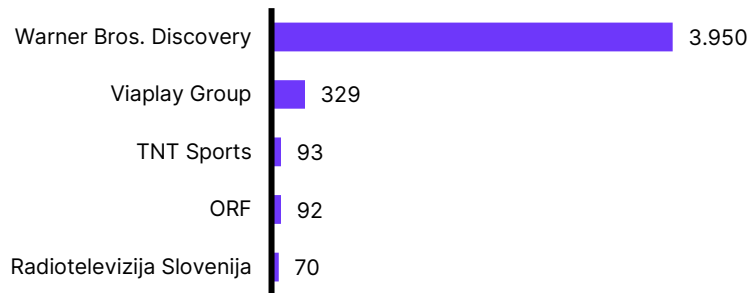
## Season Comparison - Women (incl. Mixed)



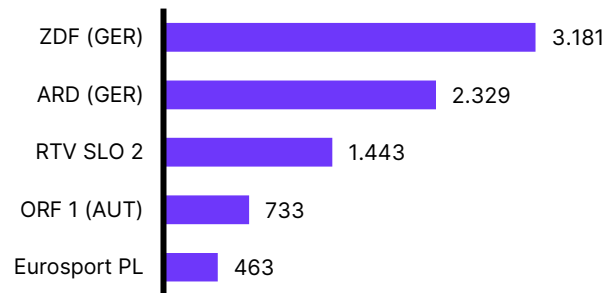
# Management Summary

Media Monitoring – Women (incl. Mixed)

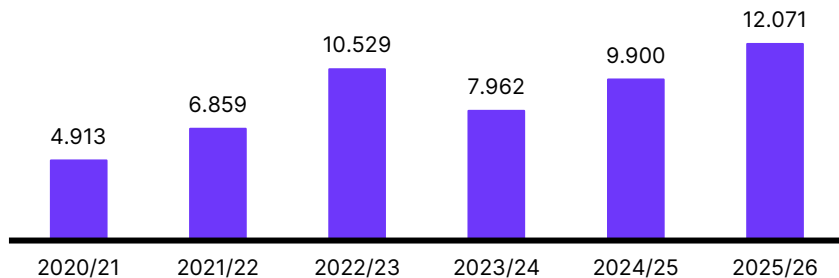
### Top 5 Broadcasters by Broadcast Time (hours)



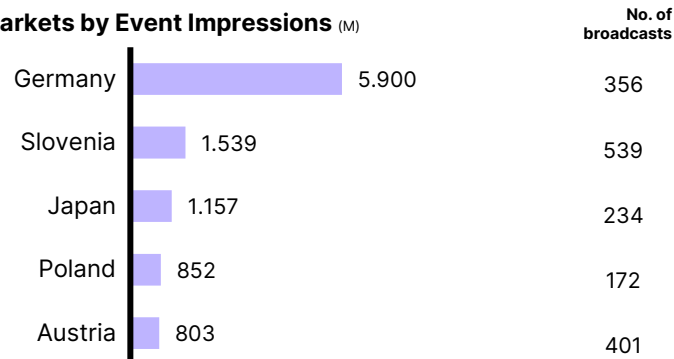
### Top 5 Channels by Event Impressions (M)



### World Cup Event Impressions Trend (M)



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



# 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	581	0.81	542:05:37	514:55:26	100.21
Andorra	566	0.00	565:43:42	537:22:43	0.23
Armenia	581	0.28	542:05:37	514:55:26	33.91
Austria	1,200	136.65	751:54:58	657:53:18	3,817.38
Azerbaijan	581	0.07	542:05:37	514:55:26	8.80
Belgium	1076	1.17	1104:07:31	1048:52:59	139.51
Bosnia and Herzegovina	520	0.38	509:25:22	483:54:54	47.66
Brazil	1	0.00	2:00:00	1:54:00	0.01
Bulgaria	535	2.09	525:19:39	499:01:34	160.73
Canada	1	0.03	0:00:47	0:00:47	0.05
China	38	18.63	11:38:07	10:42:52	273.36
Croatia	528	1.26	517:22:51	491:28:27	149.78
Cyprus	581	0.04	542:05:37	514:55:26	4.36

\*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)
Czech Republic	811	34.05	648:06:37	605:36:06	623.36
Denmark	151	0.76	129:47:48	123:17:59	84.62
Estonia	523	0.30	509:27:16	483:56:02	27.26
Finland	450	61.94	299:36:40	277:58:25	1,243.23
France	463	4.45	262:39:21	219:50:45	313.95
Georgia	581	0.46	542:05:37	514:55:26	56.67
Germany	1,084	659.57	585:33:15	502:16:15	24,445.23
Greece	581	0.27	542:05:37	514:55:26	32.61
Hungary	574	1.85	561:23:20	533:15:23	230.01
Iceland	581	0.01	542:05:37	514:55:26	1.09
Ireland	270	0.07	188:29:55	179:02:52	7.19
Israel	581	0.76	542:05:37	514:55:26	93.67
Italy	640	6.10	651:24:09	614:37:01	420.50

\*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)
Japan	495	326.28	291:04:46	262:16:23	2,093.83
Kazakhstan	581	1.68	542:05:37	514:55:26	203.47
Kosovo	520	0.17	509:25:22	483:54:54	21.58
Kyrgyzstan	581	0.56	542:05:37	514:55:26	67.82
Latvia	520	0.27	509:25:22	483:54:54	34.21
Lithuania	520	0.30	509:25:22	483:54:54	37.49
Malta	557	0.04	546:53:24	519:30:36	4.84
Moldova	583	0.43	551:34:09	523:55:32	51.67
Monaco	535	0.01	548:01:39	520:37:01	0.92
Montenegro	520	0.19	509:25:22	483:54:54	23.46
Netherlands	541	1.30	526:01:06	499:42:32	157.27
North Macedonia	520	0.20	509:25:22	483:54:54	25.42
Norway	440	26.26	312:10:44	285:45:26	545.38
Pan-Latin America	52	0.18	50:49:57	48:17:45	20.38

\*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)
Poland	1,197	307.66	745:38:41	684:56:43	13,960.79
Portugal	590	1.67	594:04:54	564:21:42	191.08
Romania	583	4.95	551:34:09	523:55:32	585.57
Serbia	520	1.16	509:25:22	483:54:54	143.59
Slovakia	791	14.45	645:34:16	613:01:50	159.70
Slovenia	1,402	88.35	767:22:39	685:23:36	4,064.89
Spain	574	1.64	574:39:12	545:51:15	140.61
Sweden	154	2.81	121:31:26	115:18:06	84.09
Switzerland	667	9.37	542:27:53	506:47:10	508.33
Taiwan	36	0.16	36:40:07	34:49:58	17.93
Turkey	581	2.91	542:05:37	514:55:26	362.11
Ukraine	581	0.27	542:05:37	514:55:26	34.01
United Kingdom	269	0.56	187:13:53	177:50:39	59.86
USA	128	0.06	123:06:50	116:58:15	7.30
<b>TOTAL</b>	<b>29,117</b>	<b>1,725.88</b>	<b>25102:10:36</b>	<b>23582:56:56</b>	<b>55,922.94</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	316	0.65	443:51:06	421:36:19	84.00
Andorra	227	0.00	458:23:23	435:25:02	0.19
Armenia	316	0.22	443:51:06	421:36:19	28.14
Austria	864	112.64	561:16:39	496:30:01	3,014.55
Azerbaijan	314	0.06	443:51:06	421:36:19	7.41
Belgium	559	0.91	900:38:21	855:34:46	107.32
Bosnia and Herzegovina	310	0.32	430:28:26	408:55:12	41.07
Brazil	1	0.00	2:00:00	1:54:00	0.01
Bulgaria	356	1.86	446:35:14	424:13:42	138.69
China	5	3.26	0:06:38	0:02:43	6.93
Croatia	318	1.25	438:25:55	416:28:45	148.53
Cyprus	314	0.03	443:51:06	421:36:19	3.62
Czech Republic	442	24.79	507:15:20	476:48:27	458.87

\*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)
Denmark	79	0.46	72:56:55	69:17:49	55.48
Estonia	312	0.23	430:30:10	408:56:20	23.48
Finland	255	43.17	181:43:59	167:50:58	853.16
France	272	2.85	208:45:53	175:00:11	240.40
Georgia	316	0.37	443:51:06	421:36:19	47.41
Germany	830	504.71	452:51:45	389:39:41	18,545.01
Greece	316	0.21	443:51:06	421:36:19	27.06
Hungary	386	1.47	458:46:49	435:47:21	188.51
Iceland	303	0.01	443:51:06	421:36:19	0.90
Ireland	116	0.06	141:40:16	134:34:01	5.90
Israel	316	0.61	443:51:06	421:36:19	78.49
Italy	524	4.76	538:53:41	507:51:25	376.42
Japan	319	164.05	239:28:22	225:40:29	937.16

\*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)
Kazakhstan	316	1.33	443:51:06	421:36:19	168.86
Kosovo	310	0.14	430:28:26	408:55:12	18.61
Kyrgyzstan	316	0.44	443:51:06	421:36:19	56.28
Latvia	310	0.23	430:28:26	408:55:12	29.42
Lithuania	310	0.25	430:28:26	408:55:12	32.29
Malta	326	0.03	446:06:24	423:46:21	4.06
Moldova	419	0.33	451:57:43	429:18:37	41.48
Monaco	259	0.01	443:05:43	420:56:05	0.71
Montenegro	310	0.16	430:28:26	408:55:12	20.22
Netherlands	267	1.08	422:13:22	401:06:22	134.85
North Macedonia	310	0.17	430:28:26	408:55:12	21.90
Norway	243	17.41	169:14:18	153:44:47	378.73
Pan-Latin America	34	0.12	36:30:58	34:41:37	15.20
Poland	978	280.74	625:33:32	572:29:49	13,108.42

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

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Portugal	339	1.36	484:38:36	460:23:54	156.77
Romania	419	3.82	451:57:43	429:18:37	469.16
Serbia	310	0.96	430:28:26	408:55:12	123.78
Slovakia	431	10.72	508:11:58	482:37:32	126.73
Slovenia	864	60.45	569:26:43	517:15:56	2,526.20
Spain	290	0.94	467:18:25	443:53:17	123.47
Sweden	77	1.09	66:23:43	63:03:07	45.82
Switzerland	531	8.20	439:03:30	409:53:11	436.80
Taiwan	18	0.06	19:57:21	18:57:24	8.01
Turkey	316	2.33	443:51:06	421:36:19	304.34
Ukraine	316	0.22	443:51:06	421:36:19	28.56
United Kingdom	125	0.44	141:13:57	134:08:59	46.88
USA	76	0.05	79:46:30	75:47:34	5.55
<b>TOTAL</b>	<b>17,506</b>	<b>1,262.03</b>	<b>20202:32:06</b>	<b>19014:41:07</b>	<b>43,851.84</b>

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

# Media Monitoring

By country (in alphabetic order) – 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	117	0.16	98:14:30	93:19:06	16.21
Andorra	113	0.00	107:20:19	101:57:41	0.04
Armenia	117	0.06	98:14:30	93:19:06	5.77
Austria	400	43.93	190:38:19	161:23:16	802.83
Azerbaijan	117	0.01	98:14:30	93:19:06	1.39
Belgium	208	0.27	203:29:10	193:18:13	32.19
Bosnia and Herzegovina	95	0.06	78:56:56	74:59:42	6.59
Bulgaria	88	0.22	78:44:24	74:47:52	22.04
Canada	1	0.03	0:00:47	0:00:47	0.05
China	33	15.37	11:31:29	10:40:10	266.42
Croatia	95	0.01	78:56:56	74:59:42	1.26
Cyprus	117	0.01	98:14:30	93:19:06	0.74
Czech Republic	245	18.54	140:51:16	128:47:38	164.48

\*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)
Denmark	70	0.30	56:50:53	54:00:10	29.13
Estonia	96	0.06	78:57:05	74:59:42	3.78
Finland	195	27.03	117:52:41	110:07:27	390.06
France	104	1.73	53:53:28	44:50:34	73.55
Georgia	117	0.09	98:14:30	93:19:06	9.27
Germany	352	251.59	132:41:31	112:36:34	5,900.22
Greece	117	0.05	98:14:30	93:19:06	5.55
Hungary	109	0.38	102:36:31	97:28:02	41.49
Iceland	117	0.00	98:14:30	93:19:06	0.18
Ireland	63	0.01	46:49:39	44:28:51	1.28
Israel	117	0.15	98:14:30	93:19:06	15.18
Italy	120	1.48	112:30:27	106:45:36	44.07
Japan	223	212.07	51:36:24	36:35:54	1,156.67

\*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)
Kazakhstan	117	0.34	98:14:30	93:19:06	34.61
Kosovo	95	0.03	78:56:56	74:59:42	2.98
Kyrgyzstan	117	0.11	98:14:30	93:19:06	11.54
Latvia	95	0.05	78:56:56	74:59:42	4.79
Lithuania	95	0.05	78:56:56	74:59:42	5.20
Malta	116	0.01	100:46:59	95:44:14	0.78
Moldova	111	0.10	99:36:26	94:36:55	10.18
Monaco	108	0.00	104:55:56	99:40:56	0.20
Montenegro	95	0.03	78:56:56	74:59:42	3.24
Netherlands	112	0.21	103:47:45	98:36:11	22.42
North Macedonia	95	0.03	78:56:56	74:59:42	3.51
Norway	230	15.45	142:56:26	132:00:38	166.65
Pan-Latin America	18	0.06	14:18:59	13:36:08	5.18

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

# Media Monitoring

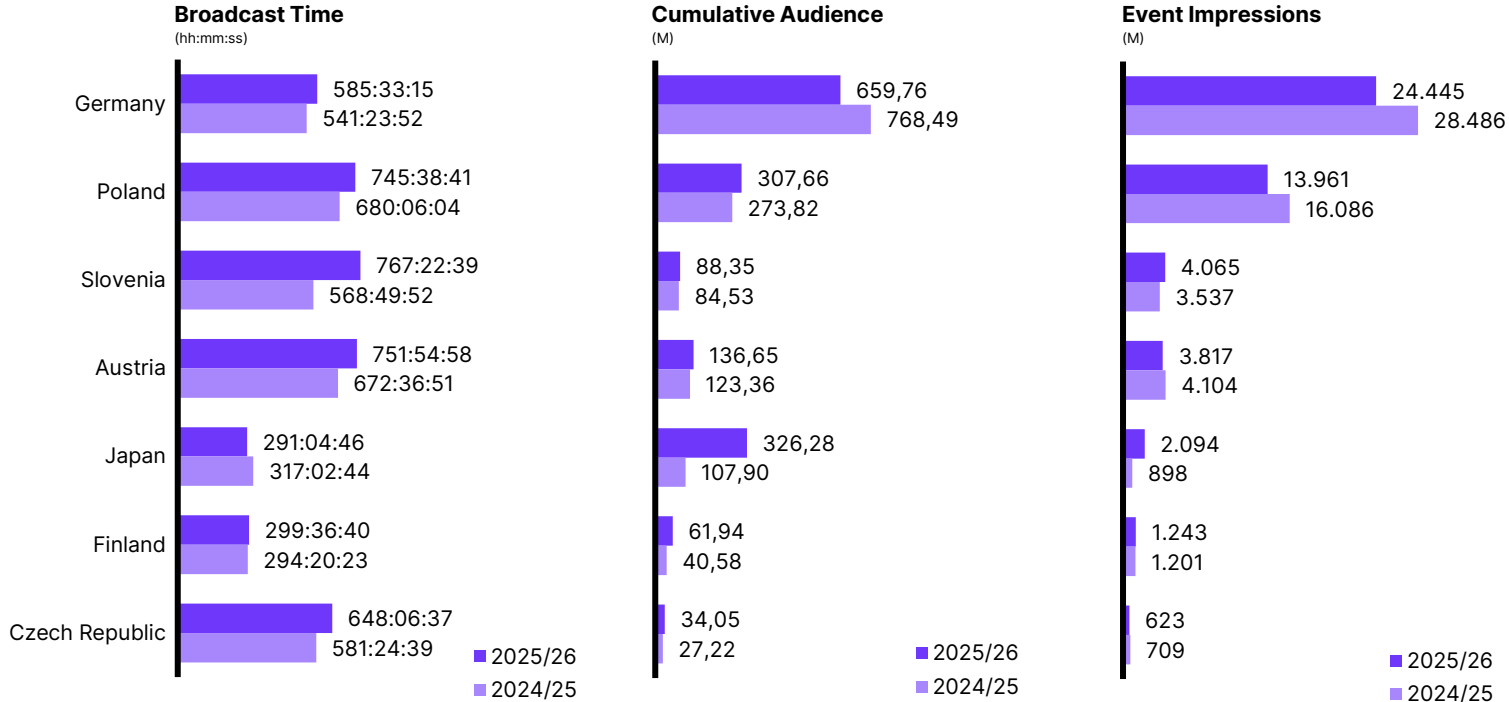
By country (in alphabetic order) – Women (incl. Mixed) (4/5)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Poland	187	38.79	120:05:09	112:26:53	852.38
Portugal	112	0.31	109:26:19	103:57:49	34.31
Romania	111	1.14	99:36:26	94:36:55	116.40
Serbia	95	0.19	78:56:56	74:59:42	19.81
Slovakia	211	6.61	137:22:18	130:24:18	32.97
Slovenia	573	48.14	197:55:56	168:07:40	1,538.69
Spain	114	0.70	107:20:48	101:57:59	17.14
Sweden	78	1.73	55:07:43	52:14:59	38.27
Switzerland	139	1.49	103:24:22	96:53:59	71.53
Taiwan	18	0.09	16:42:45	15:52:33	9.91
Turkey	117	0.58	98:14:30	93:19:06	57.77
Ukraine	117	0.05	98:14:30	93:19:06	5.45
United Kingdom	62	0.13	45:59:57	43:41:41	12.98
USA	52	0.02	43:20:20	41:10:41	1.75
<b>TOTAL</b>	<b>6,936</b>	<b>690.07</b>	<b>4899:38:30</b>	<b>4568:15:49</b>	<b>12,071.10</b>

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

# Media Monitoring

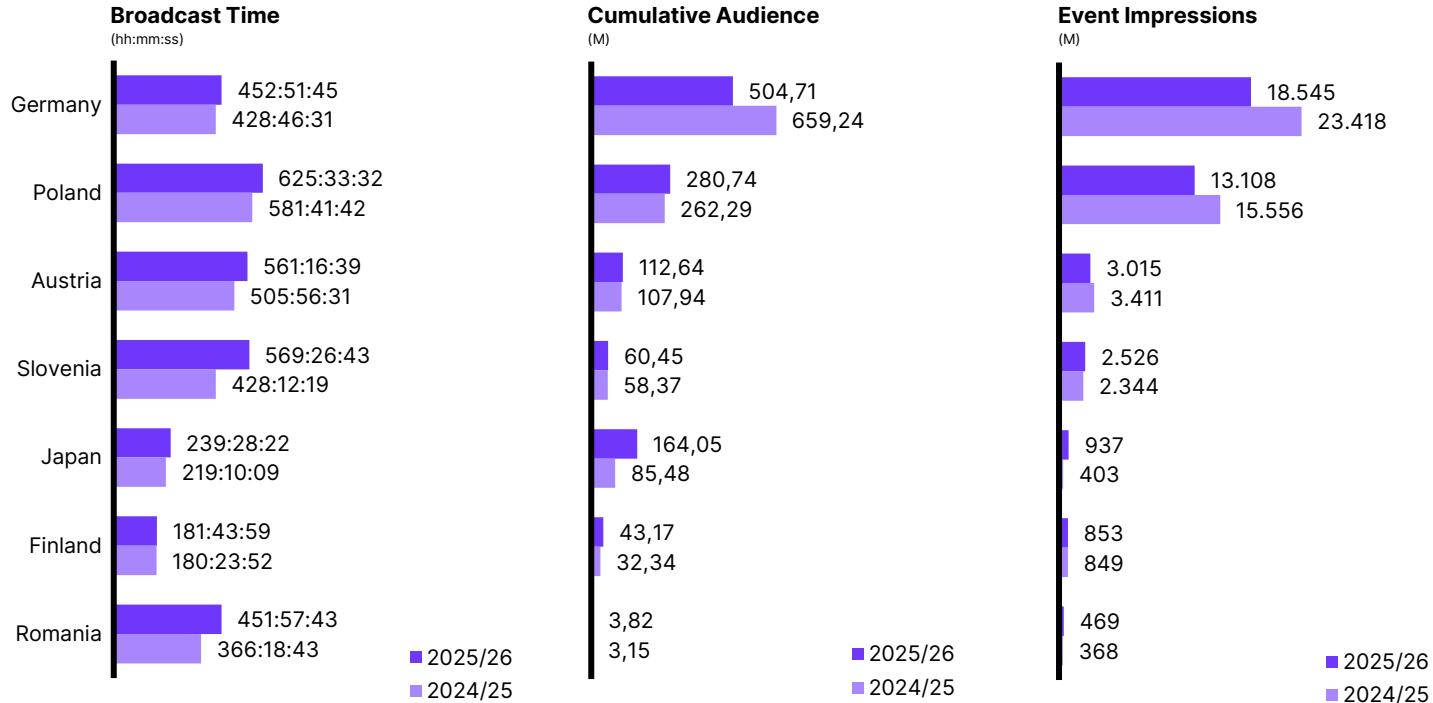
## Top 7 trending countries by Event Impressions



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

# Media Monitoring

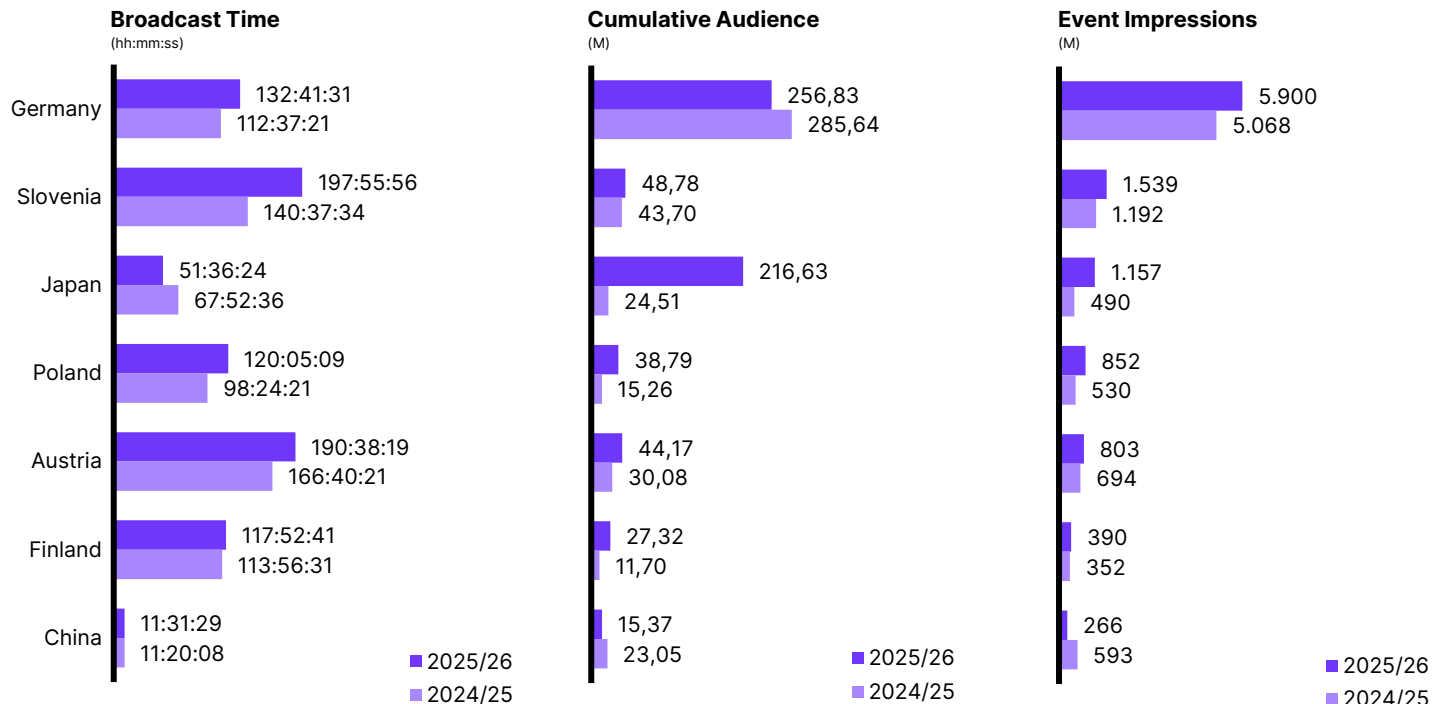
## Top 7 trending countries by Event Impressions – Men



\*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 – Women (incl. Mixed)



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

# Media Monitoring

Ranking by Top 15 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)
Germany	659.76	585:33:15	24,445.23	768.49	541:23:52	28,486.41
Poland	307.66	745:38:41	13,960.79	273.82	680:06:04	16,085.53
Slovenia	88.35	767:22:39	4,064.89	84.53	568:49:52	3,536.70
Austria	136.65	751:54:58	3,817.38	123.36	672:36:51	4,104.06
Japan	326.28	291:04:46	2,093.83	107.9	317:02:44	898.31
Finland	61.94	299:36:40	1,243.23	40.58	294:20:23	1,200.81
Czech Republic	34.05	648:06:37	623.36	27.22	581:24:39	709.26
Romania	4.95	551:34:09	585.57	4.04	461:57:08	465.45
Norway	26.26	312:10:44	545.38	26.39	320:07:51	701.58
Switzerland	9.37	542:27:53	508.33	13.9	469:26:59	556.09
Italy	6.10	651:24:09	420.50	8.49	525:18:35	440.47
Turkey	2.91	542:05:37	362.11	2.23	466:28:39	287.25
France	4.45	262:39:21	313.95	14.44	301:34:52	274.97
China	18.63	11:38:07	273.36	27.67	25:49:34	704.60
Hungary	1.85	561:23:20	230.01	1.71	467:54:49	209.00
<b>TOTAL</b>	<b>1,689.21</b>	<b>7524:40:55</b>	<b>53,487.90</b>	<b>1,524.77</b>	<b>6694:22:52</b>	<b>58,660.49</b>

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

# Media Monitoring

Ranking by trending country – Men

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	502.73	452:51:45	18,545.01	659.24	428:46:31	23,418.19
Poland	280.68	625:33:32	13,108.42	262.29	581:41:42	15,555.92
Austria	111.66	561:16:39	3,014.55	107.94	505:56:31	3,410.52
Slovenia	60.39	569:26:43	2,526.20	58.37	428:12:19	2,344.38
Japan	163.57	239:28:22	937.16	85.5	249:10:08	408.75
Finland	42.99	181:43:59	853.16	32.34	180:23:52	848.78
Romania	3.82	451:57:43	469.16	3.18	372:42:13	372.15
Czech Republic	24.79	507:15:20	458.87	20.74	467:04:29	584.33
Switzerland	8.20	439:03:30	436.80	12.51	379:37:09	488.19
Norway	17.41	169:14:18	378.73	19.81	206:48:59	529.78
Italy	4.76	538:53:41	376.42	8.26	445:31:35	415.71
Turkey	2.33	443:51:06	304.34	1.88	381:22:16	252.17
France	2.85	208:45:53	240.40	11.51	249:27:03	224.08
Hungary	1.47	458:46:49	188.51	1.41	381:28:55	178.72
Kazakhstan	1.33	443:51:06	168.86	1.09	374:59:01	139.03
<b>TOTAL</b>	<b>1,288.99</b>	<b>6292:00:28</b>	<b>42,006.59</b>	<b>1,286.07</b>	<b>5633:12:43</b>	<b>49,170.70</b>

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

# Media Monitoring

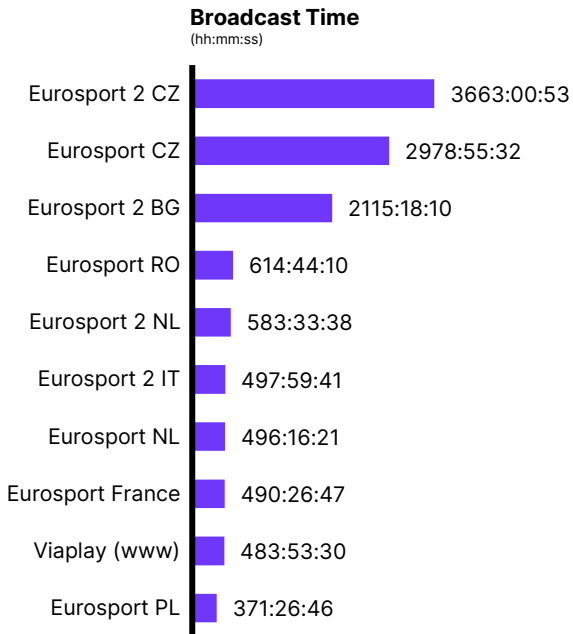
Ranking by trending country – Women (incl. Mixed)

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	251.59	132:41:31	5,900.22	285.64	112:37:21	5,068.22
Slovenia	48.14	197:55:56	1,538.69	43.7	140:37:34	1,192.32
Japan	212.07	51:36:24	1,156.67	24.51	67:52:36	489.57
Poland	38.79	120:05:09	852.38	15.26	98:24:21	529.62
Austria	43.93	190:38:19	802.83	30.08	166:40:21	693.54
Finland	27.03	117:52:41	390.06	11.7	113:56:31	352.03
China	15.37	11:31:29	266.42	23.05	11:20:08	593.28
Norway	15.45	142:56:26	166.65	13.59	113:18:52	171.79
Czech Republic	18.54	140:51:16	164.48	11.78	114:20:10	124.94
Romania	1.14	99:36:26	116.40	0.85	89:14:55	93.30
France	1.73	53:53:28	73.55	5.66	52:07:48	50.89
Switzerland	1.49	103:24:22	71.53	1.71	89:49:50	67.90
Turkey	0.58	98:14:30	57.77	0.35	85:06:23	35.08
Italy	1.48	112:30:27	44.07	0.29	79:47:00	24.76
Hungary	0.38	102:36:31	41.49	0.3	86:25:54	30.28
<b>TOTAL</b>	<b>677.70</b>	<b>1676:24:56</b>	<b>11,643.23</b>	<b>468.47</b>	<b>1421:39:44</b>	<b>9,517.52</b>

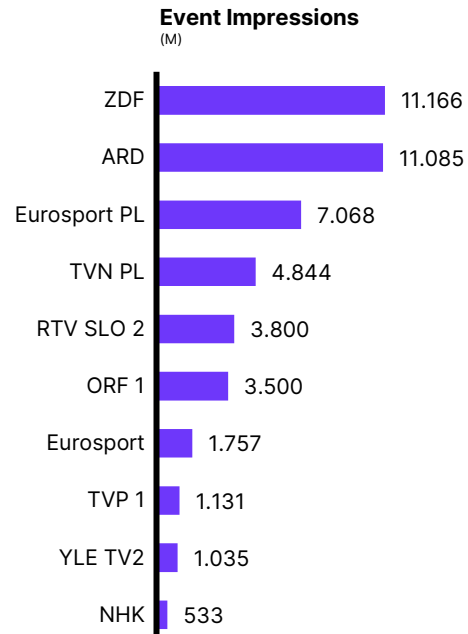
\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

# Media Monitoring

## Top 10 channels



**48% OF TOTAL**

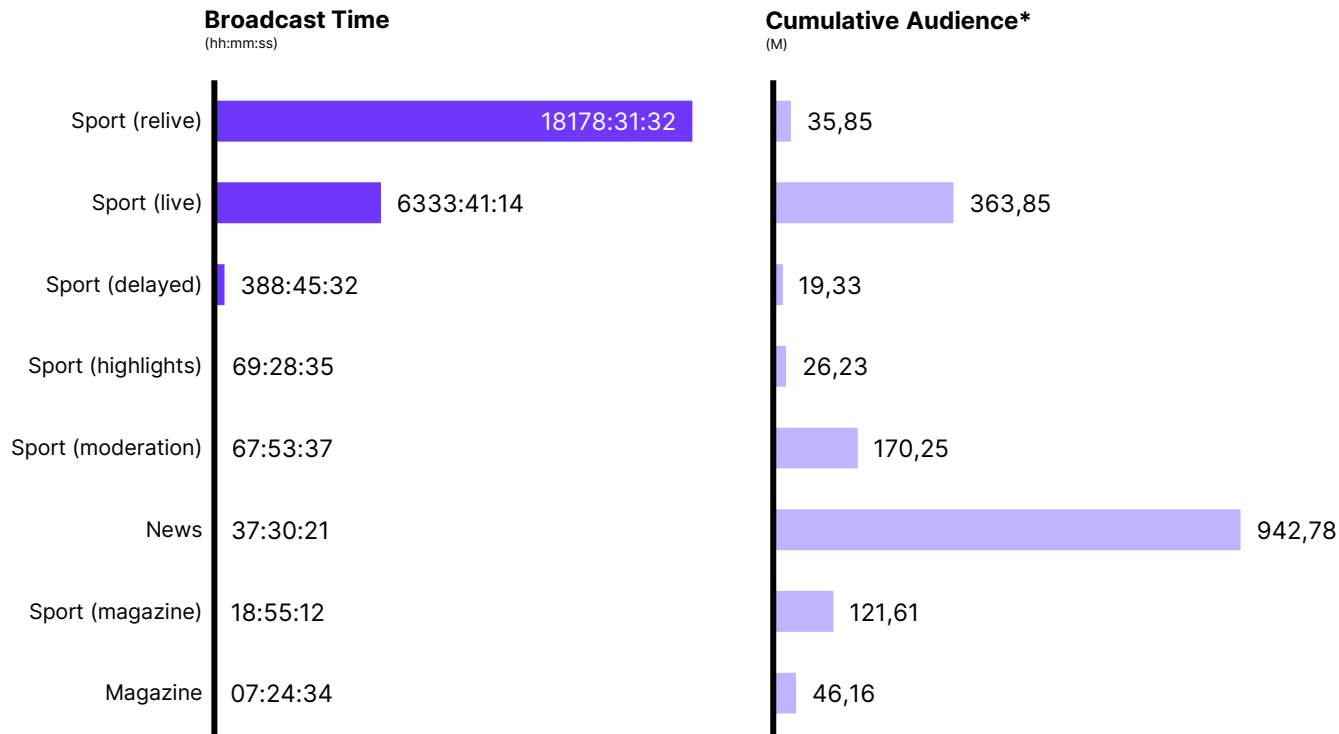


**82% OF TOTAL**

Eurosport CZ covers – besides the Czech Republic – Croatia, Slovenia, and Slovakia

# Media Monitoring

Ranking by program type



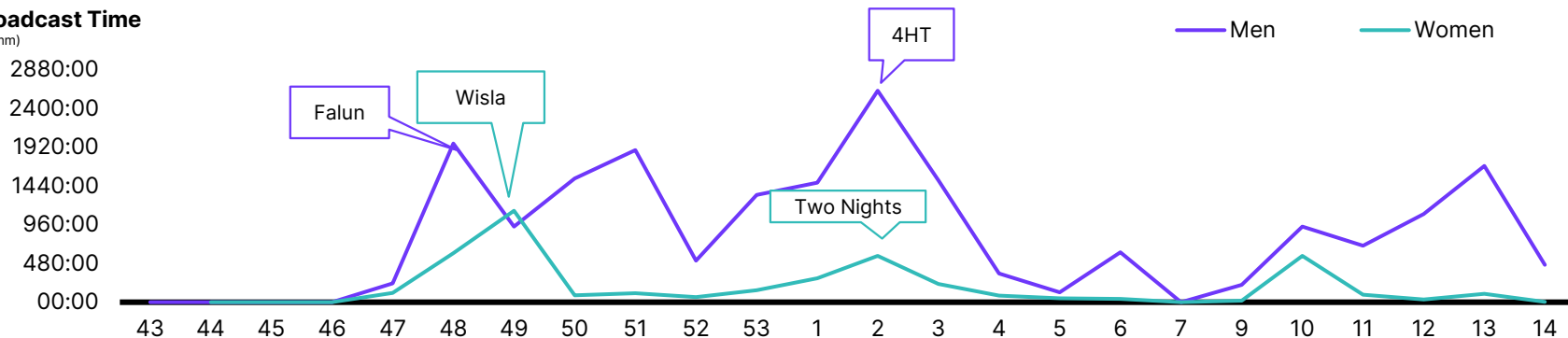
\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

# Media Monitoring

## Weekly coverage trend

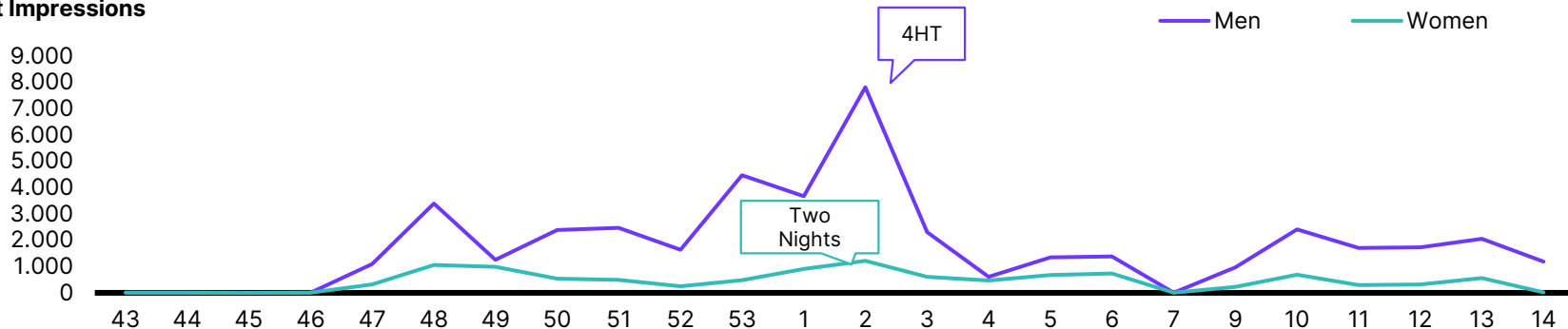
### Broadcast Time

(hh:mm)



### Event Impressions

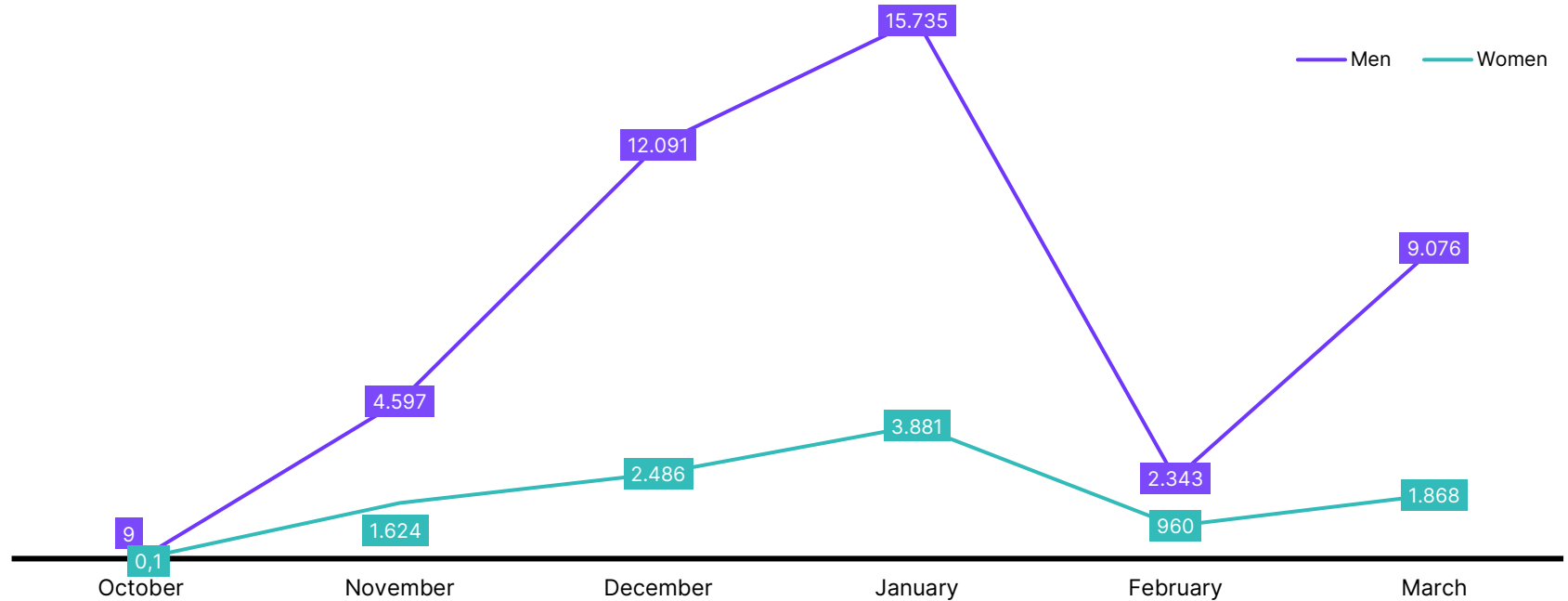
(M)



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

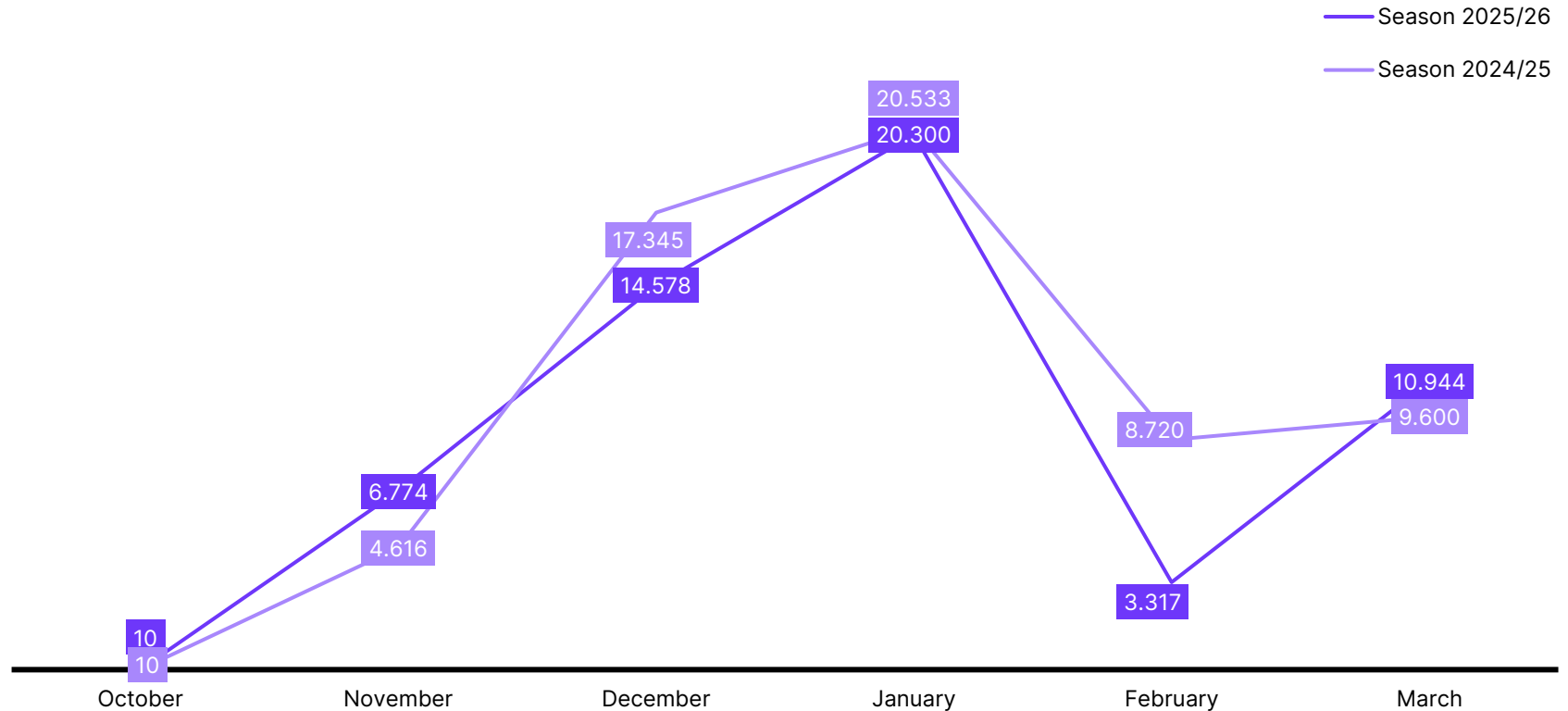
# Media Monitoring

Gender Comparison by Event Impressions and Month



# Media Monitoring

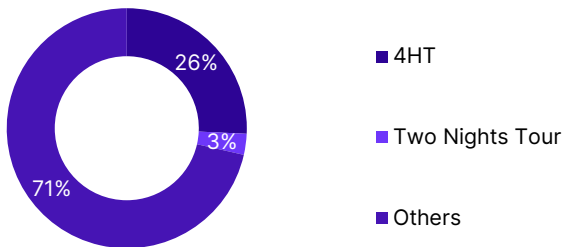
## Season Comparison by Event Impressions



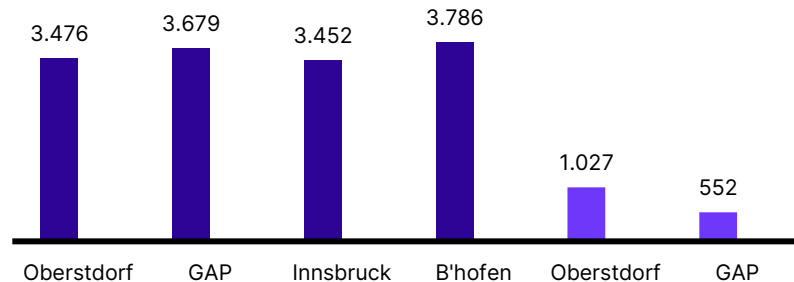
# Media Monitoring

Focus on 4HT / Two Nights Tour

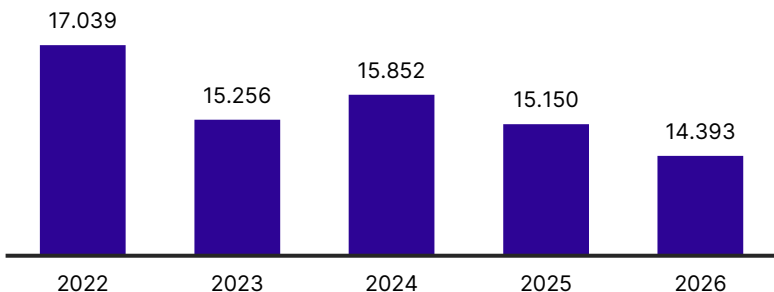
### Event Impressions 2025/26 (M)



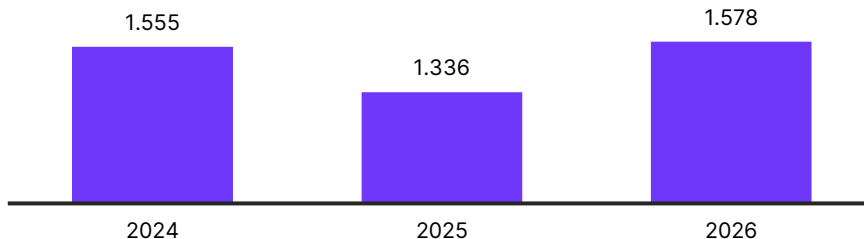
### Event Impressions 4HT & Two Nights Tour 2025/26 (M)



### Event Impressions Timeline Four Hills (M)



### Event Impressions Two Nights Tour (M)



# 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:

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



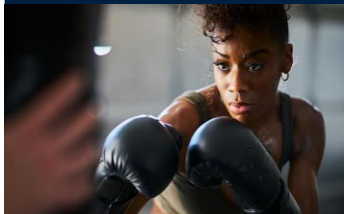
**Nielsen Sports** is the global leader in sports media valuation, data intelligence and research consulting.

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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