

Up market

2025



WBD | Sports



GOLF

★EUROSPORT

TNT SPORTS US

GOLF
LATIN AMERICA

GOLF (Europe)

On linear & OTT

EUROSPORT

max

discovery+

📍 Rights territories : Pan-European (50+ markets)



500+

Hours
broadcasted



20M+

Linear
viewers



7M+

Digital views
Per year



Sources: TNS Gallup Denmark, TNS Gallup Norway, AGF, Stichting KijkOnderzoek, Nielsen Audience Measurement Polska, ARMADATA, KANTAR Media Spain, MMS, BARB, AUDITEL, Mediametrie, TNS Gallup Media/TechEdge, AdvantEdge, All Individuals 3+, All TV Homes, Audience = 9h-25h, Reach = All day, National universe in all markets. Evolution based on the sum of measured countries. Dates : 01/01/23 – 31/08/23

GOLF (USA)

On linear & OTT



📍 Rights territories : USA



25+

Hours
broadcasted



3.5M+

Linear
viewers



1.6M+

Social
Engagements



Sources: TNS Gallup Denmark, TNS Gallup Norway, AGF, Stichting KijkOnderzoek, Nielsen Audience Measurement Polska, ARMADATA, KANTAR Media Spain, MMS, BARB, AUDITEL, Mediametrie, TNS Gallup Media/TechEdge, AdvantEdge, All Individuals 3+, All TV Homes, Audience = 9h-25h, Reach = All day, National universe in all markets. Evolution based on the sum of measured countries. Dates : 01/01/23 – 31/08/23

GOLF (LatAm)

On linear & OTT



max

📍 Rights territories : LatAm (mutli-markets)



1600

Hours
broadcasted



3.5M+

Linear
viewers



1.6M+

Social
Engagements



Sources: WBD Power Meter, May 2024. TV: Kantar Ibope, Latam-6

SAILING

★EUROSPORT



SAILING

On linear & OTT

EUROSPORT

max

discovery+

📍 Rights territories : Pan-European (50+ markets)

SAIL GP™



THE OCEAN RACE
EUROPE

130+

Hours
broadcasted



25M+

Linear
viewers



5M

Digital views
Per year



Sources: Nielsen Denmark, TNS Gallup Norway, AGF, Stichting KijkOnderzoek Nielsen Audience Measurement Polska, ARMADATA, KANTAR Media Spain, MMS, BARB, AUDITEL, Mediametrie, TNS Gallup Media/TechEdge, AdvantEdge, All Individuals 3+, All TV Homes, Audience = 9h-25h, Reach = All day. National universe in all markets. Evolution based on the sum of measured countries. Dates: 01/01/23 – 31/12/23

EQUESTRIANISM



A low-angle shot of a rider on a brown horse jumping over a yellow obstacle. The rider is wearing a grey jacket, white breeches, and a helmet. The horse is in mid-air, clearing the jump. The background is a clear blue sky. The word "EQUESTRIANISM" is written in large, bold, yellow letters across the middle of the image.

EQUESTRIANISM

★EUROSPORT

EQUESTRIANISM

On linear & OTT

EUROSPORT

max

discovery+

📍 Rights territories : Pan-European (50+ markets)

LONGINES
FEI
JUMPING
WORLD CUP

FEI
WORLD CUP™
FINALS

LONGINES
LEAGUE OF
NATIONS



120+

Hours
broadcasted



18M+

Linear
viewers



300K

Digital views
Per year



Sources: TNS Gallup Denmark, TNS Gallup Norway, AGF, Stichting KijkOnderzoek, Nielsen Audience Measurement Polska, ARMADATA, KANTAR Media Spain, MMS, BARB, AUDITEL, Mediametrie, TNS Gallup Media/TechEdge, AdvantEdge, All Individuals 3+, All TV Homes, Audience = 9h-25h, Reach = All day, National universe in all markets. Evolution based on the sum of measured countries. Dates: 01/01/2023 to 31/12/2023

Brand Solutions

