

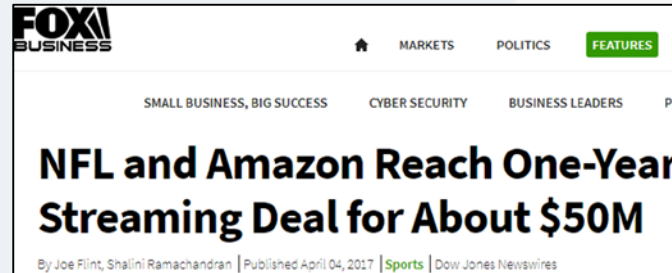
What's The Spread?

NFL on Amazon Live-Stream Vs. TV Audience Comparison

2017 Season

In April 2017, Amazon Made A Deal With The NFL To Live-Stream 11 Football Games During The 2017 Season

The Deal



The Schedule

10 Thursday Night Games + 1 Game on Christmas Day

Week 4	28-Sep	Chicago Bears @ Green Bay Packers
Week 5	5-Oct	New England Patriots @ Tampa Bay Buccaneers
Week 6	12-Oct	Philadelphia Eagles @ Carolina Panthers
Week 7	19-Oct	Kansas City Chiefs @ Oakland Raiders
Week 8	26-Oct	Miami Dolphins @ Baltimore Ravens
Week 10	9-Nov	Seattle Seahawks @ Arizona Cardinals
Week 11	16-Nov	Tennessee Titans @ Pittsburgh Steelers
Week 13	30-Nov	Washington Redskins @ Dallas Cowboys
Week 14	7-Dec	New Orleans Saints @ Atlanta Falcons
Week 15	14-Dec	Denver Broncos @ Indianapolis Colts
Week 16	25-Dec	Pittsburgh Steelers @ Houston Texans

Key Takeaways From The NFL's Live In-Game Amazon Streaming Compared to TV Telecasts

Amazon Beats Their Own "Division" ...

- Amazon's live-stream delivered a 24% higher Average Minute Audience than Twitter's live-stream last year

...But Was No Match Against The Perennial "World Champs": Television

- In comparison, TV's Average Minute Audience for those 11 Amazon-streamed games was 52x larger than Amazon's
- In those 11 comparable football games, TV's U.S. cumulative reach was 128.6 million people (P2+) vs. Amazon's global reach of only 18.4 million
- In fact, almost every comparable TV telecast delivered over double the reach than Amazon's cume audience delivery for their 11-game total streaming schedule

In 2017, Amazon Drew Over 18 Million Total Global Viewers Across 11 Games For An Average Minute Audience of 310K



Global

Total Unique Viewers

18.4 Million



Average Mins Per Game / Per Viewer

63 Minutes

Average Audience (Per Min)

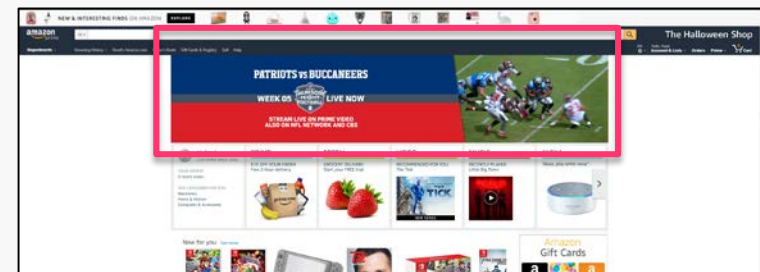
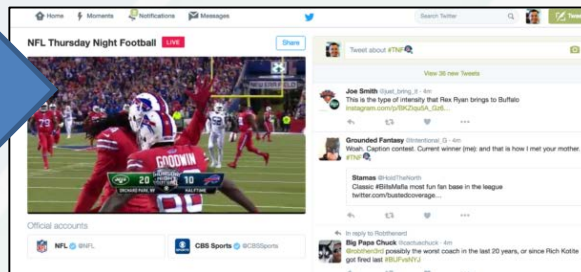
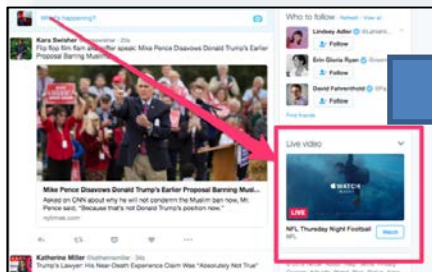
310,000

Amazon's NFL Live-Streaming Differed In A Few Key Ways From Twitter's Streaming in 2016

	
<u>2016</u>	<u>2017</u>
Public (no login necessary)	Access Prime Members Only (Subscription)
Homepage, auto-play	Location On Prime Video platform page
3 seconds	When Viewer Is Counted
	30 seconds

Twitter

Amazon



These Differences Led To A Lower Reach, But Longer Average Dwell Time, On Amazon Vs. Twitter

Although Twitter had nearly double the reach, Amazon's much higher average "time spent" is what ultimately led to a higher Average Audience



Global



Global

Total Unique Viewers

18.4 Million

31.6 Million

Average Mins Per Game / Per Viewer

63 Minutes

17 Minutes

Average Audience (Per Min)

310,000

250,000

While Amazon Showed A Decent Lift In Average Streaming Audience, TV Measures Their NFL Audience In *Multi-Millions*

For comparison sake, the below stats are based on the TV network delivery of only the 11 Amazon Video-streamed games



Total Unique Viewers

128.6 Million

Average Mins Per Game / Per Viewer

69 Minutes

Average Audience (Per Min)

16.1 Million

In Fact, TV's Average Audience For Amazon Streamed Games Was 52x Higher Than Amazon's Audience

Keep in mind that Amazon is based on global viewers who "viewed for at least 30 seconds" vs. TV which is based on U.S. viewers who "viewed for a minimum of one minute"

Stats based on only the 11 games that Amazon Video streamed



Global

U.S. TV Only

Total Unique Viewers

18.4 Million

128.6 Million

Average Mins Per Game / Per Viewer

63 Minutes

69 Minutes

Average Audience (Per Min)

310,000

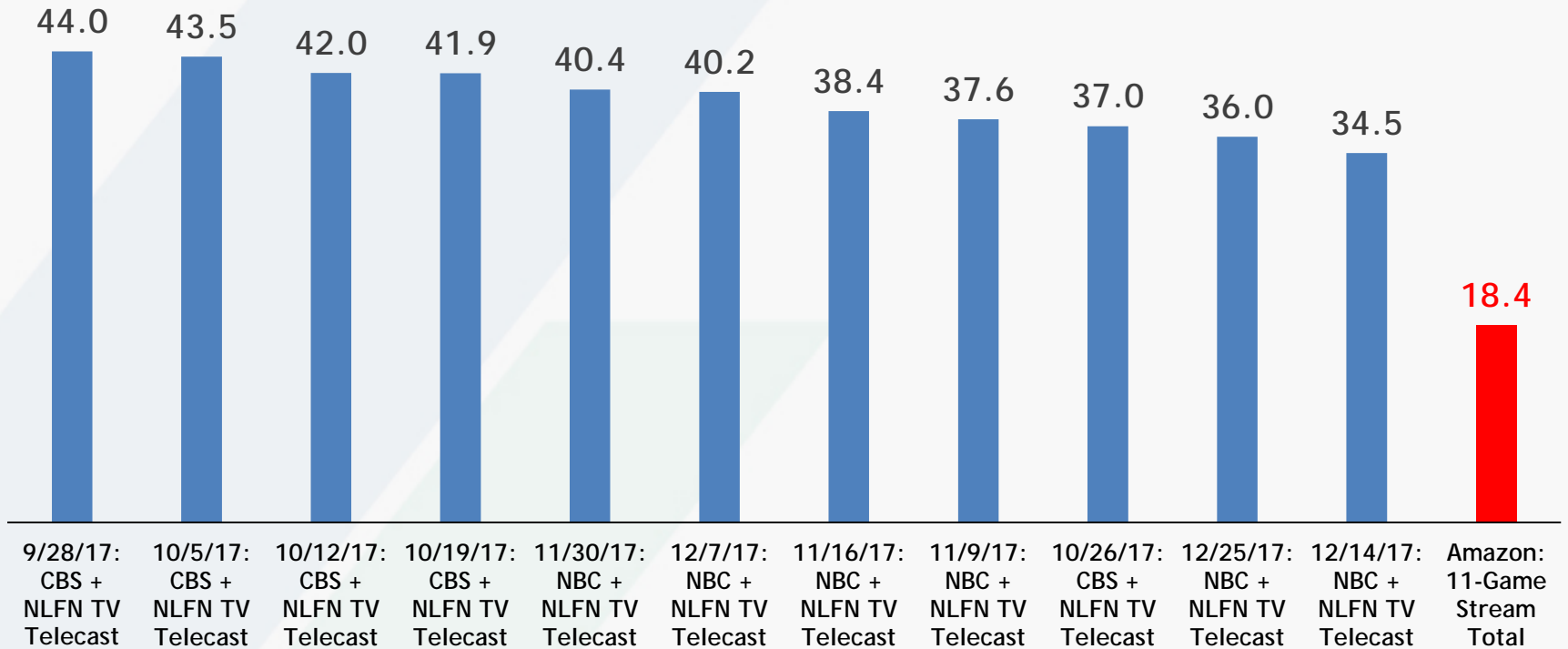
16.1 Million

TV's "Average Audience" Advantage **52x**

Source: VAB analysis of verified Amazon data as reported via FierceCable.com (1/1/18) and The Motley Fool website (1/16/18). VAB Analysis of Nielsen NPower Powerplay and R&F Program Report, CBS, NBC & NFL Network, in-game only (excludes pre- & post-game shows), dates align with Amazon NFL streaming schedule (see slide 2 for dates), Live only, P2+. Amazon viewership figures based on anyone who "viewed for at least 30 seconds;" TV viewership figures based on anyone who "viewed for a minimum of one minute." CBS / NBC / NFL Network reflects TV audience only and does not include audiences gained from their digital / app streaming.

Almost Every Comparable TV Telecast Delivered Over Double The Reach Than The Cume Audience For Amazon's Total 11-Game Stream

Cume Reach: Individual TV Telecasts vs. Amazon Total 11-Game Stream
(in millions)



Source: verified Amazon data as reported via The Motley Fool website (1/16/18). VAB Analysis of Nielsen NPower R&F Program Report, CBS, NBC & NFL Network, in-game only (excludes pre- & post-game shows), dates align with Amazon NFL streaming schedule (see slide 2 for dates), Live only, P2+. Amazon viewership figures based on anyone who "viewed for at least 30 seconds;" TV viewership figures based on anyone who "viewed for a minimum of one minute." CBS / NBC / NFL Network reflects TV audience only and does not include audiences gained from their digital / app streaming. Amazon figures reflect global stats while TV is U.S. only.

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