

# Mobile Sports & The Holidays



# The ESPN Mission

**To serve sports fans wherever sports are watched, listened to, discussed, debated, read about or played.**

**Text ALERT to 4ESPN**

\*std messaging rates apply



# The ESPN Brand Promise

ESPN is Sports with Authority and Personality



# ESPN

**SPORTS**  
IS WHAT WE DO

**AUTHORITY**  
IS HOW WE DO IT

**PERSONALITY**  
IS WHAT SETS US APART



ESPN

# Case Study: 2010 FIFA World Cup

- Major Event
- 4 Week Tournament
- Daytime Events
- Measurable Sponsors
- OOH Usage
- Multiple Platforms



# What Did We Learn In 30 Days?

*Mobile Is Personal*

*Mobile Is Video*



*Mobile Is Digital*

*Mobile Is Social*

# Mobile Is Personal

## (World Cup Learnings)

- Applications provided a more personalized, customizable fan experience:
  - 2.5M downloads of the World Cup App (1.5M in June alone)
  - 7% upsold to a premium experience
- 16M alerts were sent via SMS and thru the World Cup app
  - The average fan received **242** alerts during the event
- Only 40% of fans customized the WC app with the U.S. as their favorite team (Mexico was 2<sup>nd</sup> with 8%)





# Mobile Is Digital

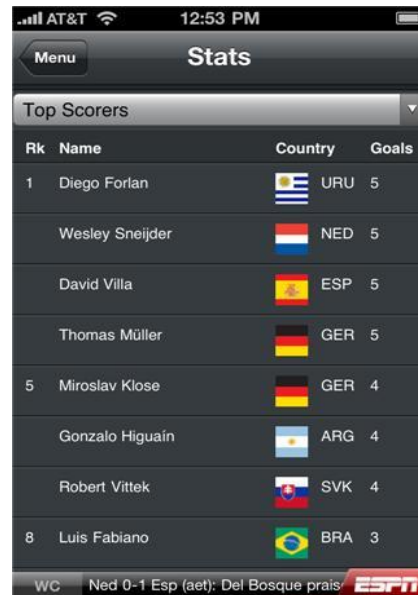
(World Cup Learnings)

- ESPN Mobile generated **98 Million** visits to WC content during the tournament (includes mobile web, ScoreCenter, WC App)
- ESPN.com had 128 Million visits
- Mobile out-delivered ESPN.com (visits & pageviews) on **6 days** during the tournament
- Weekends are “primetime” for mobile
- Time spent per visit on mobile: **11 minutes**
- 36% Unduplicated Audience

## Mobile Web



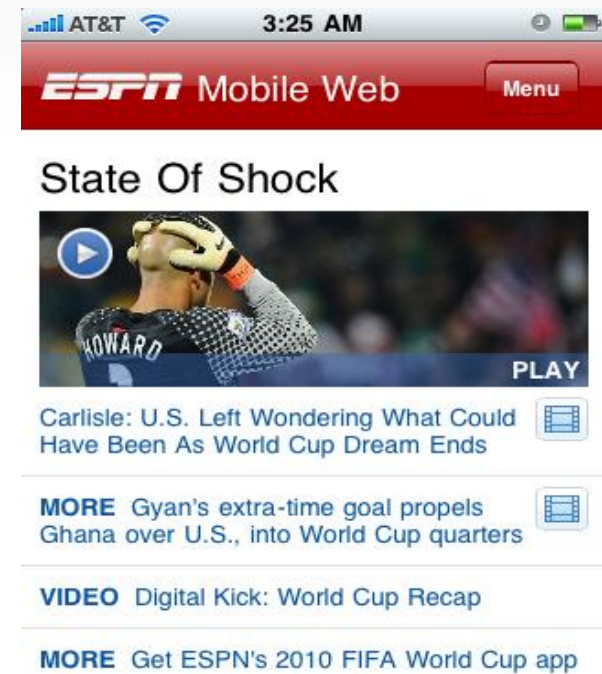
## World Cup App



# Mobile Is Video

(World Cup Learnings)

- ESPN Mobile TV reached **1 Million unique viewers** who consumed **93 Million minutes** of live WC games
  - Both MobiTV and MediaFlo reported that ESPN's World Cup coverage set viewership records
  - Top two games were USA but Finals and Semi's were #3 and #4
- Average time spent per viewer per game was **20 minutes**
- **6.2 Million** World Cup highlight clips consumed via ESPN Mobile Web



# Mobile Is Social

## (World Cup Learnings)

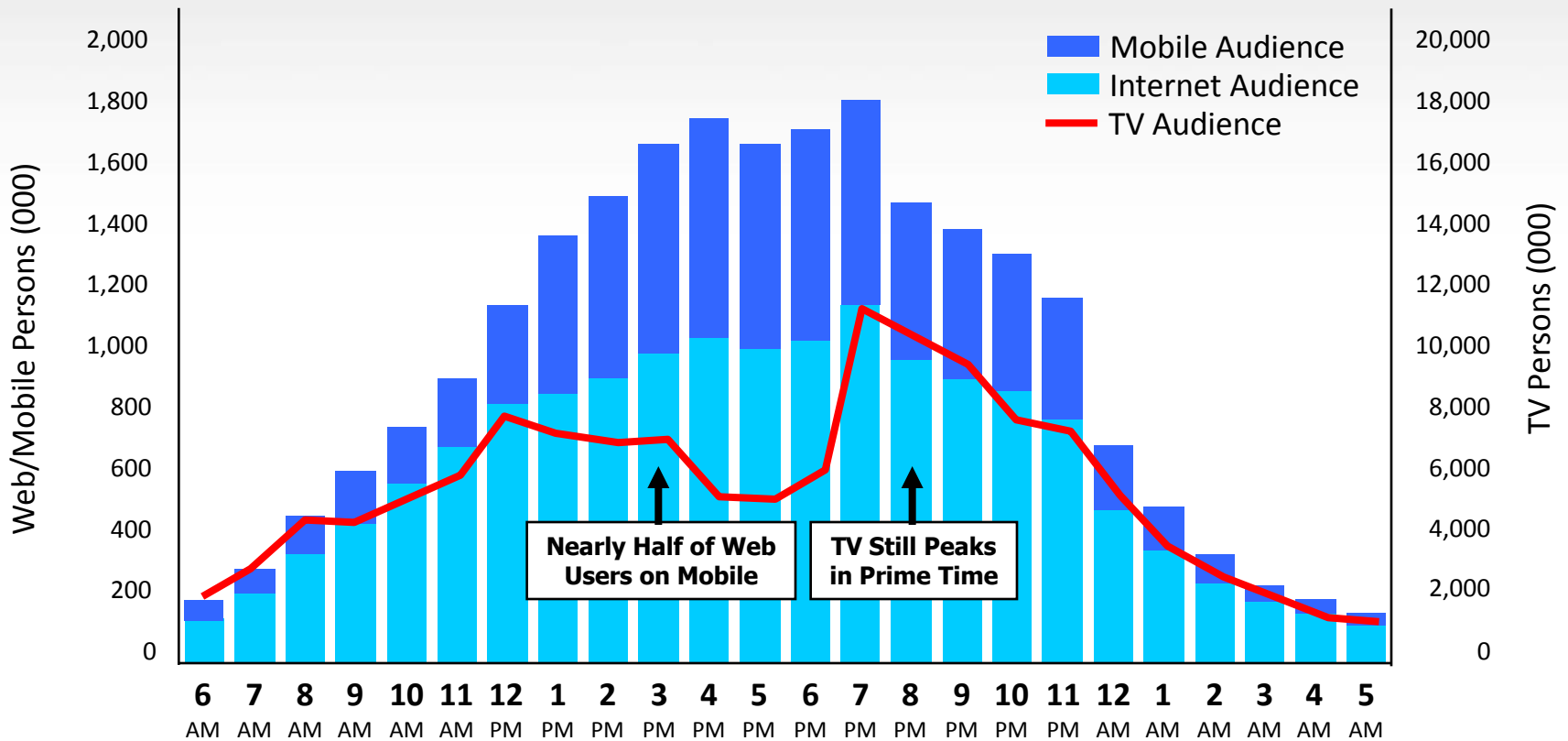
- The World Cup was the most “social” sporting event we’ve ever broadcast
  - Fans watched together....around the world...in large numbers
  - Community
- Digital & Mobile enhanced the on-air broadcast by allowing fans to share and comment on the experience
- “In this age of digital, it’s the fans who want to break the news”



# Fans Migrate toward the Best Available Screen

- Mobile and Internet usage peaks while games are in progress

## ESPN Media Net usage by Hour: **Weekend**



Source: Nielsen Media Research (TV), Omniture (Web/Mobile)  
Week of November 2-8, 2009, Avg Sat-Sun



What's coming for the Holidays



# Football Apps and Messaging



- Road to the BCS



- Fantasy Football

# ESPN on the iPad/Tablets



- ESPN.com on the iPad
- ScoreCenterXL



- ESPN The Magazine



Thank You

Text ZEHR to 4ESPN

