



ESPN APP PRE-ROLL VIDEO

Objective: To brand on ESPN's digital platforms using display and video to engaged, passionate sports fans within a 30 mile radius DMA on the #1 premium content website, ESPN.com



ESPN App Pre-Roll Video: All Sport Rotational (12/01/16 – 11/30/17)

71% of traffic comes from mobile, 60% exclusive to mobile
Point of purchase
#1 downloaded app in sports history



What are the Benefits?

- ✓ Safe environment, one advertiser per-page, premium content
- ✓ 71% of traffic comes from mobile, 60% exclusive to mobile point of purchase
- ✓ #1 Downloaded app in sports history



ESPN APP LIVE-STREAM / WATCH

Objective: To brand on ESPN's digital platforms using display and video to engaged, passionate sports fans within a 30 mile radius DMA on the #1 premium content website, ESPN.com



ESPN App Live-Stream Watch :30 - All Sport Rotational
(12/01/16 – 11/30/17)

:15 non-skippable
Human initiation
Premium content

What are the Benefits?

- ✓ Safe environment, one advertiser per-page, premium content
- ✓ 71% of traffic comes from mobile, 60% exclusive to mobile point of purchase
- ✓ #1 Downloaded app in sports history