



# Audi FIS Ski World Cup 2025/26

TV Media Evaluation – Event Summary



Audi  
FIS Ski World Cup

Expertise by Nielsen Sports  
Your contacts: Alexander Karduck

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<https://www.eurosport.de/ski-alpin/sueden/2021-2022/ski-weltcup-aufakt-in-sueden-live-im-tv-livestream-und-liveticker-std129679/story.shtml>

# Introduction

## Study scope

<b>Object of investigation/event:</b>	Audi FIS Ski World Cup
<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

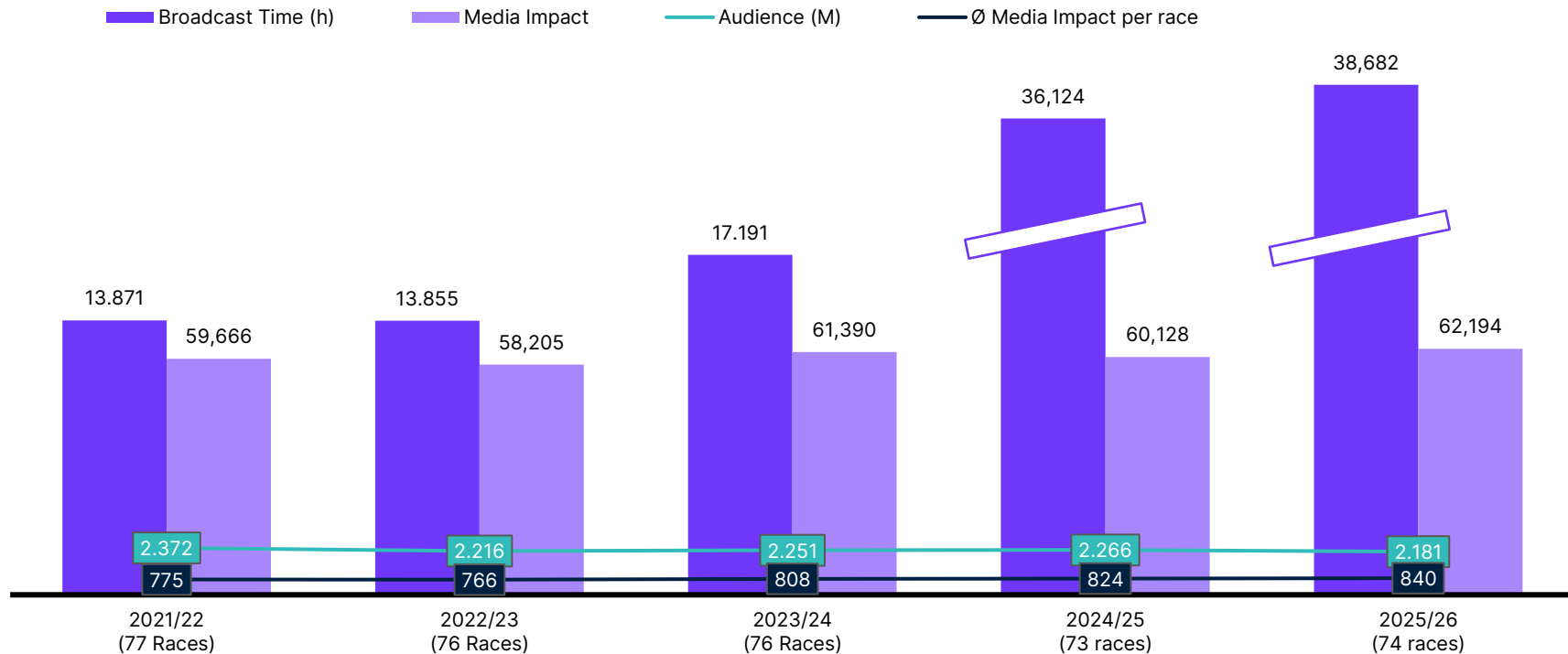
FIS Alpine Skiing World Cup 2025/26

Audi FIS Ski WC

	Live	Non-Live	TOTAL	TOTAL 2024/25
<b>Cumulative Audience</b> (M)	372	1,809	2,181	2,266
<b>Number of Broadcasts</b> (#)	7,274	43,367	50,641	48,157
<b>Broadcast Time</b> (hrs)	9,895	28,787	38,682	36,124
<b>Actual Playing Time</b> (hrs)	9,318	27,101	36,419	33,974
<b>Event Impressions</b> (M)	46,487	15,707	62,194	60,128

# Management Summary

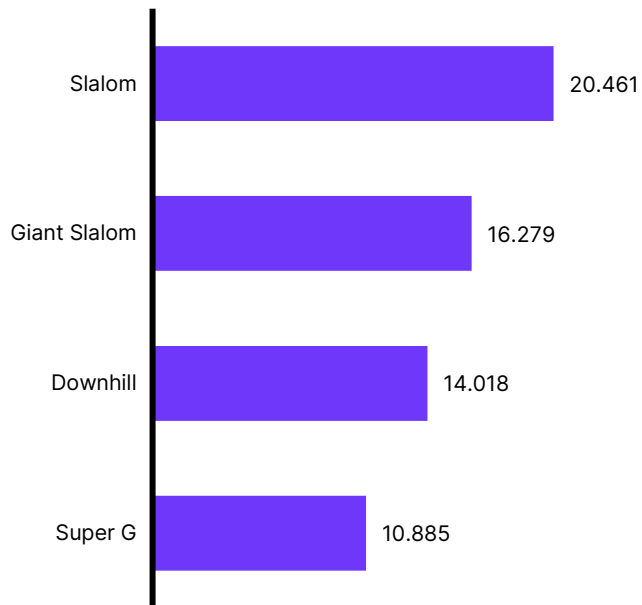
## Season Comparison



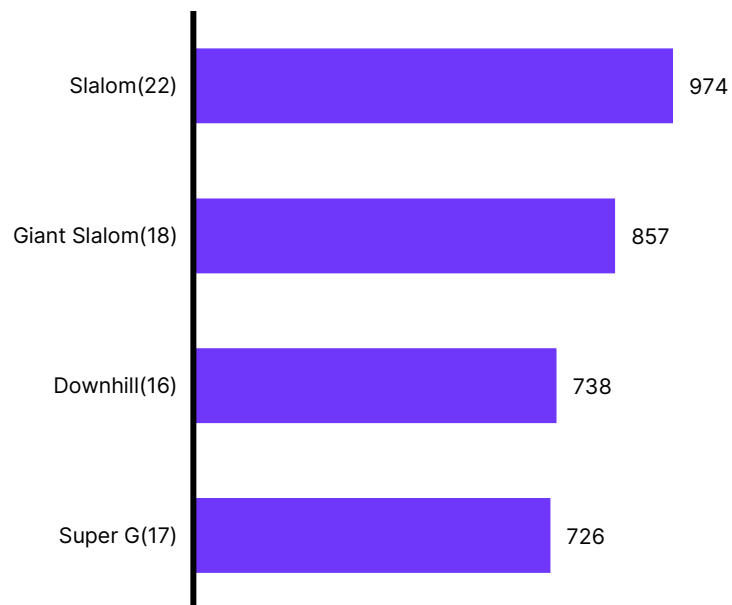
# Management Summary

## Event Ranking

Event Impressions (M)

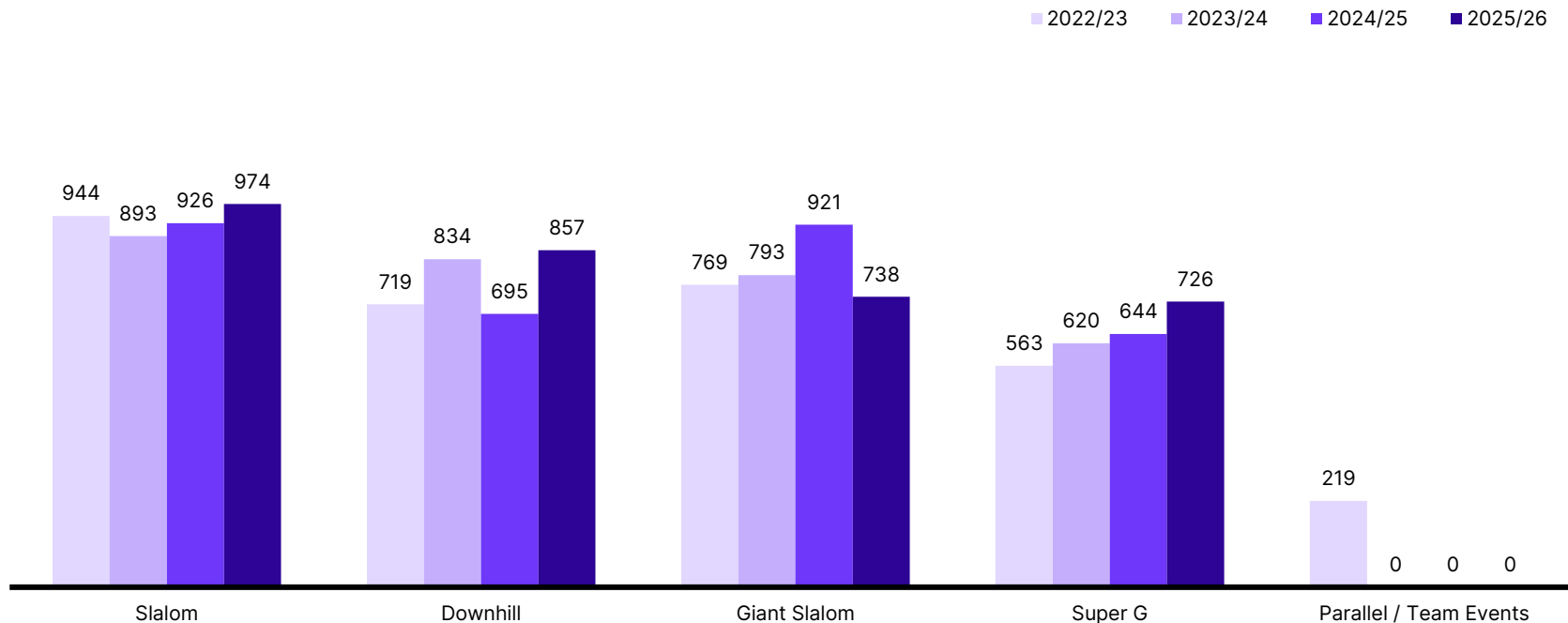


Ø Event Impressions per race (M)



# Management Summary

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



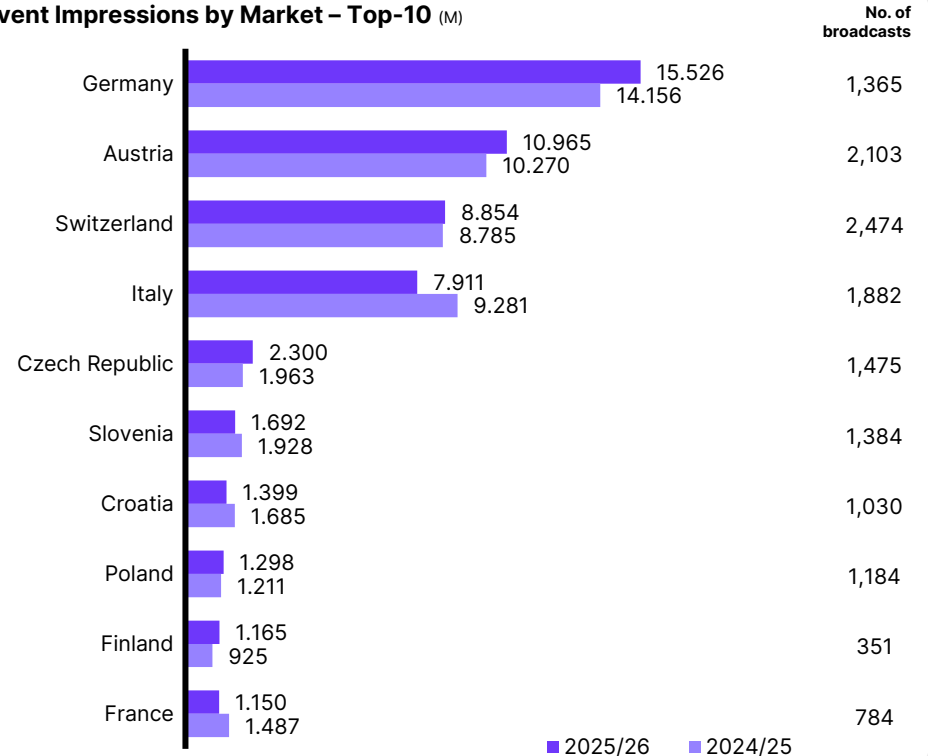
# Management Summary

## Key Takeaways

### Key Takeaways

- **Global Growth:** Total media impact rose 2% under the previous contract scope and 3% when accounting for all global rights holders
- **Core Markets:** The top three markets continue to trend upward: Germany (+10%), Austria (+7%), and Switzerland (+2%)
- **Italy Analysis:** Now ranked 4<sup>th</sup> and surpassed by Switzerland, Italy saw a 15% decline. While Rai viewership remained stable, the drop is attributed to a shift to unmetered Eurosport data, which now requires audience ratings to be estimated
- **Czechia Performance:** Ranked 5<sup>th</sup> again, Czechia saw a 17% surge in impact, driven by strong audience ratings on CT Sport and Eurosport
- **Top Venue:** Kitzbühel remains the #1 venue with a 22% YOY increase. The impact was driven by the Downhill and Slalom (40% each), with the Super G contributing the remaining 20%
- **Market Mover:** Finland recorded the highest growth among top nations, jumping from 12<sup>th</sup> to 9<sup>th</sup> place (+26%)

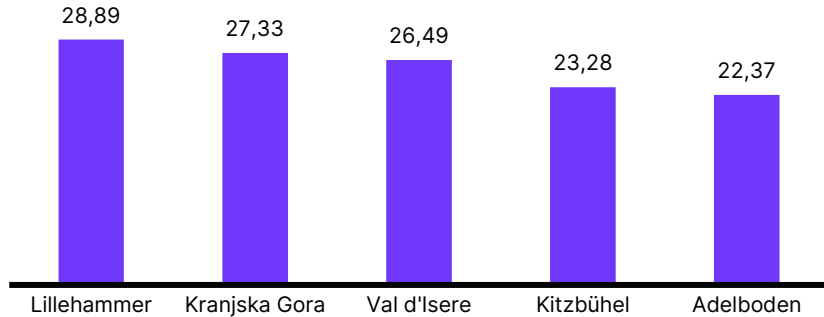
### Event Impressions by Market – Top-10 (M)



# Management Summary

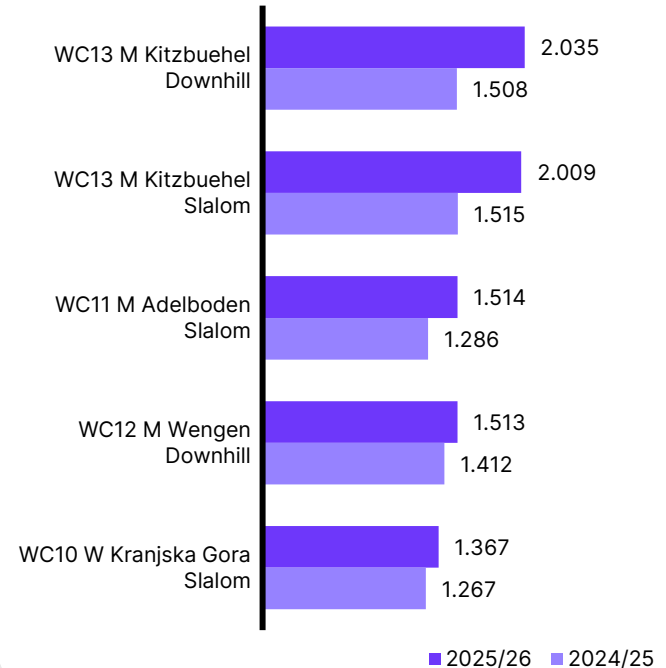
## Media Monitoring

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



- Home of this year's final, Lillehammer achieved the highest cumulative live audience. Compared to Sun Valley last season, live viewership went up by 40% (+8.6 M) due to more favorable time zone for Alpine Skiing major markets.
- Kranjska Gora lands second place this year, with a decline of 8% (-2.4 M).
- The traditional men's Slalom in Kitzbuehel was the best performing race of the season, generating a cumulative live audience of 14.3 M.
- Looking at the top 5 competitions by event impressions, they accounted for 14% of the total media impact. In comparison to the same races last season, the media impact increased by 21%.

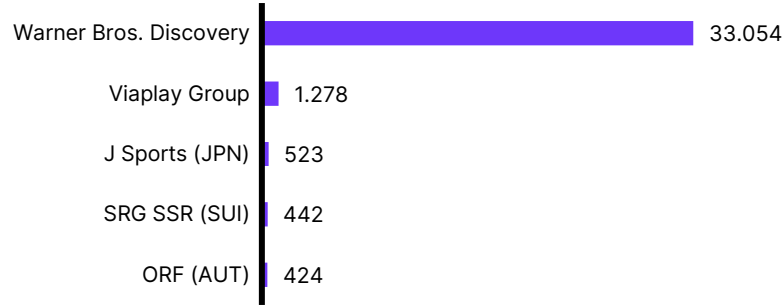
### Top-5 Competitions by Event Impressions (M)



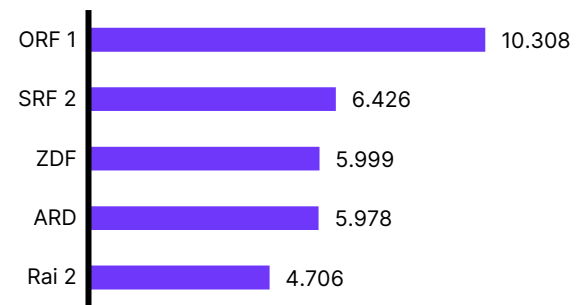
# Management Summary

## Media Monitoring

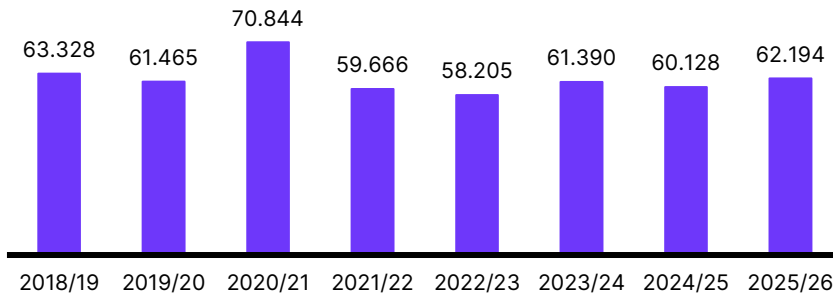
### Top 5 Broadcasters by Broadcast Time (hours)



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



### World Cup Event Impressions Trend (M)



- With 33,054 hours of coverage, the various Eurosport feeds account for 85% of total broadcast time but only 5% of cumulative audience (98 M) and 18% of event impressions (11.3bn).
- The top 5 channels ranking by media impact remains the same as in 2024/25 and combined these channels generated +7% event impressions than last season.
- Most significant increases can be observed on ARD (+27%) and Rai 2 (+12%).
- Contribution of streaming broadcasts to the overall event impressions rose from 0.6% in 2024/25 to 1.4% this season, generating +3.0 M viewers.

# Presentation of results

## Media Monitoring

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Albania	1,008	1.42	785:33:39	746:08:58	184.17
Andorra	953	0.00	831:41:36	789:58:45	0.44
Armenia	1,008	0.47	785:33:39	746:08:58	59.10
Austria	2,103	338.42	1164:26:27	993:13:29	10,964.82
Azerbaijan	1,008	0.13	785:33:39	746:08:58	16.58
Belgium	1,957	2.31	1666:08:51	1582:47:42	275.59
Bosnia and Herzegovina	906	0.75	752:00:07	714:19:51	92.29
Brazil	219	0.29	332:11:51	315:35:14	54.74
Bulgaria	1,161	3.45	1028:56:42	976:50:56	381.48
Canada	278	2.79	308:00:45	292:11:10	309.26
China	47	26.61	14:23:52	13:31:40	309.10
Croatia	1,030	16.98	864:47:46	820:54:29	1,399.00
Cyprus	1,008	0.06	785:33:39	746:08:58	7.65
Czech Republic	1,475	108.70	954:45:03	892:39:01	2,299.78
Denmark	114	0.85	169:30:14	161:00:57	150.38

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

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Estonia	907	0.45	752:00:35	714:20:17	52.89
Finland	351	55.67	336:41:26	315:10:30	1,164.55
France	784	88.04	424:30:45	383:31:32	1,149.64
Georgia	1,008	0.80	785:33:39	746:08:58	103.05
Germany	1,365	517.53	799:41:56	726:09:27	15,525.74
Greece	1,008	0.46	785:33:39	746:08:58	56.85
Hungary	1,034	2.70	823:36:46	782:17:51	328.48
Iceland	1,008	0.02	785:33:39	746:08:58	1.92
Ireland	594	0.22	403:07:49	382:54:27	30.76
Israel	1,008	1.33	785:33:39	746:08:58	171.80
Italy	1,882	507.81	1067:53:05	987:18:05	7,911.08
Japan	220	7.14	522:51:38	496:33:10	1,037.78
Kazakhstan	1,008	2.84	785:33:39	746:08:58	354.63
Kosovo	906	0.34	752:00:07	714:19:51	41.73
Kyrgyzstan	1,008	0.95	785:33:39	746:08:58	118.21

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

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Latvia	906	0.53	752:00:07	714:19:51	67.07
Lithuania	906	0.59	752:00:07	714:19:51	72.87
Malta	974	0.07	812:12:50	771:32:03	9.77
Moldova	1,036	0.47	794:55:34	755:02:37	49.85
Monaco	947	0.02	813:45:22	773:04:04	2.42
Montenegro	906	0.37	752:00:07	714:19:51	45.35
Netherlands	957	1.52	793:33:24	753:52:39	177.28
North Macedonia	906	0.40	752:00:07	714:19:51	49.22
Norway	629	32.47	585:55:54	540:58:20	775.16
Pan-Asia	13	0.06	14:14:59	13:32:14	9.68
Pan-Baltic	5	0.01	11:35:00	11:00:15	2.67
Pan-Latin America	81	0.28	120:49:20	114:47:23	49.57
Poland	1,184	71.60	860:32:57	816:59:30	1,298.37
Portugal	1,024	2.25	859:30:57	816:31:05	230.93

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

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Romania	1,036	5.48	794:55:34	755:02:37	581.24
Serbia	906	2.26	752:00:07	714:19:51	277.59
Slovakia	1,915	62.26	1182:01:06	1121:41:56	1,120.89
Slovenia	1,384	40.49	937:20:50	876:04:57	1,692.43
Spain	962	3.54	837:37:56	795:36:55	190.49
Sweden	351	41.99	305:11:57	289:22:43	662.36
Switzerland	2,474	213.33	1171:39:01	1035:56:41	8,853.77
Taiwan	39	0.21	59:41:06	56:41:55	37.72
Turkey	1,008	5.17	785:33:39	746:08:58	674.64
Ukraine	1,008	0.48	785:33:39	746:08:58	63.07
United Kingdom	594	2.05	399:23:13	379:19:21	271.70
USA	124	3.55	170:39:29	161:14:42	374.20
<b>TOTAL</b>	<b>50,641</b>	<b>2,181.01</b>	<b>38681:38:08</b>	<b>36419:27:06</b>	<b>62,193.81</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	497	0.72	403:13:42	383:00:06	94.56
Andorra	480	0.00	436:22:29	414:29:22	0.22
Armenia	497	0.24	403:13:42	383:00:06	30.92
Austria	1,176	216.18	590:29:41	498:29:00	6,405.13
Azerbaijan	497	0.06	403:13:42	383:00:06	8.44
Belgium	1,017	1.26	886:10:28	841:50:30	150.29
Bosnia and Herzegovina	453	0.37	388:11:12	368:44:36	46.56
Brazil	154	0.23	233:07:54	221:28:30	41.44
Bulgaria	691	2.05	646:39:18	613:42:41	221.71
Canada	145	1.39	162:19:06	154:05:21	161.36
China	37	19.90	9:53:08	9:19:39	187.46
Croatia	511	8.22	440:32:11	418:08:08	682.97
Cyprus	497	0.03	403:13:42	383:00:06	3.99
Czech Republic	713	46.75	485:18:44	455:04:08	1,031.19
Denmark	56	0.42	86:43:44	82:23:10	76.33

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

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Estonia	454	0.24	388:11:40	368:45:02	26.65
Finland	213	42.42	175:44:19	164:32:35	710.43
France	465	68.12	236:31:40	212:21:04	811.85
Georgia	497	0.41	403:13:42	383:00:06	53.11
Germany	627	211.35	403:18:42	366:04:57	7,932.42
Greece	497	0.23	403:13:42	383:00:06	29.74
Hungary	516	1.41	427:44:01	406:16:42	178.81
Iceland	497	0.01	403:13:42	383:00:06	1.00
Ireland	391	0.12	246:19:10	233:57:32	16.24
Israel	497	0.67	403:13:42	383:00:06	88.27
Italy	965	206.22	552:29:20	511:50:31	3,762.74
Japan	197	5.71	478:54:30	454:50:06	937.27
Kazakhstan	497	1.46	403:13:42	383:00:06	185.54
Kosovo	453	0.17	388:11:12	368:44:36	21.06
Kyrgyzstan	497	0.49	403:13:42	383:00:06	61.84

\*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)
Latvia	453	0.26	388:11:12	368:44:36	33.69
Lithuania	453	0.29	388:11:12	368:44:36	36.71
Malta	480	0.04	418:01:12	397:05:09	4.91
Moldova	515	0.23	411:29:01	390:50:31	26.70
Monaco	496	0.01	435:31:40	413:45:04	1.33
Montenegro	453	0.18	388:11:12	368:44:36	22.89
Netherlands	487	0.74	410:29:08	389:57:38	92.53
North Macedonia	453	0.20	388:11:12	368:44:36	24.83
Norway	402	24.67	341:22:38	312:08:09	525.48
Pan-Asia	4	0.02	5:00:00	4:45:00	4.00
Pan-Baltic	4	0.01	9:35:00	9:06:15	1.60
Pan-Latin America	41	0.15	60:33:22	57:31:58	25.51
Poland	573	24.20	447:42:26	425:11:22	630.81
Portugal	497	1.10	430:21:15	408:49:34	115.60

\*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)
Romania	515	2.80	411:29:01	390:50:31	315.87
Serbia	453	1.12	388:11:12	368:44:36	140.12
Slovakia	972	31.03	605:45:20	574:56:05	418.59
Slovenia	730	23.30	488:09:57	456:51:00	832.86
Spain	485	2.70	436:24:14	414:30:42	95.47
Sweden	157	15.90	153:14:38	145:23:58	257.93
Switzerland	1,361	128.59	598:38:18	527:51:41	5,096.07
Taiwan	23	0.13	35:35:34	33:48:42	22.32
Turkey	497	2.60	403:13:42	383:00:06	344.73
Ukraine	497	0.24	403:13:42	383:00:06	32.28
United Kingdom	390	1.06	244:02:14	231:47:06	145.55
USA	69	3.46	92:48:40	87:36:52	275.55
<b>TOTAL</b>	<b>26,144</b>	<b>1,101.87</b>	<b>20479:06:32</b>	<b>19277:39:41</b>	<b>33,483.49</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 (1/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Albania	511	0.70	382:19:57	363:08:52	89.61
Andorra	473	0.00	395:19:07	375:29:23	0.22
Armenia	511	0.23	382:19:57	363:08:52	28.18
Austria	1,138	175.87	573:56:47	494:44:29	4,559.70
Azerbaijan	511	0.06	382:19:57	363:08:52	8.14
Belgium	940	1.05	779:58:22	740:57:11	125.30
Bosnia and Herzegovina	453	0.38	363:48:55	345:35:15	45.73
Brazil	65	0.07	99:03:57	94:06:44	13.30
Bulgaria	470	1.39	382:17:24	363:08:15	159.77
Canada	136	1.45	145:41:38	138:05:49	147.89
China	10	6.72	4:30:44	4:12:01	121.64
Croatia	525	10.22	424:15:35	402:46:20	716.03
Cyprus	511	0.03	382:19:57	363:08:52	3.66
Czech Republic	830	79.40	469:26:19	437:34:53	1,268.59
Denmark	58	0.44	82:46:31	78:37:48	74.05

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

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Estonia	453	0.21	363:48:55	345:35:15	26.25
Finland	153	20.84	160:57:07	150:37:54	454.13
France	383	34.72	187:59:06	171:10:28	337.79
Georgia	511	0.40	382:19:57	363:08:52	49.94
Germany	818	378.37	396:23:15	360:04:29	7,593.32
Greece	511	0.22	382:19:57	363:08:52	27.10
Hungary	518	1.29	395:52:44	376:01:08	149.67
Iceland	511	0.01	382:19:57	363:08:52	0.92
Ireland	203	0.10	156:48:39	148:56:55	14.51
Israel	511	0.66	382:19:57	363:08:52	83.53
Italy	1,149	396.32	515:23:45	475:27:35	4,148.34
Japan	23	1.43	43:57:08	41:43:03	100.51
Kazakhstan	511	1.38	382:19:57	363:08:52	169.09
Kosovo	453	0.17	363:48:55	345:35:15	20.66
Kyrgyzstan	511	0.46	382:19:57	363:08:52	56.36

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

# Media Monitoring

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

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Latvia	453	0.27	363:48:55	345:35:15	33.38
Lithuania	453	0.29	363:48:55	345:35:15	36.16
Malta	494	0.04	394:11:38	374:26:54	4.86
Moldova	521	0.23	383:26:32	364:12:05	23.15
Monaco	451	0.01	378:13:42	359:19:00	1.09
Montenegro	453	0.19	363:48:55	345:35:15	22.46
Netherlands	470	0.78	383:04:16	363:55:01	84.75
North Macedonia	453	0.20	363:48:55	345:35:15	24.39
Norway	269	13.92	244:33:16	228:50:11	249.68
Pan-Asia	9	0.04	9:15:00	8:47:15	5.68
Pan-Baltic	1	0.00	2:00:00	1:54:00	1.07
Pan-Latin America	40	0.14	60:15:57	57:15:24	24.06
Poland	630	54.04	412:50:31	391:48:08	667.56
Portugal	527	1.15	429:09:42	407:41:31	115.33

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

# Media Monitoring

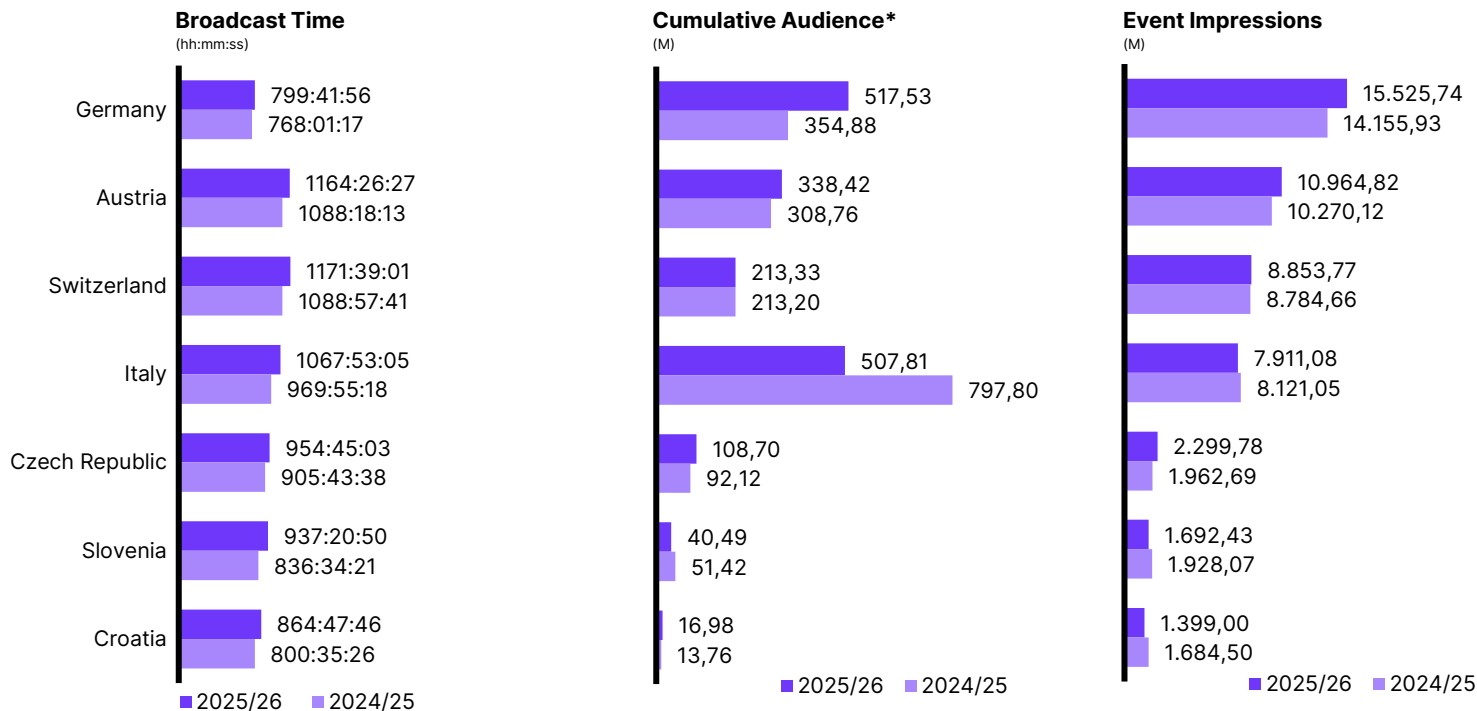
By country (in alphabetic order) – Women (4/4)

Country	Number of Broadcasts (#)	Cumulative Audience* (M)	Broadcast Time (hh:mm:ss)	Actual Playing Time (hh:mm:ss)	Event Impressions (M)
Romania	521	2.69	383:26:32	364:12:05	265.37
Serbia	453	1.14	363:48:55	345:35:15	137.47
Slovakia	997	41.42	576:15:46	546:45:51	702.30
Slovenia	713	23.86	449:10:53	419:13:57	859.57
Spain	478	1.33	401:13:42	381:06:13	95.03
Sweden	206	30.12	151:57:19	143:58:45	404.43
Switzerland	1,343	110.02	573:00:43	508:05:01	3,757.70
Taiwan	16	0.09	24:05:32	22:53:13	15.40
Turkey	511	2.57	382:19:57	363:08:52	329.90
Ukraine	511	0.24	382:19:57	363:08:52	30.79
United Kingdom	204	0.99	155:20:58	147:32:15	126.15
USA	59	0.64	77:50:49	73:37:51	98.65
<b>TOTAL</b>	<b>25,597</b>	<b>1,400.96</b>	<b>18202:31:35</b>	<b>17141:47:25</b>	<b>28,710.32</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 Top 15 trending country

Country	2025/26			2024/25		
	Cumulative Audience*	Broadcast Time	Event Impressions	Cumulative Audience*	Broadcast Time	Event Impressions
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Germany	517.53	799:41:56	15,525.74	354.88	768:01:17	14,155.93
Austria	338.42	1164:26:27	10,964.82	308.76	1088:18:13	10,270.12
Switzerland	213.33	1171:39:01	8,853.77	213.20	1088:57:41	8,784.66
Italy	507.81	1067:53:05	7,911.08	797.80	969:55:18	9,281.49
Czech Republic	108.70	954:45:03	2,299.78	92.12	905:43:38	1,962.69
Slovenia	40.49	937:20:50	1,692.43	51.42	836:34:21	1,928.07
Croatia	16.98	864:47:46	1,399.00	13.76	800:35:26	1,684.50
Poland	71.60	860:32:57	1,298.37	38.70	793:54:30	1,210.94
Finland	55.67	336:41:26	1,164.55	37.18	383:30:59	925.45
France	88.04	424:30:45	1,149.64	106.71	519:51:07	1,487.31
Slovakia	62.26	1182:01:06	1,120.89	63.75	1164:51:21	1,049.54
Japan	7.14	522:51:38	1,037.78	3.47	552:55:09	198.74
Norway	32.47	585:55:54	775.16	31.33	587:15:54	659.09
Turkey	5.17	785:33:39	674.64	3.78	734:46:02	480.51
Sweden	41.99	305:11:57	662.36	61.40	308:01:59	1,008.86
<b>TOTAL</b>	<b>2,107.61</b>	<b>11963:53:30</b>	<b>56,530.00</b>	<b>2,178.27</b>	<b>11503:12:26</b>	<b>55,087.89</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	211.35	403:18:42	7,932.42	207.88	424:47:03	8,847.23
Austria	216.18	590:29:41	6,405.13	203.84	598:36:23	6,438.11
Switzerland	128.59	598:38:18	5,096.07	138.86	602:57:21	5,457.06
Italy	206.22	552:29:20	3,762.74	239.03	506:31:44	3,871.92
Czech Republic	46.75	485:18:44	1,031.19	44.09	494:29:20	953.88
Japan	5.71	478:54:30	937.27	3.41	529:35:10	185.37
Slovenia	23.30	488:09:57	832.86	32.85	438:50:28	1,034.33
France	68.12	236:31:40	811.85	89.21	292:58:32	1,054.36
Finland	42.42	175:44:19	710.43	26.43	218:17:24	571.38
Croatia	8.22	440:32:11	682.97	7.27	420:28:10	877.24
Poland	24.20	447:42:26	630.81	19.08	434:55:46	637.48
Norway	24.67	341:22:38	525.48	25.31	389:52:41	490.14
Slovakia	31.03	605:45:20	418.59	30.28	619:22:28	435.53
Turkey	2.60	403:13:42	344.73	1.87	404:29:35	256.01
Romania	2.80	411:29:01	315.87	2.70	413:03:43	276.37
<b>TOTAL</b>	<b>1,042.15</b>	<b>6659:40:28</b>	<b>30,438.40</b>	<b>1,072.12</b>	<b>6789:15:49</b>	<b>31,386.40</b>

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

# Media Monitoring

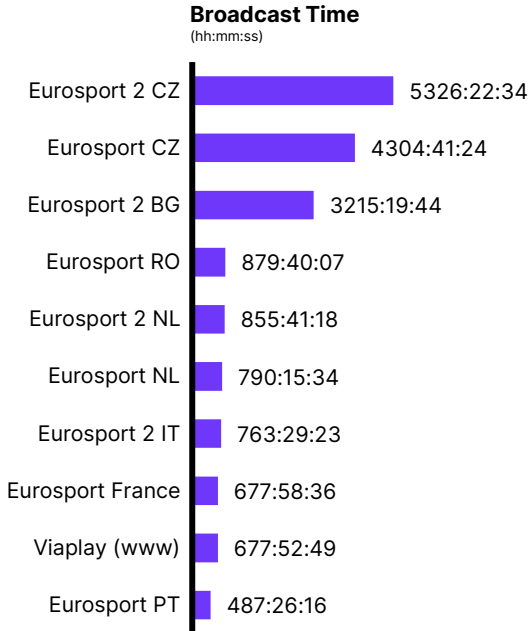
Ranking by trending country – Women

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	378.37	396:23:15	7,593.32	209.47	343:14:14	5,308.70
Austria	175.87	573:56:47	4,559.70	157.99	489:41:50	3,832.01
Italy	396.32	515:23:45	4,148.34	652.50	463:23:34	5,409.57
Switzerland	110.02	573:00:43	3,757.70	101.90	486:00:20	3,327.61
Czech Republic	79.40	469:26:19	1,268.59	66.98	411:14:18	1,008.81
Slovenia	23.86	449:10:53	859.57	27.94	397:43:54	893.74
Croatia	10.22	424:15:35	716.03	6.49	380:07:16	807.26
Slovakia	41.42	576:15:46	702.30	44.37	545:28:53	614.02
Poland	54.04	412:50:31	667.56	23.31	358:58:43	573.46
Finland	20.84	160:57:07	454.13	15.82	165:13:35	354.07
Sweden	30.12	151:57:19	404.43	42.20	141:22:16	637.16
France	34.72	187:59:06	337.79	37.63	226:52:34	432.95
Turkey	2.57	382:19:57	329.90	1.91	330:16:27	224.49
Romania	2.69	383:26:32	265.37	2.06	334:21:26	191.33
Norway	13.92	244:33:16	249.68	8.85	197:23:13	168.95
<b>TOTAL</b>	<b>1,374.35</b>	<b>5901:56:50</b>	<b>26,341.40</b>	<b>1,399.43</b>	<b>5271:22:34</b>	<b>23,784.11</b>

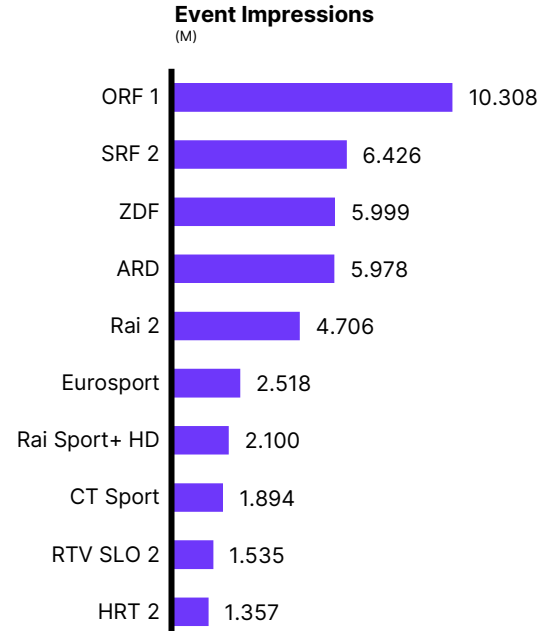
\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+ /Estimations by Nielsen Sports

# Media Monitoring

## Top 10 channels



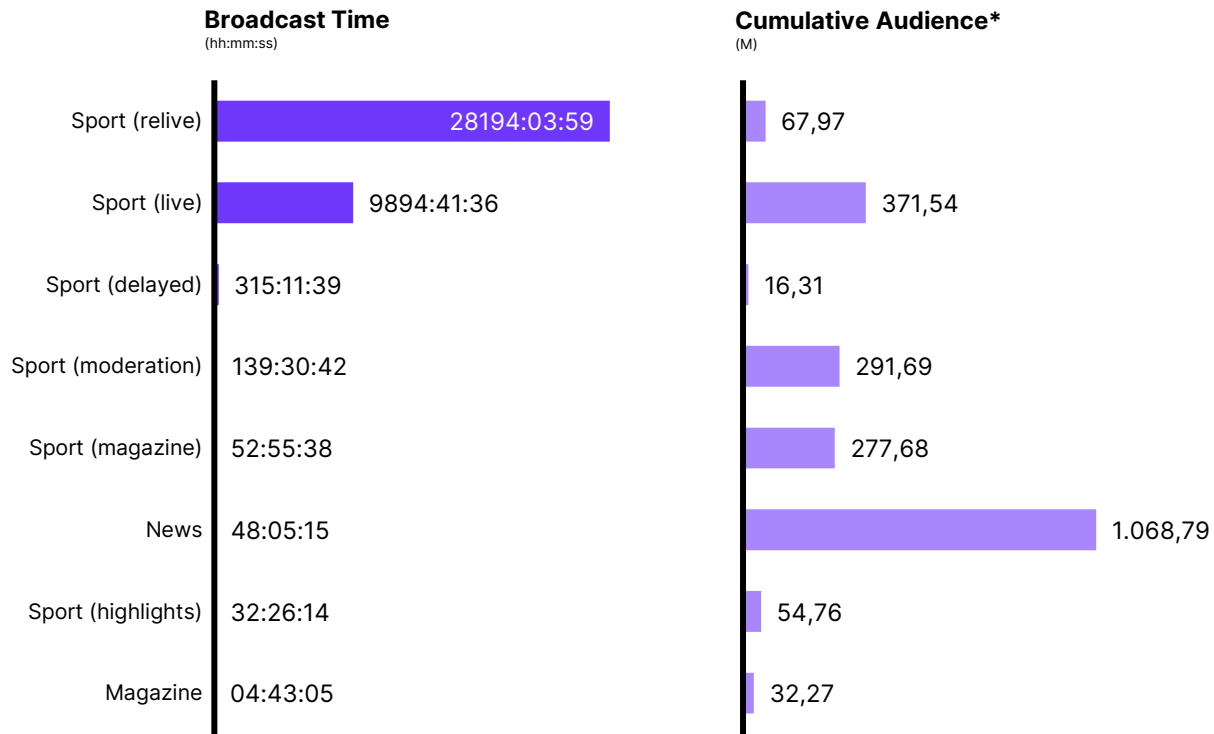
**46% OF TOTAL**



**69% OF TOTAL**

# Media Monitoring

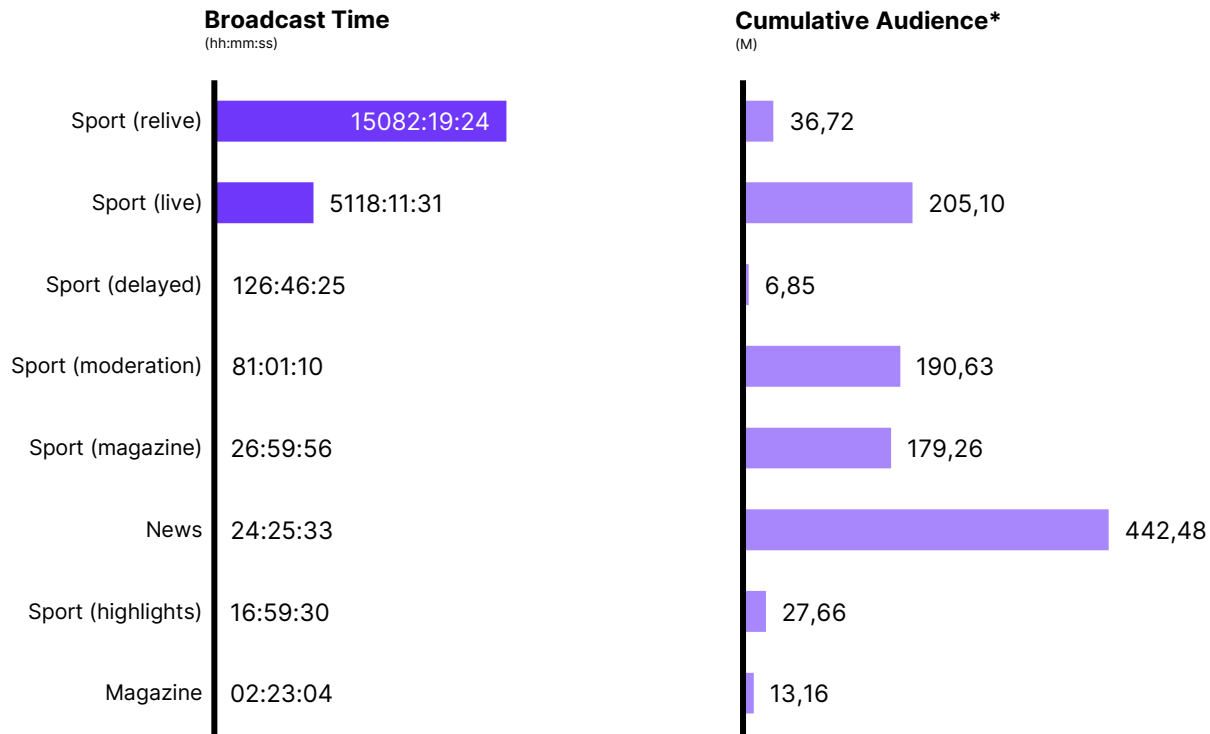
Ranking by program type



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

# Media Monitoring

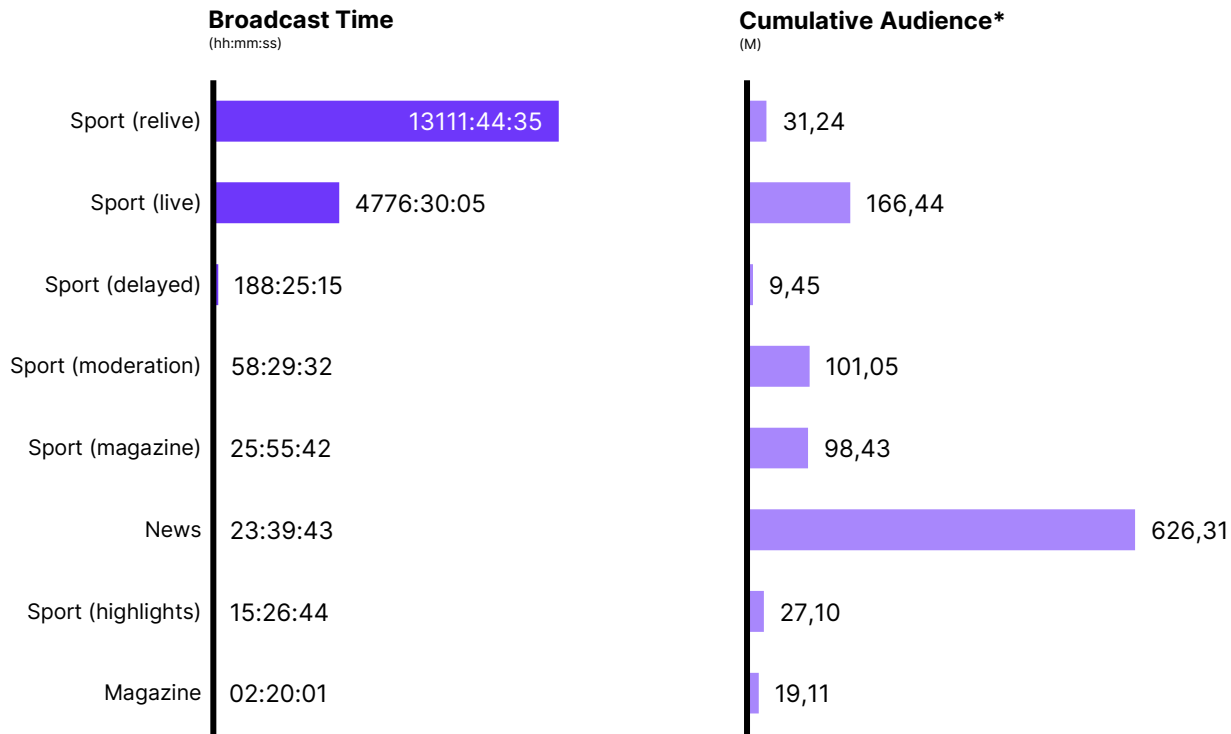
Ranking by program type – Men



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

# Media Monitoring

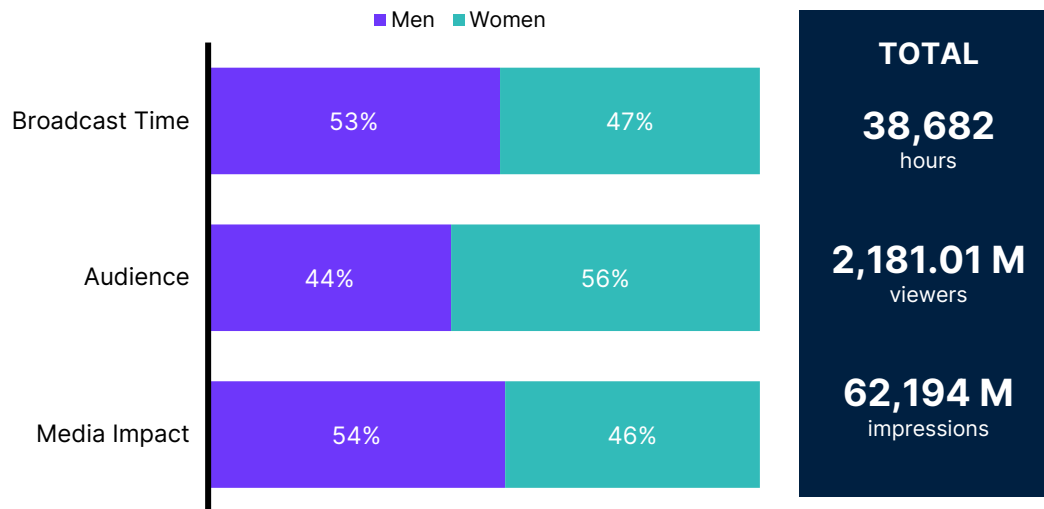
Ranking by program type – Women



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

# Media Monitoring

## Gender comparison

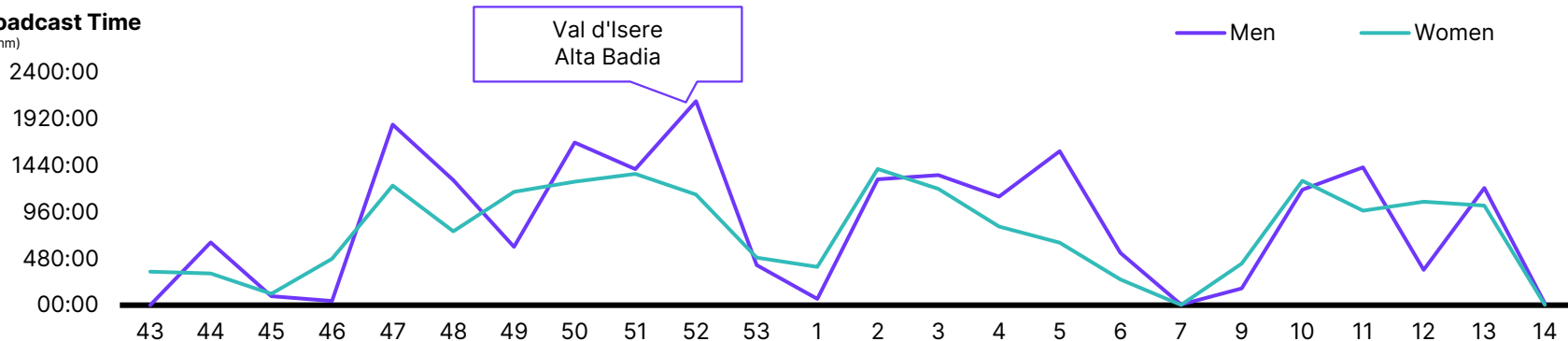


# Media Monitoring

Weekly coverage trend (by calendar week)

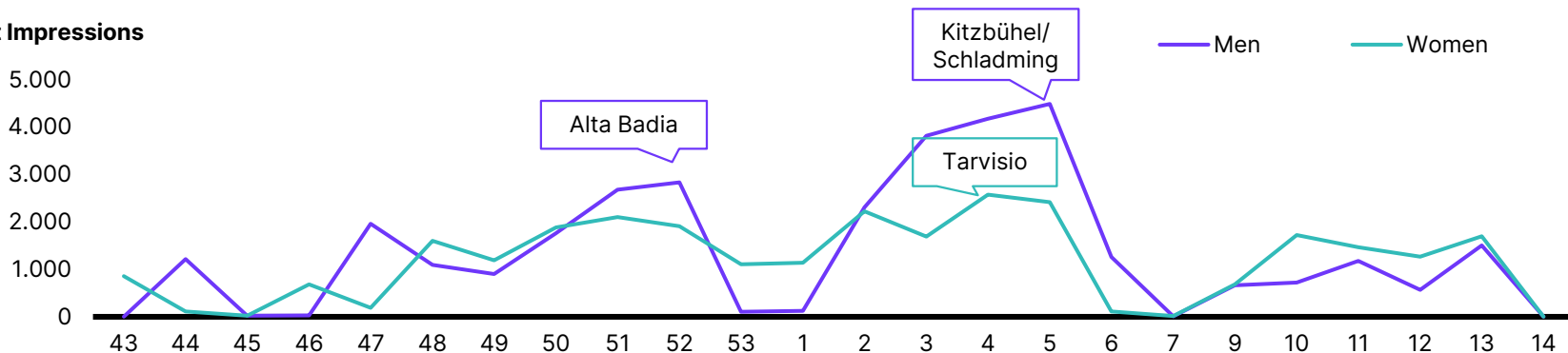
## Broadcast Time

(hh:mm)



## Event Impressions

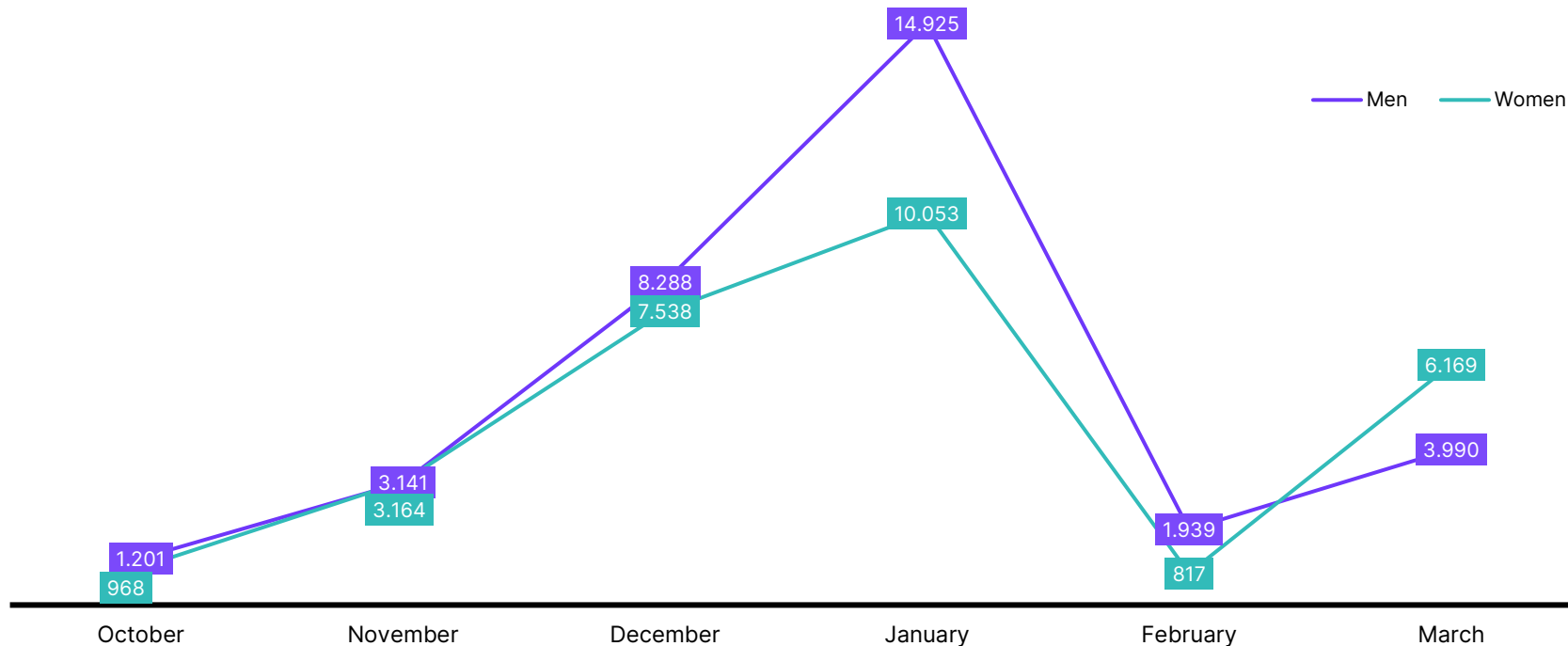
(M)



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

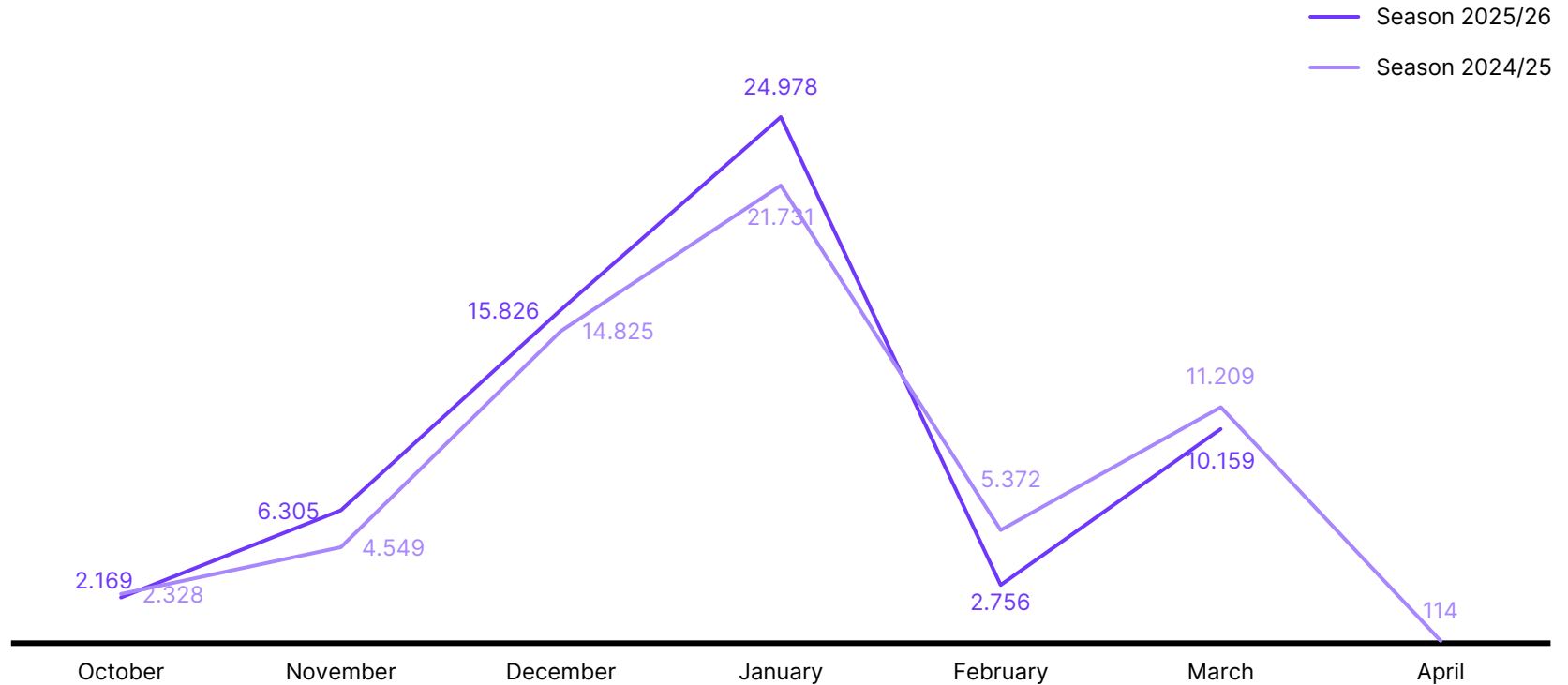
# Media Monitoring

Gender Comparison by Event Impressions and Month



# Media Monitoring

## Season Comparison by Event Impressions



# Methodology & Appendix

# TV Media Evaluation

## Media Monitoring

### Media Monitoring

Media monitoring refers to analyzing all relevant broadcast contents. This involves tracking of various program types covering a specific event, team, match day, or a particular World Cup venue, etc., and requires an actual recording of all those TV broadcasts.

### Broadcast Schedule Audit (BSA)

A TV channel's schedule is taken from online sources or compiled from broadcast data (audience ratings). Please note: This method of data collection only allows to map a specific event coverage, but no secondary coverage (news, etc.).

### 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:

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



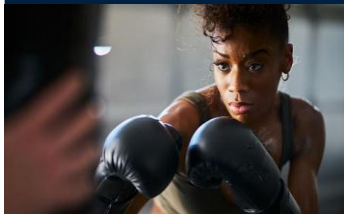
**Nielsen Sports** is the global leader in sports media valuation, data intelligence and research consulting.

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.

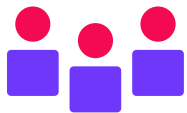
## Innovative



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

# Contact details



## Alexander Karduck

Account Director  
Nielsen Sports

Tel.: +49 221 430 73 638

[alexander.karduck@nielsen.com](mailto:alexander.karduck@nielsen.com)

Nielsen Sports Deutschland GmbH  
Scheidtweilerstr. 17  
50933 Köln  
niensports.com



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