



# Coop FIS Cross Country World Cup 2023/24

TV Media Evaluation – Event Summary



Expertise by Nielsen Sports  
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Source: [www.fis-ski.com/cross-country/news/2023-24/team-selections-not-sv-team4-fin](https://www.fis-ski.com/cross-country/news/2023-24/team-selections-not-sv-team4-fin)

# Introduction

## Study scope

<b>Object of investigation/event:</b>	Coop FIS Cross Country World Cup
<b>Monitoring period:</b>	2023/24 Season
<b>Sponsors:</b>	Certina, Coop, Elten, Extra, Le Gruyère AOP, FIS App, Würth
<b>Markets*:</b>	Austria, Canada, China, Czech Republic, Estonia, Finland, France, Germany, Italy, Norway, Poland, Slovenia, South Korea, Sweden, Switzerland, United Kingdom, USA
<b>TV program types:</b>	Live, Delayed, Relive, Highlights, Sport Magazines, Magazines, News
<b>Sources of audience data:</b>	Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup   Adults 3+   Estimations by Nielsen Sports

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

# Presentation of results

# Global Overview

## FIS Cross Country World Cup 2023/24

		Live	Non-Live	TOTAL	TOTAL 2022/23	TREND
FIS Cross Country WC	<b>Cumulative Audience*</b> (M)	139	628	767	690	+11%
	<b>Number of Broadcasts</b> (#)	1,556	5,242	6,798	6,008	+13%
	<b>Broadcast Time</b> (hrs)	1,637	2,267	3,904	3,271	+19%
	<b>Actual Playing Time</b> (hrs)	1,307	2,005	3,312	2,812	+18%
	<b>Event Impressions</b> (M)	16,848	4,736	21,583	17,732	+22%
Sponsorship Evaluation	<b>Visibility</b> (hrs)	2,204	2,674	4,878	4,389	+18%
	<b>Sponsorship Impressions</b> (M)	21,147	4,906	26,053	22,120	+13%
	<b>100% Media Equivalency</b> (M€)	236.0	68.9	304.9	270.3	+12%
	<b>QI Media Value</b> (M€)	46.2	14.3	60.5	53.8	+16%
	<b>Average Sequence Duration</b> (sec.)	5.1	5.0	5.1	4.9	+4%
	<b>Ratio Visibility/Broadcast Time</b> (%)	134.7	117.9	124.9	134.2	-7%

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

# Global Overview

FIS Cross Country World Cup 2023/24 – Men (excl. Mixed)

		Live	Non-Live	TOTAL	TOTAL 2022/23	TREND
FIS Cross Country WC	<b>Cumulative Audience*</b> (M)	84	414	498	367	+36%
	<b>Number of Broadcasts</b> (#)	848	3,149	3,997	3,326	+20%
	<b>Broadcast Time</b> (hrs)	793	1,150	1,943	1,506	+29%
	<b>Actual Playing Time</b> (hrs)	632	1,017	1,649	1,298	+27%
	<b>Event Impressions</b> (M)	7,784	2,118	9,902	7,758	+28%
Sponsorship Evaluation	<b>Visibility</b> (hrs)	1,067	1,377	2,443	2,063	+18%
	<b>Sponsorship Impressions</b> (M)	9,635	2,199	11,834	9,748	+21%
	<b>100% Media Equivalency</b> (M€)	108.6	33.1	141.7	123.9	+14%
	<b>QI Media Value</b> (M€)	21.6	6.9	28.6	24.6	+16%
	<b>Average Sequence Duration</b> (sec.)	4.8	4.9	4.9	4.8	+2%
	<b>Ratio Visibility/Broadcast Time</b> (%)	134.5	119.8	125.8	136.98	-8%

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

# Global Overview

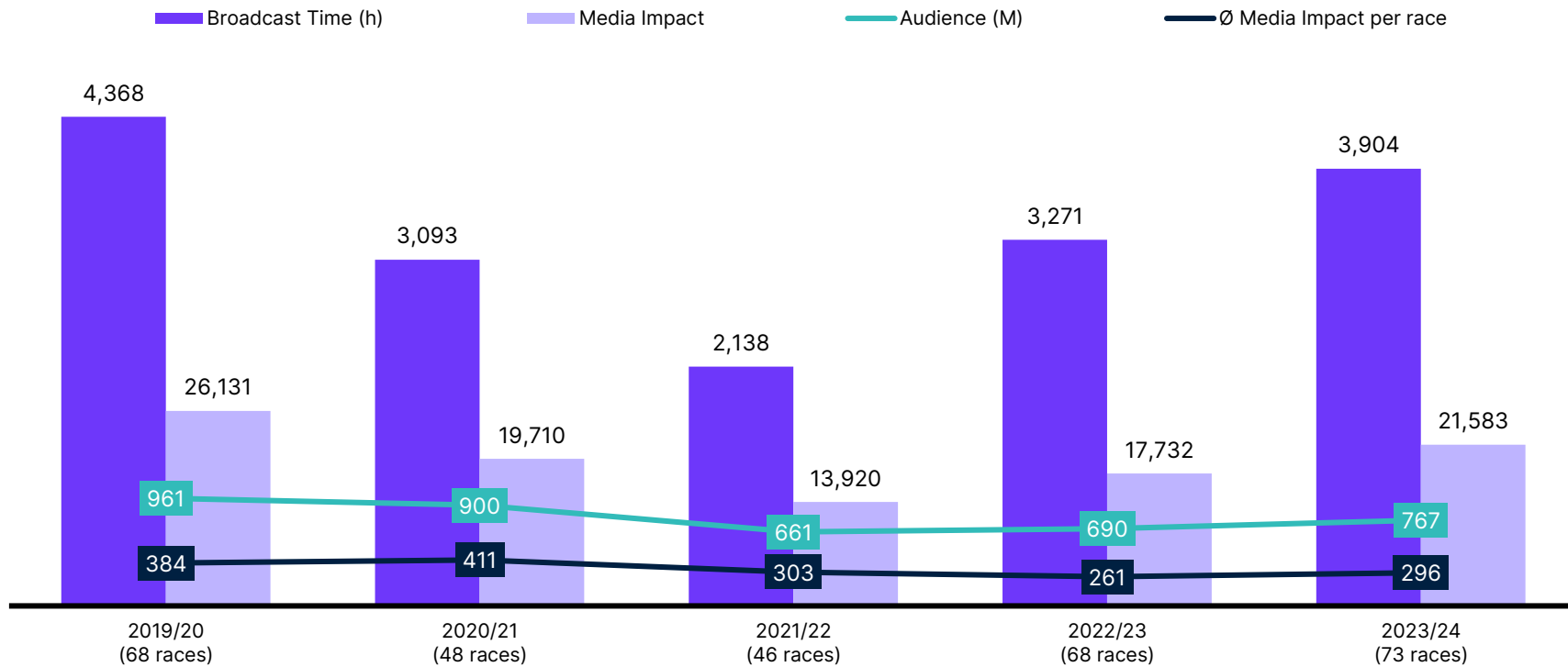
FIS Cross Country World Cup 2023/24 – Women (excl. Mixed)

		Live	Non-Live	TOTAL	TOTAL 2022/23	TREND
FIS Cross Country WC	<b>Cumulative Audience*</b> (M)	91	487	578	519	+11%
	<b>Number of Broadcasts</b> (#)	872	3,154	4,026	3,624	+11%
	<b>Broadcast Time</b> (hrs)	814	1,083	1,897	1,637	+16%
	<b>Actual Playing Time</b> (hrs)	656	957	1,613	1,404	+15%
	<b>Event Impressions</b> (M)	8,950	2,535	11,485	9,509	+21%
Sponsorship Evaluation	<b>Visibility</b> (hrs)	1,091	1,255	2,346	2,230	+5%
	<b>Sponsorship Impressions</b> (M)	11,362	2,610	13,971	12,004	+16%
	<b>100% Media Equivalency</b> (M€)	125.3	34.3	159.6	142.4	+12%
	<b>QI Media Value</b> (M€)	24.2	7.0	31.2	28.4	+10%
	<b>Average Sequence Duration</b> (sec.)	5.3	5.2	5.2	5.0	+4%
	<b>Ratio Visibility/Broadcast Time</b> (%)	134.0	115.8	123.6	136.14	-9%

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

# Season Comparison

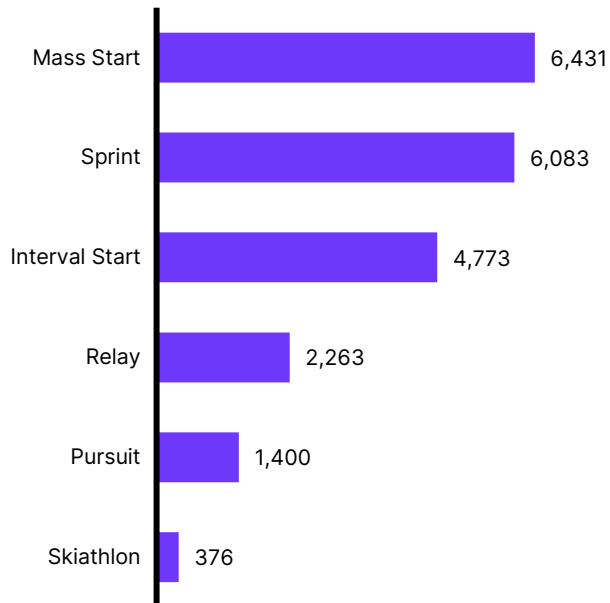
## FIS Cross-Country World Cup – Men & Women



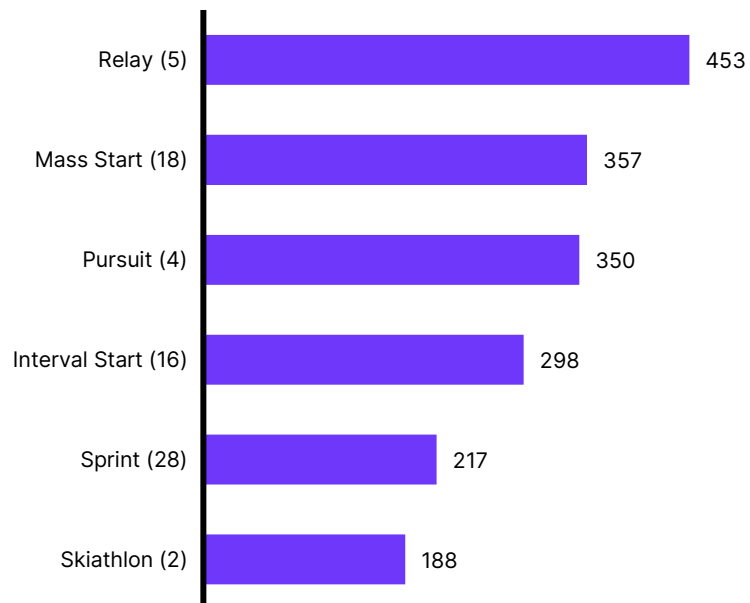
# Management Summary

## Event ranking

Media Impact (M)



Ø Media Impact per race (M)





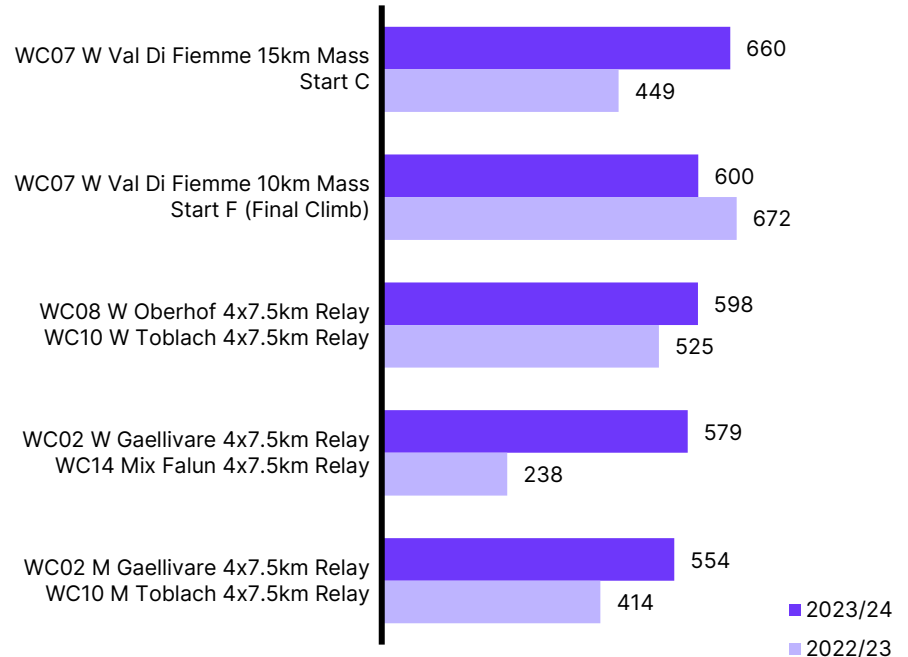
# Management Summary

## Key Insights

### Key Takeaways

- In terms of media impact, this season is the most successful one in the past 3 years.
- Compared to the previous season, all media KPI increase: Broadcast Time +19%, Cumulative Audience +12%, Live Audience +41% and Media Impact +22%.
- Even considering there were 5 races more than in 2022/23, average media impact per race still increases by 13%.
- With 3 relays in the top-5 competitions by media impact, this format proves to be especially popular.
- The top-3 nations all see an increase in media impact: Sweden +25%, Germany +49%, and Finland +19%.
- In Germany, ARD & ZDF aired 10 races more than in the previous season (47 vs. 37) while average audience remains stable (~1.8M).
- Norway is the only top nation with a negative trend (-10%) as both broadcast time and average live audience on FTA rights holders NRK, TV2 and TV3 slightly decline.

### Top-5 Competitions by Media Impact (M)

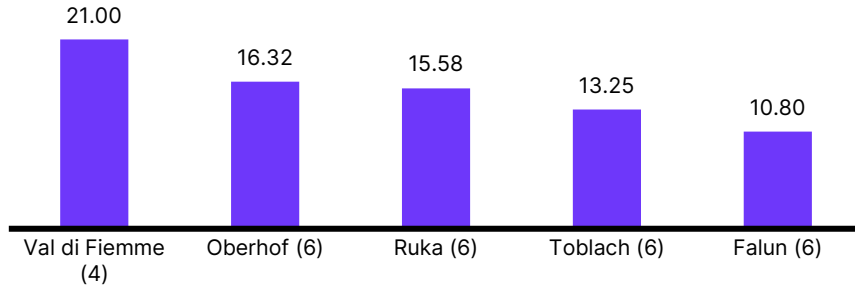


# Management Summary

## Media Monitoring

### Top 5 Venues by Cumulative Live Audience (M)

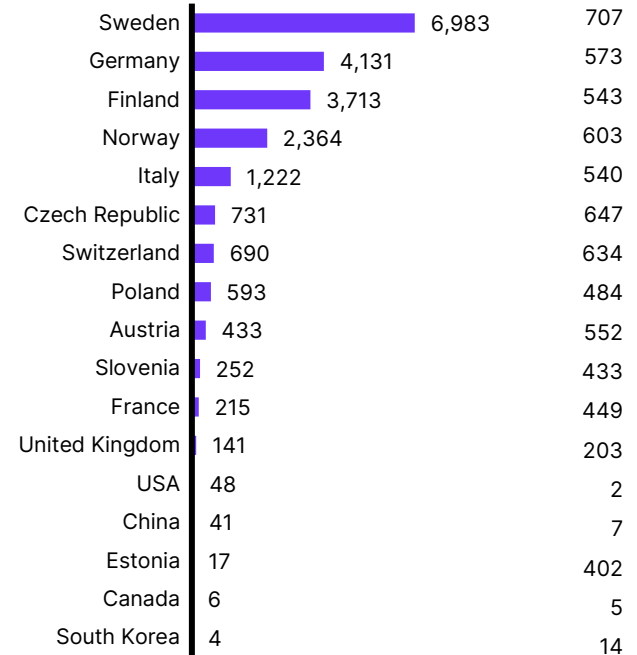
(#) = No. of races



- Val di Fiemme, host of Tour de Ski's Final Climb, traditionally ranks top in terms of cumulative live audience. Although there was no Sprint race this year, numbers go up by 7% compared to the previous season.
- 3 of the 4 races were broadcast by German ARD with a cum. live audience of 8.3M.
- Other major contributors, airing all 4 races in Val di Fiemme live, are Swedish TV6 (3.3M) and Finnish YLE 2 (3.2M).
- Toblach descends from 2<sup>nd</sup> to 4<sup>th</sup> rank (although live audience up by 12%) while Oberhof (+161% vs. Oberstdorf), Ruka (+80%), and Falun (+86%) are new to the top-5.
- Davos, part of the Tour de Ski this year, more than doubles in terms of live audience YOY, yet only ranking 8<sup>th</sup> overall.

### Event Impressions by Market (M)

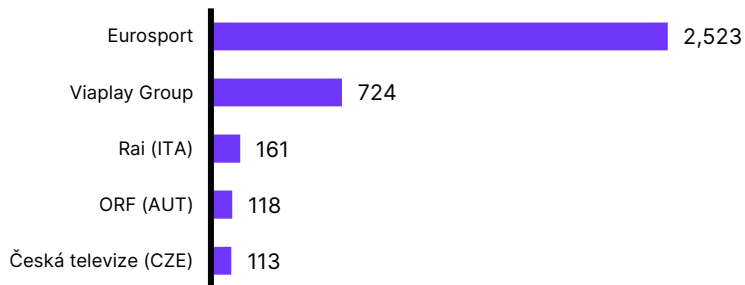
No. of broadcasts



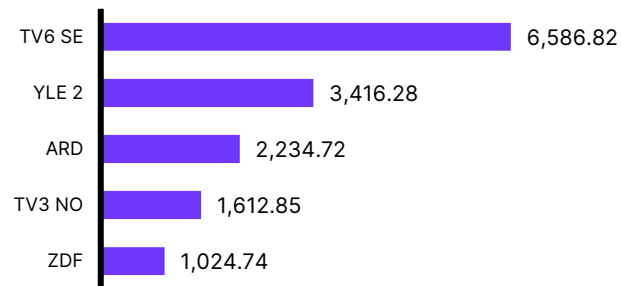
# Management Summary

## Media Monitoring

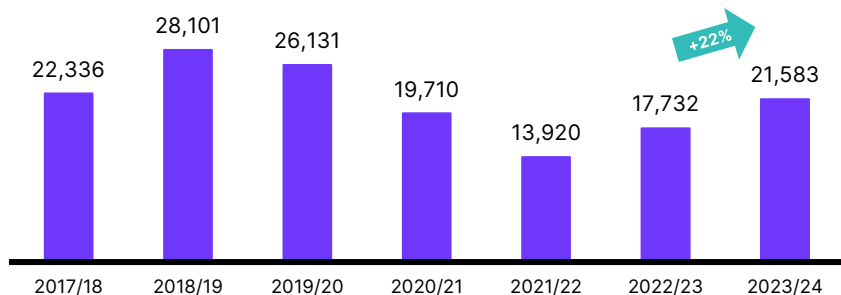
### Top 5 Broadcasters by Broadcast Time (hours)



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



### Event Impressions Trend (M)



- With 2,523 hours of broadcast time, the various Eurosport feeds account for 65% of total coverage but only 3% of cumulative audience (22M) and 11% of event impressions (2.3bn).
- Swedish TV6 remains the top channel in terms of media impact (+27% YOY), again followed by Finnish YLE 2 (+31%).
- Norwegian TV3 (+3%) loses its 3<sup>rd</sup> rank as German ARD & ZDF together increase their media impact by no less than 48%.
- ARD & ZDF aired more races live and average live audience goes up from 1.6M to 1.8M. The same applies to TV6 SE (live audience up from 479k to 512k).

# Media Monitoring

By country (in alphabetic order) – (1/2)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Austria	552	14.53	373:37:30	324:40:51	432.97
Canada	5	0.43	1:14:20	1:04:24	5.85
China	7	8.55	1:48:53	1:43:25	40.83
Czech Republic	647	39.18	378:57:31	334:11:49	731.41
Estonia	402	2.65	268:43:13	235:17:25	17.04
Finland	543	140.32	249:58:50	196:23:16	3,712.81
France	449	8.86	201:00:11	173:22:47	215.35
Germany	573	263.82	268:20:09	233:45:11	4,131.09

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

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Italy	540	19.63	429:34:22	374:45:14	1,221.57
Norway	603	73.90	274:27:51	205:56:24	2,364.23
Poland	484	10.04	323:36:35	290:57:31	593.04
Slovenia	433	5.17	294:05:54	256:30:54	252.48
South Korea	14	0.05	8:18:53	7:54:15	3.75
Sweden	707	158.25	305:23:51	222:08:06	6,982.54
Switzerland	634	19.80	354:08:19	308:34:38	689.76
United Kingdom	203	1.12	168:25:50	143:33:06	140.62
USA	2	0.57	2:09:39	1:27:33	48.03
<b>TOTAL</b>	<b>6,798</b>	<b>766.86</b>	<b>3903:51:52</b>	<b>3312:16:50</b>	<b>21,583.37</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 (1/2)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Austria	321	10.77	187:44:46	161:40:33	179.00
Canada	3	0.10	1:10:33	1:00:46	5.59
China	5	8.27	0:55:23	0:52:35	25.69
Czech Republic	373	30.09	185:47:15	163:28:04	359.95
Estonia	217	2.29	134:03:00	118:25:34	9.07
Finland	350	101.07	119:58:22	94:58:19	1,770.82
France	321	7.90	104:02:13	88:43:33	124.23
Germany	307	148.11	131:51:20	114:06:09	1,650.07
Italy	309	15.73	216:09:20	188:29:35	698.65

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

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Norway	411	53.60	140:05:42	105:14:39	1,224.20
Poland	262	7.22	168:07:00	151:35:41	297.22
Slovenia	233	3.49	146:13:17	128:50:06	128.54
South Korea	7	0.03	4:09:27	3:57:08	1.87
Sweden	414	94.47	147:33:06	108:32:38	3,027.75
Switzerland	367	13.66	175:11:15	152:14:02	328.69
United Kingdom	95	0.51	77:54:29	65:52:06	64.78
USA	2	0.57	1:30:44	0:55:07	5.45
<b>TOTAL</b>	<b>3,997</b>	<b>497.88</b>	<b>1942:27:10</b>	<b>1648:56:35</b>	<b>9,901.58</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 (1/2)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Austria	312	11.68	180:28:09	158:19:18	250.60
Canada	4	0.42	0:03:47	0:03:38	0.26
China	2	0.28	0:53:30	0:50:50	15.14
Czech Republic	381	28.06	189:00:40	167:06:24	357.62
Estonia	200	1.60	131:26:06	114:08:14	7.71
Finland	373	111.62	122:51:29	97:42:59	1,902.70
France	221	3.70	92:38:05	80:55:14	89.53
Germany	364	195.32	132:29:03	116:12:22	2,471.22

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



# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Italy	301	12.80	207:25:05	180:59:15	500.05
Norway	365	49.94	130:47:34	98:53:37	1,123.15
Poland	233	6.87	153:15:24	137:33:10	290.02
Slovenia	234	3.96	144:38:29	124:57:12	123.58
South Korea	7	0.03	4:09:27	3:57:08	1.87
Sweden	564	138.10	152:59:46	110:48:05	3,887.53
Switzerland	364	12.32	171:25:12	150:00:47	348.60
United Kingdom	100	0.59	82:14:06	70:23:47	72.72
USA	1	0.55	0:38:55	0:32:26	42.58
<b>TOTAL</b>	<b>4,026</b>	<b>577.84</b>	<b>1897:24:49</b>	<b>1613:24:27</b>	<b>11,484.86</b>

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

# Media Monitoring

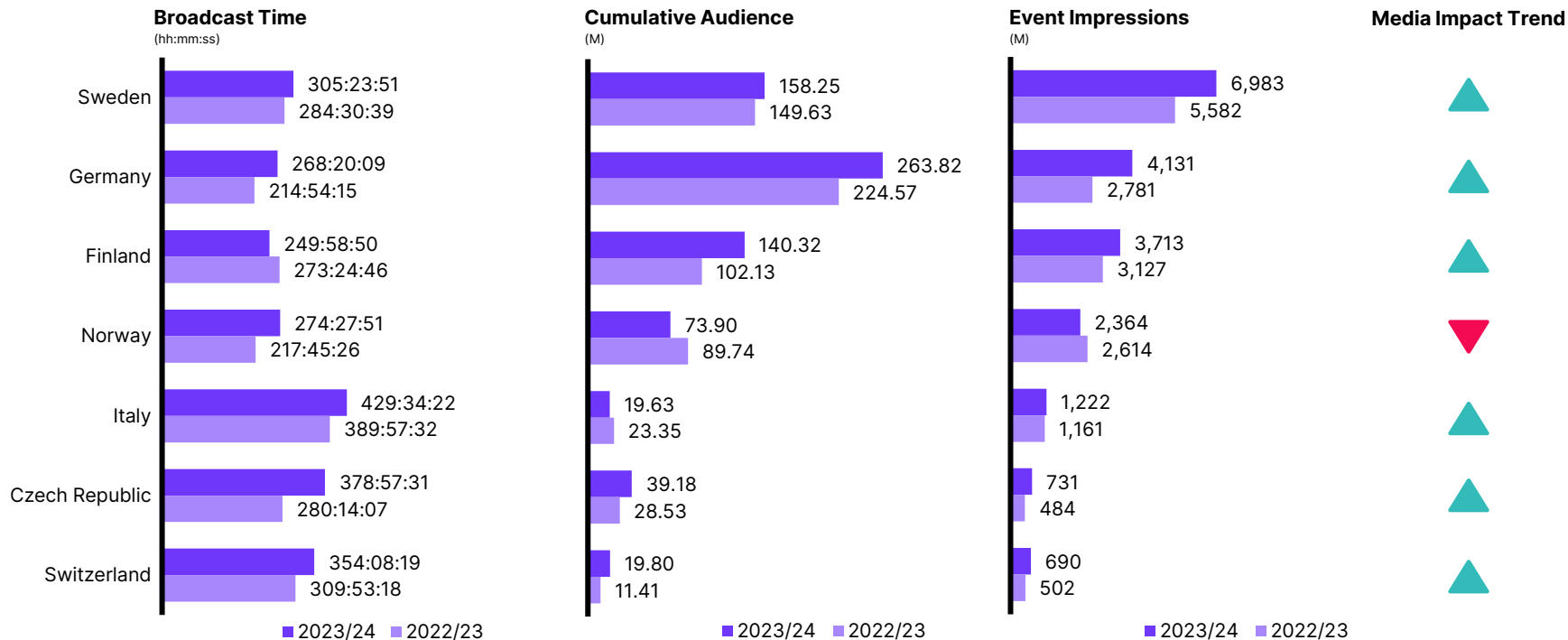
By country (in alphabetic order) – Mixed

Country	Number of Broadcasts	Cumulative Audience*	Broadcast Time	Actual Playing Time	Event Impressions
	(#)	(M)	(hh:mm:ss)	(hh:mm:ss)	(M)
Austria	6	0.03	5:24:35	4:41:00	3.37
Czech Republic	4	0.11	4:09:36	3:37:21	13.84
Estonia	3	0.00	3:14:08	2:43:36	0.25
Finland	6	0.77	7:08:59	3:41:58	39.29
France	5	0.02	4:19:53	3:44:00	1.59
Germany	5	0.09	3:59:45	3:26:40	9.80
Italy	7	0.21	5:59:56	5:16:23	22.87
Norway	5	0.47	3:34:36	1:48:08	16.88
Poland	2	0.04	2:14:11	1:48:40	5.81
Slovenia	3	0.00	3:14:08	2:43:36	0.36
Sweden	15	3.78	4:50:59	2:47:23	67.27
Switzerland	13	0.56	7:31:51	6:19:49	12.47
United Kingdom	8	0.02	8:17:15	7:17:13	3.12
<b>TOTAL</b>	<b>82</b>	<b>6.11</b>	<b>63:59:53</b>	<b>49:55:48</b>	<b>196.92</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

Ranking by trending country (1/2)

Country	2023/24			2022/23		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
Sweden	158.25	305:23:51	6,982.54	149.63	284:30:39	5,582.50
Germany	263.82	268:20:09	4,131.09	224.57	214:54:15	2,780.67
Finland	140.32	249:58:50	3,712.81	102.13	273:24:46	3,126.90
Norway	73.90	274:27:51	2,364.23	89.74	217:45:26	2,613.89
Italy	19.63	429:34:22	1,221.57	23.35	389:57:32	1,161.16
Czech Republic	39.18	378:57:31	731.41	28.53	280:14:07	484.11
Switzerland	19.80	354:08:19	689.76	11.41	309:53:18	501.83
Poland	10.04	323:36:35	593.04	6.41	249:25:01	592.62
Austria	14.53	373:37:30	432.97	6.49	304:08:14	283.70

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

# Media Monitoring

Ranking by trending country (2/2)

	2023/24			2022/23		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
<b>Country</b>						
Slovenia	5.17	294:05:54	252.48	7.73	256:36:56	312.88
France	8.86	201:00:11	215.35	25.21	189:50:57	154.35
United Kingdom	1.12	168:25:50	140.62	0.81	71:23:43	101.92
USA	0.57	2:09:39	48.03	9.15	0:01:48	8.50
China	8.55	1:48:53	40.83	2.72	0:01:44	4.67
Estonia	2.65	268:43:13	17.04	2.38	228:48:15	19.49
Canada	0.43	1:14:20	5.85	0.10	0:31:27	2.48
South Korea	0.05	8:18:53	3.75	-	-	-
<b>TOTAL</b>	<b>766.86</b>	<b>3903:51:52</b>	<b>21,583.37</b>	<b>690.35</b>	<b>3271:28:08</b>	<b>17,731.64</b>

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

# Media Monitoring

Ranking by trending country – Men (1/2)

Country	2023/24			2022/23		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
Sweden	94.47	147:33:06	3,027.75	83.02	133:54:36	2,435.21
Finland	101.07	119:58:22	1,770.82	73.55	129:38:24	1,399.28
Germany	148.11	131:51:20	1,650.07	72.07	93:53:11	858.53
Norway	53.60	140:05:42	1,224.20	63.17	107:41:48	1,313.48
Italy	15.73	216:09:20	698.65	18.56	184:01:25	617.54
Czech Republic	30.09	185:47:15	359.95	24.56	129:35:15	248.24
Switzerland	13.66	175:11:15	328.69	6.10	144:02:36	237.13
Poland	7.22	168:07:00	297.22	2.82	108:37:24	264.42
Austria	10.77	187:44:46	179.00	3.73	133:36:08	131.33

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

# Media Monitoring

Ranking by trending country – Men (2/2)

Country	2023/24			2022/23		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
Slovenia	3.49	146:13:17	128.54	3.85	113:06:14	122.42
France	7.90	104:02:13	124.23	12.76	90:47:33	79.19
United Kingdom	0.51	77:54:29	64.78	0.36	35:35:04	41.72
China	8.27	0:55:23	25.69	-	-	-
Estonia	2.29	134:03:00	9.07	2.05	101:34:00	8.24
Canada	0.10	1:10:33	5.59	0.10	0:18:08	1.43
USA	0.57	1:30:44	5.45	-	-	-
South Korea	0.03	4:09:27	1.87	-	-	-
<b>TOTAL</b>	<b>497.88</b>	<b>1942:27:10</b>	<b>9,901.58</b>	<b>366.70</b>	<b>1506:21:45</b>	<b>7,758.18</b>

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

# Media Monitoring

Ranking by trending country – Women (1/2)

Country	2022/23			2021/22		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
Sweden	138.10	152:59:46	3,887.53	123.00	145:11:58	3,014.27
Germany	195.32	132:29:03	2,471.22	176.08	112:27:54	1,828.53
Finland	111.62	122:51:29	1,902.70	80.98	136:03:49	1,669.90
Norway	49.94	130:47:34	1,123.15	57.26	103:53:09	1,218.54
Italy	12.80	207:25:05	500.05	10.15	190:48:45	516.45
Czech Republic	28.06	189:00:40	357.62	21.91	137:15:42	204.74
Switzerland	12.32	171:25:12	348.60	8.62	156:07:15	259.23
Poland	6.87	153:15:24	290.02	3.45	126:13:36	308.04
Austria	11.68	180:28:09	250.60	4.22	160:59:55	150.74

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



# Media Monitoring

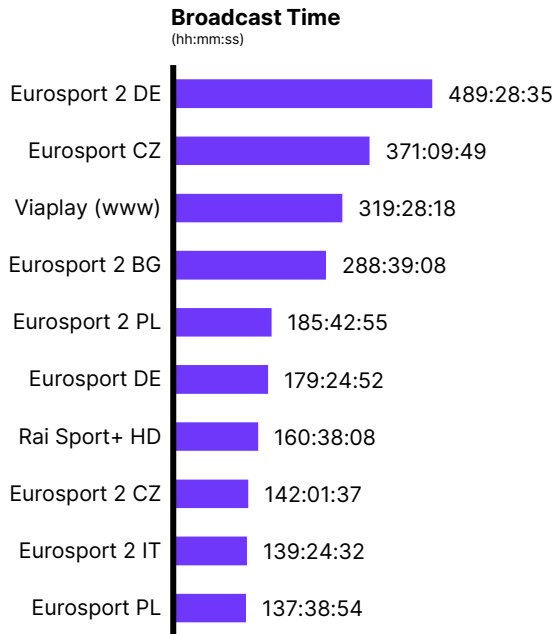
Ranking by trending country – Women (2/2)

Country	2022/23			2021/22		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
Slovenia	3.96	144:38:29	123.58	6.77	130:12:34	188.66
France	3.70	92:38:05	89.53	12.91	89:44:31	68.59
United Kingdom	0.59	82:14:06	72.72	0.42	34:38:26	56.77
USA	0.55	0:38:55	42.58	9.15	0:01:48	8.50
China	0.28	0:53:30	15.14	2.72	0:01:44	4.67
Estonia	1.60	131:26:06	7.71	0.98	113:55:35	10.12
South Korea	0.03	4:09:27	1.87	-	-	-
Canada	0.42	0:03:47	0.26	0.04	0:13:19	1.05
<b>TOTAL</b>	<b>577.84</b>	<b>1897:24:49</b>	<b>11,484.86</b>	<b>518.64</b>	<b>1637:50:02</b>	<b>9,508.79</b>

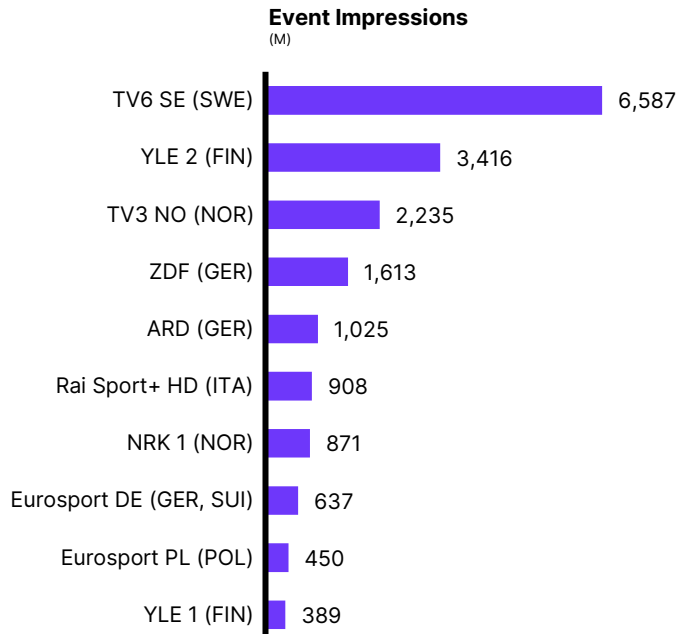
\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

# Media Monitoring

## Top 10 channels



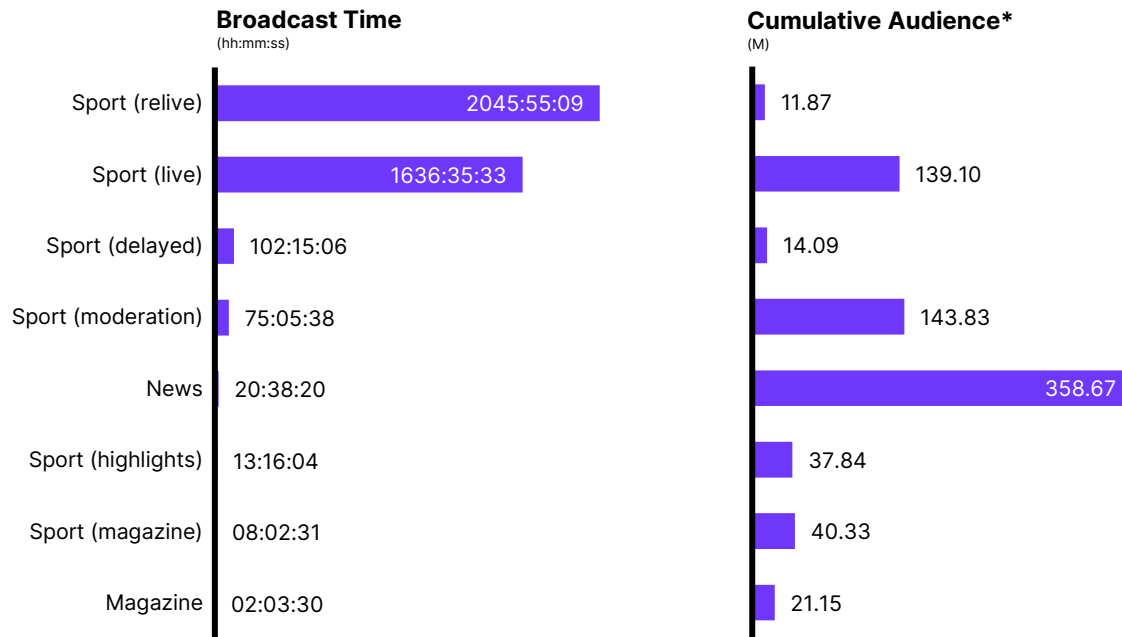
**62% OF TOTAL**



**84% OF TOTAL**

# Media Monitoring

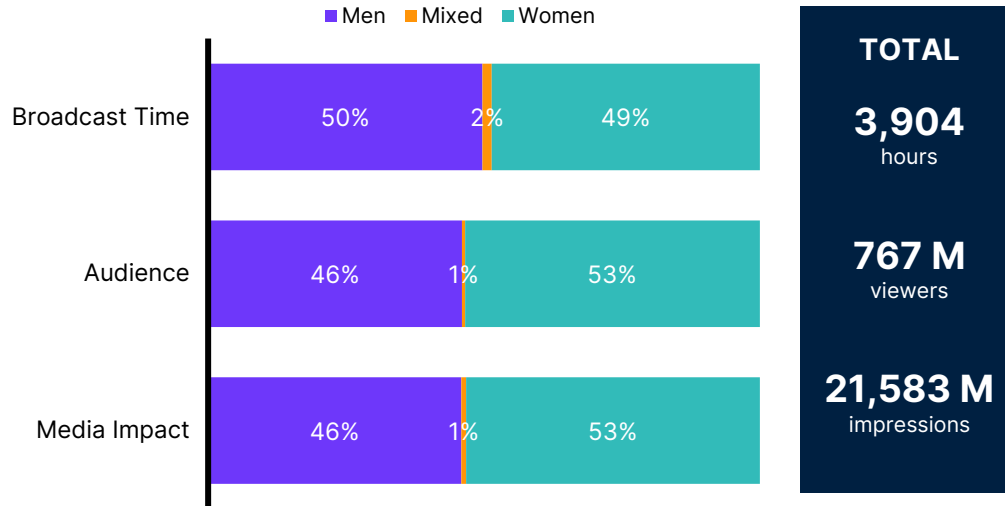
Ranking by program type



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

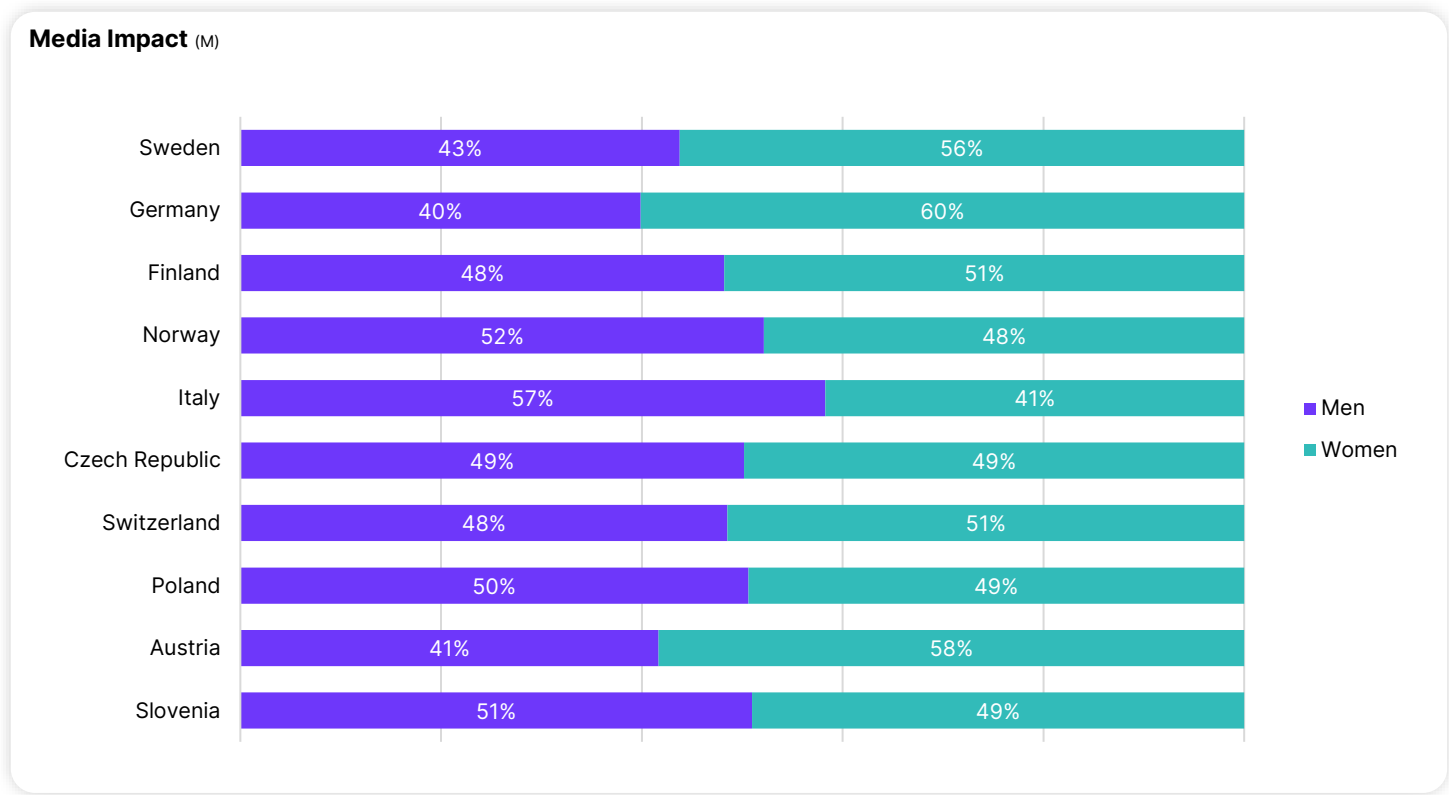
# Media Monitoring

## Gender comparison



# Media Monitoring

## Gender Comparison Market Ranking by Media Impact (Top-10)

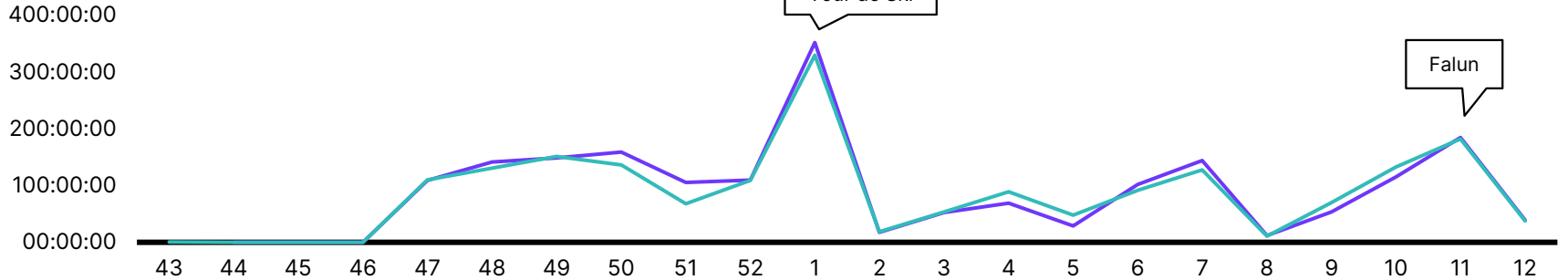


# Media Monitoring

## Weekly coverage trend

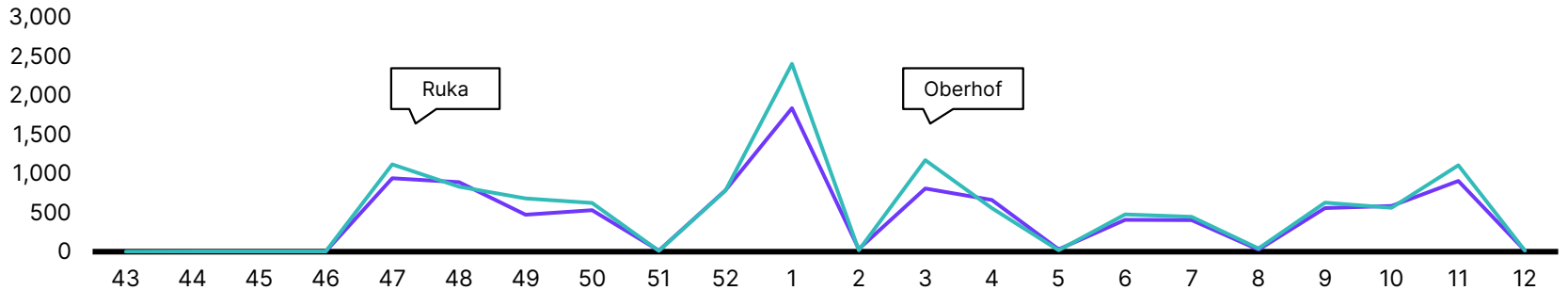
### Broadcast Time

(hh:mm:ss)



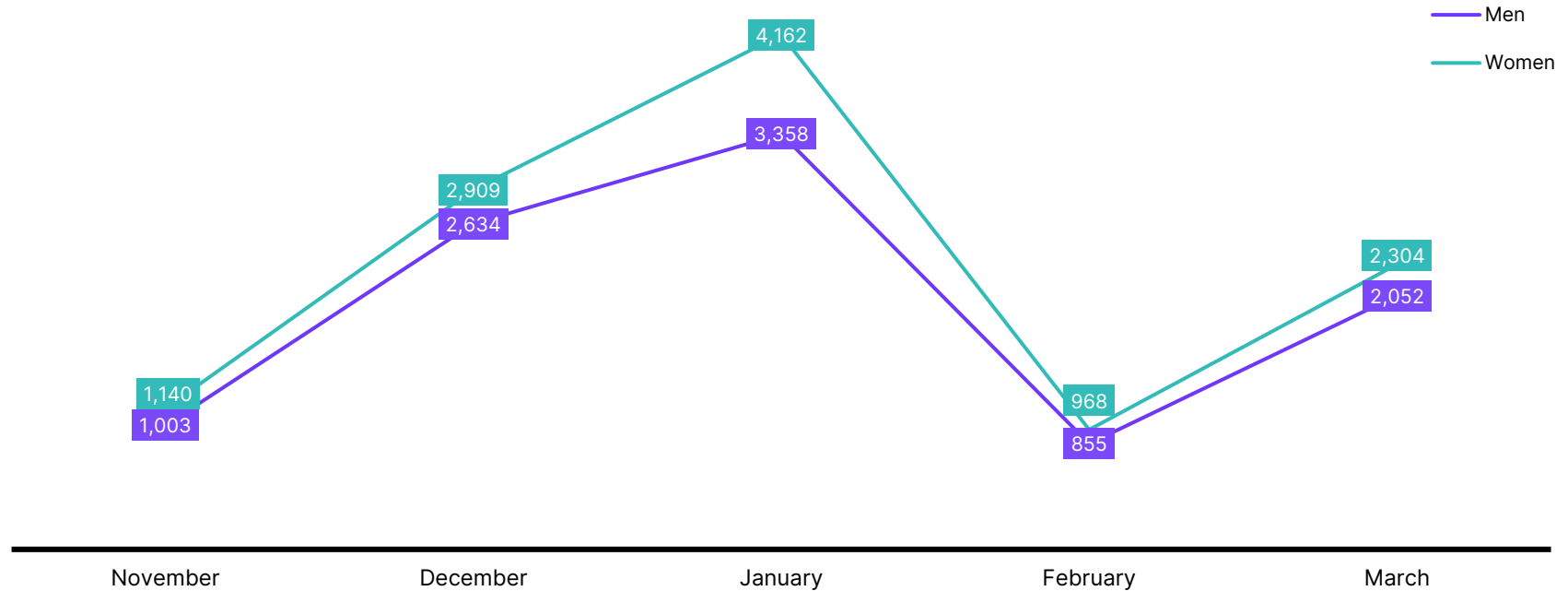
### Event Impressions

(M)



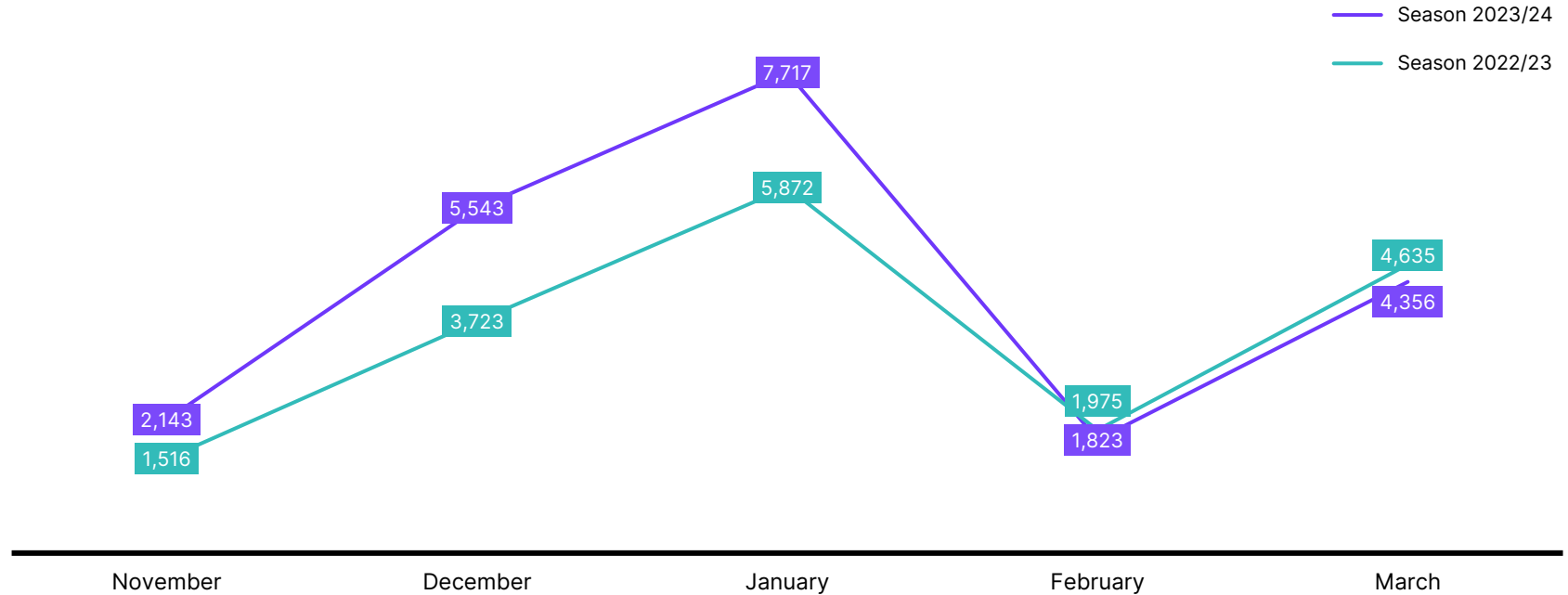
# Media Monitoring

Gender Comparison Event Impressions by Month



# Media Monitoring

## Season Comparison Event Impressions by Month





# Presentation of results

Media Monitoring

Media Monitoring – Focus Tour de Ski

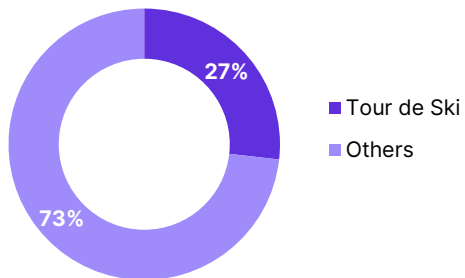
Sponsorship Analysis

# Media Monitoring

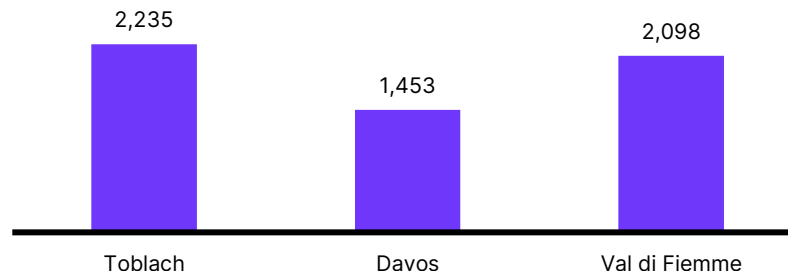
Focus on Tour de Ski



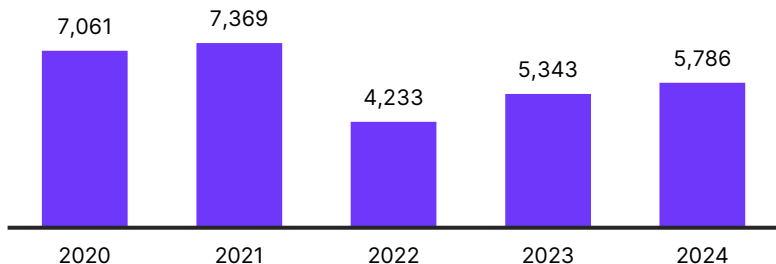
### Event Impressions 2023/24 (M)



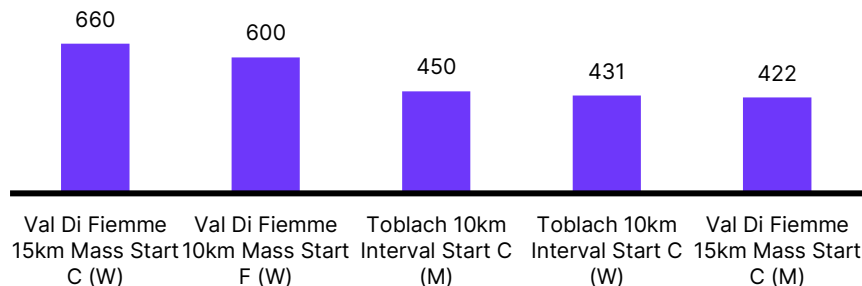
### Event Impressions by Venue 2023/24 (M)



### Event Impressions Timeline Tour de Ski (M)



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



# Media Monitoring

Focus Tour de Ski – Ranking by trending country (1/2)

Country	2023/24			2022/23		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
Sweden	44.98	54:11:00	1,719.75	42.12	50:56:21	1,453.47
Germany	95.92	62:11:58	1,328.45	109.06	69:45:50	1,189.86
Finland	31.68	46:05:54	802.81	26.74	51:32:45	918.68
Norway	15.65	78:28:56	610.04	19.67	41:13:06	645.94
Italy	4.38	97:56:48	293.19	7.54	116:25:25	375.85
Switzerland	6.89	103:15:30	250.87	3.84	105:04:26	174.08
Czech Republic	10.61	86:59:31	204.12	7.39	88:18:31	126.23
Poland	2.86	62:00:23	166.40	2.17	73:33:00	185.22
Slovenia	2.52	72:54:19	141.75	3.54	80:16:15	112.54

# Media Monitoring

Focus Tour de Ski – Ranking by trending country (2/2)

Country	2023/24			2022/23		
	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Event Impressions (M)
Austria	6.84	91:38:52	132.91	1.88	96:34:15	78.00
France	3.99	39:43:42	61.83	12.27	58:39:11	34.95
United Kingdom	0.40	57:34:29	53.85	0.30	15:24:17	39.29
China	8.07	0:02:52	15.61	-	-	-
Estonia	0.58	59:32:02	4.48	0.51	70:26:36	6.03
South Korea	0.03	5:53:38	2.14	-	-	-
USA	0.55	0:00:03	0.05	-	-	-
Canada	0.03	0:00:14	0.01	0.10	0:31:27	2.48
<b>TOTAL</b>	<b>235.99</b>	<b>918:30:11</b>	<b>5,788.27</b>	<b>237.12</b>	<b>918:41:28</b>	<b>5,342.62</b>

# 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.
-------------------	--

#### 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:

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



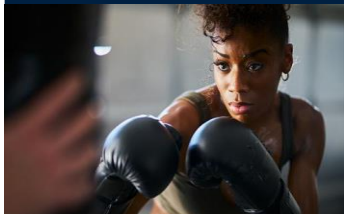
**Nielsen Sports** is the global leader in sports media valuation, data intelligence and research consulting.

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

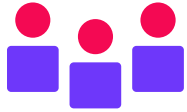


Nielsen applies a unique combination of advanced machine analysis and people-powered research to provide clients a clear picture of the sports media landscape.



# 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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