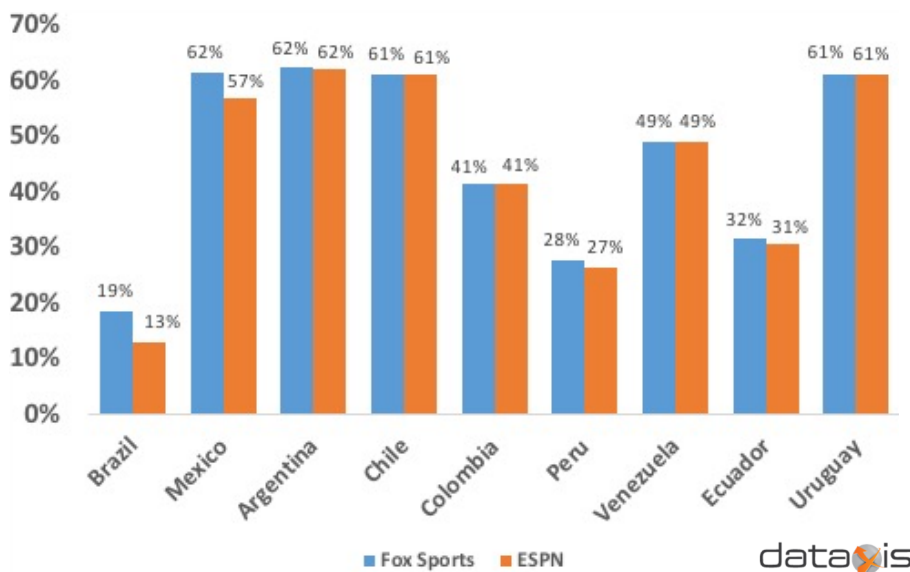


Fox and ESPN dominate Pay TV sport channels in Latin America

According to Dataxis' estimations, Fox Sports and ESPN respectively reach a global penetration of 34% and 31% over the total number of TV households in Latin America for 2017.

In all the countries studied, except in Brazil and Venezuela, ESPN and Fox Sports have the highest penetration rates among all sport Pay TV channels. These rates are equivalent to Pay TV penetration over TV households, which means that Fox Sports and ESPN are available in the basic offers of almost all Pay TV operators. In Argentina, Chile, Mexico and Uruguay, the penetration over TV households is higher than 60%.

% penetration over TV households



On the other hand, Brazil relies on local offer, free to air and paying, (Esporte Interativo and SporTV) while Venezuela relies on free to air offer (Meridiano Televisión) and the penetration levels are, in both countries, much higher than ESPN and Fox Sports' ones.

Fox Sports is part of Fox Network Group and ESPN is part of ESPN Inc, a subsidiary representing 80% of the Walt Disney Company.

By Camille Dupont

FOR MORE INFORMATION

Camille Dupont, Senior Analyst Americas | Email: camille.dupont@dataxis.com

Valerie Viaud, Head of Marketing Communications | Email: pr@dataxis.com

ABOUT DATAxis

Dataxis is a global firm specializing in the delivery of detailed market research, high quality events, and powerful media covering the TV and Telecom industries in more than 200 countries. Dataxis has offices in Europe, Latin America and Africa. Dataxis Intelligence launched its quarterly online service in 2003 and quickly became recognized as a leading source of information for major operators, technology suppliers, content providers and governmental bodies around the globe. The online intelligence service and market reports provide key indicators, statistics, forecasts and analysis of all TV and Telecom operators worldwide. Please visit www.dataxis.com |

Press Release <https://bit.ly/2q93bZp> April 2018 | ©2018 Dataxis - All rights reserved.