

# \$11.4 billion

\$8.1b  
LIVE EVENTS

\$0.8b  
OLYMPICS

\$2.5b  
ALL OTHER

# 2018 U.S. SPORTS MARKETPLACE



# 42%

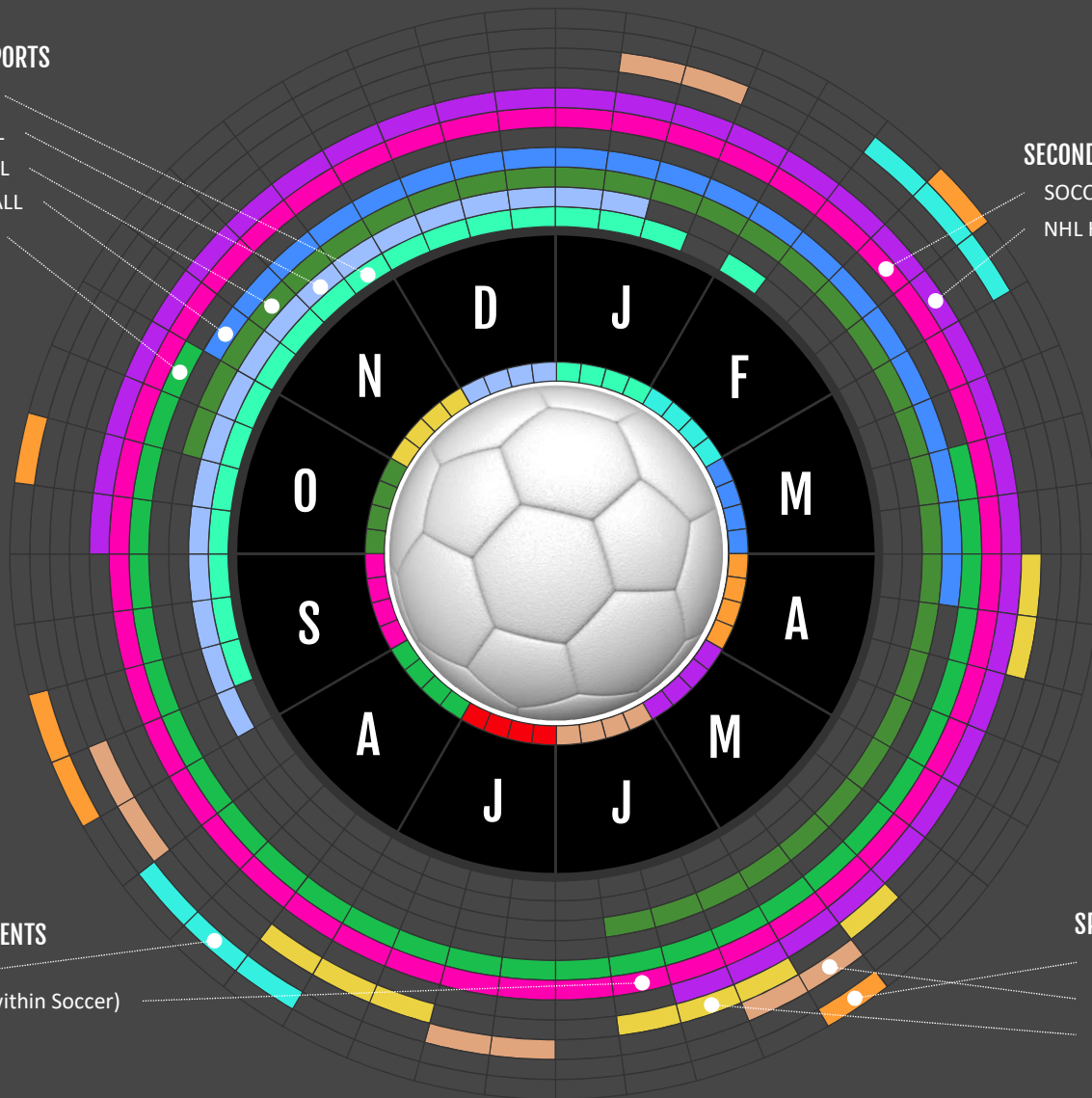
NON-OLYMPIC  
LIVE EVENTS  
AD REVENUE

## PRIMARY TEAM SPORTS

- NFL FOOTBALL
- NCAA FOOTBALL
- NBA BASKETBALL
- NCAA BASKETBALL
- MLB BASEBALL

## SECONDARY TEAM SPORTS

- SOCCER (club & international)
- NHL HOCKEY

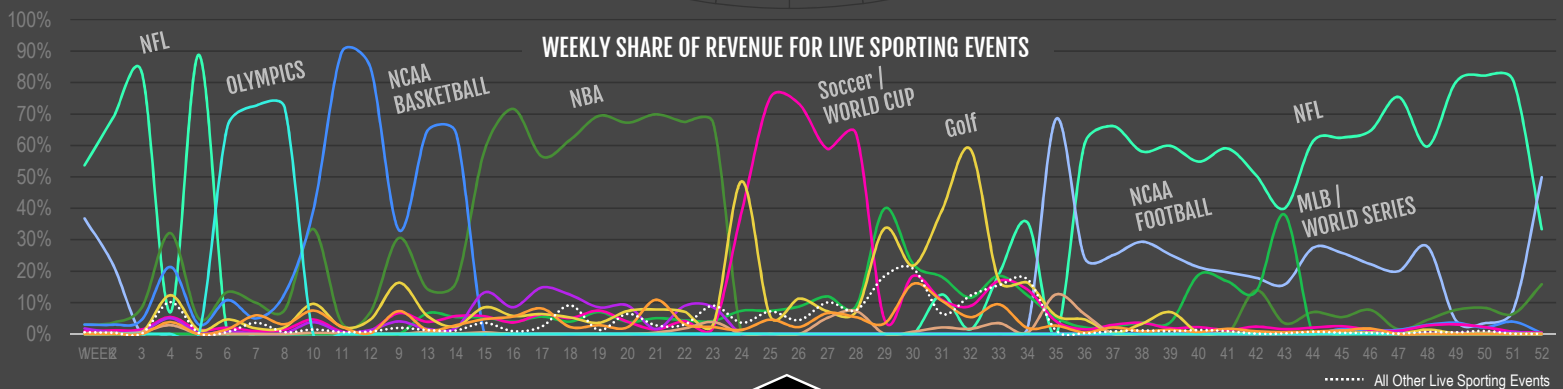


## QUADRENNIAL EVENTS

- OLYMPICS
- WORLD CUP (within Soccer)

## SPORTING EVENTS

- NASCAR
- TENNIS
- GOLF



### CALENDAR

Shown is a generalized calendar with four weeks per month based on recent or expected 2018-19 event dates. Tennis (Grand Slams, ATP & WTA), Golf (PGA/LPGA Majors), and NASCAR ("majors") are limited events and not the full tour / series.



### WEEKLY SHARES

Shown are weekly shares by listed sporting event for broadcast year 2018. Each week adds to 100% with shares across weeks unrelated to each other.