A survey...

Alongside big data...

Combined through analytics.

HOW DO WE GATHER SIGNIFICANT, ACTIONABLE INSIGHTS IN A TIMELY MANNER?
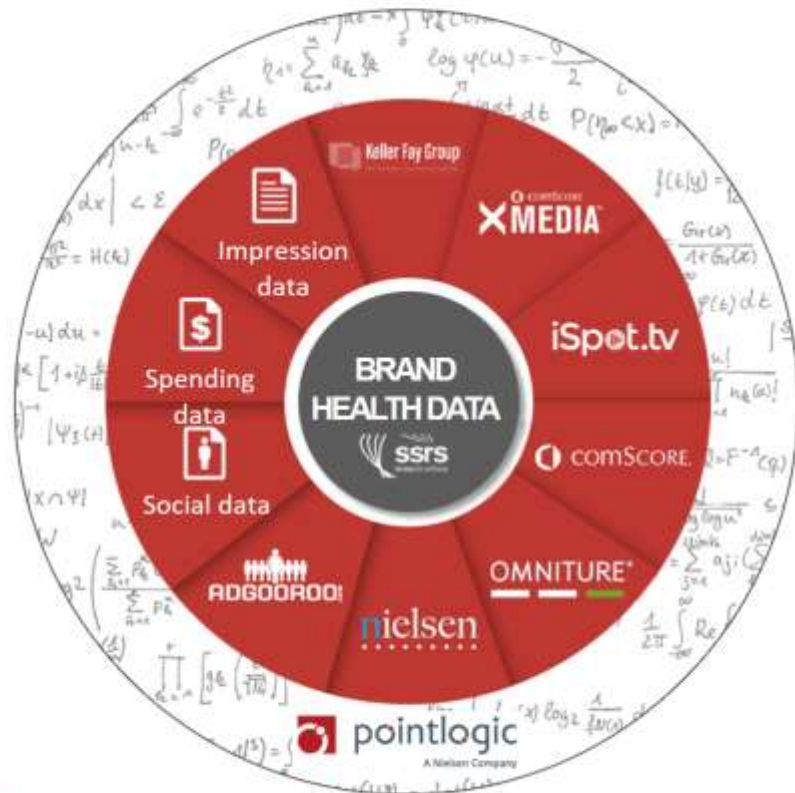
5 YEARS

157,000 INTERVIEWS

7 CATEGORIES

40 BRANDS

DEPENDENT VARIABLES: BRAND KPI'S
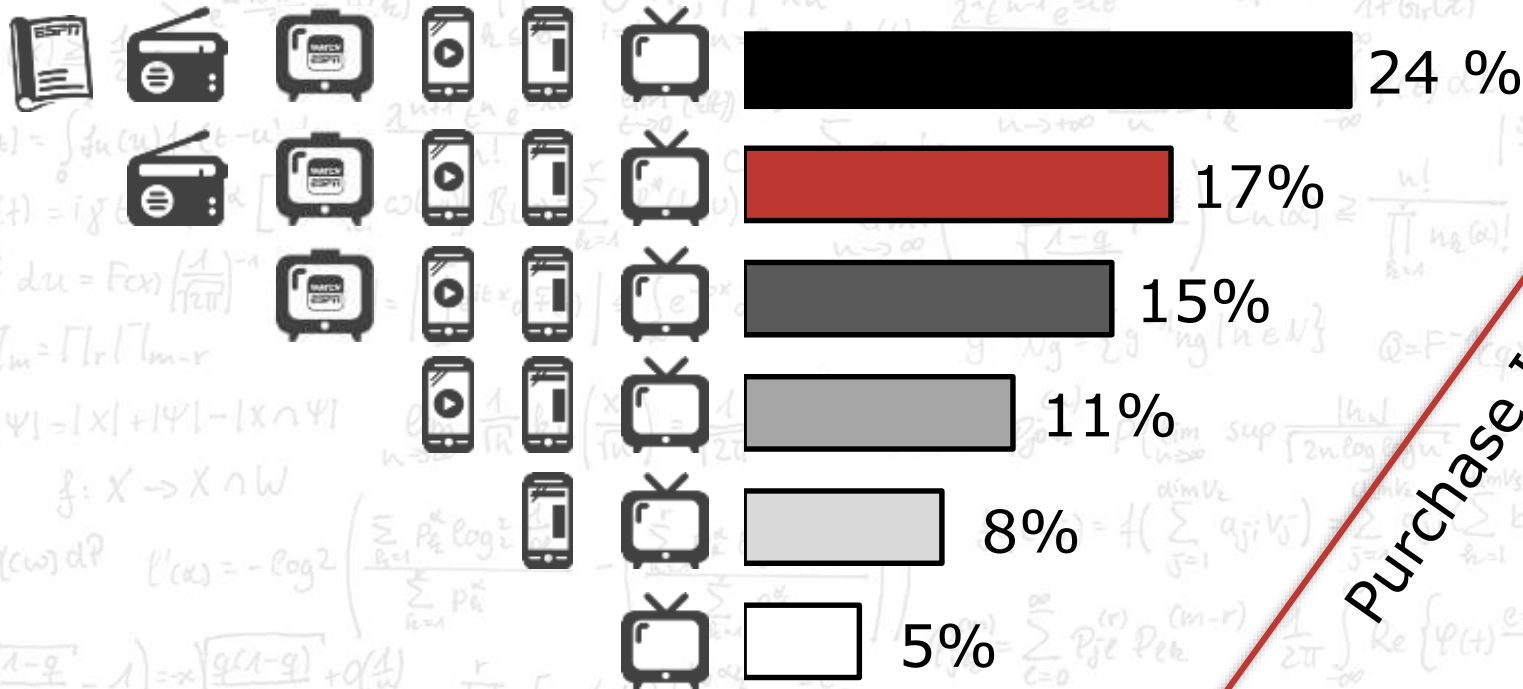
Brand Awareness

Ad Awareness

Purchase Intent

Word of Mouth

Sports Association

CROSS PLATFORM EXPOSURE INCREASES EFFECTIVENESS

24 %

17%

15%

11%

8%

5%

Purchase Intent

ESPN XPE Cross-Platform Effectiveness

Potential Lift Over 4 Week Period

Awareness
% vs. TV Alone: **+   0%**

Platform
■ Linear TV
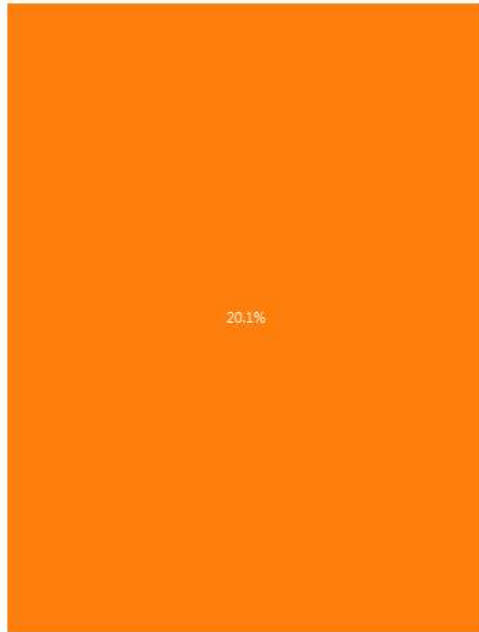
Potential Lift

Category
Total

KPI
Awareness

Platform
☐ (All)
☑ Linear TV
☐ Display
☐ VOD
☐ Live Streaming

Effectiveness to Reach Ratio

Linear TV   0.89

20.1%

20%

Sources: 2015 ESPN XPE, Based on a 4 week campaign using data from 24 advertisers; 2015 November Project Blueprint; Adobe November 2015; Ratio based on each platform's %
contribution to total effectiveness by metric relative to its % of total reach (% of Total Effectiveness/% total Reach)

ESPN XPE Cross-Platform Effectiveness
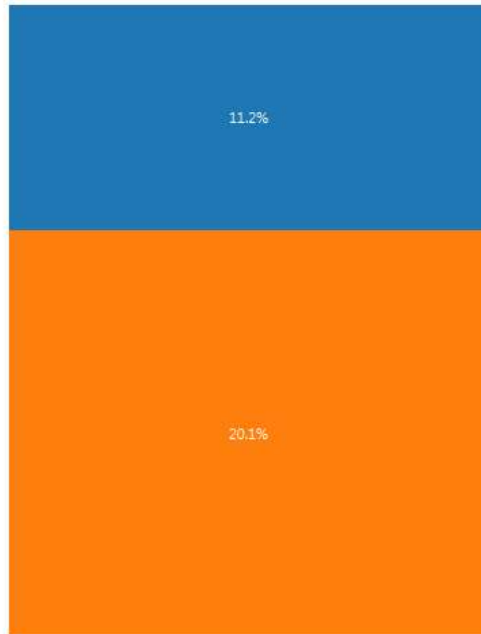
Potential Lift Over 4 Week Period

Awareness
% vs. TV Alone: **+ 55%**

Platform
■ Linear TV   ■ Display

Potential Lift

11.2%

20.1%

31%

Category

Total

KPI

Awareness

Platform
☐ (All)
☑ Linear TV
☑ Display
☐ VOD
☐ Live Streaming

Effectiveness to Reach Ratio

Linear TV   0.89

Display   0.98

ESPN XPE Cross-Platform Effectiveness

Potential Lift Over 4 Week Period

Category
Total ▾

KPI
Awareness ▾

Awareness
% vs. TV Alone: **+ 76%**

Platform
☐ (All)
☑ Linear TV
☑ Display
☑ VOD
☐ Live Streaming

Platform
■ Linear TV   ■ Display   ■ VOD

Potential Lift

4.1%

11.2%

20.1%

35%

Effectiveness to Reach Ratio

Platform	Ratio
Linear TV	0.89
Display	0.98
VOD	2.35

ESPN XPE Cross-Platform Effectiveness

Potential Lift Over 4 Week Period

Awareness
% vs. TV Alone: + 83%

Category
Total

KPI
Awareness

Platform
☑ (All)
☑ Linear TV
☑ Display
☑ VOD
☑ Live Streaming

Platform
■ Linear TV ■ Display ■ VOD ■ Live Streaming

Potential Lift

1.4%	
4.1%	
11.2%	
20.1%	

37%

Effectiveness to Reach Ratio

Platform	Ratio
Linear TV	0.89
Display	0.98
VOD	2.35
Live Streaming	1.34

ESPN XPE Cross-Platform Effectiveness

Potential Lift Over 4 Week Period

Purchase Intent
% vs. TV Alone: **+145%**

Category
Total ▼

KPI
Purchase Intent ▼

Platform
- ☑ (All)
- ☑ Linear TV
- ☑ Display
- ☑ VOD
- ☑ Live Streaming

Platform
- 🟧 Linear TV
- 🟦 Display
- 🟩 VOD
- 🟥 Live Streaming

Potential Lift

Platform	Lift
Live Streaming	2.3%
VOD	5.3%
Display	9.6%
Linear TV	11.9%

29%

Effectiveness to Reach Ratio

Platform	Ratio
Linear TV	0.66
Display	1.08
VOD	3.87
Live Streaming	2.65

SCHEDULE OPTIMIZATION- $5M BUDGET, P18-34

PROPOSED SCHEDULE

■ TV ■ Magazine ▨ Banner ☐ Short Form Video
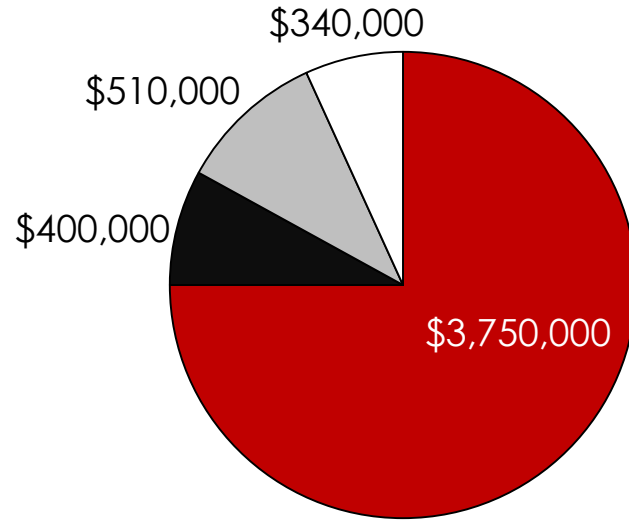
Primary KPIs:
- Awareness
- Take Action

$340,000

$510,000

$400,000

$3,750,000

Projected Increases

+2.1%

+2.9%

Awareness

Take Action
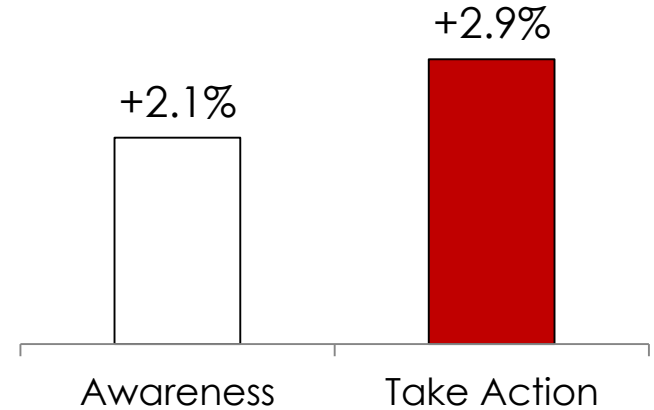
OPTIMIZING THE MIX

Studio Campaign Details

- Short flight: 4 weeks

- Spend equally across platforms each week

- Desire to drive awareness early, but intent to see as release date approaches

What is the optimal media mix to drive our KPIs?

CHANGE MIX AS KPIs CHANGE

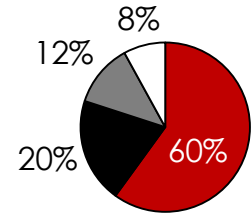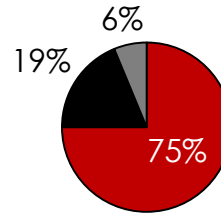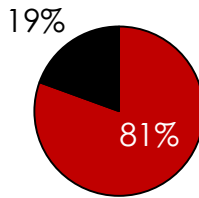| Weighting	Week #1	Week #2	Week #3	Week #4
Awareness	80%	60%	40%	20%
Intent to See	20%	40%	60%	80%

Optimal Platform Mix
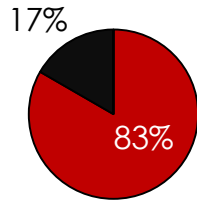
Legend: ■ TV ■ Mobile Display ■ Mobile VOD □ Mobile Live Streaming

Week #1: 83% / 17%
Week #2: 81% / 19%
Week #3: 75% / 19% / 6%
Week #4: 60% / 20% / 12% / 8%

Impact on KPIs

	Week #1	Week #2	Week #3	Week #4
Awareness	**+3.9%**	**+3.9%**	**+3.6%**	**+2.9%**
Intent to See	**+1.6%**	**+1.6%**	**+1.9%**	**+2.2%**

MAXIMIZE INVESTMENT BY KPI

	CREDIT CARD		RETAIL		QSR		FINANCIAL SERVICES		INSURANCE		MEN'S CARE		PIZZA	
	AWARENESS	PURCHASE INTENT	AWARENESS	PURCHASE INTENT	AWARENESS	PURCHASE INTENT	AWARENESS	PURCHASE INTENT	AWARENESS	PURCHASE INTENT	AWARENESS	PURCHASE INTENT	AWARENESS	PURCHASE INTENT
TV	38%	33%	55%	47%	55%	24%	52%	32%	61%	20%	44%	23%	54%	18%
Display	10%	0%	14%	19%	11%	12%	16%	7%	7%	16%	18%	23%	17%	7%
Digital Video	36%	26%	16%	25%	12%	42%	29%	34%	16%	51%	38%	47%	11%	53%
Audio	15%	27%	13%	4%	19%	18%	0%	23%	17%	7%	0%	5%	16%	18%
Print	2%	14%	3%	5%	3%	4%	3%	4%	0%	7%	0%	2%	3%	4%
Incremental Impact	11%	10%	9%	9%	11%	8%	13%	8%	9%	6%	14%	9%	10%	7%

14

Size of bubble= **Reach**

SPEED
(Highest Effect Per Exposure)

POTENTIAL
(Maximum Effect Possible)

Source: 2015-2016 ESPN XPE

Size of bubble= **Reach**

SPEED
(Highest Effect Per Exposure)

POTENTIAL
(Maximum Effect Possible)

Source: 2016-2017 ESPN XPE

Size of bubble= **Reach**

SPEED
(Highest Effect Per Exposure)

POTENTIAL
(Maximum Effect Possible)

Source: 2015-2016 ESPN XPE

Size of bubble= **Reach**

SPEED
(Highest Effect Per Exposure)

POTENTIAL
(Maximum Effect Possible)

PLATFORM TRENDS

ESPN MOBILE REACH AND EFFECTIVENESS
2012-2016

■ Reach   ◆ Potential to Drive Purchase Intent
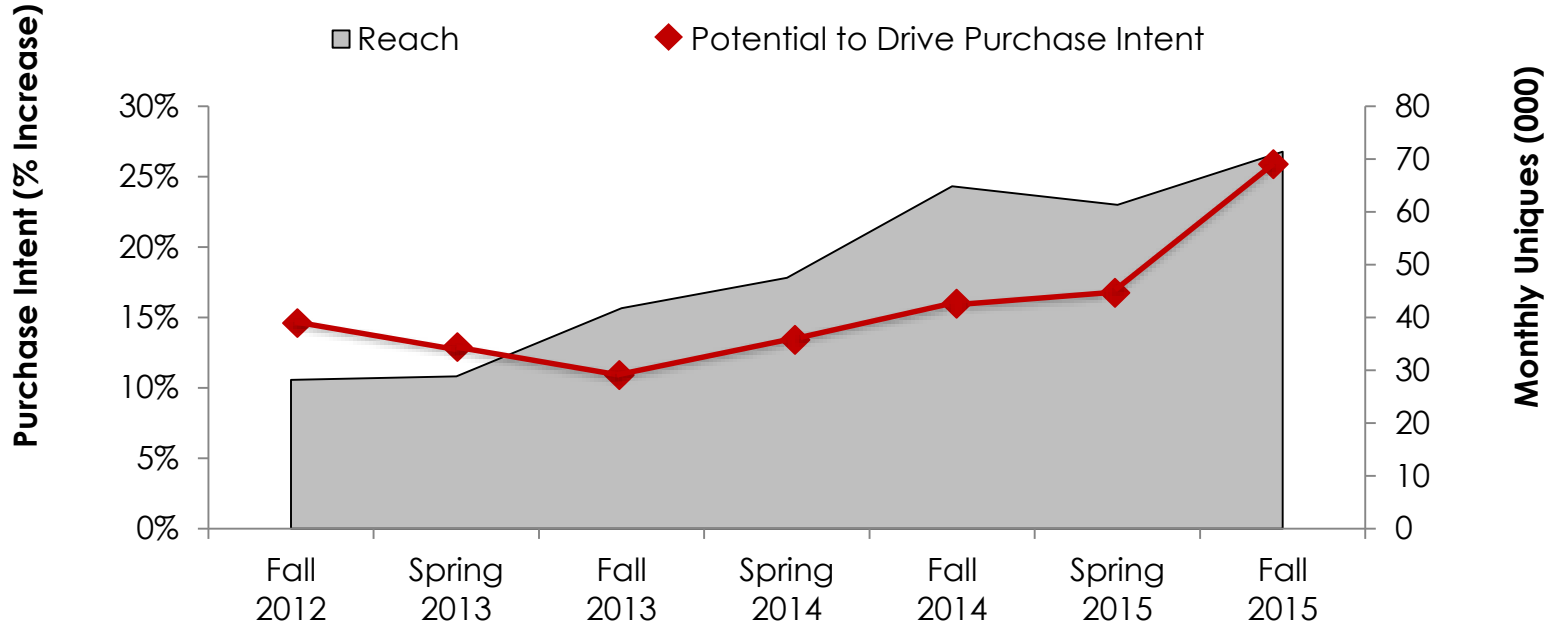
Sources: 2012-2016 ESPN XPE, Comscore; includes display and video

LAB-BASED RESULTS CONFIRM XPe FINDINGS
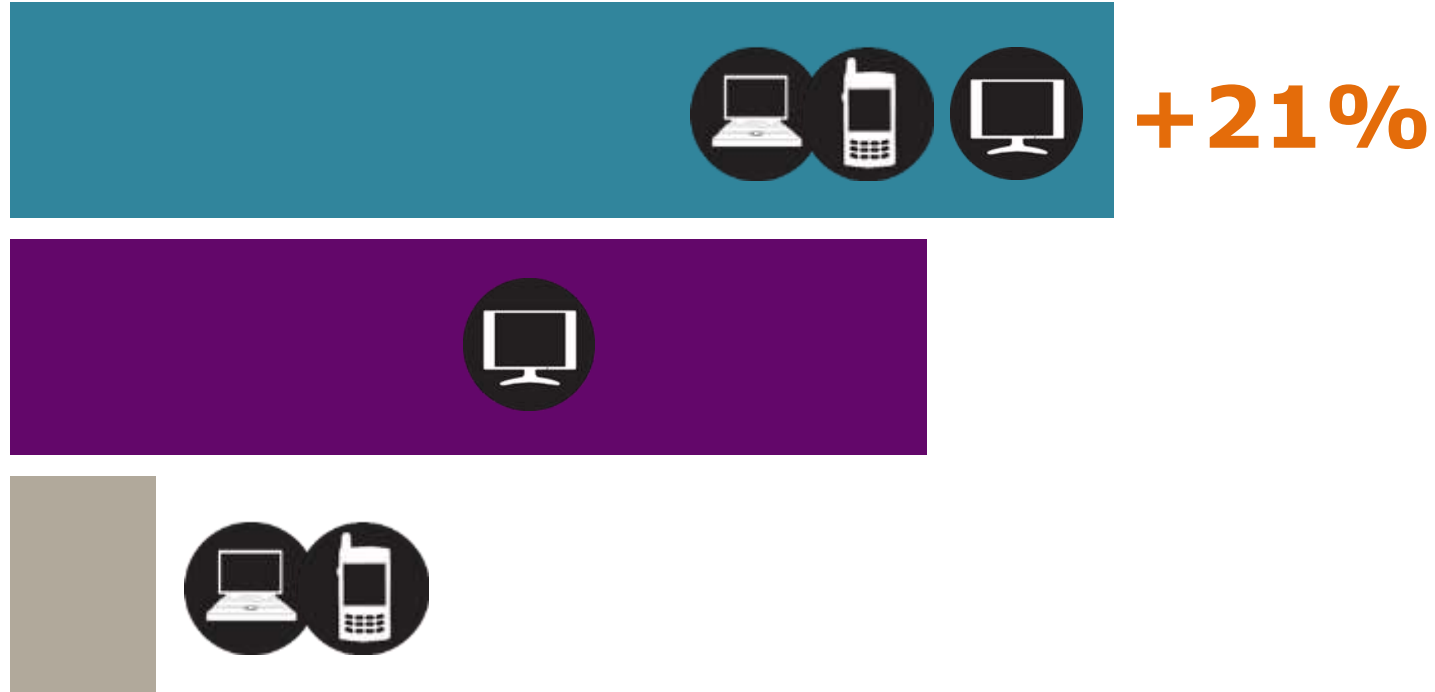
64.5%

Television

66.5%

OTT

72.3%

Clips on PC

72.7%

Clips on Mobile

CONFIRMED WITH PASSIVE EXPOSURE DATA

+21%