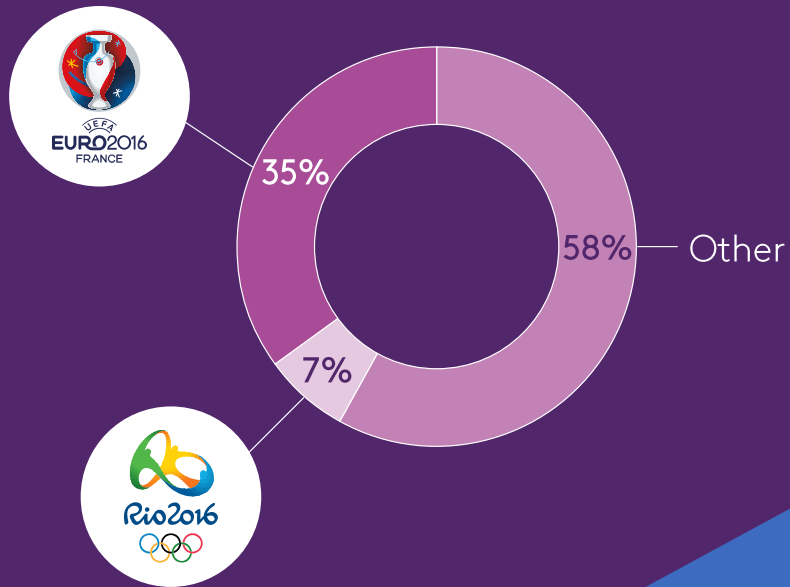






# 2016 Top ranking #1 Sports TV Programming worldwide



## Euro 2016 Final

Sunday 10 July



129 million viewers  
across 31 territories  
in Europe

31% of countries have a **sport programme cited in their top 10 largest audience shares of the year**

TOP 1 31% (YOY +11%)

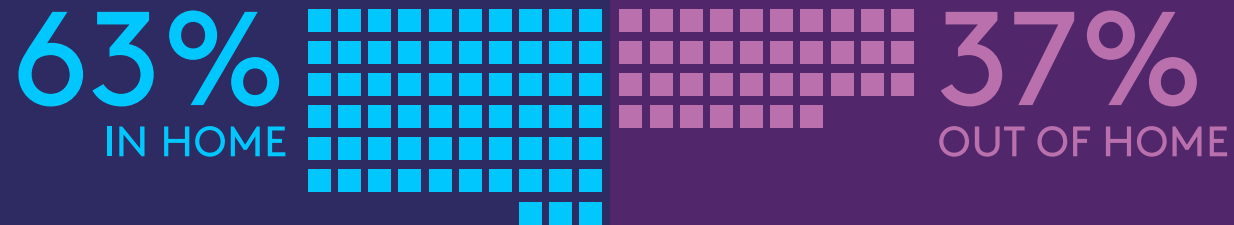
TOP 10 62% (YOY +1%)

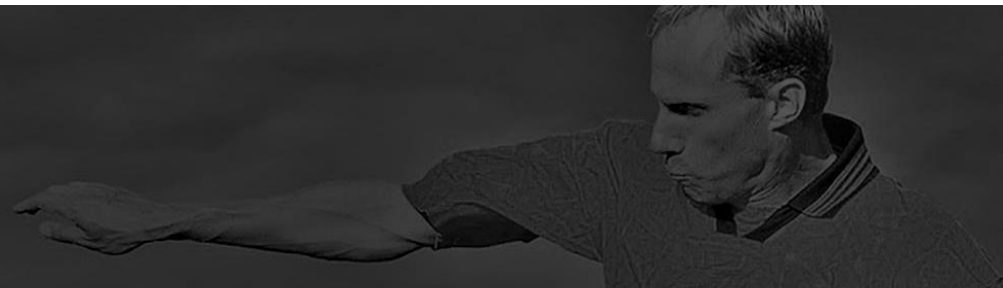


# UEFA CHAMPIONS LEAGUE FINAL



3 June 2017







# UEFA CHAMPIONS LEAGUE FINAL

## Top Tweet by Impressions

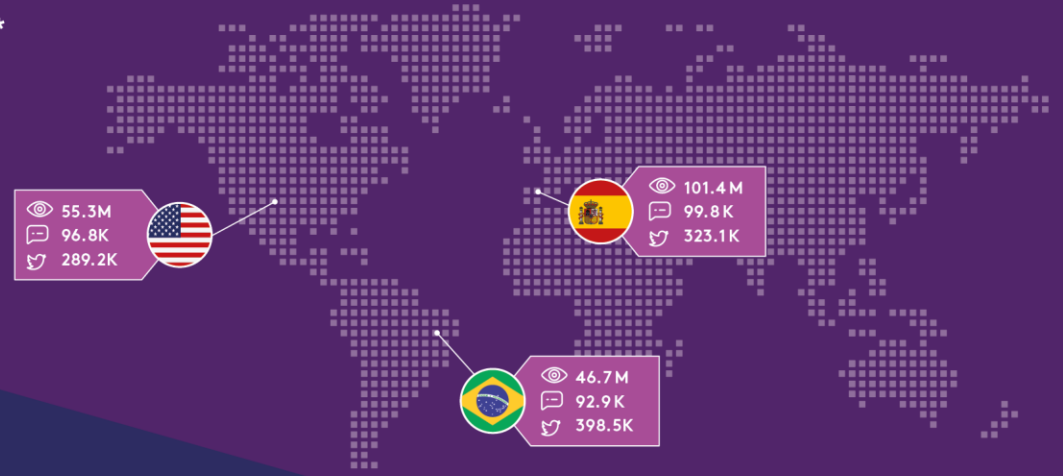


3 June 2017\*

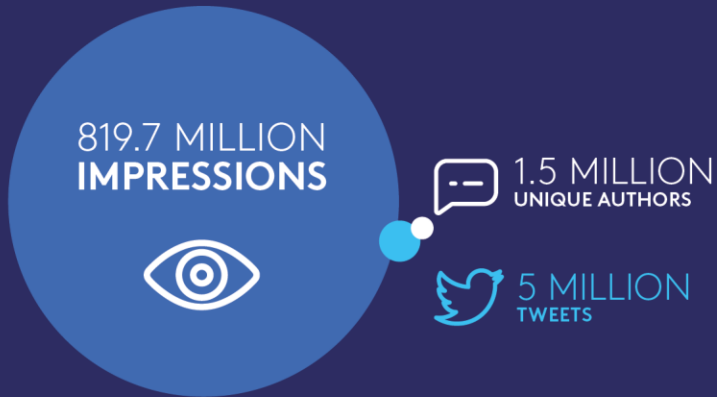


## Market snapshot

Impressions unique authors Tweets



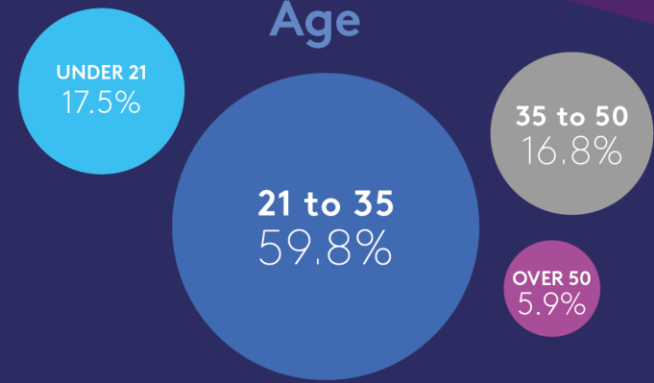
## Globe



## Gender



## Age



\* Data from June 3rd 7.45pm to 11.30pm CEST. \*\* Data from the moment it was posted until June 4th 8am CEST. Source: Kantar Tweeter TV Ratings



# 51 different advertisers ran spots for 61 different brands

(some advertisers ran spots for multiple brands)



**Anheuser-Busch InBev**  
was the only marketer  
with guaranteed category  
exclusivity (for beer)



## TV Advertising Spend (USD \$)

Average cost of  
a :30 second spot



Average spend  
per brand



Total  
ad spending



## Top Advertising Categories

Number of Brands advertised



Auto  
Manufacturers

8



Non-Alcoholic  
Beverage

6



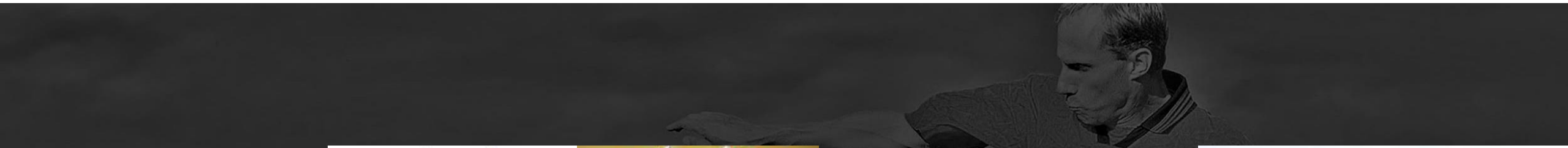
Motion  
Pictures

4



Household Cleaning  
Products

4



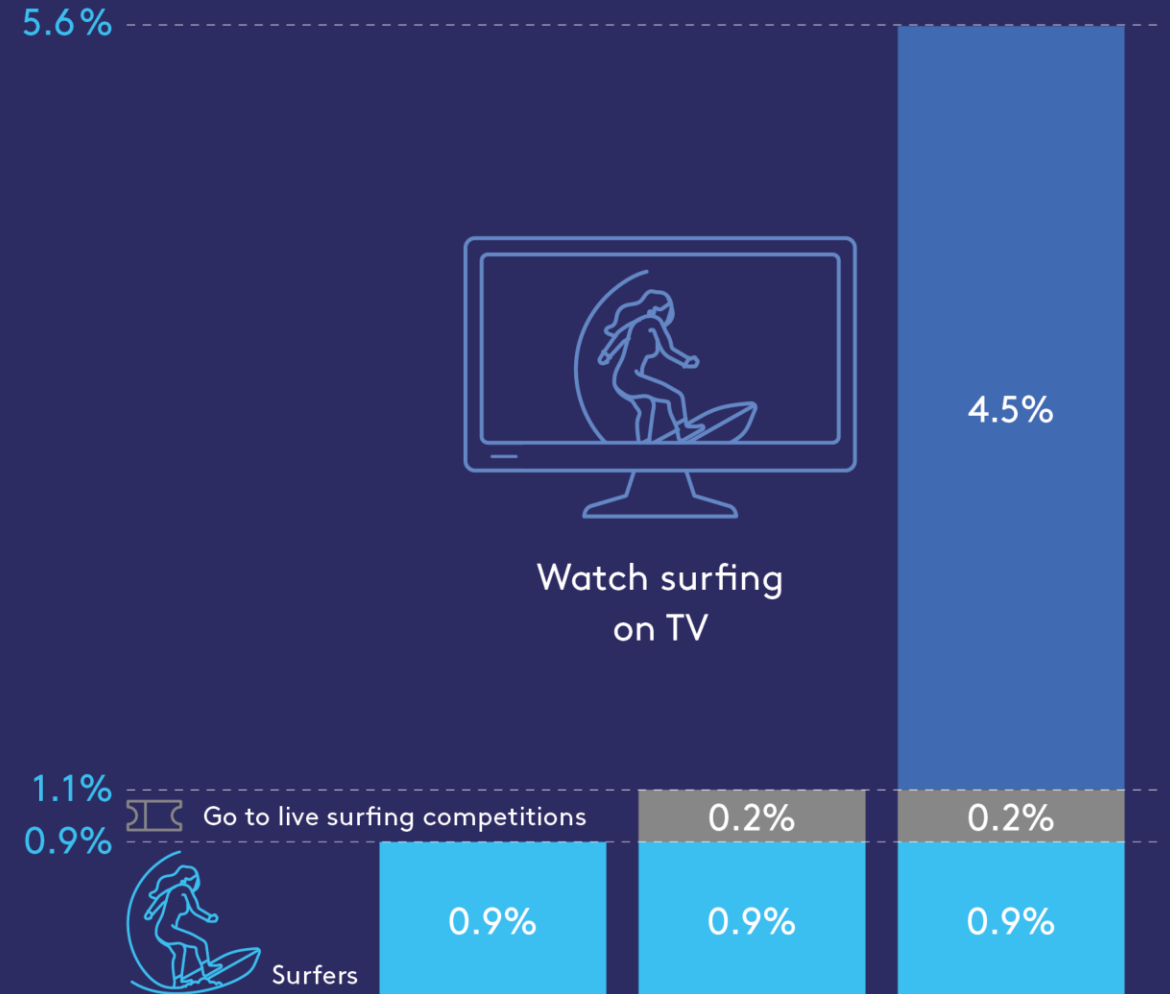
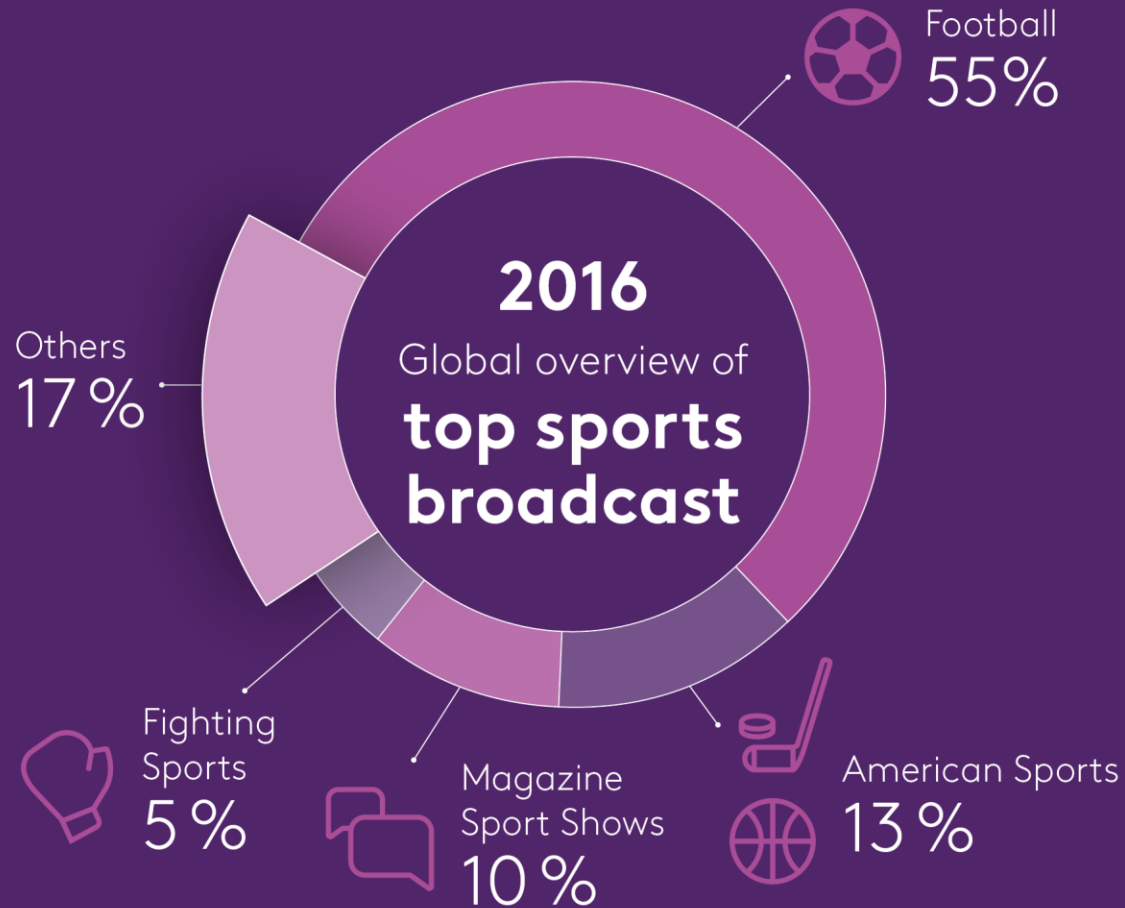






# BRAZILIANS SURFING

Missed opportunities for the media ecosystem?







FUTURE

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THE WORLD  
AUDIENCES  
SUMMIT 2017

THANK YOU

