

# Football

2024-2025



# Football in the UK

On linear & OTT



📍 Rights territories : UK & Ireland



**7000+**

Hours  
broadcasted



**16M+**

Linear  
viewers



**80M**

Page views  
on TNT Sports digital



Source: TechEdge, AdvantEdge, All Individuals 3+, All TV Homes, Reach = All day, 3mins. From 01/08/2023 to 23/06/2024



# Football in LatAm

On linear & OTT



max

📍 Rights territories : Multi-local Latin America



PAULISTÃO



\* Brazil / \*\* Argentina, Chile / \*\*\* Mexico / \*\*\*\* Chilean Championships

**400+**

Hours  
broadcasted



Sources: WBD Power Meter Aug 23

**12M**

Linear  
viewers



**150M**

Digital  
Reach





# Soccer in the US

On linear & OTT

TNT SPORTS US

max

📍 Rights territories : USA



60+

Hours  
broadcasted



10M

Linear  
viewers



55M

Social  
engagement



Sources: NielsenLive + 3 via Lake 5, Reach based on a 6 min qualifier, P2+. Dates: 2023 FY

\* Based on Bleacher Report numbers – CrowdTangle. Dates: 01/01/2023 to 31/12/2023



**Brand**

**Solutions**

