



Viessmann FIS Ski Jumping World Cup 2024/25

TV Media Evaluation – Event Summary



Expertise by Nielsen Sports
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Source: <https://www.fis-ski.com/en/ski-jumping/cup-bischofshofen-2022-competition-1>

Introduction

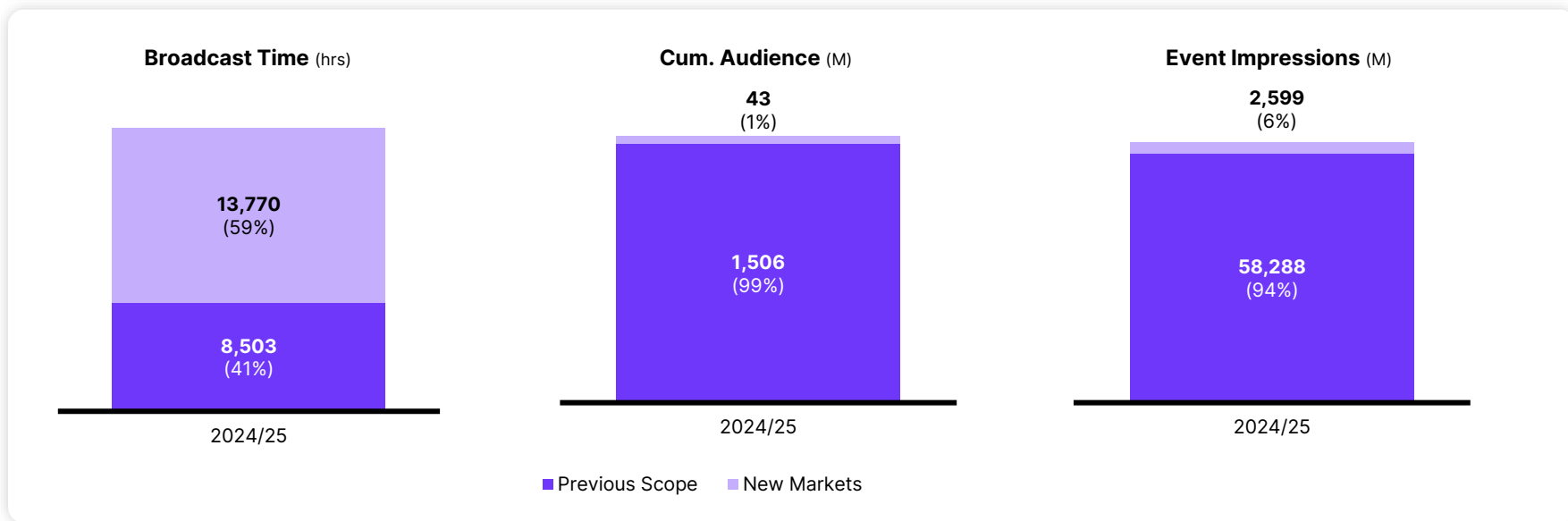
Study scope

Object of investigation/event:	Viessmann FIS Ski Jumping World Cup (Men, Women, and Mixed)
Monitoring period:	2024/25 Season
Sponsors:	Hylo, Viessmann
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

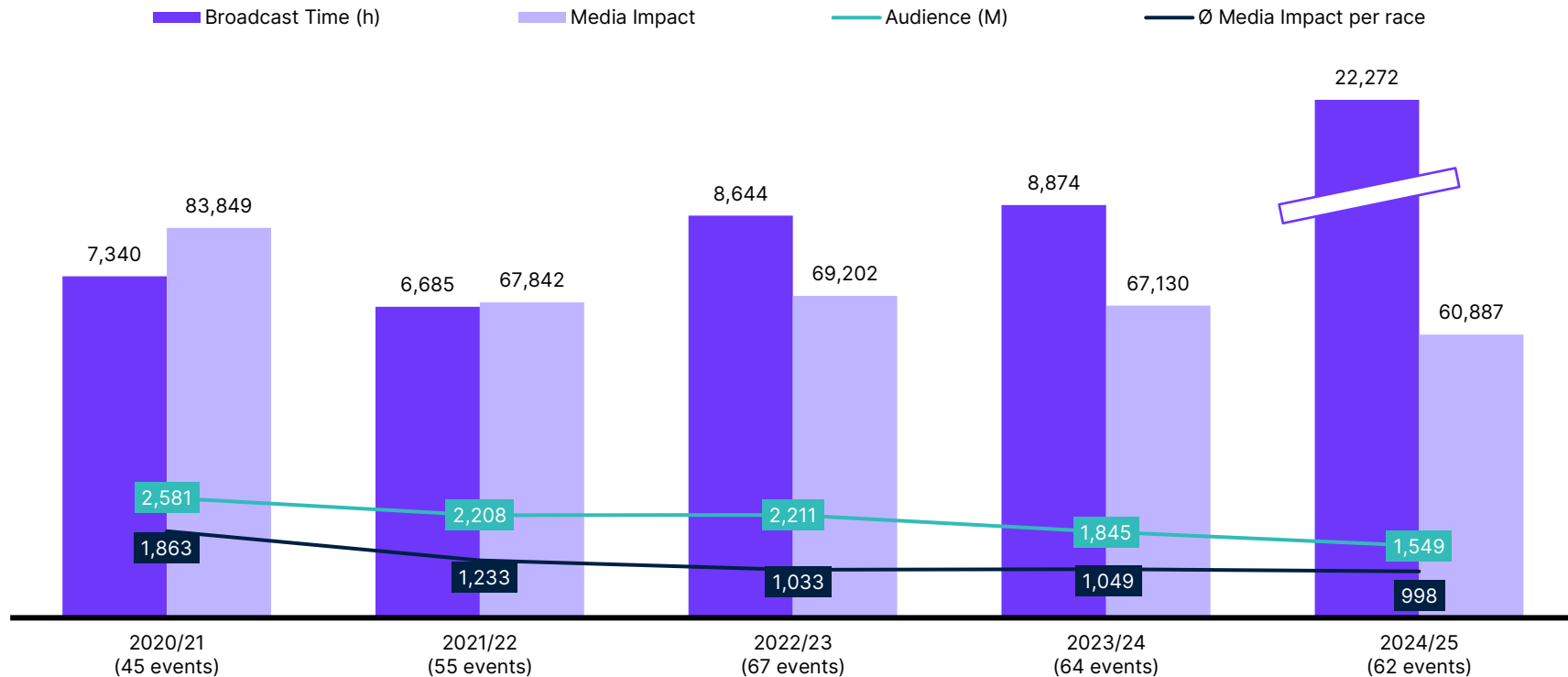
FIS Ski Jumping World Cup 2024/25 – Men & Women (incl. Mixed)

		Live	Non-Live	TOTAL	TOTAL 2023/24	TREND
FIS Ski Jumping WC	Cumulative Audience* (M)	398	1,150	1,549	1,845	-16%
	Number of Broadcasts (#)	6,647	18,693	25,340	12,702	+99%
	Broadcast Time (hrs)	6,705	15,568	22,272	8,874	+151%
	Actual Playing Time (hrs)	6,251	14,642	20,893	6,933	+201%
	Event Impressions (M)	48,422	12,465	60,887	67,129	-9%
Sponsorship Evaluation	Visibility (hrs)	3,383	7,895	11,278	4,370	+158%
	Sponsorship Impressions (M)	23,654	3,946	27,600	30,060	-8%
	100% Media Equivalency (M€)	204.1	51.7	255.8	239.5	+7%
	QI Media Value (M€)	43.6	11.9	55.5	50.4	+10%
	Average Sequence Duration (sec.)	4.6	4.3	4.4	4.9	-10%
	Ratio Visibility/Broadcast Time (%)	50.5	50.7	50.6	49.2	+3%

*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)



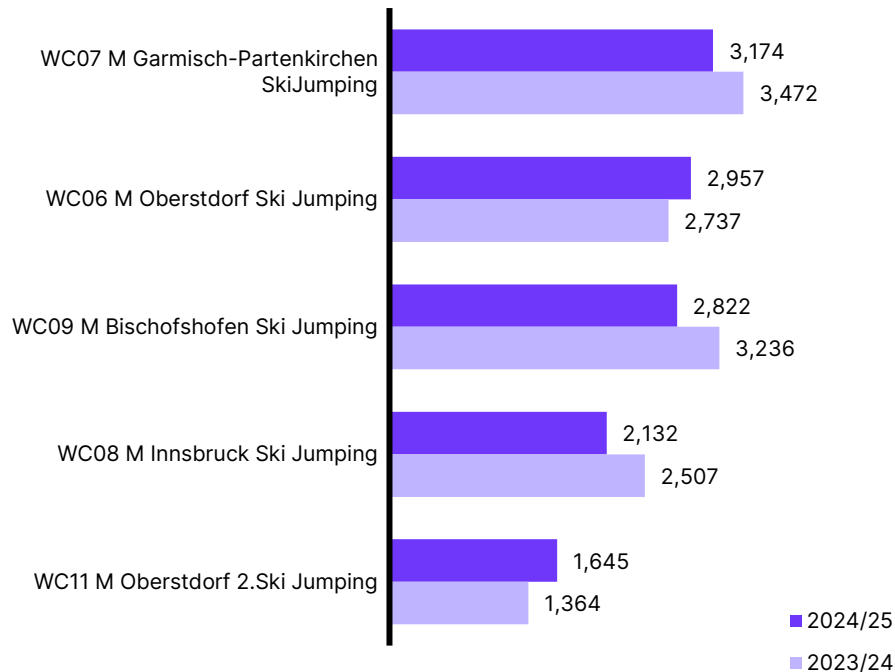
Management Summary

Key Takeaways - Men & Women (incl. Mixed)

Key Takeaways

- Total media impact (men and women combined) declines by 9% compared to the previous season.
- While average media impact per event goes up by 2%, total event impressions for the Men's World Cup decline (-14%) as there were 6 jumpings less this season.
- This cannot quite be compensated by the Women's World Cup which shows a positive trend for both overall event impressions (+24%) and avg. media impact per event (+11%).
- The overall trend is driven by a 22%-media-impact-decline in Poland, where the men's team continues to struggle from a sportive perspective and women's events are not as popular as in other traditional ski jumping nations such as Germany, Austria, or Slovenia.
- These 3 just mentioned top nations all show slightly negative media impact trends (around -10%), again impacted by the fewer (men's) events taking place.
- Positive trends can be observed in Japan (+2%) and Denmark (+24%).

Top-5 Competitions by Media Impact (M)

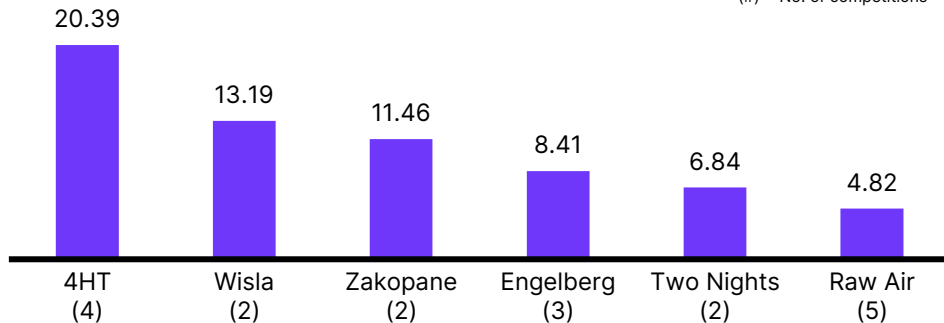


Management Summary

Media Monitoring - Men & Women (incl. Mixed)

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

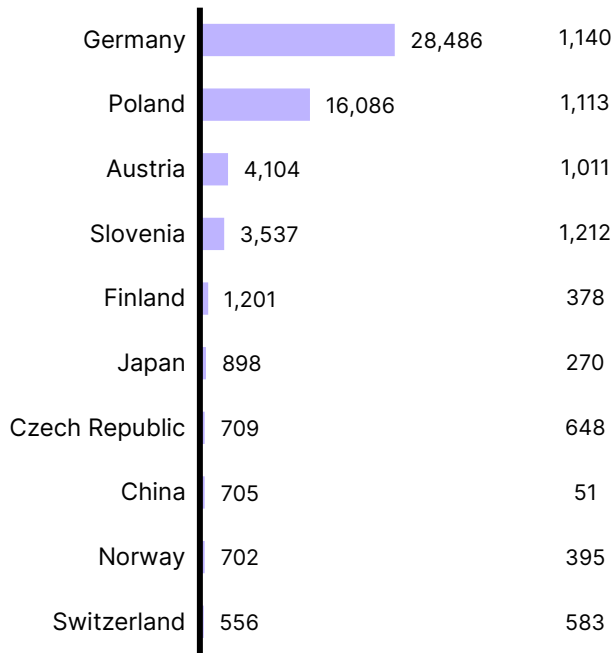
(#) = No. of competitions



- The 4 Hills Tournament attracts the highest live audience per event, also because the qualifications are far more popular compared to other World Cup events (5.8M on average vs. 0.8M for qualifications outside of the 4HT).
- Thanks to strong live audience figures in Poland as well as in Germany, Wisla and Zakopane are the top venues outside of the 4HT.
- Average live audiences remain on a high level in Austria thanks to a sportive successful season. Also Finland and Slovenia show positive trends.
- Women's competitions continue to increase their share of the World Cup's total media impact (from 14% last season to 16% this season).

Top-10 Event Impressions by Market (M)

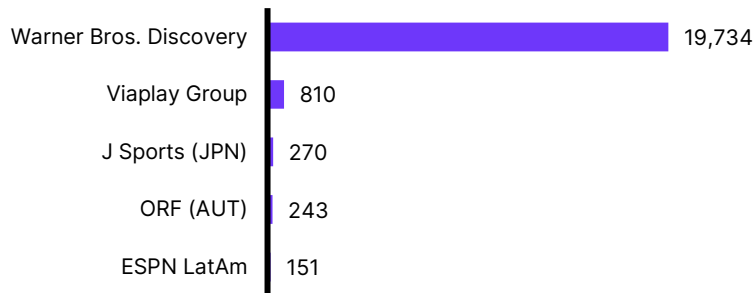
No. of broadcasts



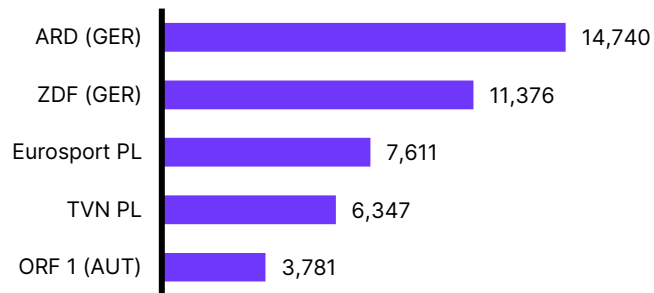
Management Summary

Media Monitoring - Men & Women (incl. Mixed)

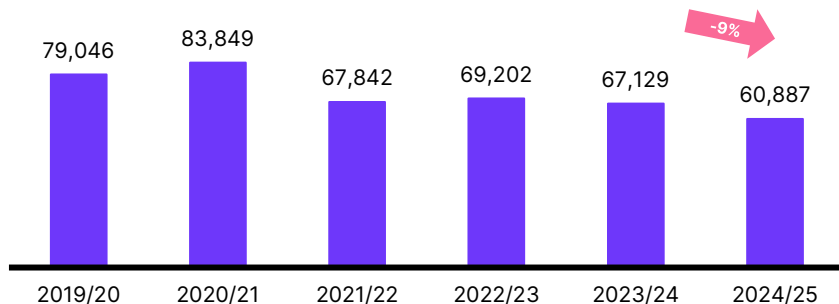
Top 5 Broadcasters by Broadcast Time (hours)



Top 5 Channels by Event Impressions (M)



World Cup Event Impressions Trend (M)



- With the Eurosport feeds now being covered for all European markets, the broadcaster (WBD) provides ~20k hours of coverage (89%), but only 7% of cumulative audience (111M) and 22% of event impressions (1.1bn).
- The Polish Eurosport feed contributes the majority to the broadcaster's media impact (56%), followed by the German one (14%).
- German public broadcasters ARD/ZDF remain the top contributors to the overall media impact (43% of the total).
- Streaming broadcasts – also new to the scope this season – account for 0.5% of the overall event impressions (85M), 0.1% of cumulative audience (2M) and 4% of broadcast time (917h).

Global Overview

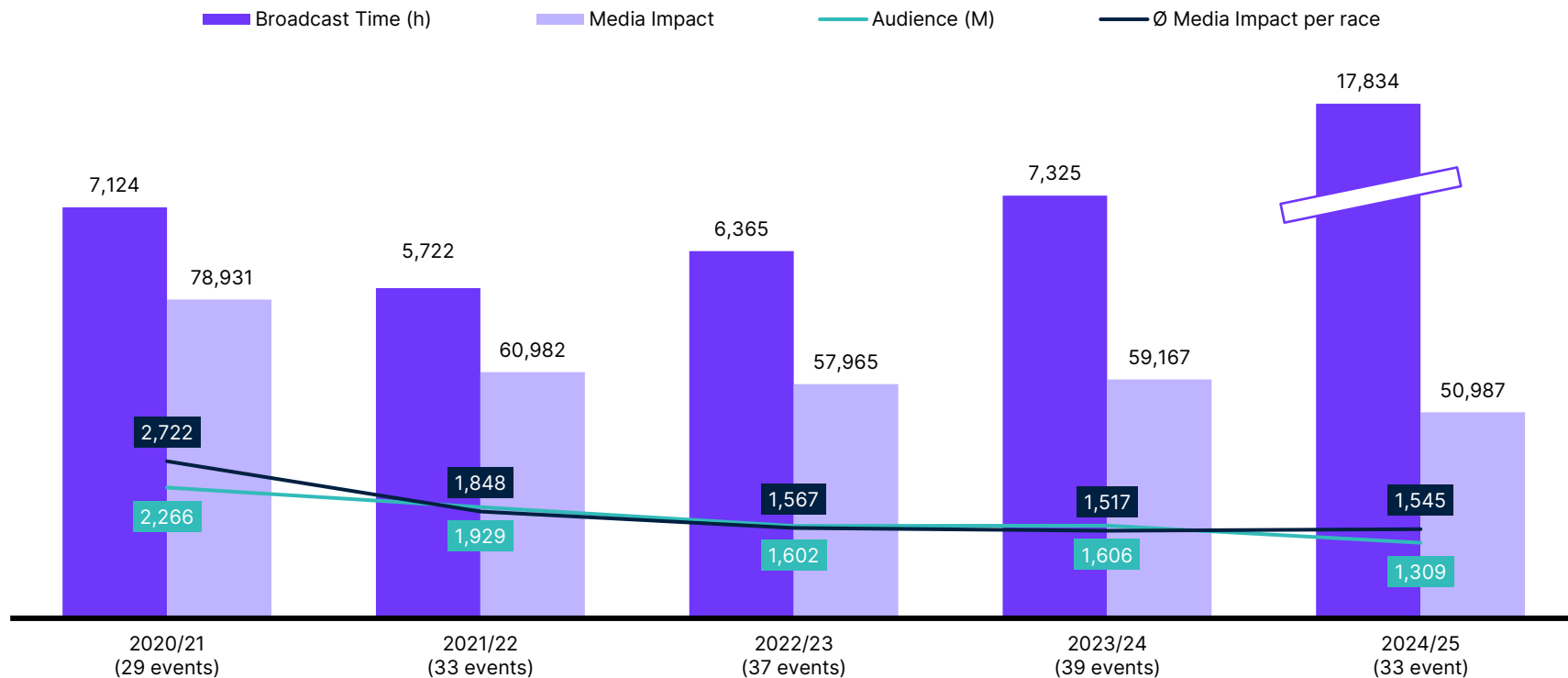
FIS Ski Jumping World Cup 2024/25 - Men

		Live	Non-Live	TOTAL	TOTAL 2023/24	TREND
FIS Ski Jumping WC	Cumulative Audience* (M)	332	977	1,309	1,606	-18%
	Number of Broadcasts (#)	4,240	15,577	19,817	10,341	+92%
	Broadcast Time (hrs)	4,611	13,224	17,835	7,325	+143%
	Actual Playing Time (hrs)	4,307	12,449	16,756	5,726	+193%
	Event Impressions (M)	41,846	9,142	50,987	59,167	-14%
Sponsorship Evaluation	Visibility (hrs)	2,196	6,604	8,800	3,546	+148%
	Sponsorship Impressions (M)	19,993	2,482	22,475	26,337	-15%
	100% Media Equivalency (M€)	163.1	33.8	196.9	199.9	-2%
	QI Media Value (M€)	35.0	7.9	42.9	42.1	+2%
	Average Sequence Duration (sec.)	4.4	4.2	4.3	4.9	-12%
	Ratio Visibility/Broadcast Time (%)	47.6	49.9	49.9	48.4	+3%

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

Management Summary

Season Comparison - Men



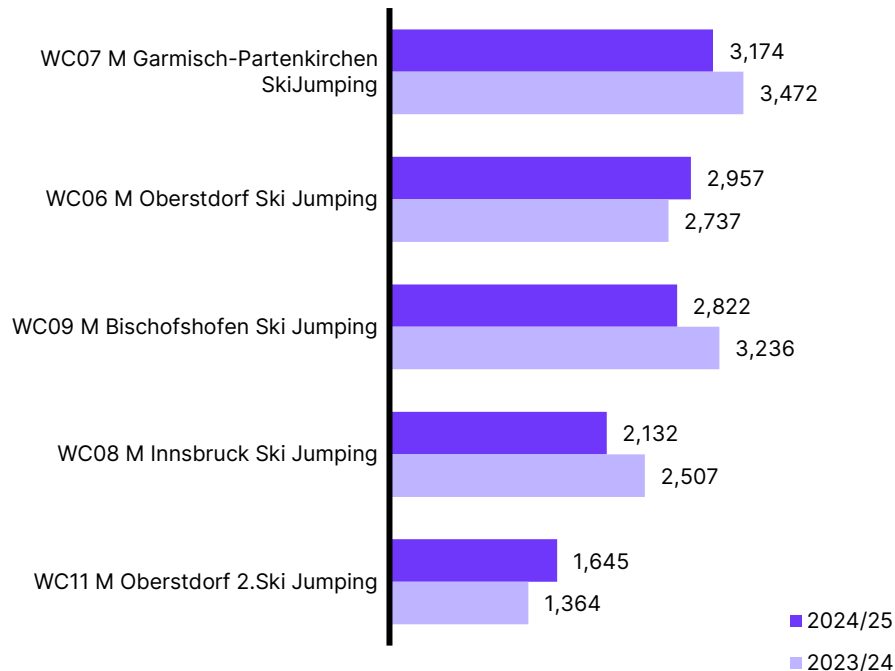
Management Summary

Key Takeaways: Men

Key Takeaways

- As there were 6 jumping less this season, total event impressions for the Men's World Cup decline (-14%). Average media impact per event, however, increases by 2%.
- Thanks to a very successful season of Austrian athletes, a positive development in average media impact per race can be observed in this market (+3%).
- Germany also presents the same trend and avg. media impact per jumping increases by 5% compared to 2023/24.
- Owing to yet another unsuccessful season, media impact in Poland declines by 22%.
- In Germany, avg. live audience on ARD/ZDF goes down from 2.87M to 2.67M, resulting in a 7%-decline in total media impact.
- Ryoyu Kobayashi's win on home soil in Sapporo led to a noticeable increase in audience and media impact in Japan for this World Cup stage.
- Cumulative live audience for the Four Hills Tournament goes up by 6% (even by 41% in Austria).

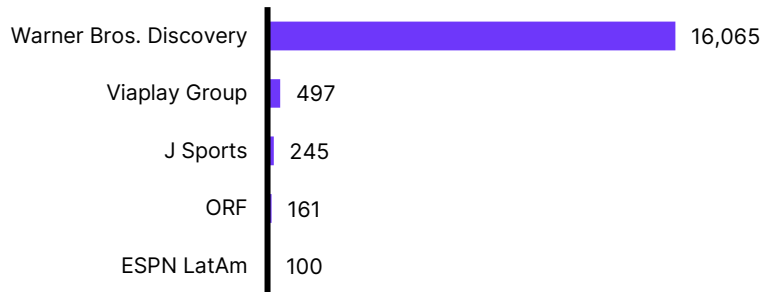
Top-5 Competitions by Media Impact (M)



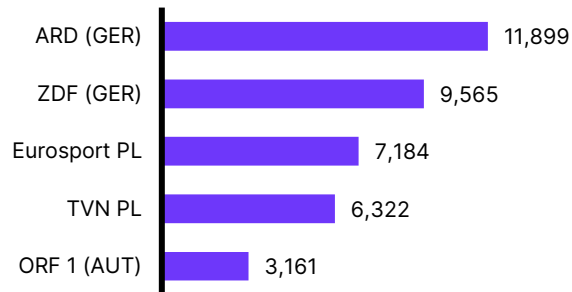
Management Summary

Media Monitoring - Men

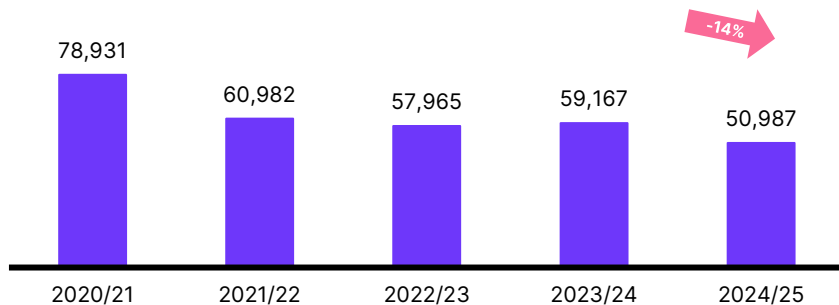
Top 5 Broadcasters by Broadcast Time (hours)



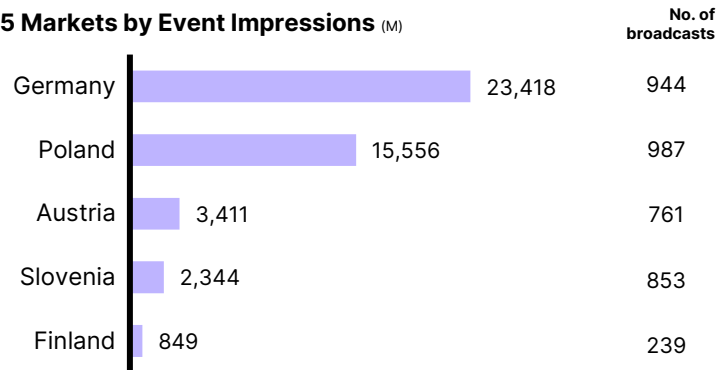
Top 5 Channels by Event Impressions (M)



World Cup Event Impressions Trend (M)

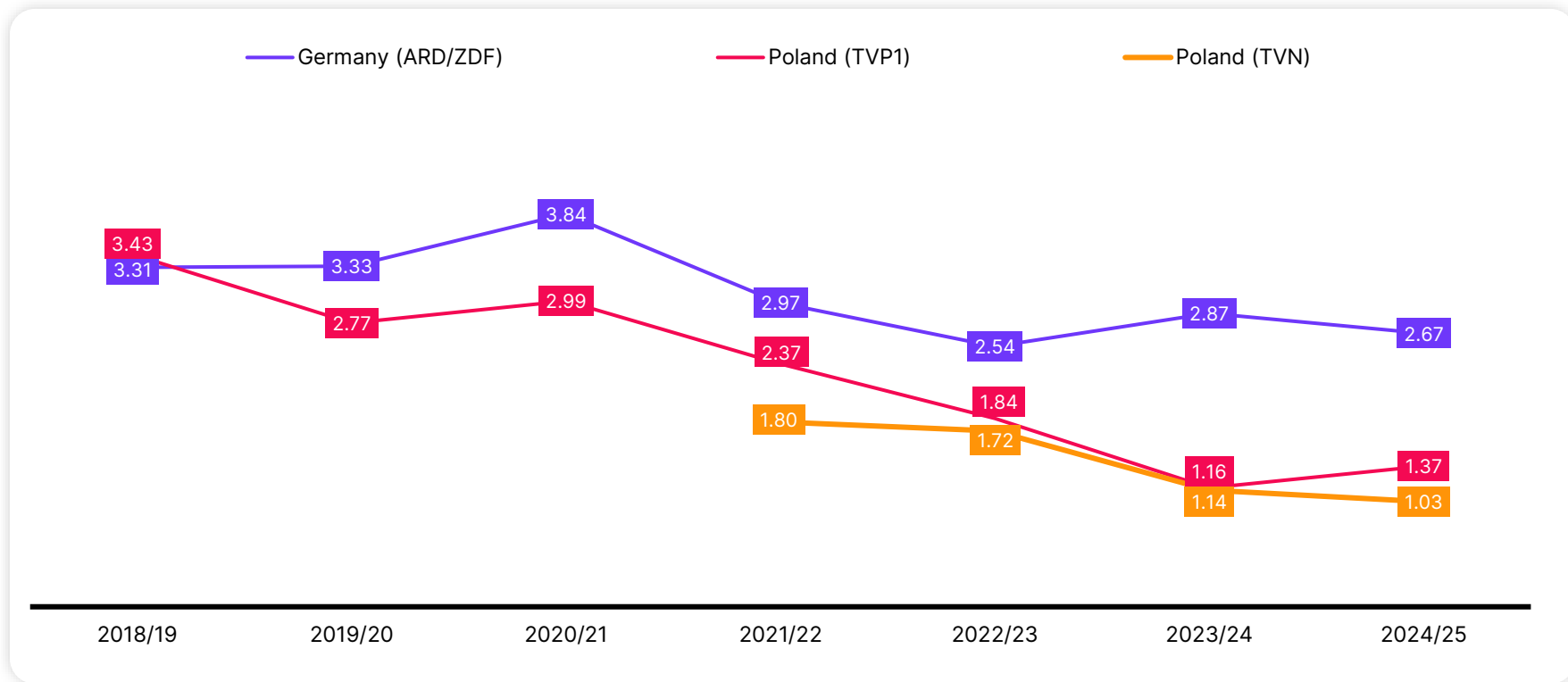


Top 5 Markets by Event Impressions (M)



Management Summary

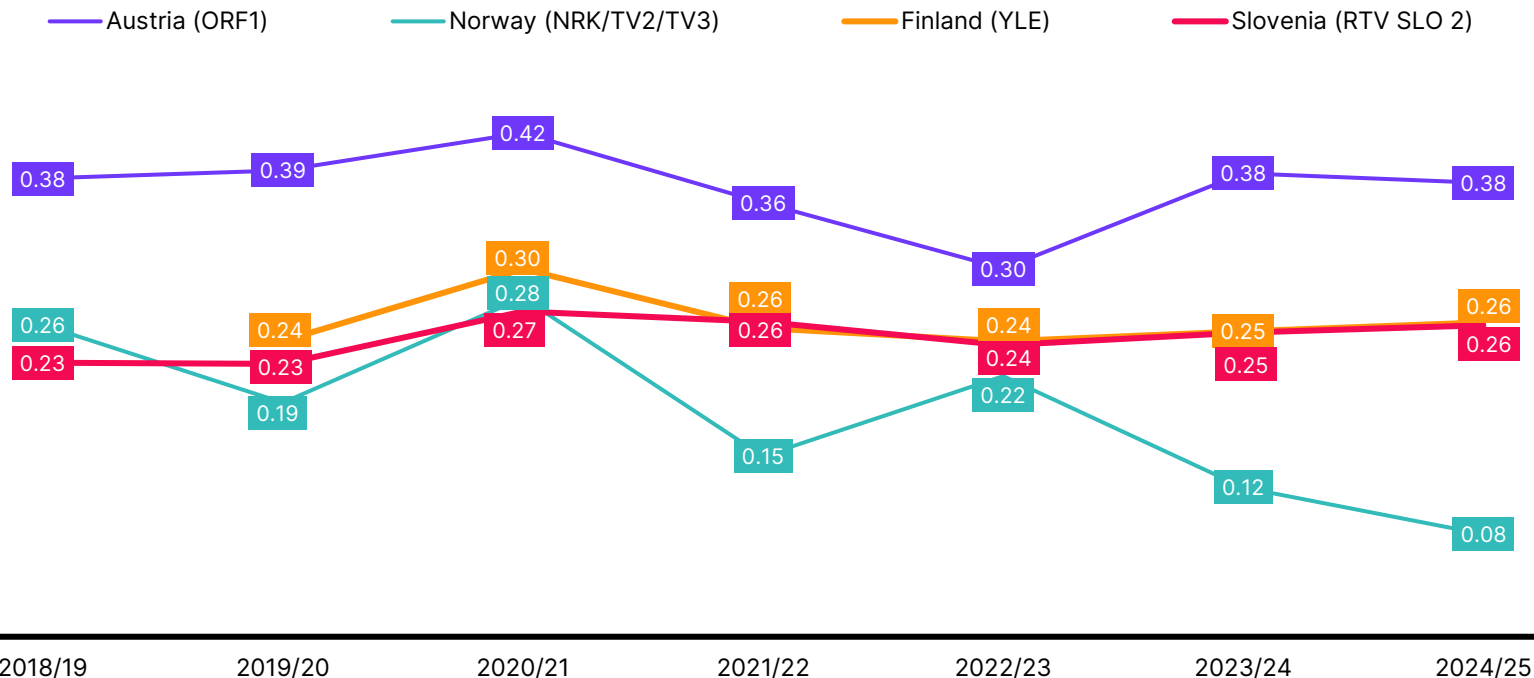
Development of average audience* per live airing (M) in core markets (1/2) – Men's competitions



*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

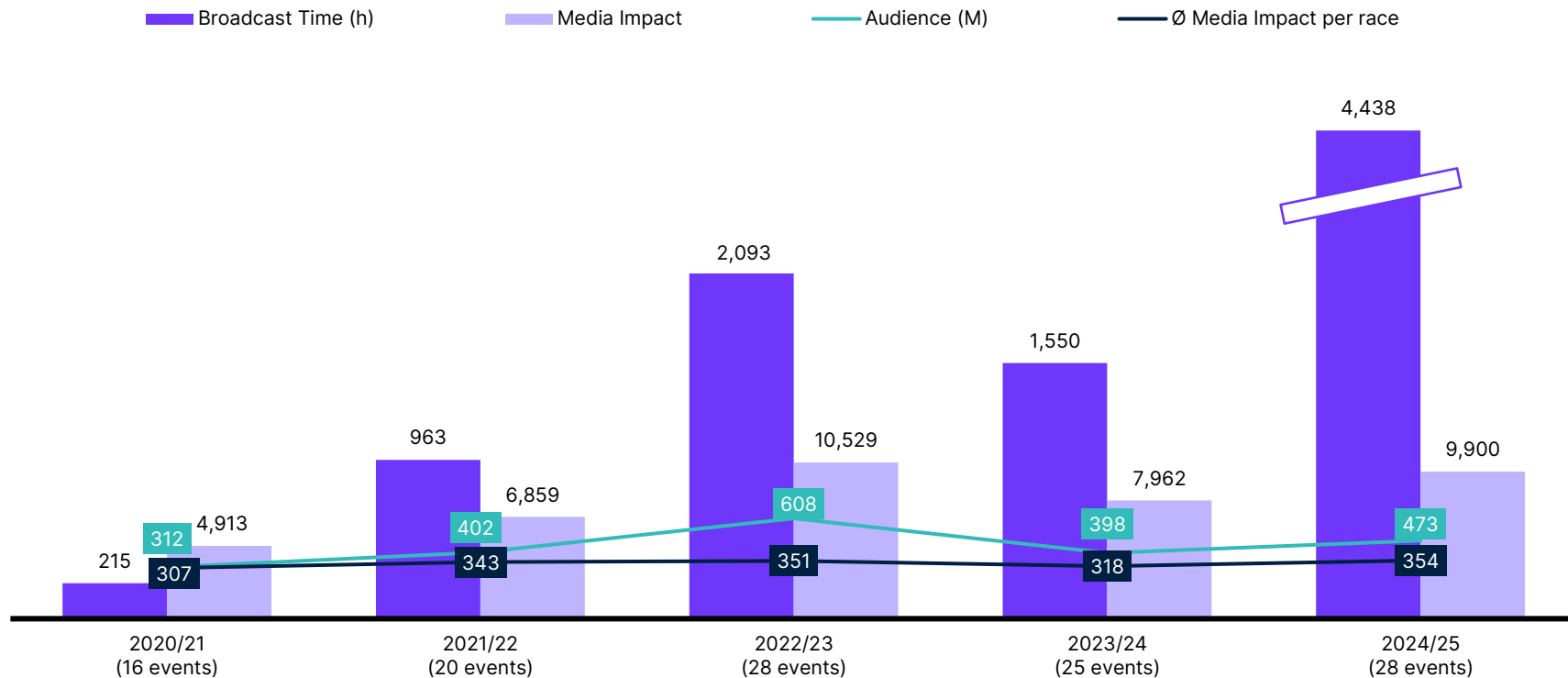
FIS Ski Jumping World Cup 2024/25 – Women (incl. Mixed)

		Live	Non-Live	TOTAL	TOTAL 2023/24	TREND
FIS Ski Jumping WC	Cumulative Audience* (M)	74	399	473	398	+19%
	Number of Broadcasts (#)	2,455	3,533	5,988	2,907	+106%
	Broadcast Time (hrs)	2,094	2,344	4,438	1,550	+186%
	Actual Playing Time (hrs)	1,944	2,192	4,135	1,207	+243%
	Event Impressions (M)	6,577	3,323	9,900	7,962	+24%
Sponsorship Evaluation	Visibility (hrs)	1,187	1,291	2,478	824	+201%
	Sponsorship Impressions (M)	3,661	1,464	5,126	3,724	+38%
	100% Media Equivalency (M€)	41.0	17.9	58.9	39.6	+49%
	QI Media Value (M€)	8.6	4.0	12.7	8.3	+53%
	Average Sequence Duration (sec.)	5.0	4.9	4.9	5.1	-4%
	Ratio Visibility/Broadcast Time (%)	56.7	55.1	55.8	53.2	+5%

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

Management Summary

Season Comparison - Women (from 2020/21 onwards also including Mixed)



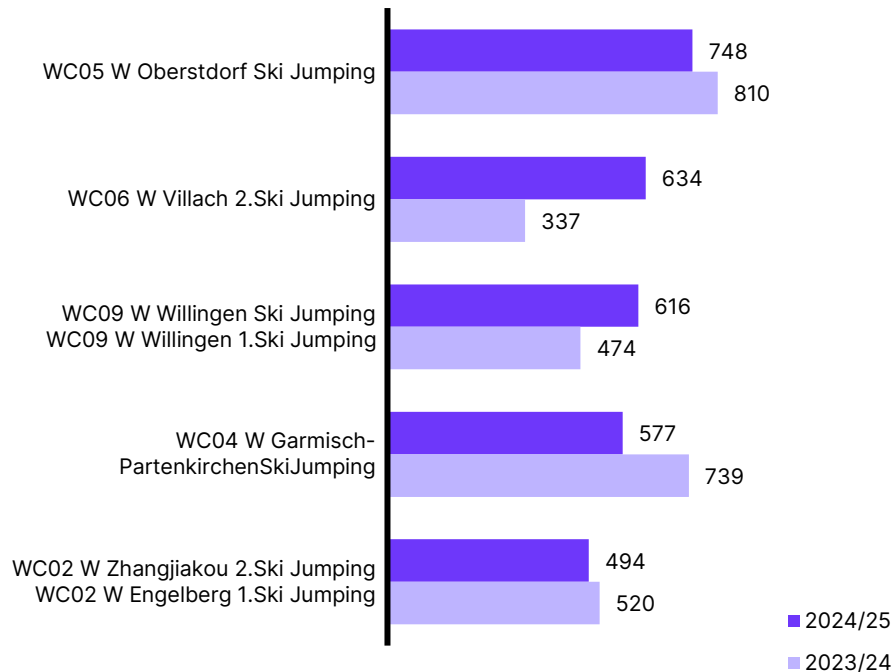
Management Summary

Key Takeaways - Women (incl. Mixed)

Key Takeaways

- Overall media impact increases by 24% compared to 2023/24.
- When comparing women's competitions only, both total event impressions as well as avg. media impact increase by 8%.
- Thanks to broader coverage of the domestic World Cup in Zhangjiakou, China ranks 5th this season in terms of event impressions by market.
- The Two Nights Tournament sees a positive development in terms of cumulative live audience (+2M).
- Thanks to a sportive successful season for German athletes, event impressions in Germany increase by 22%.
- Mixed team events are responsible for the positive trend in Poland (+69%) while event impressions generated by women's competitions remain stable.
- Despite wider coverage in Japan, avg. live audience declines by 36%, resulting in overall less event impressions in this market (-13%).

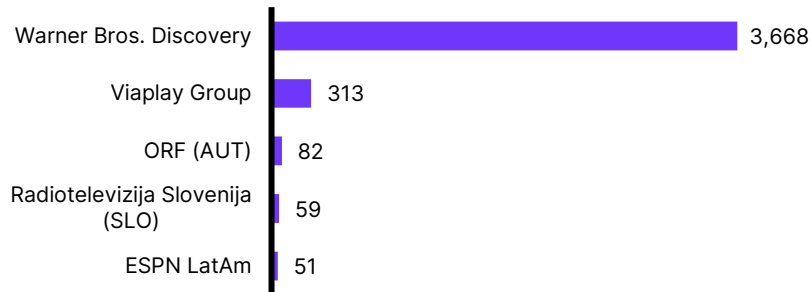
Top-5 Competitions by Media Impact (Women only) (M)



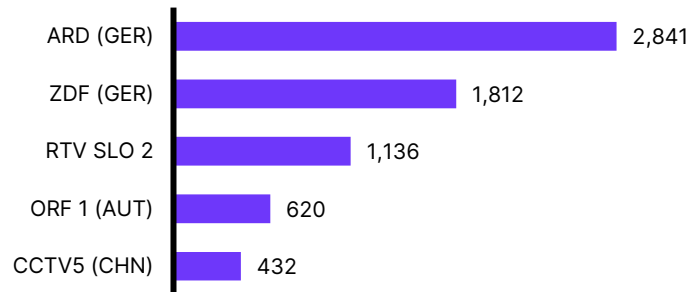
Management Summary

Media Monitoring – Women (incl. Mixed)

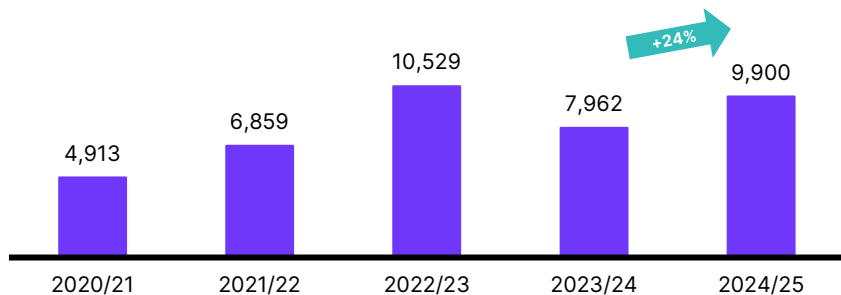
Top 5 Broadcasters by Broadcast Time (hours)



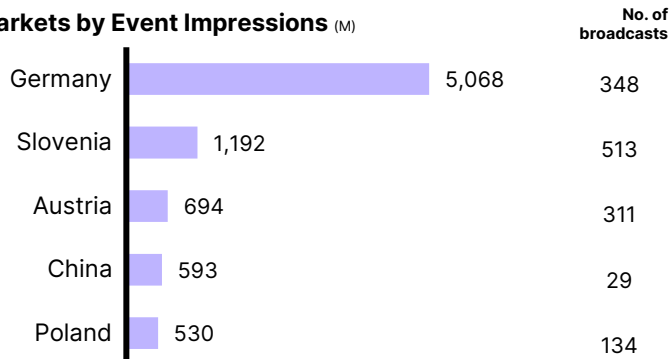
Top 5 Channels by Event Impressions (M)



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	489	0.62	464:38:04	441:20:56	79.14
Armenia	489	0.22	464:38:04	441:20:56	26.69
Austria	1,011	123.36	672:36:51	589:02:07	4,104.06
Azerbaijan	489	0.05	464:38:04	441:20:56	6.96
Belgium	962	1.19	965:46:45	917:27:03	143.71
Bosnia and Herzegovina	443	0.29	443:26:21	421:14:15	36.85
Bulgaria	483	1.13	476:05:45	452:15:30	137.41
China	51	27.67	25:49:34	24:31:44	704.60
Croatia	451	0.99	451:35:20	428:58:43	122.80
Cyprus	489	0.03	464:38:04	441:20:56	3.43
Czech Republic	648	27.22	581:24:39	542:36:05	709.26
Denmark	124	0.36	136:47:57	129:56:58	48.91
Estonia	443	0.16	443:26:21	421:14:15	21.06

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

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Media Monitoring

By country (in alphabetic order) – Men & Women (incl. Mixed) (2/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Finland	378	40.58	294:20:23	273:45:18	1,200.81
France	570	14.44	301:34:52	248:09:04	274.97
Georgia	492	0.36	466:28:39	443:05:58	44.93
Germany	1,140	768.49	541:23:52	457:07:13	28,486.41
Greece	492	0.21	466:28:39	443:05:58	25.83
Hungary	492	1.71	467:54:49	444:27:50	209.00
Iceland	492	0.01	466:28:39	443:05:58	0.86
Ireland	401	0.05	391:37:15	371:59:55	6.19
Israel	492	0.58	466:28:39	443:05:58	74.28
Italy	525	8.49	525:18:35	494:46:39	440.47
Japan	270	107.90	317:02:44	292:18:43	898.31
Kazakhstan	492	1.32	466:28:39	443:05:58	161.16
Kosovo	443	0.13	443:26:21	421:14:15	16.67

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

Media Monitoring

By country (in alphabetic order) – Men & Women (incl. Mixed) (3/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Kyrgyzstan	492	0.44	466:28:39	443:05:58	53.72
Latvia	443	0.20	443:26:21	421:14:15	26.64
Lithuania	443	0.23	443:26:21	421:14:15	29.05
Malaysia	437	0.13	412:47:23	392:08:39	16.15
Malta	471	0.03	465:45:19	442:26:15	3.79
Moldova	495	0.35	461:57:08	438:47:58	41.11
Montenegro	443	0.14	443:26:21	421:14:15	18.12
Netherlands	496	1.29	488:16:03	463:50:43	162.81
North Macedonia	443	0.15	443:26:21	421:14:15	19.65
Norway	395	26.39	320:07:51	289:04:11	701.58
Pan-Asia	228	0.84	201:45:12	191:39:44	89.34
Pan-Baltic	2	0.00	2:10:00	2:03:30	0.23
Pan-Latin America	126	0.41	150:44:37	140:11:28	61.46
Poland	1,113	273.82	680:06:04	624:21:45	16,085.53

*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) (1/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Portugal	456	0.93	457:59:05	435:03:53	111.41
Romania	495	4.04	461:57:08	438:47:58	465.45
Serbia	443	0.87	443:26:21	421:14:15	110.92
Slovakia	591	4.80	552:38:12	524:52:11	119.43
Slovenia	1,212	84.53	568:49:52	501:51:59	3,536.70
Spain	470	0.66	448:24:46	425:56:20	81.75
Sweden	179	2.89	177:00:49	167:47:09	107.83
Switzerland	583	13.90	469:26:59	437:29:02	556.09
Turkey	492	2.23	466:28:39	443:05:58	287.25
Ukraine	492	0.21	466:28:39	443:05:58	26.98
United Kingdom	522	1.51	513:48:08	488:03:45	184.87
USA	127	0.05	151:23:17	140:46:48	4.82
TOTAL	25,340	1,548.61	22272:19:37	20892:41:44	60,887.46

*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	388	0.52	379:31:41	360:30:25	69.22
Armenia	388	0.18	379:31:41	360:30:25	23.07
Austria	761	107.94	505:56:31	448:14:26	3,410.52
Azerbaijan	388	0.04	379:31:41	360:30:25	6.12
Belgium	759	0.95	791:16:53	751:41:08	120.54
Bosnia and Herzegovina	349	0.23	363:37:58	345:25:36	31.18
Bulgaria	385	0.92	394:51:22	375:05:10	116.58
China	22	4.62	14:29:26	13:45:50	111.31
Croatia	357	0.98	371:46:57	353:10:04	121.71
Cyprus	388	0.02	379:31:41	360:30:25	2.97
Czech Republic	503	20.74	467:04:29	437:34:59	584.33
Denmark	70	0.25	82:31:40	78:23:49	35.89
Estonia	349	0.13	363:37:58	345:25:36	17.94

*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)
Finland	239	32.34	180:23:52	167:19:10	848.78
France	481	11.51	249:27:03	206:59:56	224.08
Georgia	391	0.30	381:22:16	362:15:27	39.23
Germany	944	659.24	428:46:31	363:09:10	23,418.19
Greece	391	0.18	381:22:16	362:15:27	22.35
Hungary	390	1.41	381:28:55	362:21:44	178.72
Iceland	391	0.01	381:22:16	362:15:27	0.75
Ireland	306	0.04	300:20:09	285:17:08	4.45
Israel	391	0.49	381:22:16	362:15:27	64.98
Italy	432	8.26	445:31:35	419:02:23	415.71
Japan	200	85.50	249:10:08	235:15:37	408.75
Kazakhstan	391	1.10	381:22:16	362:15:27	139.43
Kosovo	349	0.10	363:37:58	345:25:36	14.07

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

Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Kyrgyzstan	391	0.37	381:22:16	362:15:27	46.47
Latvia	349	0.17	363:37:58	345:25:36	22.89
Lithuania	349	0.18	363:37:58	345:25:36	24.69
Malaysia	353	0.10	339:40:44	322:41:26	12.98
Malta	369	0.02	378:26:57	359:30:08	3.35
Moldova	391	0.28	372:42:13	354:01:20	32.82
Montenegro	349	0.11	363:37:58	345:25:36	15.29
Netherlands	391	1.11	399:51:38	379:51:41	147.12
North Macedonia	349	0.12	363:37:58	345:25:36	16.62
Norway	255	19.81	206:48:59	187:33:53	529.78
Pan-Asia	169	0.59	152:47:09	145:08:39	65.12
Pan-Baltic	2	0.00	2:10:00	2:03:30	0.23
Pan-Latin America	84	0.28	100:11:31	93:10:40	41.27
Poland	987	262.29	581:41:42	531:08:43	15,555.92

*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)
Portugal	360	0.75	373:47:57	355:05:29	92.50
Romania	391	3.18	372:42:13	354:01:20	372.15
Serbia	349	0.69	363:37:58	345:25:36	93.64
Slovakia	462	4.48	446:05:21	423:39:42	100.97
Slovenia	853	58.37	428:12:19	384:55:35	2,344.38
Spain	373	0.48	361:15:41	343:09:14	57.80
Sweden	101	2.32	105:31:22	99:55:13	79.49
Switzerland	472	12.51	379:37:09	354:50:45	488.19
Turkey	391	1.88	381:22:16	362:15:27	252.17
Ukraine	391	0.18	381:22:16	362:15:27	23.66
United Kingdom	398	1.04	390:59:47	371:24:24	133.04
USA	85	0.05	100:48:22	93:44:30	4.08
TOTAL	19,817	1,309.35	17834:35:17	16756:46:54	50,987.45

*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	101	0.10	85:06:23	80:50:31	9.92
Armenia	101	0.04	85:06:23	80:50:31	3.62
Austria	311	30.08	166:40:21	140:47:41	693.54
Azerbaijan	101	0.01	85:06:23	80:50:31	0.84
Belgium	203	0.24	174:29:52	165:45:55	23.18
Bosnia and Herzegovina	94	0.06	79:48:23	75:48:39	5.68
Bulgaria	98	0.21	81:14:23	77:10:20	20.84
China	29	23.05	11:20:08	10:45:54	593.28
Croatia	94	0.01	79:48:23	75:48:39	1.10
Cyprus	101	0.00	85:06:23	80:50:31	0.46
Czech Republic	155	11.78	114:20:10	105:01:06	124.94
Denmark	54	0.11	54:16:17	51:33:09	13.03
Estonia	94	0.03	79:48:23	75:48:39	3.13

*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)
Finland	148	11.70	113:56:31	106:26:09	352.03
France	116	5.66	52:07:48	41:09:08	50.89
Georgia	101	0.06	85:06:23	80:50:31	5.70
Germany	348	285.64	112:37:21	93:58:03	5,068.22
Greece	101	0.04	85:06:23	80:50:31	3.48
Hungary	102	0.30	86:25:54	82:06:06	30.28
Iceland	101	0.00	85:06:23	80:50:31	0.11
Ireland	95	0.02	91:17:06	86:42:47	1.74
Israel	101	0.09	85:06:23	80:50:31	9.30
Italy	95	0.30	79:47:00	75:44:15	24.76
Japan	75	24.51	67:52:36	57:03:06	489.57
Kazakhstan	101	0.22	85:06:23	80:50:31	21.74
Kosovo	94	0.03	79:48:23	75:48:39	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) – Women (incl. Mixed) (3/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Kyrgyzstan	101	0.07	85:06:23	80:50:31	7.24
Latvia	94	0.04	79:48:23	75:48:39	3.76
Lithuania	94	0.04	79:48:23	75:48:39	4.36
Malaysia	84	0.03	73:06:39	69:27:13	3.17
Malta	102	0.00	87:18:22	82:56:07	0.44
Moldova	104	0.08	89:14:55	84:46:38	8.30
Montenegro	94	0.03	79:48:23	75:48:39	2.82
Netherlands	105	0.18	88:24:25	83:59:02	15.68
North Macedonia	94	0.03	79:48:23	75:48:39	3.03
Norway	171	13.59	113:18:52	101:30:18	171.79
Pan-Asia	59	0.25	48:58:03	46:31:05	24.23
Pan-Latin America	42	0.14	50:33:06	47:00:48	20.19
Poland	134	15.26	98:24:21	93:13:02	529.62

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

Media Monitoring

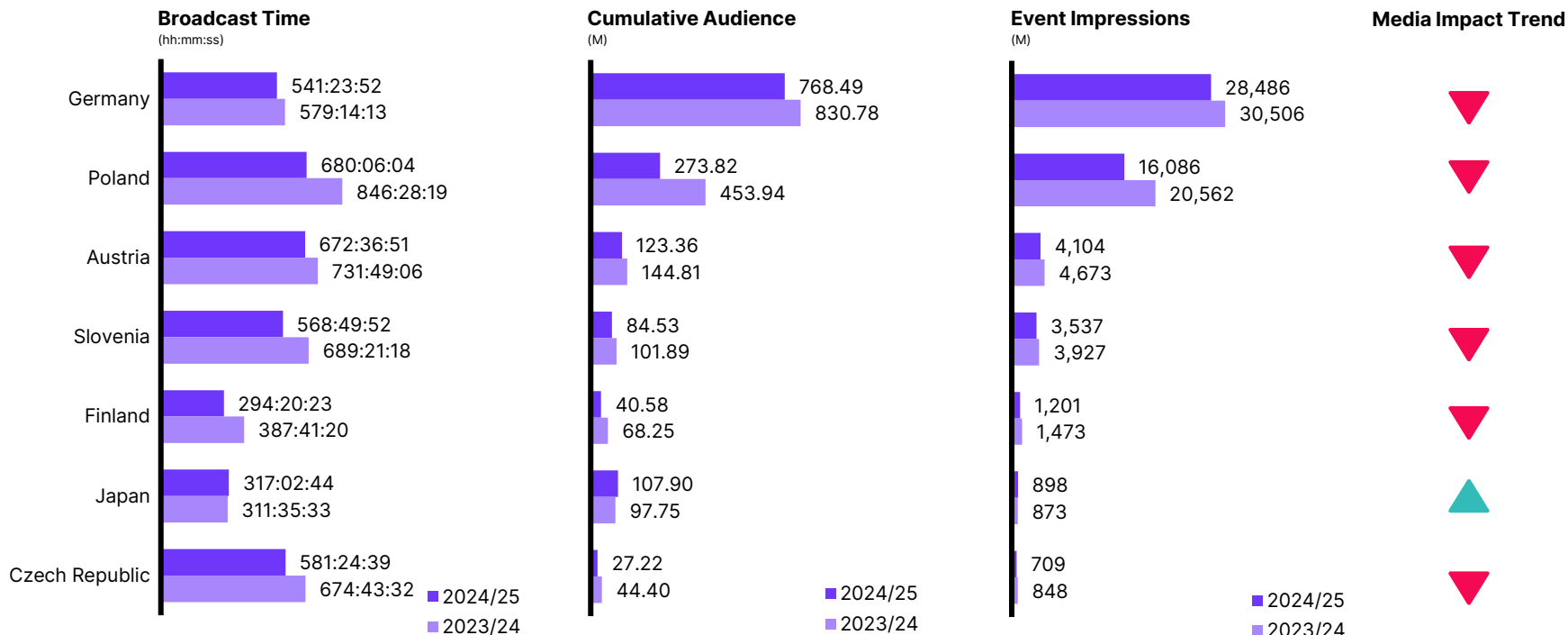
By country (in alphabetic order) – Women (incl. Mixed) (4/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Portugal	96	0.18	84:11:08	79:58:24	18.91
Romania	104	0.85	89:14:55	84:46:38	93.30
Serbia	94	0.18	79:48:23	75:48:39	17.28
Slovakia	130	0.69	106:32:51	101:12:28	18.46
Slovenia	513	43.70	140:37:34	116:56:24	1,192.32
Spain	97	0.18	87:09:05	82:47:06	23.95
Sweden	78	0.56	71:29:27	67:51:56	28.35
Switzerland	115	1.71	89:49:50	82:38:17	67.90
Turkey	101	0.35	85:06:23	80:50:31	35.08
Ukraine	101	0.03	85:06:23	80:50:31	3.32
United Kingdom	124	0.47	122:48:21	116:39:21	51.82
USA	43	0.04	50:34:54	47:02:19	0.75
TOTAL	5,988	472.99	4437:44:20	4135:54:49	9,900.01

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

Media Monitoring

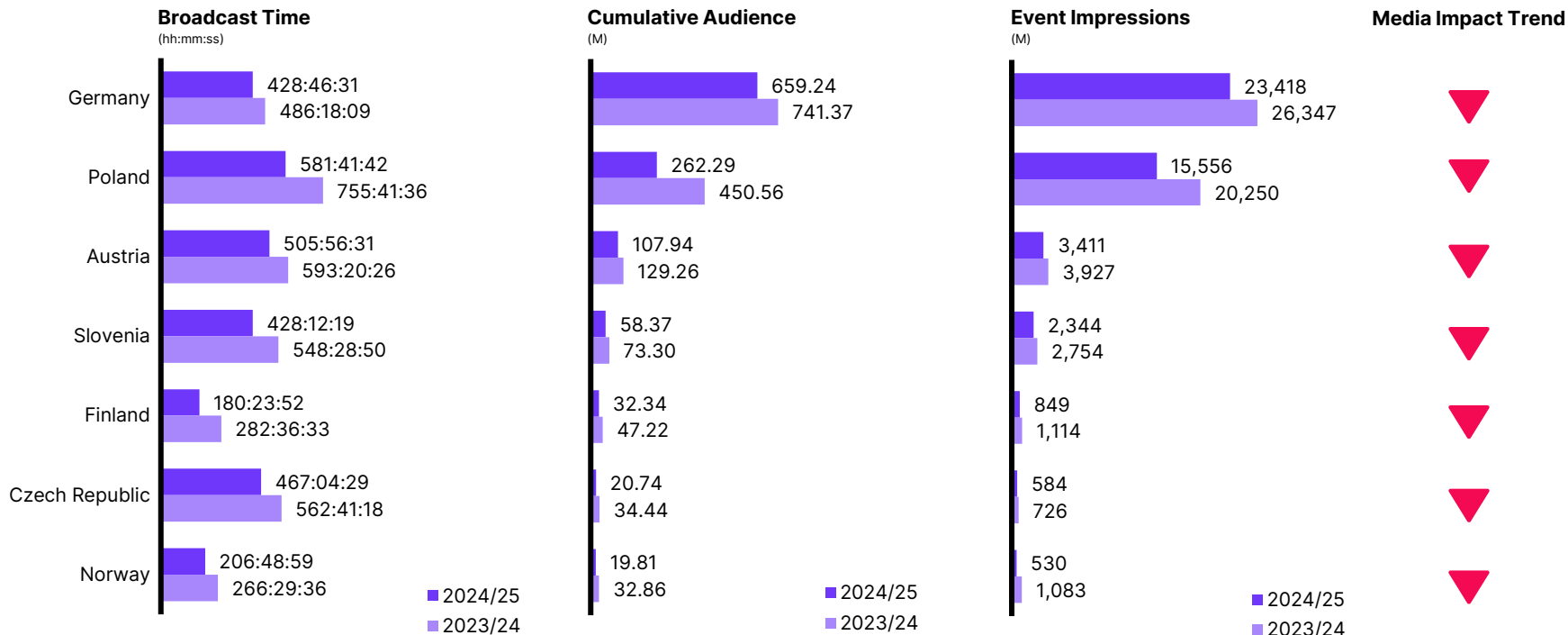
Top 7 trending countries by Event Impressions



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

Media Monitoring

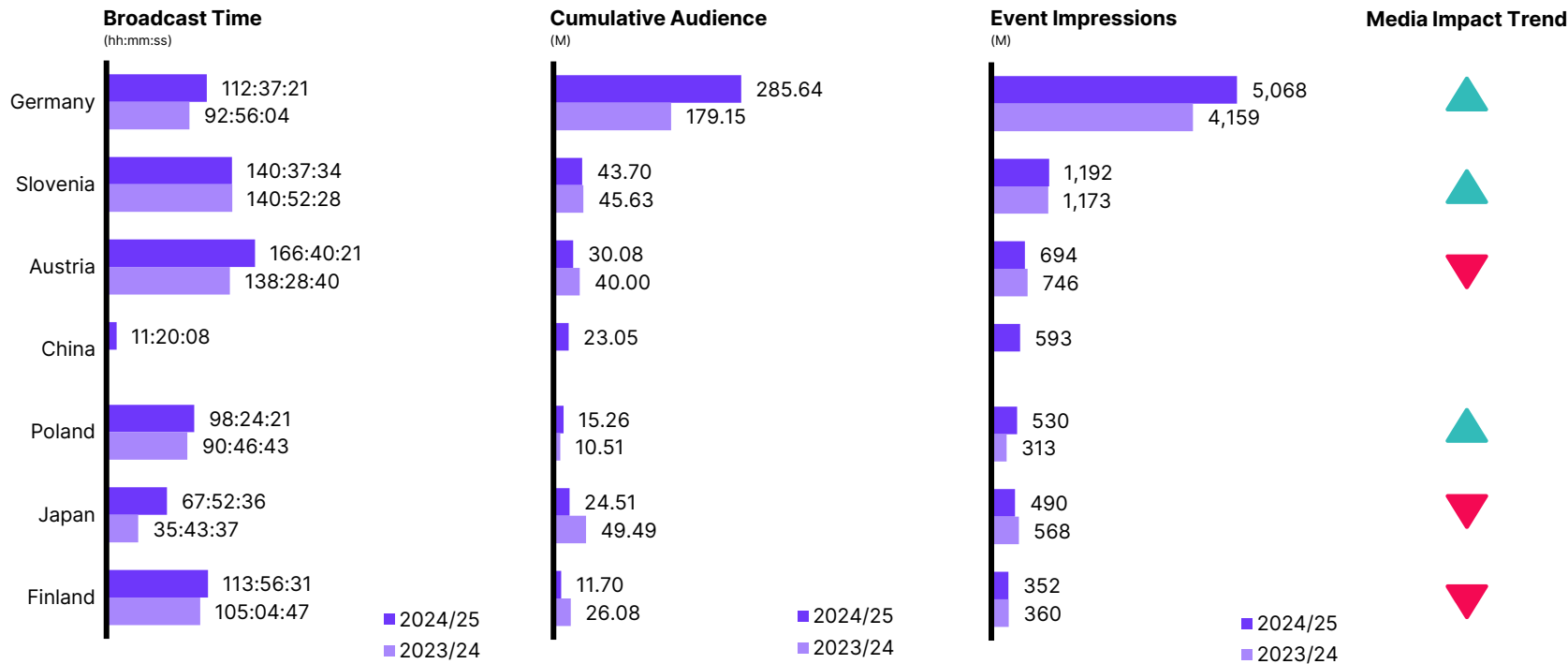
Top 7 trending countries by Event Impressions – Men



*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

	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	768.49	541:23:52	28,486.41	830.78	579:14:13	30,506.25
Poland	273.82	680:06:04	16,085.53	453.94	846:28:19	20,562.34
Austria	123.36	672:36:51	4,104.06	144.81	731:49:06	4,673.32
Slovenia	84.53	568:49:52	3,536.70	101.89	689:21:18	3,927.07
Finland	40.58	294:20:23	1,200.81	68.25	387:41:20	1,473.30
Japan	107.90	317:02:44	898.31	97.75	311:35:33	873.41
Czech Republic	27.22	581:24:39	709.26	44.40	674:43:32	847.84
China	27.67	25:49:34	704.60	13.45	32:24:46	309.67
Norway	26.39	320:07:51	701.58	42.29	384:22:15	1,322.80
Switzerland	13.90	469:26:59	556.09	9.85	522:29:12	597.59
Romania	4.04	461:57:08	465.45	5.09	536:18:14	605.30
Italy	8.49	525:18:35	440.47	3.44	601:51:00	425.84
Turkey	2.23	466:28:39	287.25	-	-	-
France	14.44	301:34:52	274.97	16.38	361:58:04	346.55
Hungary	1.71	467:54:49	209.00	-	-	-
TOTAL	1,524.76	6694:22:53	58,660.47	1,832.31	6660:16:54	66,471.28

*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		
	Cumulative Audience*	Broadcast Time	Event Impressions	Cumulative Audience*	Broadcast Time	Event Impressions
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Country						
Germany	659.24	428:46:31	23,418.19	741.37	486:18:09	26,347.19
Poland	262.29	581:41:42	15,555.92	450.56	755:41:36	20,249.69
Austria	107.94	505:56:31	3,410.52	129.26	593:20:26	3,927.40
Slovenia	58.37	428:12:19	2,344.38	73.30	548:28:50	2,754.03
Finland	32.34	180:23:52	848.78	47.22	282:36:33	1,113.65
Czech Republic	20.74	467:04:29	584.33	34.44	562:41:18	726.38
Norway	19.81	206:48:59	529.78	32.86	266:29:36	1,082.98
Switzerland	12.51	379:37:09	488.19	8.15	443:41:09	545.89
Italy	8.26	445:31:35	415.71	3.25	513:06:10	405.92
Japan	85.50	249:10:08	408.75	50.82	275:51:56	305.07
Romania	3.18	372:42:13	372.15	4.28	449:01:19	518.57
Turkey	1.88	381:22:16	252.17	-	-	-
France	11.51	249:27:03	224.08	5.60	294:25:41	281.40
Hungary	1.41	381:28:55	178.72	-	-	-
Netherlands	1.11	399:51:38	147.12	4.12	451:30:13	204.99
TOTAL	1,286.08	5658:05:21	49,178.77	1,585.23	5923:12:58	58,463.16

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

Media Monitoring

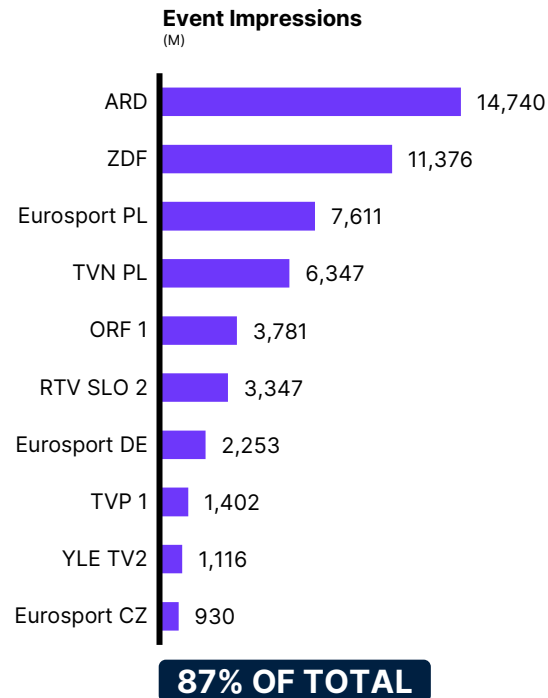
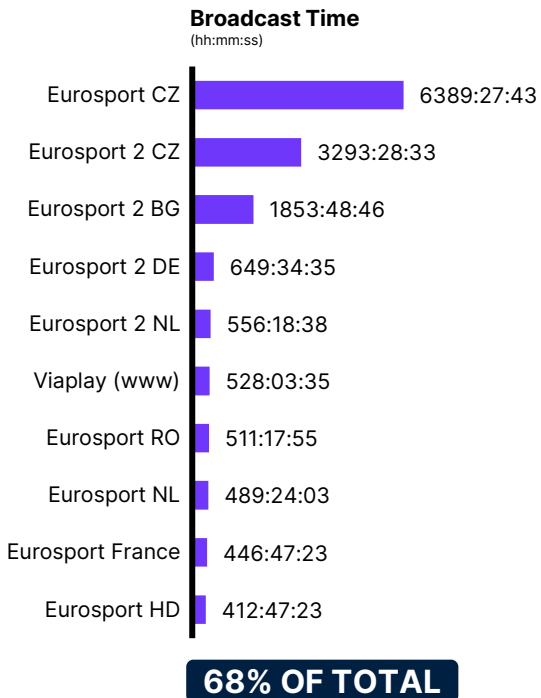
Ranking by trending country – Women (incl. Mixed)

	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	285.64	112:37:21	5,068.22	179.15	92:56:04	4,159.05
Slovenia	43.70	140:37:34	1,192.32	45.63	140:52:28	1,173.04
Austria	30.08	166:40:21	693.54	40.00	138:28:40	745.93
China	23.05	11:20:08	593.28	-	-	-
Poland	15.26	98:24:21	529.62	10.51	90:46:43	312.66
Japan	24.51	67:52:36	489.57	49.49	35:43:37	568.34
Finland	11.70	113:56:31	352.03	26.08	105:04:47	359.64
Norway	13.59	113:18:52	171.79	17.48	117:52:39	239.82
Czech Republic	11.78	114:20:10	124.94	15.06	112:02:14	121.46
Romania	0.85	89:14:55	93.30	0.81	87:16:55	86.73
Switzerland	1.71	89:49:50	67.90	1.91	78:48:03	51.70
United Kingdom	0.47	122:48:21	51.82	-	-	-
France	5.66	52:07:48	50.89	11.15	67:32:23	65.15
Turkey	0.35	85:06:23	35.08	-	-	-
Hungary	0.30	86:25:54	30.28	-	-	-
TOTAL	468.67	1464:41:05	9,544.57	397.26	1067:24:33	7,883.53

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

Media Monitoring

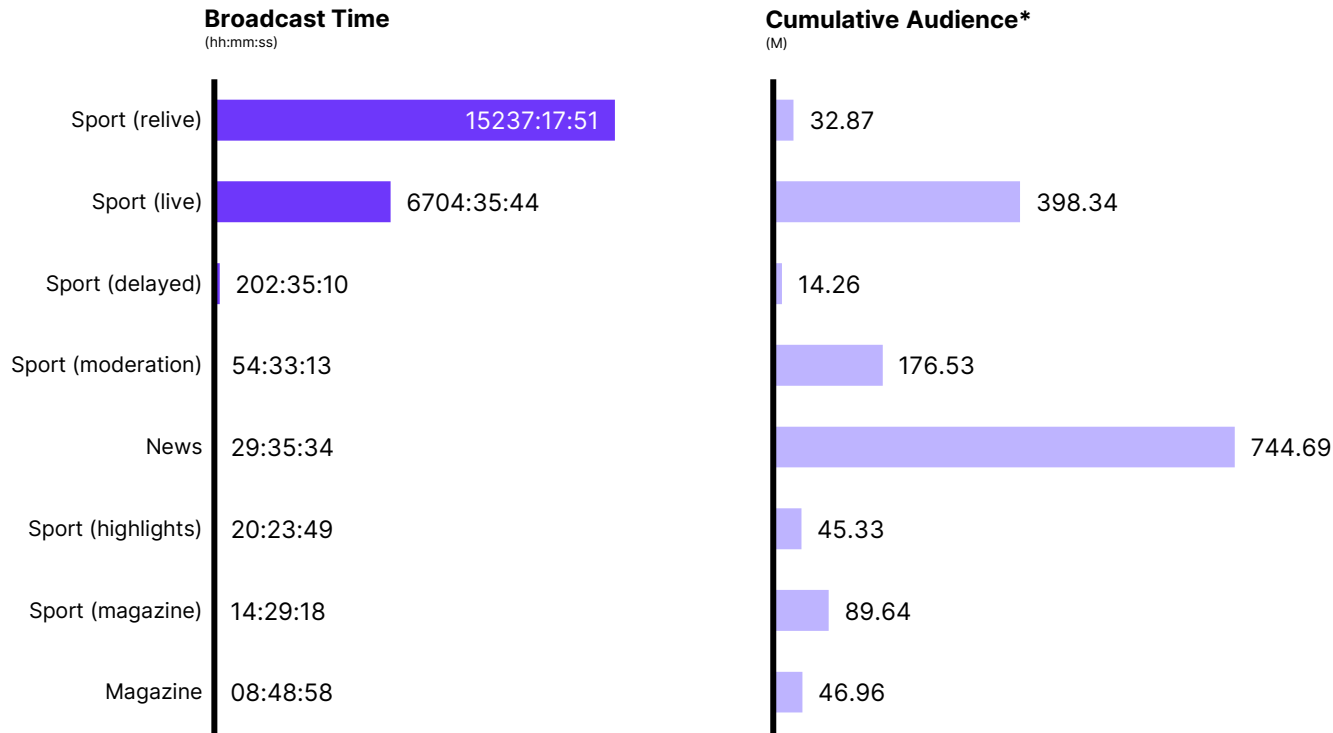
Top 10 channels



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

Media Monitoring

Ranking by program type



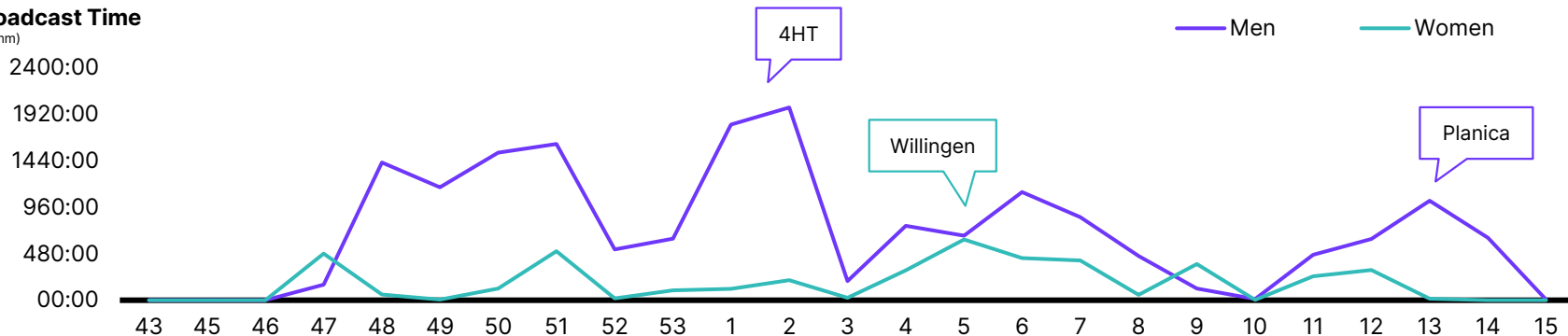
*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

Media Monitoring

Weekly coverage trend

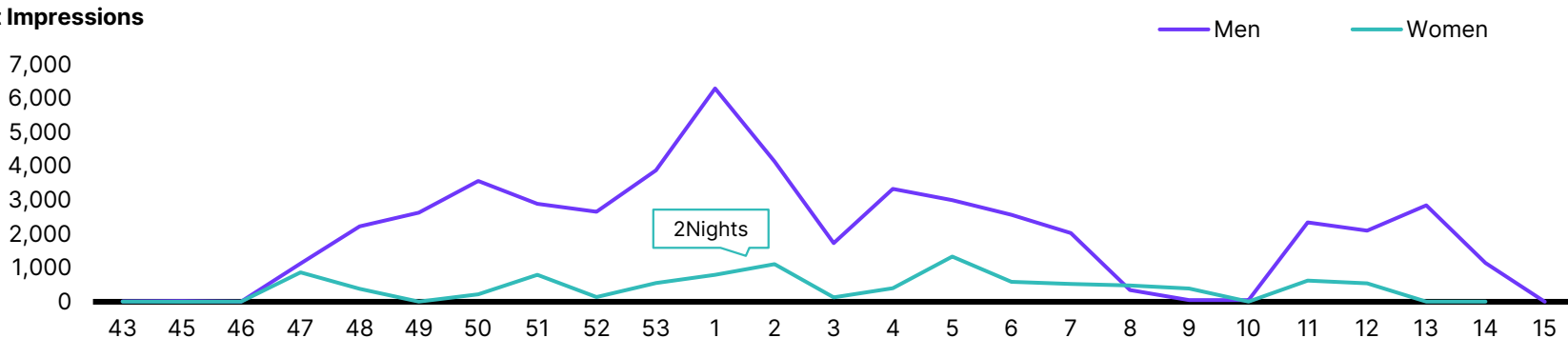
Broadcast Time

(hh:mm)



Event Impressions

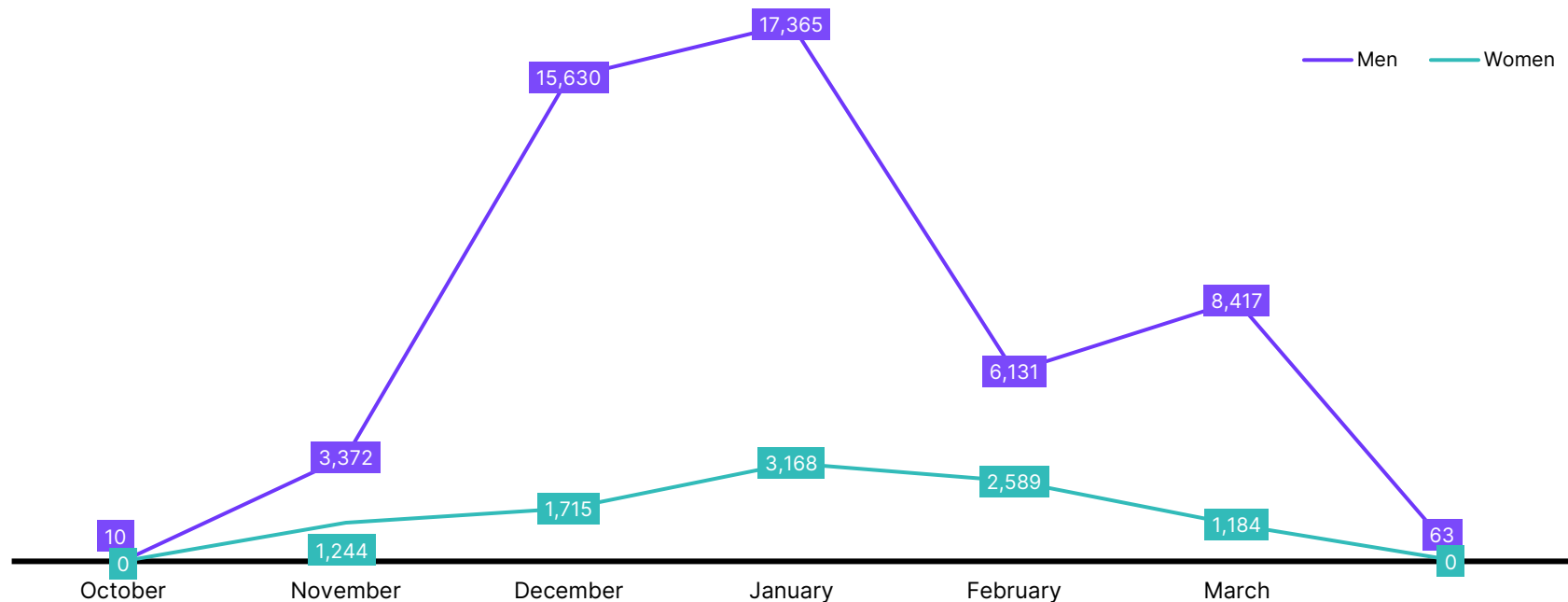
(M)



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

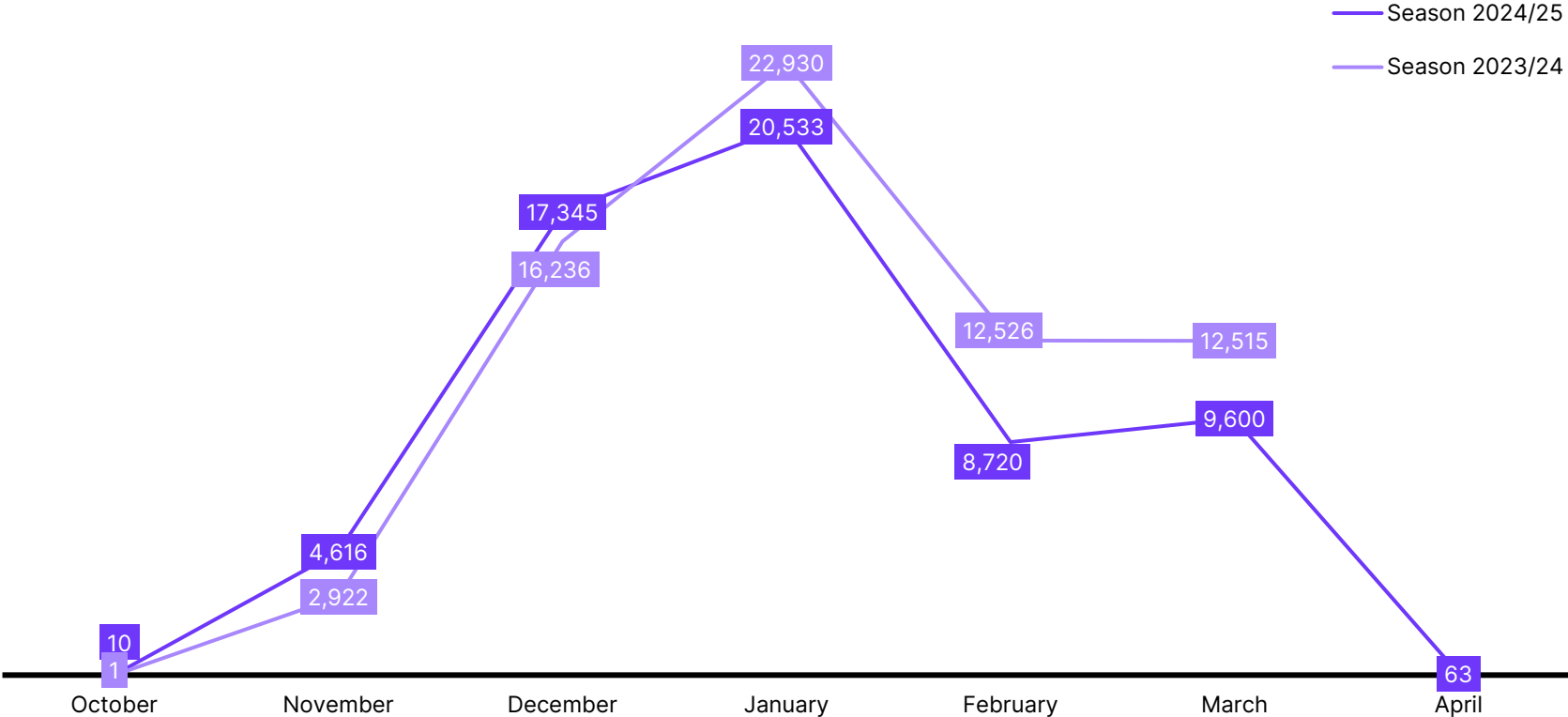
Media Monitoring

Gender Comparison by Event Impressions and Month



Media Monitoring

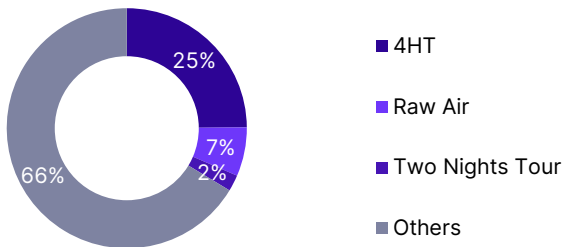
Season Comparison by Event Impressions



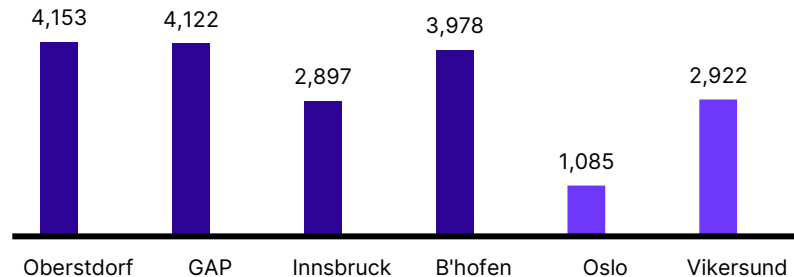
Media Monitoring

Focus on 4HT / Raw Air

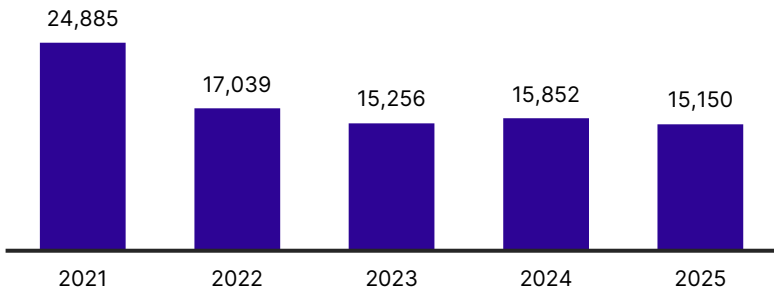
Event Impressions 2024/25 (M)



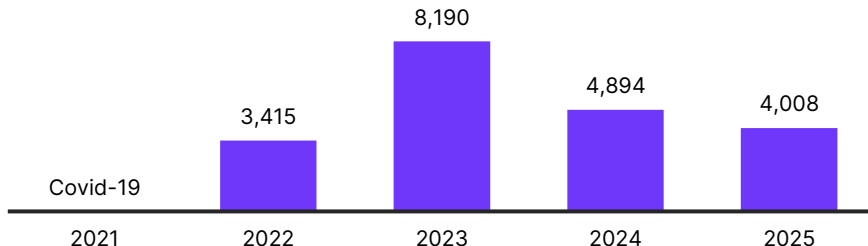
Event Impressions 4HT & Raw Air 2024/25 (M)



Event Impressions Timeline Four Hills (M)



Event Impressions Timeline Raw Air (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.).

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.

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:

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



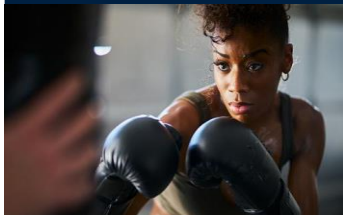
Nielsen Sports is the global leader in sports media valuation, data intelligence and research consulting.

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.

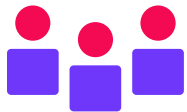
Innovative



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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