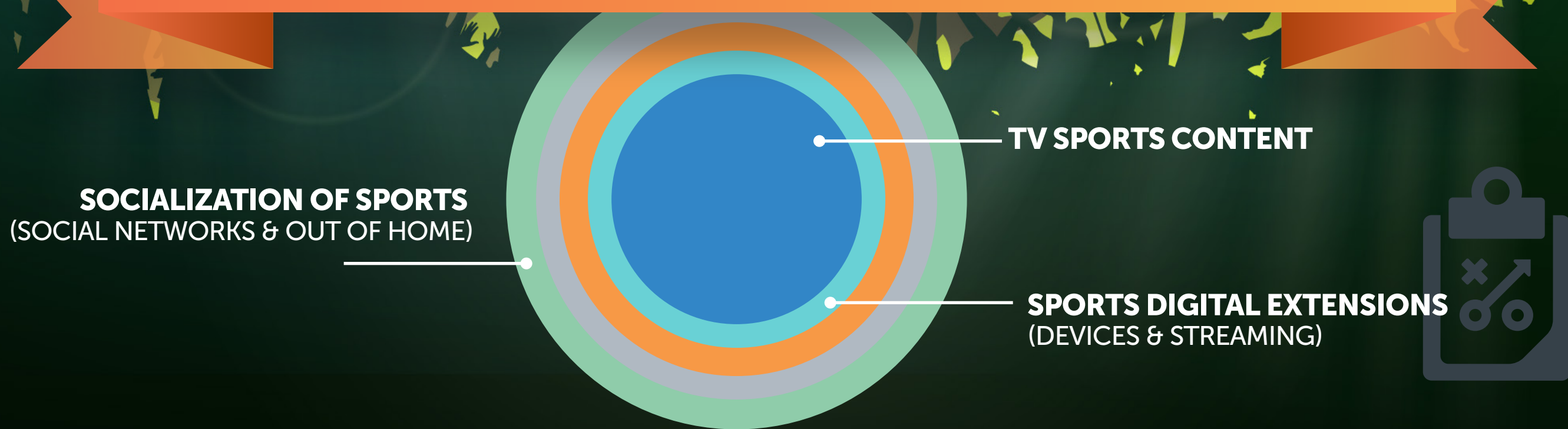


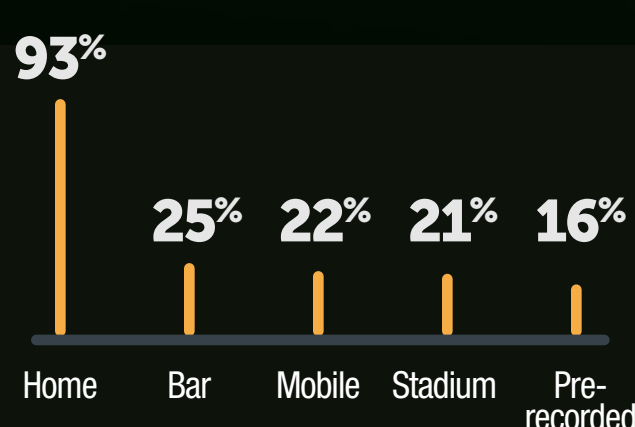
# NO DAYS OFF

CELEBRATING THE EVERYDAY COMMUNAL EXPERIENCE OF SPORTS

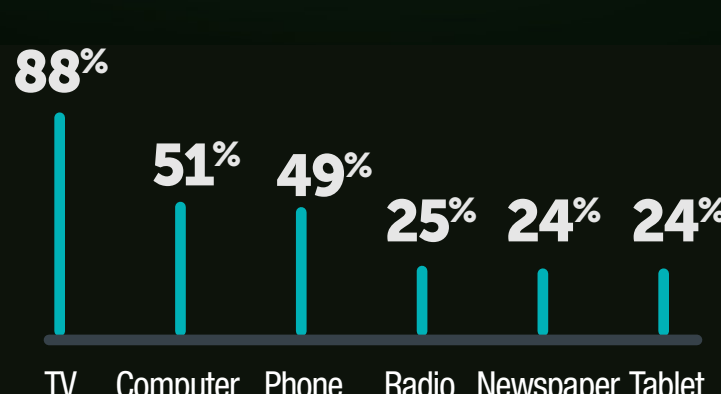
## WIDE WORLD OF SPORTS: THE OMNICHANNEL ECOSYSTEM



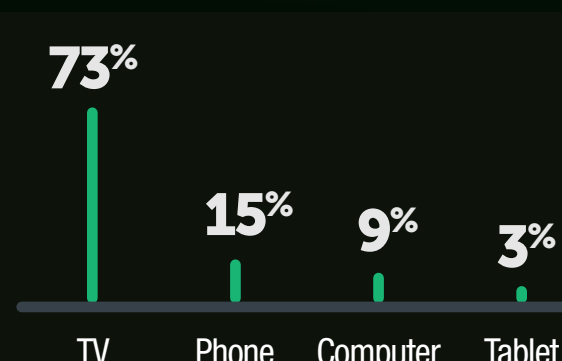
**WHERE**  
do you typically watch sports?



**HOW**  
do you access sports?

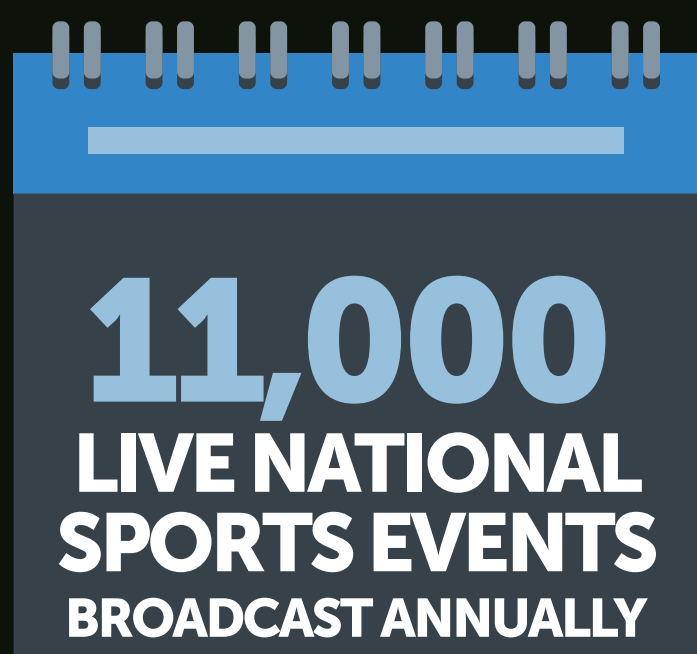
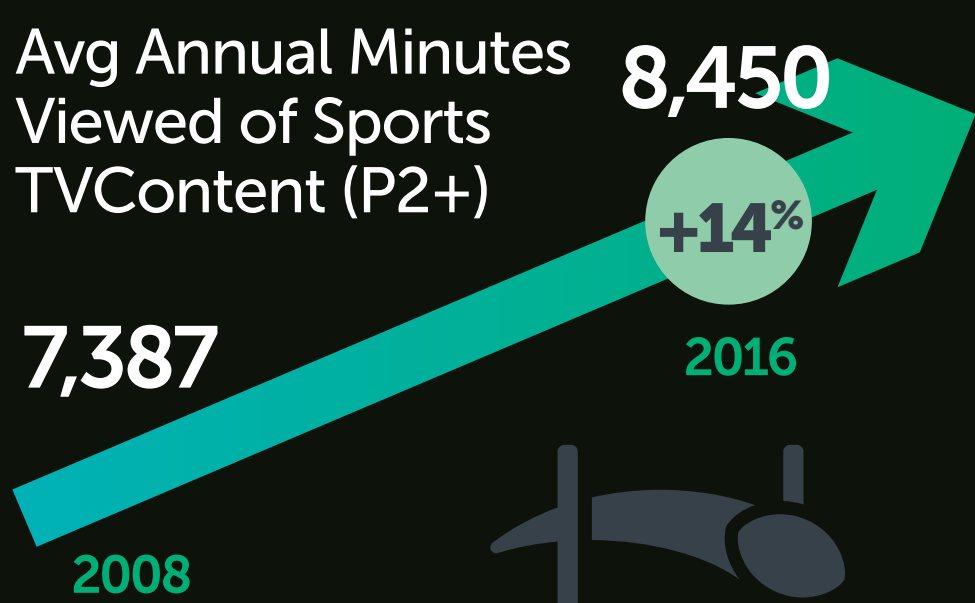


**HOW**  
do you prefer to receive sports video content?



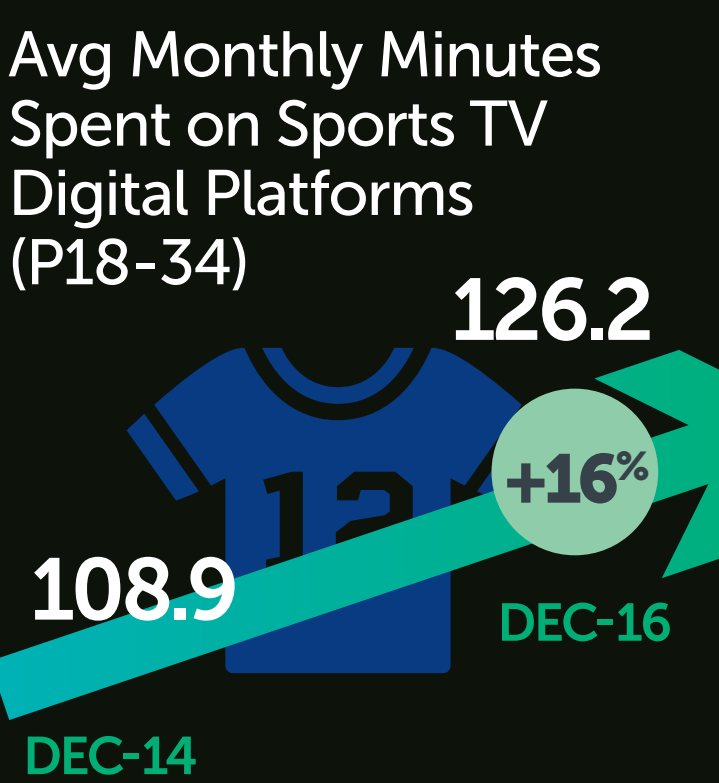
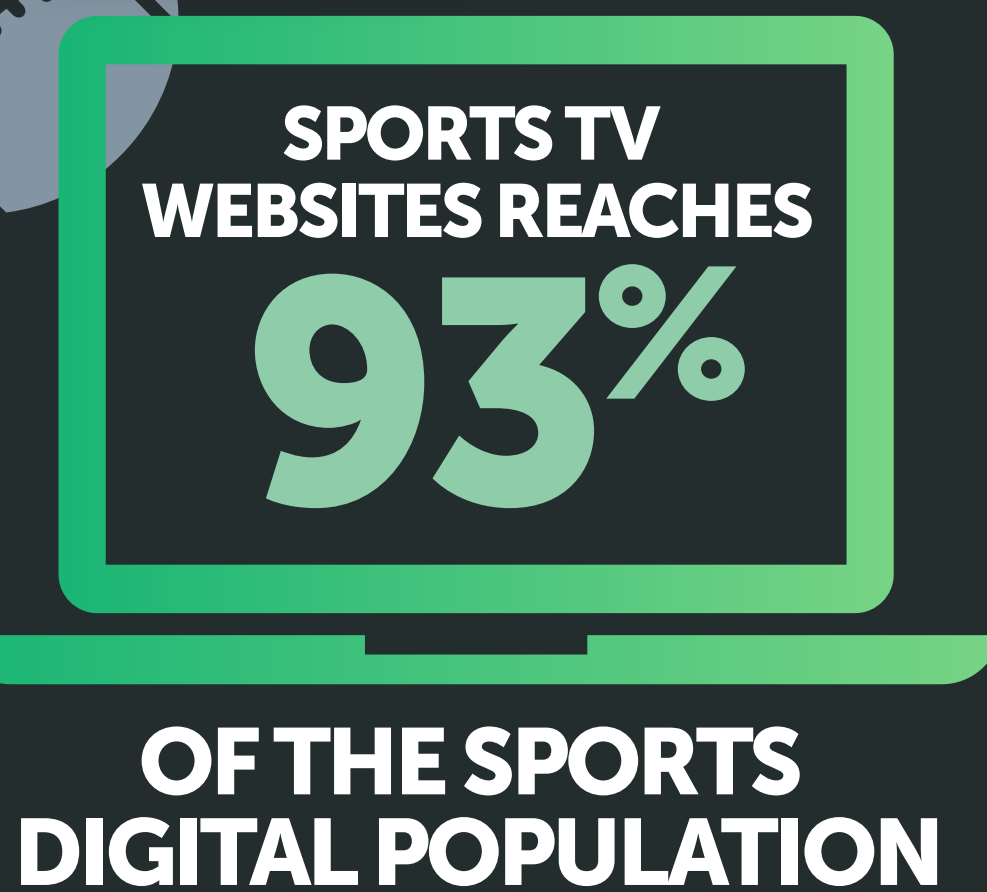
Source: #SCORE 2016 Sports Fan Behavior Study 2016; Center for the Digital Future at Annenberg/The PostGame

## TV LIVES AT THE HEART OF THE SPORTS ECOSYSTEM



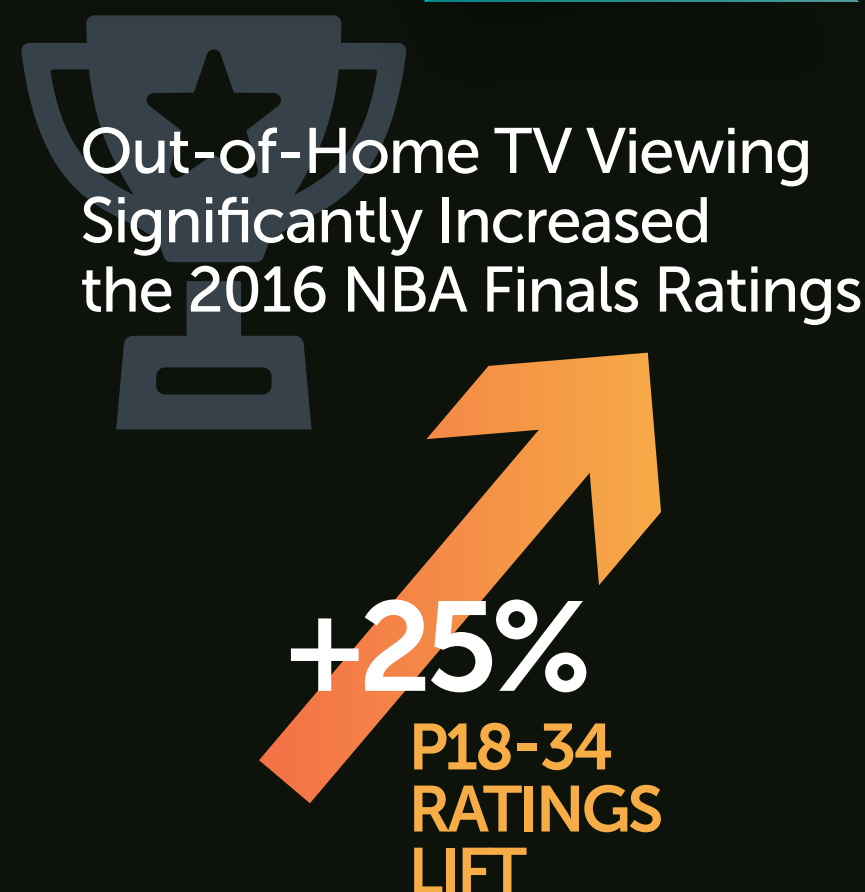
Source: Nielsen NPower

## SPORTS DIGITAL EXTENSIONS CONTINUES CONSUMPTION



Source: Nielsen NPower, comScore

## THE SOCIALIZATION OF SPORTS PROLIFERATES PASSION



Source: VAB Report (#TVisSocial), Nielsen 2016 Sports Report