

VIDEO ADVERTISING BUREAU - REPORT 2019

.....

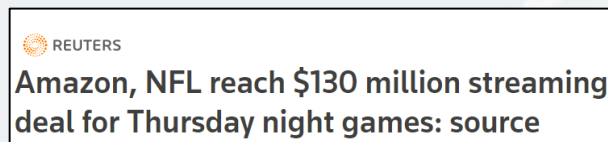
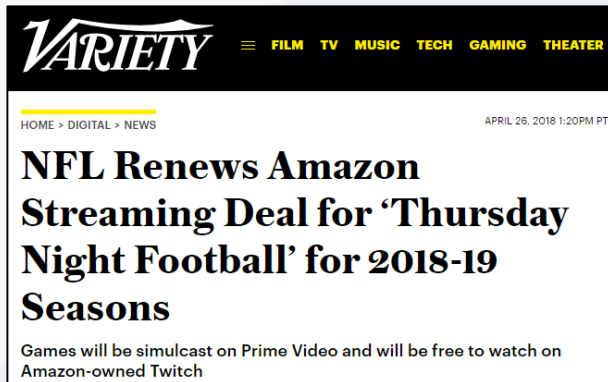
# What's The Spread?

NFL on Amazon In-Game Stream vs. TV Audience Comparison

2018 Season

# After They First Streamed Games In 2017, Amazon Signed A Two-Year Deal With The NFL To Live-Stream 11 Thursday Night Football Games During The 2018 & 2019 Season

## The Deal



## The Schedule

### *11 Thursday Night Games*

Week 4	27-Sep	Minnesota Vikings @ Los Angeles Rams
Week 5	4-Oct	Indianapolis Colts @ New England Patriots
Week 6	11-Oct	Philadelphia Eagles @ New York Giants
Week 7	18-Oct	Denver Broncos @ Arizona Cardinals
Week 8	25-Oct	Miami Dolphins @ Houston Texans
Week 9	1-Nov	Oakland Raiders @ San Francisco 49ers
Week 10	8-Nov	Carolina Panthers @ Pittsburgh Steelers
Week 11	15-Nov	Green Bay Packers @ Seattle Seahawks
Week 13	29-Nov	New Orleans Saints @ Dallas Cowboys
Week 14	6-Dec	Jacksonville Jaguars @ Tennessee Titans
Week 15	13-Dec	Los Angeles Chargers @ Kansas City Chiefs

# Key 2018 Takeaways From Amazon's In-Game NFL Thursday Night Football Streaming Vs. The Comparable TV Telecasts

## Amazon Delivered An Average Audience Of 500K People During The 2018 Season...

- In addition to Amazon Prime Video, NFL game streaming was also available for the first time on Amazon's live-streaming video platform, Twitch
- Globally, Amazon's streaming can now be accessed in over 200 countries and territories

## ...But Amazon Was No Match Against The Over 14 Million Average Audience Delivered By The Perennial Champs: Television

- TV's Average Minute Audience across the eleven comparable Amazon-streamed games was 29x larger than Amazon's
  - Note: TV figures are based on a *U.S. only* audience while Amazon numbers are *global*
- Linear TV delivered a much larger, more engaged audience across every comparable game
  - On average, Linear TV's unique reach was 37.8 million people (P2+) per game while Amazon's reach was only 2.0 million
  - On average, linear TV viewers watched for 40% longer than streamers who watched on Amazon digital properties

# In 2018, Amazon Digital Properties' Average Audience For NFL Thursday Night Football Was 500K People

In addition to Amazon Prime Video, NFL game streaming was also available for the first time on Amazon's live-streaming video platform, Twitch



2017  
*Global*



2018  
*Global*

Average Audience (Per Min):

**310,000**

**500,000**

*across all 11 games streamed*

2018 vs. 2017  
Average Audience Increase:

**+61%**

Note: Amazon viewership figures based on anyone who "viewed for at least 30 seconds"

# In Contrast, Linear TV's Average Audience For NFL Thursday Night Football Was **Over 14MM** People, 29x More Than Amazon

Keep in mind that the Amazon / Twitch number reflects a global audience while FOX / NFL Network represents the U.S. linear TV audience only (excludes their streaming platforms)



2018  
Global

2018  
U.S. TV only

Average Audience (Per Min):

**500,000**

**14.3 Million**

*Across the 11 Amazon-streamed games*

TV's "Average Audience" Advantage:

**29x**

Source: Amazon data: VAB analysis of verified Amazon data as reported via NFL Communications press release (12/14/18); in-game only. Amazon viewership figures based on anyone who "viewed for at least 30 seconds;" average minutes viewed estimated based on audience data and game time length. TV data: VAB analysis of Nielsen NPower Powerplay and R&F Program Report, FOX, FOX Deportes & NFL Network, in-game only (excludes pre- & post-game shows), Live+SD, P2+. TV viewership figures based on anyone who "viewed for a minimum of one minute." FOX, FOX Deportes & NFL Network reflects TV audience only and does not include audiences gained from their digital / app streaming.

# Analysis Note: It's Also Important To Understand The Key Distinctions In Viewership Metrics Between Amazon & Linear TV

## Platform Comparison



### Geography

**Global**  
(200+ countries)

**U.S. Only**

### Viewer Measurement

**Across All  
Platforms**

Linear TV Viewing Only  
Does Not Include Their Digital  
Platforms or Streaming Apps

### Viewer Count Threshold

**Counted after :30s  
of viewing**

**Counted after :60s  
of viewing**

# Full Highlights By Comparable Thursday Night NFL Game

\*analysis excludes the Thursday night, December 6<sup>th</sup> game -Jacksonville Jaguars vs. Tennessee Titans - since Amazon streaming figures have not been publicly reported for this game as of 1/25/19.

# Linear TV Delivered A Much Larger, More Engaged Audience Across Every Comparable NFL Thursday Night Football Game

Game	Average Minute Audience		
	amazon prime video twitch	FOX NETWORK	TV's Advantage
Week 4 (9/27/18) Vikings @ Rams	527,000	14.5 Million	28X
Week 5 (10/4/18) Colts @ Patriots	531,000	13.3 Million	25X
Week 6 (10/11/18) Eagles @ Giants	535,000	14.8 Million	28X
Week 7 (10/18/18) Broncos @ Cardinals	304,000	9.1 Million	30X
Week 8 (10/25/18) Dolphins @ Texans	375,000	12.1 Million	32X
Week 9 (11/1/18) Raiders @ 49ers	370,000	11.1 Million	30X
Week 10 (11/8/18) Panthers @ Steelers	540,000	14.8 Million	27X
Week 11 (11/15/18) Packers @ Seahawks	608,000	16.9 Million	28X
Week 13 (11/29/18) Saints @ Cowboys	747,000	21.4 Million	29X
Week 15 (12/13/18) Chargers @ Chiefs	622,000	17.4 Million	28X
<b>11-Game Average</b>	<b>500,000</b>	<b>14.3 Million</b>	<b>29X</b>

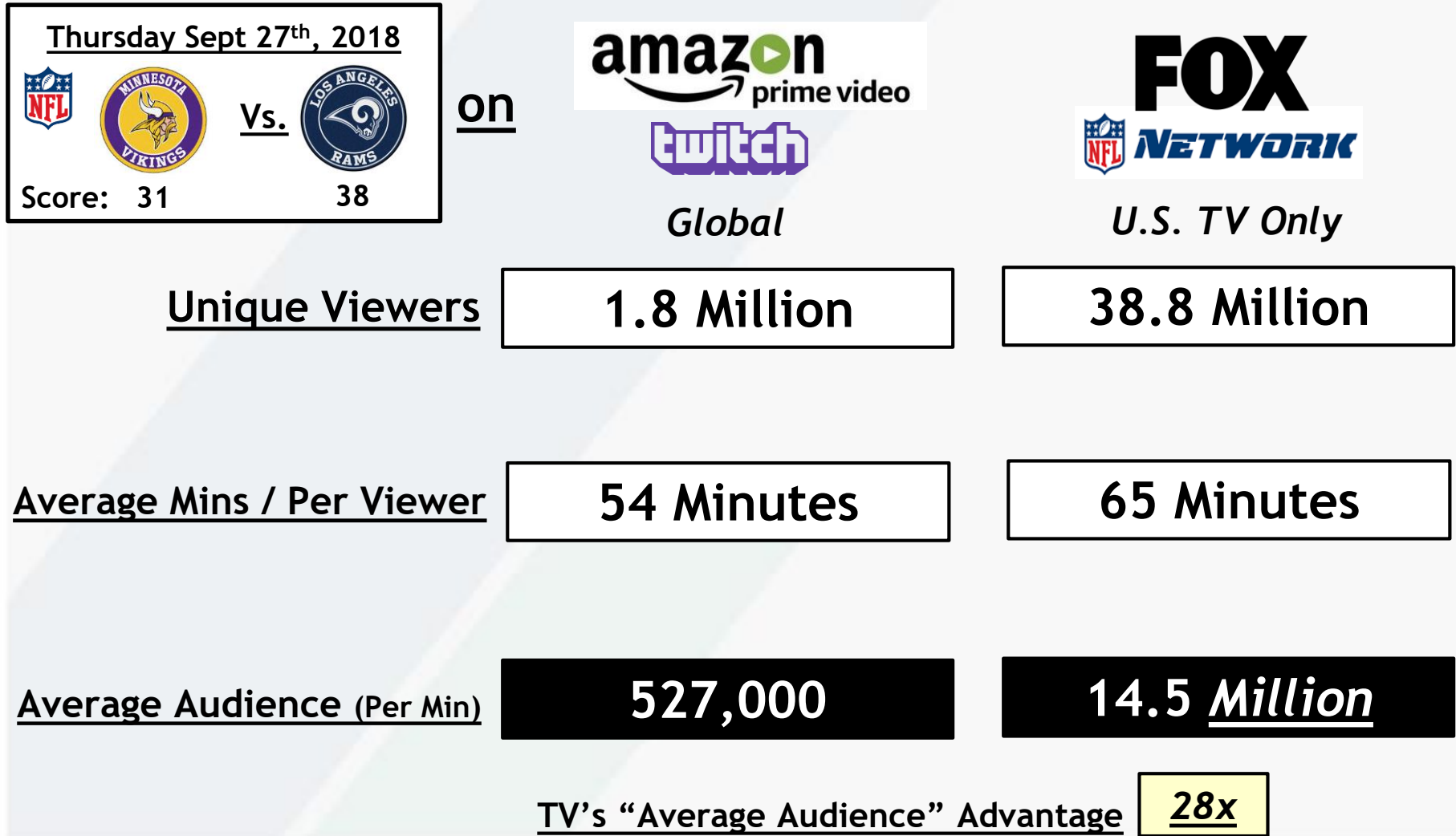
Average Mins Viewed Per Viewer		
amazon prime video twitch	FOX NETWORK	TV's Advantage
54 Mins	65 Mins	+20%
36 Mins	53 Mins	+47%
43 Mins	59 Mins	+37%
28 Mins	45 Mins	+61%
39 Mins	57 Mins	+46%
31 Mins	51 Mins	+65%
46 Mins	61 Mins	+33%
51 Mins	68 Mins	+33%
52 Mins	75 Mins	+44%
55 Mins	76 Mins	+38%
<b>44 Mins</b>	<b>61 Mins</b>	<b>+40%</b>

\*Individual game analysis excludes the Thursday night, December 6<sup>th</sup> game -Jacksonville Jaguars vs. Tennessee Titans - since Amazon streaming figures have not been publicly reported for this game as of 1/25/19.

Source: Amazon data: VAB analysis of verified Amazon data as reported via NFL Communications press releases (9/27-12/14/18); in-game only. Amazon viewership figures based on anyone who "viewed for at least 30 seconds;" average minutes viewed estimated based on audience data and game time length. TV data: VAB analysis of Nielsen NPower Powerplay and R&F Program Report, FOX, FOX Deportes & NFL Network, in-game only (excludes pre- & post-game shows), Live+SD, P2+. TV viewership figures based on anyone who "viewed for a minimum of one minute." FOX, FOX Deportes & NFL Network reflects TV audience only and does not include audiences gained from their digital / app streaming.



# In It's First Live-Stream Game Of The Season, Linear TV Delivered 28x The Audience As Amazon's Streaming Properties



Source: VAB analysis of verified Amazon data as reported via NFL Communications press release (9/28/18); in-game only, Amazon viewership figures based on anyone who "viewed for at least 30 seconds;" average minutes viewed estimated based on audience data and game time length. VAB analysis of Nielsen NPower Powerplay and R&F Program Report, FOX, FOX Deportes & NFL Network, in-game only (excludes pre- & post-game shows), Live+SD, P2+. TV viewership figures based on anyone who "viewed for a minimum of one minute." FOX, FOX Deportes & NFL Network reflects TV audience only and does not include audiences gained from their digital / app streaming.

# For The Second Game, Linear TV Delivered 25x The Audience As The Average TV Viewer Spent Less Time Watching Vs. Last Week

Thursday Oct 4<sup>th</sup>, 2018



Score: 24 vs. 38

on



Global



U.S. TV Only

Unique Viewers

2.4 Million

37.8 Million

Average Mins / Per Viewer

36 Minutes

53 Minutes

Average Audience (Per Min)

531,000

13.3 Million

TV's "Average Audience" Advantage

25x

Source: VAB analysis of verified Amazon data as reported via sporttechie.com (11/12/18); in-game only, Amazon viewership figures based on anyone who "viewed for at least 30 seconds;" average minutes viewed estimated based on audience data and game time length. VAB analysis of Nielsen NPower Powerplay and R&F Program Report, FOX, FOX Deportes & NFL Network, in-game only (excludes pre- & post-game shows), Live+SD, P2+. TV viewership figures based on anyone who "viewed for a minimum of one minute." FOX, FOX Deportes & NFL Network reflects TV audience only and does not include audiences gained from their digital / app streaming.

# For Game #3, Linear TV Delivered 28x The Audience Due To An Increase In TV Viewers For This NFC East Rivalry Game

Thursday Oct 11<sup>th</sup>, 2018



Score: 13      34

on

amazon prime video

twitch

Global

FOX NETWORK

U.S. TV Only

Unique Viewers

2.1 Million

39.7 Million

Average Mins / Per Viewer

43 Minutes

59 Minutes

Average Audience (Per Min)

535,000

14.8 Million

TV's "Average Audience" Advantage

28x

Source: VAB analysis of verified Amazon data as reported via NFL Communications press release (10/12/18); in-game only, Amazon viewership figures based on anyone who "viewed for at least 30 seconds;" average minutes viewed estimated based on audience data and game time length. VAB analysis of Nielsen NPower Powerplay and R&F Program Report, FOX, FOX Deportes & NFL Network, in-game only (excludes pre- & post-game shows), Live+SD, P2+. TV viewership figures based on anyone who "viewed for a minimum of one minute." FOX Deportes & NFL Network reflects TV audience only and does not include audiences gained from their digital / app streaming.

# Both Streaming & Linear TV Viewing Were Down Significantly For This Non-Competitive Match-Up Between Two Teams With Losing Records

Thursday Oct 18<sup>th</sup>, 2018



Score: 45 vs 10

on



Global



U.S. TV Only

Unique Viewers

1.8 Million

31.5 Million

Average Mins / Per Viewer

28 Minutes

45 Minutes

Average Audience (Per Min)

304,000

9.1 Million

TV's "Average Audience" Advantage

30x

# The Largest Spread So Far Between Linear TV Viewing & Amazon Streaming Occurred During This Game

Thursday Oct 25<sup>th</sup>, 2018



Score: 23 vs. 42

on



Global



U.S. TV Only

Unique Viewers

1.7 Million

35.9 Million

Average Mins / Per Viewer

39 Minutes

57 Minutes

Average Audience (Per Min)

375,000

12.1 Million

TV's "Average Audience" Advantage

32x

Source: VAB analysis of verified Amazon data as reported via NFL Communications press release (10/26/18); in-game only, Amazon viewership figures based on anyone who "viewed for at least 30 seconds;" average minutes viewed estimated based on audience data and game time length. VAB analysis of Nielsen NPower Powerplay and R&F Program Report, FOX, FOX Deportes & NFL Network, in-game only (excludes pre- & post-game shows), Live+SD, P2+. TV viewership figures based on anyone who "viewed for a minimum of one minute." FOX, FOX Deportes & NFL Network reflects TV audience only and does not include audiences gained from their digital / app streaming.

# Another Non-Competitive Match-Up Between Two Losing Teams Led To Below Average Audiences For Both Streaming & Linear TV Viewing

Thursday Nov 1<sup>st</sup>, 2018



Score: 3      34

on



Global



U.S. TV Only

Unique Viewers

1.9 Million

32.6 Million

Average Mins / Per Viewer

31 Minutes

51 Minutes

Average Audience (Per Min)

370,000

11.1 Million

TV's "Average Audience" Advantage

30x

Source: VAB analysis of verified Amazon data as reported via sporttechie.com (11/12/18); in-game only, Amazon viewership figures based on anyone who "viewed for at least 30 seconds;" average minutes viewed estimated based on audience data and game time length." VAB analysis of Nielsen NPower Powerplay and R&F Program Report, FOX, FOX Deportes & NFL Network, in-game only (excludes pre- & post-game shows), Live+SD, P2+. TV viewership figures based on anyone who "viewed for a minimum of one minute." FOX, FOX Deportes & NFL Network reflects TV audience only and does not include audiences gained from their digital / app streaming.

# Streaming & Linear TV Audiences Both Rebounded Strongly For An Early November Game Featuring Two Hot Teams On Winning Streaks

Thursday Nov 8<sup>th</sup>, 2018



Score: 21 vs. 52

on



Global



U.S. TV Only

Unique Viewers

2.0 Million

39.0 Million

Average Mins / Per Viewer

46 Minutes

61 Minutes

Average Audience (Per Min)

540,000

14.8 Million

TV's "Average Audience" Advantage

27x

Source: VAB analysis of verified Amazon data as reported via NFL Communications press release (11/9/18); in-game only, Amazon viewership figures based on anyone who "viewed for at least 30 seconds;" average minutes viewed estimated based on audience data and game time length. VAB analysis of Nielsen NPower Powerplay and R&F Program Report, FOX, FOX Deportes & NFL Network, in-game only (excludes pre- & post-game shows), Live+SD, P2+. TV viewership figures based on anyone who "viewed for a minimum of one minute." FOX, FOX Deportes & NFL Network reflects TV audience only and does not include audiences gained from their digital / app streaming.

# A Competitive Game Between Two Popular Teams Led To Amazon's Highest Average Audience By This Point Of The Season

Thursday Nov 15<sup>th</sup>, 2018



Vs.



Score: 24 27

on

amazon  
prime video

twitch

Global

FOX  
NFL NETWORK

U.S. TV Only

Unique Viewers

2.1 Million

40.6 Million

Average Mins / Per Viewer

51 Minutes

68 Minutes

Average Audience (Per Min)

608,000

16.9 Million

TV's "Average Audience" Advantage

28x

Source: VAB analysis of verified Amazon data as reported via NFL Communications press release (11/16/18); in-game only, Amazon viewership figures based on anyone who "viewed for at least 30 seconds;" average minutes viewed estimated based on audience data and game time length. VAB analysis of Nielsen NPower Powerplay and R&F Program Report, FOX, FOX Deportes & NFL Network, in-game only (excludes pre- & post-game shows), Live+SD, P2+. TV viewership figures based on anyone who "viewed for a minimum of one minute." FOX, FOX Deportes & NFL Network reflects TV audience only and does not include audiences gained from their digital / app streaming.



# Another Highly Competitive Game Between Two Popular Teams Continued To Grow Audiences Across Each Platform

Thursday Nov 29<sup>th</sup>, 2018




Vs.



Score: 10      13

on




Global




U.S. TV Only

Unique Viewers

2.5 Million

46.5 Million

Average Mins / Per Viewer

52 Minutes

75 Minutes

Average Audience (Per Min)

747,000

21.4 Million

TV's "Average Audience" Advantage

29x

Source: VAB analysis of verified Amazon data as reported via NFL Communications press release (11/30/18); in-game only, Amazon viewership figures based on anyone who "viewed for at least 30 seconds;" average minutes viewed estimated based on audience data and game time length. VAB analysis of Nielsen NPower Powerplay and R&F Program Report, FOX, FOX Deportes & NFL Network, in-game only (excludes pre- & post-game shows), Live+SD, P2+. TV viewership figures based on anyone who "viewed for a minimum of one minute." FOX, FOX Deportes & NFL Network reflects TV audience only and does not include audiences gained from their digital / app streaming.

# Audiences Exceeded Season Averages In The Last Streamed Game As Two Playoff-Bound Teams Played In A Very Competitive Match-Up

Thursday Dec 13<sup>th</sup>, 2018




Vs.



Score: 29      28

on




Global




U.S. TV Only

Unique Viewers

2.2 Million

41.2 Million

Average Mins / Per Viewer

55 Minutes

76 Minutes

Average Audience (Per Min)

622,000

17.4 Million

TV's "Average Audience" Advantage

28x

Source: VAB analysis of verified Amazon data as reported via NFL Communications press release (12/14/18); in-game only, Amazon viewership figures based on anyone who "viewed for at least 30 seconds;" average minutes viewed estimated based on audience data and game time length. VAB analysis of Nielsen NPower Powerplay and R&F Program Report, FOX, FOX Deportes & NFL Network, in-game only (excludes pre- & post-game shows), Live+SD, P2+. TV viewership figures based on anyone who "viewed for a minimum of one minute." FOX, FOX Deportes & NFL Network reflects TV audience only and does not include audiences gained from their digital / app streaming.



For More Information Visit Us Online  
[TheVAB.com](http://TheVAB.com)



Follow Us:  
[@VideoAdBureau](https://twitter.com/VideoAdBureau)



Follow Us:  
[VAB \(Video Advertising Bureau\)](https://www.linkedin.com/company/video-advertising-bureau)

