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## YEARLY SPORT KEY FACTS

The complete Sport season from September 2008 to August 2009



12 months of sport events  
& sport programming on TV  
Free to Air vs Premium sport  
channels in over 30 countries

UEFA Champions League 2008-2009  
FIFA World Cup 2010 Qualifying  
FIFA Confederations Cup 2009  
National football leagues & cups  
6 Nations Rugby  
Tennis Grand Slam Tournaments  
Major World Championships (FINA, IAAF, IHF, IIHF...)  
Major Sailing events  
Cycling events (Tour de France...)  
FIA Formula One World Championship 2009 **new!**



**A** ANALYTICS

**B-R** B-RIGHT

**P-E** PROGRAMME  
EXPERTISE

**S** SPORT

WE SPEAK TV

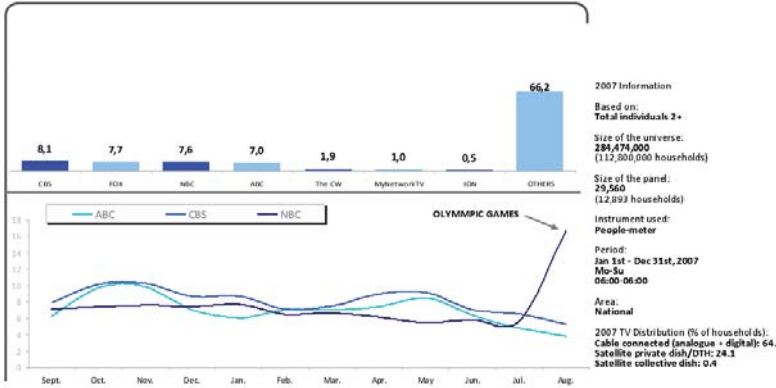


# Extensive coverage & comprehensive insight to Sport on TV



## UNITED STATES

Audience share of the main channels - From September 2007 to August 2008



Sources: Eurodata TV Worldwide / Nielsen Media Research - ALL RIGHTS RESERVED



### To measure impact of sport events on national TV markets:

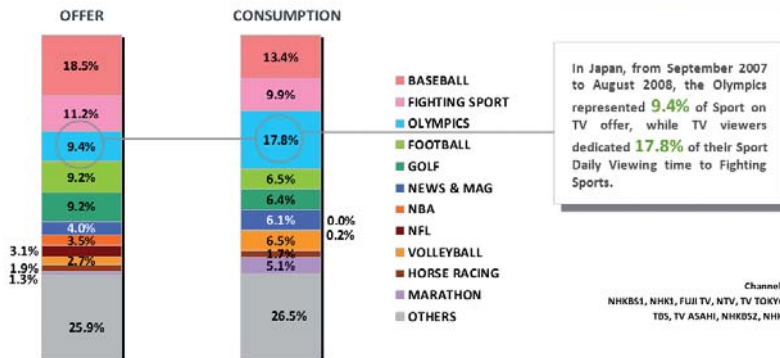
- channel market shares evolution
- technical penetration
- panel info
- TV distribution
- Top 10 sport events



## JAPAN - Kanto

Sport Offer and Consumption - From September 2007 to August 2008

### GENERALIST BROADCASTERS



Sources: Eurodata TV Worldwide / VIDEO RESEARCH Ltd - ALL RIGHTS RESERVED



### TV sport offer and consumption to zoom-in on investment possibilities:

- generalist broadcasters
- thematic broadcasters

### More than 30 countries

#### Africa & Middle East

South Africa

#### America

Canada - USA

#### Asia / Pacific

Australia - India - Indonesia - Japan - South Korea

#### Europe

Austria - Belgium - Croatia - Cyprus - Czech Republic - Denmark - Finland - France - Germany - Hungary - Ireland - Italy - Netherlands - Norway - Poland - Portugal - Romania - Russia - Spain - Sweden - Switzerland - Turkey - Ukraine - United Kingdom



# Expert evaluation of trends and opportunities



## SPAIN

Major Competitions performances – From September 2007 to August 2008

	Channel	Program	Date	Duration HH:MM	TVR%	Total individuals TVR(000)	MSH%
<b>FOOTBALL</b>							
AVERAGE	CUATRO	EURO 2008	07/06/2008 - 29/06/2008	37:15	14,0	5 927	41
TOP 1	CUATRO	FINAL - GERMANY Vs SPAIN	29/06/2008	1:50	34,1	14 482	80,9
AVERAGE	Antena 3 / LA SEXTA	UEFA CUP	20/09/2007 - 14/05/2008	36:42	4,2	1 770	11,4
TOP 1	Antena 3	1/4 FINAL - GETAFE Vs BAYERN MUNICH	10/04/2008	1:50	15,4	6 523	38
AVERAGE	Antena 3 / LA SEXTA	UEFA CL	18/09/2007 - 21/05/2008	27:36	12,6	5 339	31,3
TOP 1	Antena 3	1/2 FINAL - MANCHESTER Vs BARCELONA	29/04/2008	1:52	18,5	7 838	45,3
AVERAGE	Tele 5 / LA SEXTA	LIGA	01/09/2007 - 07/05/2008	86:20	5,5	2 318	16
TOP 1	Tele 5	REAL MADRID Vs BARCELONA	07/05/2008	1:50	21,8	9 264	46,7
<b>BASKETBALL</b>							
AVERAGE	LA SEXTA	EUROBASKET	03/09/2007 - 16/09/2007	60:55	2,4	1 019	9,4
TOP 1	LA SEXTA	FINAL - SPAIN Vs RUSSIA	16/09/2007	1:48	12,8	5 372	31,3
<b>CYCLING</b>							
AVERAGE	La 2	VUELTA	01/09/2007 - 23/09/2007	40:27	1,8	751	6,6
TOP 1	La 2	LANGREO - LAGOS DE COVADONGA	04/09/2007	1:54	2,6	1 103	9,2
AVERAGE	La 2 / TVE 1	TOUR DE FRANCE	05/07/2008 - 27/07/2008	53:42	2,3	960	9,5
TOP 1	TVE 1	STAGE 20	26/07/2008	1:47	4,9	2 090	20,9
<b>TENNIS</b>							
AVERAGE	La 2 / TVE 1	FRENCH OPEN	25/05/2008 - 08/06/2008	57:26	1,8	777	7,8
TOP 1	TVE 1	FINAL - FEDERER Vs NADAL	08/06/2008	2:13	9,5	4 037	30,1
<b>OLYMPICS</b>							
AVERAGE	La2 / TVE 1	OLYMPICS	06/08/2008 - 24/08/2008	206:55	2,0	835	21,7
TOP 1	TVE 1	BASKETBALL SEMI FINAL - SPAIN Vs LITHUANIA	22/08/2008	1:54	8,6	3 650	34

Sources: Eurodata TV Worldwide / TNS Audiencia De Medios - ALL RIGHTS RESERVED



## Benchmarking competitions against each other:

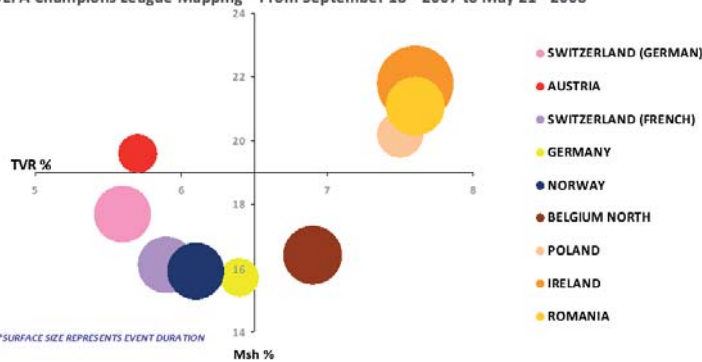
- Champions League
- Formula 1
- World Championships
- Tennis Grand Slam



## UEFA Champions League

TVR% From 5 to 8 %  
MSH% From 14 to 2

UEFA Champions League Mapping – From September 18<sup>th</sup> 2007 to May 21<sup>st</sup> 2008



These countries belong to the group of "Middle Level" viewers. Ireland has offered the largest coverage and shares the best performance with Romania and Poland.

Sources: Eurodata TV Worldwide / Relevant Partners - ALL RIGHTS RESERVED

## Relating sport events coverage to their audience performances:

- by country
- by competition



# Clients' testimonials

**Heinz Abel**  
CEO - IFM International

"Eurodata TV Worldwide is internationally highly accepted and an essential basis for objective and independent analyses. It delivers quick and excellent data for all areas like benchmarking or pre-event analyses and especially sponsorship package valuations."

**Dominic Hayes**  
VP & Managing Director (MD)- TV & Digital,  
EMEA, WORLD WRESTLING ENTERTAINMENT

"Eurodata TV information is very important for any content provider. It helps us understand and monitor our program performances in many markets around the world. We use the TV Ratings all the time internally as well as with our clients and prospects... This data is key for our sales team when talking with clients."

**Lucien Boyer**  
CEO - Havas Sport & Entertainment

"In order to deliver the strongest advice to our clients and determine the right strategy, we rely on Eurodata TV Worldwide information which ensures both coverage & homogeneity on an international scale."

This document contains information which is susceptible to change



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The complete Sport season  
 from September 2008 to August 2009

**ORDER NOW!**



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