

# Eurosport Digital Fact Sheet



A Discovery Company

## Eurosport's Websites

Eurosport.com is Europe's No.1 online sports news website with more than 17 million unique visitors in January 2015 on PC, alone.

The highest recorded level of monthly visitors was achieved in August 2012 during the London Olympic Games with 33M unique visitors globally and 23M unique visitors in Europe.

### Market Performances: Total Monthly Unique Visitors (000) January 2015

<b>WORLWIDE</b>	<b>20,862</b>									
<b>EUROPE</b>	<b>17,203</b>	POLAND 4,976	FRANCE 2,878	UK 2,644	GERMANY 2,080	ITALY 1,122	SPAIN 992	TURKEY 655	RUSSIA 615	
<b>MIDDLE EAST/AFRICA</b>	<b>1,964</b>									
<b>NORTH AMERICA</b>	<b>728</b>									
<b>ASIA PACIFIC</b>	<b>677</b>									
<b>LATIN AMERICA</b>	<b>289</b>									



## Yahoo! Partnership

Eurosport's long-standing partnership with Yahoo! started in 2007. The contract covers co-branded localised websites in the UK, Germany, Italy and Spain. The joint websites attract an average of 6.8M unique visitors per month. Eurosport.com provides all the sporting editorial content for these spaces. The commercial sales responsibilities are divided, with Eurosport able to sell combined TV & online packages. Yahoo! sells online only packages.



## Eurosport Player

Eurosport Player is available in 52 countries and can be downloaded on PC, tablet, connected TV and mobile. It provides a live simulcast of Eurosport and Eurosport 2, as well as bonus channels during key events such as tennis Grand Slams for a monthly or annual subscription fee.

## Eurosport's Mobile Applications



The Eurosport.com free sports news app (for iPhone, iPad and Android) and the free Live Score app (for iPhone and iPad) are both available in 10 languages. The Eurosport Player app is free to download, but carries a subscription to access the live content.

Eurosport generated a 20% YOY rise in the number of daily users to its mobile applications in 2014. The peak was on 31 August 2014 with 2.4M fans using the apps. 30% of all Eurosport's digital daily traffic is now achieved on mobile apps.

## At a glance

- 17.2M\* unique visitors on PC in Europe in January 2015
- 5.7M\*\* unique visitors on mobile devices in Europe in January 2015
- Daily record on websites: 6.5M \*\*\* visitors on 9 July 2014
- Daily record on mobile apps: 2.4M \*\*\* visitors on 31 August 2014
- Daily combined digital record: 8.4M\*\*\* duplicated visitors (6.5M on PC, 1.9M on mobile) on 9 July 2014

\*comScore  
\*\*comScore mobiLens  
\*\*\*Digital Analytix (comScore)

## EMS – Eurosport Market Impact on Top-Earners in Europe



Eurosport consolidated its position as the No.1 multimedia platform in Europe according to the latest EMS survey (Summer 2014) held amongst upscale Europeans, including specific target groups such as Top 3% of income earners, Decision Makers and C-Suite Executives. As the only platform reaching over 50% of the upscale target audience, both via TV and digital, Eurosport is the unrivalled winner of the 2014 survey. Eurosport has topped the survey results for the past 19 years.

According to EMS, Eurosport also reinforced its leading position in the digital field. Eurosport.com appeared as the only sports brand in the Top 10 and ahead of news and factual platforms for all specific target groups of the EMS research: Top 3% of income earners, Decision Makers and C-Suite Executives.

## Eurosport on Social Media

**f 4.9 million**  
The number of fans who have already liked the Eurosport page  
[facebook.com/Eurosport](https://www.facebook.com/Eurosport)

**t 1.6 million**  
The number of Twitter followers on Eurosport's TV programming, sports news and corporate accounts  
[@eurosport](https://twitter.com/eurosport)

**ig 16,000**  
The number of Instagram followers  
[@eurosport](https://www.instagram.com/eurosport)

Sources: comScore, Twitonomy, Twitter, EMS Survey Summer 2014