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# FIS CROSS-COUNTRY WORLD CUP 2017/18

TV Media Evaluation – Event Summary



Expertise by Nielsen Sports

Your contacts: Stephan Schröder, Akanimoh Umoh, Benedikt Neumayer, Markus Kreile

# INTRODUCTION

## STUDY BRIEF

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<b>SPONSORS</b>	Audi, Helvetia, Le Gruyère AOP, Polar, Resort, Viessmann
<b>ANALYSIS PERIOD</b>	2017/18 Season
<b>EVENT</b>	FIS Cross-Country World Cup 2017/18 (M/L)
<b>MARKETS</b>	Austria, <b>Canada</b> , <b>China</b> , Czech Republic, <b>Estonia</b> , Finland, France, Germany, Italy, Norway, Poland, Russia, Slovenia, <b>South Korea</b> , Sweden, Switzerland, <b>United Kingdom</b> , <b>USA</b>  *Countries monitored for the first time marked in bold.
<b>TV PROGRAMME TYPES</b>	Live, Delayed, Relive, Highlights, Sport Magazines, Magazines, News
<b>AUDIENCE SOURCES</b>	Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup   Adults 3+   Estimations by Nielsen Sports

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# MANAGEMENT SUMMARY

# MANAGEMENT SUMMARY

FIS Cross-Country World Cup – TOTAL



	LIVE	NON-LIVE	TOTAL	
FIS CROSS-COUNTRY WORLD CUP 2017/18	CUMULATIVE AUDIENCE* (M)	142,73	1.021,89	1.164,62
	BROADCAST TIME (hh:mm:ss)	813:50:38	2154:08:31	2967:59:09
	NUMBER OF BROADCASTS (#)	863	9.170	10.033
	EVENT IMPRESSIONS (M)	14.019,01	8.316,78	22.335,79
ALL FIS PARTNERS	VISIBILITY (hh:mm:ss)	1553:06:01	3873:04:00	5426:10:01
	NUMBER OF SEQUENCES (#)	1.106.992	2.705.903	3.812.895
	SPONSORSHIP IMPRESSIONS (M)	26.225,77	10.977,20	37.202,97
	100% MEDIA EQUIVALENCY (€)	323.767.911	130.018.197	453.786.108
	QI MEDIA VALUE (€)	60.473.460	25.235.589	85.709.048
	AVERAGE SEQUENCE DURATION (s)	5,05	5,15	5,12

# MANAGEMENT SUMMARY

FIS Cross-Country World Cup – Men



	LIVE	NON-LIVE	TOTAL	
FIS CROSS-COUNTRY WORLD CUP 2017/18	CUMULATIVE AUDIENCE* (M)	79,94	728,98	808,92
	BROADCAST TIME (hh:mm:ss)	420:19:09	1224:28:29	1644:47:38
	NUMBER OF BROADCASTS (#)	482	6.722	7.204
	EVENT IMPRESSIONS (M)	7.164,21	4.032,49	11.196,70
ALL FIS PARTNERS	VISIBILITY (hh:mm:ss)	791:18:43	2158:51:54	2950:10:37
	NUMBER OF SEQUENCES (#)	577.539	1.530.690	2.108.229
	SPONSORSHIP IMPRESSIONS (M)	12.872,19	4.991,32	17.863,51
	100% MEDIA EQUIVALENCY (€)	154.218.311	61.921.060	216.139.371
	QI MEDIA VALUE (€)	29.172.081	12.229.408	41.401.489
	AVERAGE SEQUENCE DURATION (s)	4,93	5,08	5,04

# MANAGEMENT SUMMARY

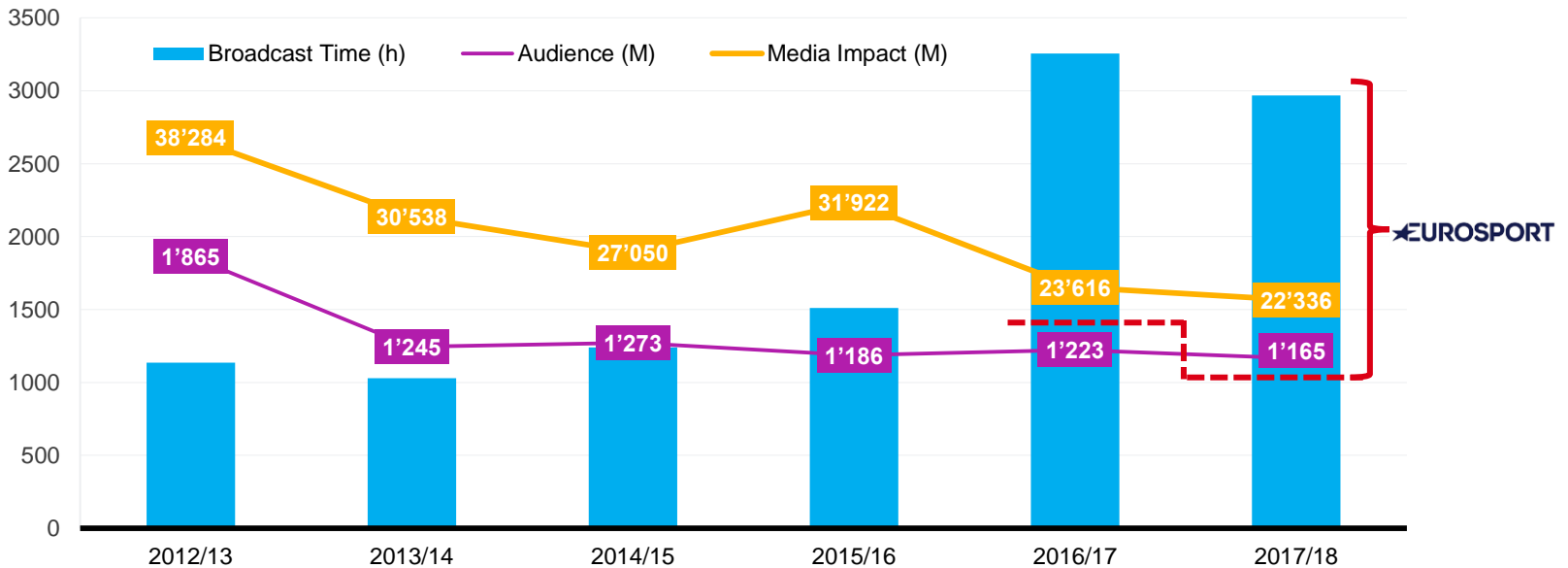
FIS Cross-Country World Cup – Ladies



	LIVE	NON-LIVE	TOTAL	
FIS CROSS-COUNTRY WORLD CUP 2017/18	CUMULATIVE AUDIENCE* (M)	97,75	627,56	725,31
	BROADCAST TIME (hh:mm:ss)	393:31:29	929:40:01	1323:11:31
	NUMBER OF BROADCASTS (#)	533	5.137	5.670
	EVENT IMPRESSIONS (M)	6.854,80	4.284,29	11.139,08
ALL FIS PARTNERS	VISIBILITY (hh:mm:ss)	761:47:18	1714:12:06	2475:59:24
	NUMBER OF SEQUENCES (#)	529.453	1.175.213	1.704.666
	SPONSORSHIP IMPRESSIONS (M)	13.353,58	5.985,88	19.339,46
	100% MEDIA EQUIVALENCY (€)	169.549.600	68.097.137	237.646.737
	QI MEDIA VALUE (€)	31.301.379	13.006.181	44.307.559
	AVERAGE SEQUENCE DURATION (s)	5,18	5,25	5,23

# MANAGEMENT SUMMARY

Broadcast coverage trend (broadcast hours, cumulative audience and media impact)



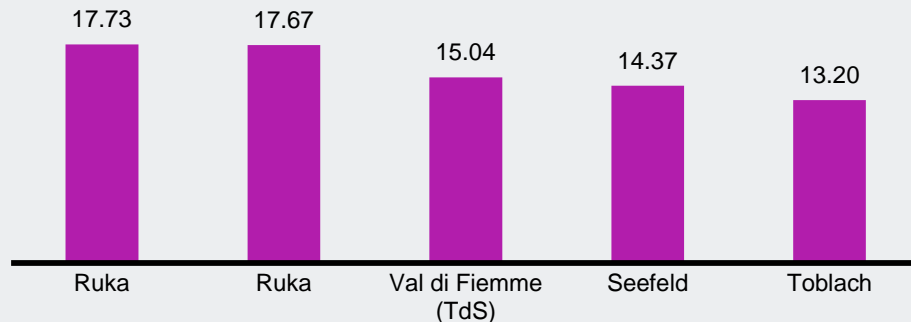
- The FIS Cross-Country World Cup presented by Viessmann delivered a good TV media result – considering the impact of the Winter Olympic Games on the worldcup season – although compared to previous seasons, the main parameters continue to decrease. For comparisons to the previous season, the absolute number of races decreased by 8 – going from 64 to 56, which explains to some extent the diminishing parameters.
- Among the top 5 countries by media impact there is little movement – however worth noting is the fact that Germany has replaced Norway on 2<sup>nd</sup> place behind all-time leading Sweden. Norway is now only ranking third, despite huge sporting success in this discipline.
- Germany is the only top 5 market showing a positive development of media impact since the previous season. Among the four other top countries, the biggest absolute decrease is observed in Sweden.

# MANAGEMENT SUMMARY

## Media Monitoring

### LIVE AUDIENCE BY VENUE (TOP 5) – CUMULATIVE AUDIENCE

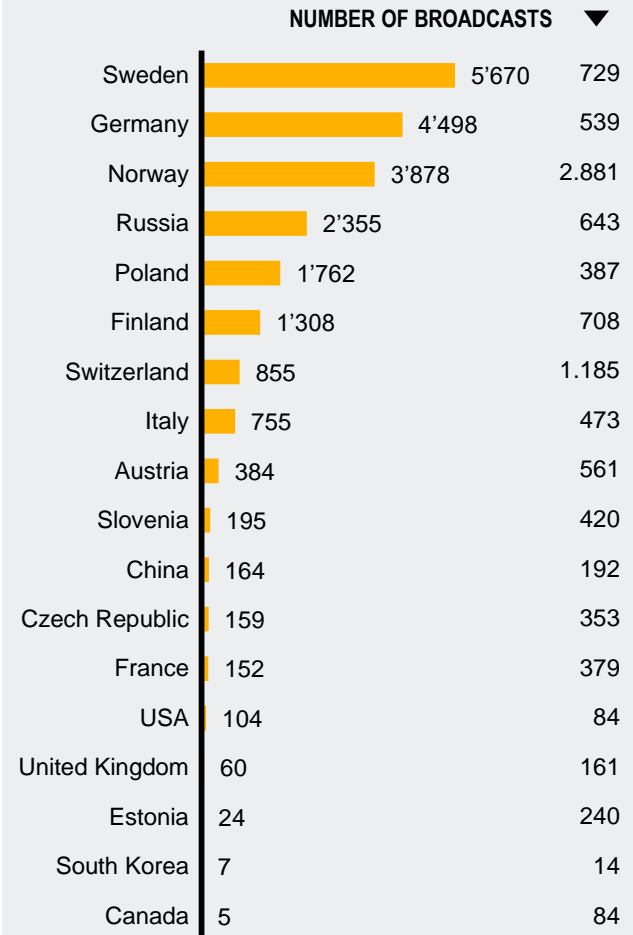
(M)



- The six newly tracked markets account for 11% of the registered broadcast time as well as 6% and 1,7% of total cumulative audience and Event Impressions respectively.
- Swiss Tour de Ski host Lenzerheide is leading in various parameters: it gathers the highest cumulative audience, ranks 2<sup>nd</sup> behind Ruka regarding cumulative live audience and is leading in terms of media impact – both regarding the total value and the media impact divided by the number of competition days.
- The men's 50k in Oslo are the leading race in terms of Event Impressions, while last season's 2<sup>nd</sup> placed race, the men's 9km final climb in Val di Fiemme lost considerable coverage and audience on main channels such as SVT1, ZDF and Match TV, thus now only figuring on the 15<sup>th</sup> rank. This evolution is all the more surprising as the results for the respective Ladies race (30k in Oslo) remained rather stable.

### MARKET RANKING – EVENT IMPRESSIONS

(M)



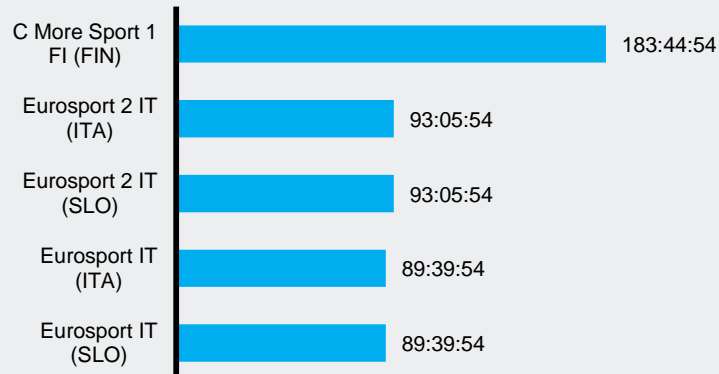


# MANAGEMENT SUMMARY

## Media Monitoring

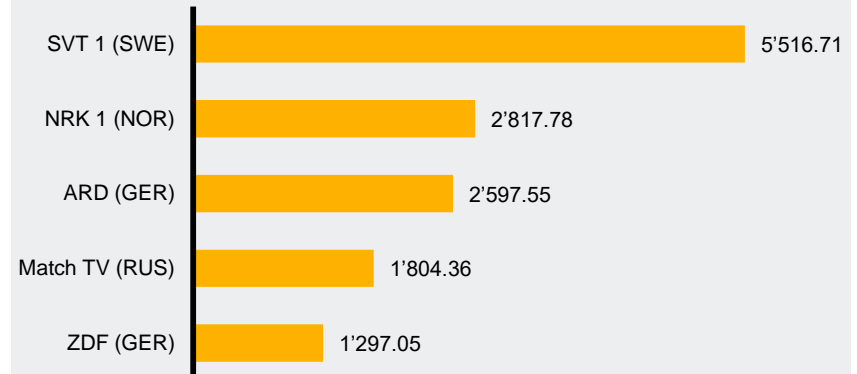
### CHANNEL RANKING BY BROADCAST TIME (TOP 5)

(hh:mm:ss)



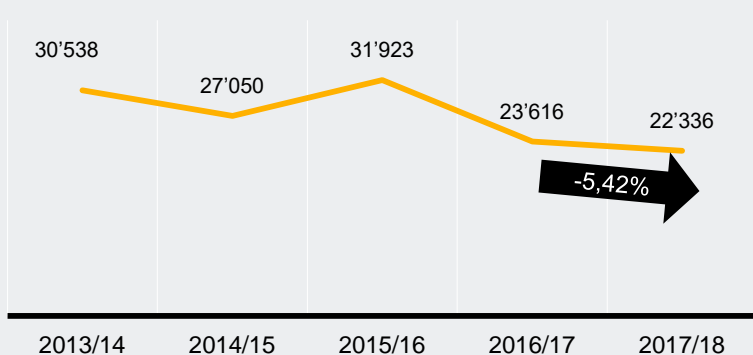
### CHANNEL RANKING BY EVENT IMPRESSIONS (TOP 5)

(M)



### WORLD CUP EVENT IMPRESSIONS TREND

(M)



- With two less events than last season (12 instead of 14 races) and a lack of participation of Swedish athletes, Tour de Ski struggled to equalize the results of previous seasons. Logically event impressions for this part of the World Cup declined by 18%, with the most important decrease registered in Sweden.
- As only Finnish events are broadcast live on public service channels YLE1 or YLE2, results in this market logically increase with the appearance of Lahti as a second venue next to Ruka.
- Although the World Cup final in Falun largely outscores last year's final in Québec in all parameters, results stay well behind the other three day events Ruka and Lenzerheide, showing the difficulty to keep up the public interest towards the end of the season.
- SVT1 alone represents 25% of the overall media impact, making this channel a primordial pillar of the media success.



# RESULT PRESENTATION

- **Media Monitoring**
- Media Monitoring – Focus Tour de Ski
- Sponsorship Analysis

# MEDIA MONITORING

By Country

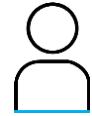


COUNTRY	NUMBER OF BROADCASTS (#)	CUMULATIVE AUDIENCE* (M)	BROADCAST TIME (hh:mm:ss)	ACTUAL PLAYING TIME (hh:mm:ss)	EVENT IMPRESSIONS (M)
Austria	561	18,56	206:37:52	185:07:39	383,56
Canada	84	2,06	3:24:41	2:34:00	5,09
China	192	39,04	45:00:00	42:41:04	164,12
Czech Republic	353	18,17	165:29:13	156:02:09	159,12
Estonia	240	3,04	111:33:15	105:28:31	24,30
Finland	708	104,48	392:14:46	364:33:39	1.307,51
France	379	19,43	144:47:40	132:22:21	152,13
Germany	539	220,38	157:18:42	140:27:45	4.497,52
Italy	473	43,56	252:36:23	235:42:15	755,46
Norway	2.881	194,70	278:12:48	176:59:45	3.877,91
Poland	387	99,27	177:58:30	166:42:55	1.762,14
Russia	643	129,15	217:51:41	201:38:18	2.355,39
Slovenia	420	9,88	207:23:14	194:27:34	195,12
South Korea	14	4,60	1:19:55	0:00:31	6,81
Sweden	729	195,80	185:00:11	154:16:57	5.669,86
Switzerland	1.185	43,71	248:59:30	219:36:23	855,29
United Kingdom	161	0,66	99:37:54	94:25:00	60,01
USA	84	18,13	72:32:55	62:30:20	104,45
<b>TOTAL</b>	<b>10.033</b>	<b>1.164,62</b>	<b>2967:59:10</b>	<b>2635:37:04</b>	<b>22.335,79</b>

\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+/Estimations by Nielsen Sports  
TV Media Evaluation - FIS Cross-Country World Cup 2017/18

# MEDIA MONITORING

By Country



COUNTRY	NUMBER OF BROADCASTS (#)	CUMULATIVE AUDIENCE* (M)	BROADCAST TIME (hh:mm:ss)	ACTUAL PLAYING TIME (hh:mm:ss)	EVENT IMPRESSIONS (M)
Austria	365	6,62	109:37:31	99:59:07	186,74
Canada	81	2,01	3:21:11	2:33:27	4,98
China	135	36,94	30:30:37	28:57:35	131,52
Czech Republic	197	10,01	90:20:30	85:10:52	69,29
Estonia	140	2,83	57:56:41	54:45:14	15,09
Finland	479	89,64	231:51:46	215:32:01	737,51
France	322	18,91	89:34:23	83:28:14	95,17
Germany	364	141,89	82:06:11	73:45:17	1.916,03
Italy	303	37,91	132:50:46	124:15:12	437,92
Norway	2.410	157,40	156:36:54	91:25:28	2.197,09
Poland	159	13,52	89:42:36	84:55:17	433,43
Russia	477	108,48	121:06:28	111:23:31	1.379,15
Slovenia	218	5,19	105:37:53	99:27:56	98,57
South Korea	11	4,25	0:56:59	0:00:17	5,02
Sweden	414	129,28	94:21:05	79:30:33	2.910,93
Switzerland	1.002	36,35	159:30:50	142:24:30	534,06
United Kingdom	86	0,32	53:27:49	50:41:08	30,59
USA	41	7,37	35:17:30	30:04:18	13,62
<b>TOTAL</b>	<b>7.204</b>	<b>808,92</b>	<b>1644:47:38</b>	<b>1458:19:56</b>	<b>11.196,70</b>

\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+/Estimations by Nielsen Sports  
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# MEDIA MONITORING

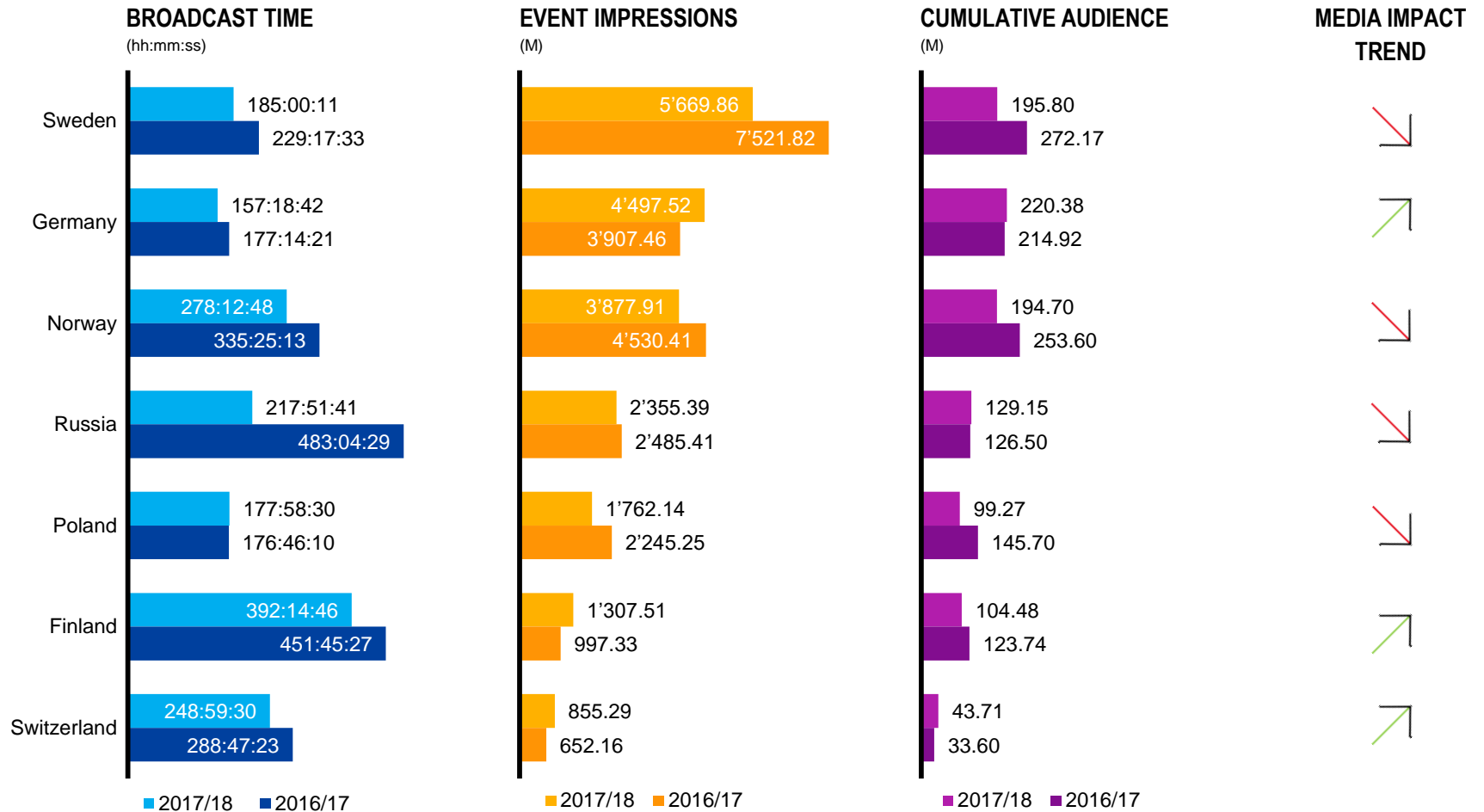
By Country

COUNTRY	NUMBER OF BROADCASTS (#)	CUMULATIVE AUDIENCE* (M)	BROADCAST TIME (hh:mm:ss)	ACTUAL PLAYING TIME (hh:mm:ss)	EVENT IMPRESSIONS (M)
Austria	378	16,10	97:00:22	85:08:32	196,81
Canada	6	0,14	0:03:30	0:00:32	0,11
China	57	2,10	14:29:24	13:43:30	32,60
Czech Republic	198	16,04	75:08:43	70:51:17	89,83
Estonia	119	2,00	53:36:34	50:43:17	9,20
Finland	412	82,35	160:23:00	149:01:38	570,00
France	213	1,25	55:13:17	48:54:06	56,97
Germany	345	146,66	75:12:31	66:42:28	2.581,49
Italy	203	8,89	119:45:37	111:27:03	317,54
Norway	1.682	110,90	121:35:54	85:34:16	1.680,82
Poland	242	94,78	88:15:54	81:47:39	1.328,71
Russia	271	45,57	96:45:13	90:14:46	976,24
Slovenia	259	8,27	101:45:21	94:59:39	96,55
South Korea	6	0,38	0:22:56	0:00:14	1,78
Sweden	537	156,36	90:39:06	74:46:23	2.758,93
Switzerland	623	22,36	89:28:40	77:11:53	321,24
United Kingdom	75	0,34	46:10:05	43:43:52	29,42
USA	44	10,83	37:15:25	32:26:02	90,83
<b>TOTAL</b>	<b>5.670</b>	<b>725,31</b>	<b>1323:11:31</b>	<b>1177:17:08</b>	<b>11.139,08</b>

\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+/Estimations by Nielsen Sports  
TV Media Evaluation - FIS Cross-Country World Cup 2017/18

# MEDIA MONITORING

By Country Trend (Top 7 by Event Impressions 2017/18)



\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+/Estimations by Nielsen Sports  
TV Media Evaluation - FIS Cross-Country World Cup 2017/18

# MEDIA MONITORING

By Country Trend



COUNTRY	2017/18			2016/17		
	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Austria	18,56	206:37:52	383,56	11,10	212:59:21	142,77
Canada	2,06	3:24:41	5,09	-	-	-
China	39,04	45:00:00	164,12	-	-	-
Czech Republic	18,17	165:29:13	159,12	6,26	189:17:31	60,25
Estonia	3,04	111:33:15	24,30	-	-	-
Finland	104,48	392:14:46	1.307,51	123,74	451:45:27	997,33
France	19,43	144:47:40	152,13	9,98	117:58:00	136,28
Germany	220,38	157:18:42	4.497,52	214,92	177:14:21	3.907,46
Italy	43,56	252:36:23	755,46	14,48	374:35:17	724,78
Norway	194,70	278:12:48	3.877,91	253,60	335:25:13	4.530,41
Poland	99,27	177:58:30	1.762,14	145,70	176:46:10	2.245,25
Russia	129,15	217:51:41	2.355,39	126,50	483:04:29	2.485,41
Slovenia	9,88	207:23:14	195,12	11,31	219:00:18	212,24

\*Source: Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup /Adults 3+/Estimations by Nielsen Sports  
TV Media Evaluation - FIS Cross-Country World Cup 2017/18

# MEDIA MONITORING

By Country Trend



COUNTRY	2017/18			2016/17		
	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
South Korea	4,60	1:19:55	6,81	-	-	-
Sweden	195,80	185:00:11	5.669,86	272,17	229:17:33	7.521,82
Switzerland	43,71	248:59:30	855,29	33,60	288:47:23	652,16
United Kingdom	0,66	99:37:54	60,01	-	-	-
USA	18,13	72:32:55	104,45	-	-	-
<b>TOTAL</b>	<b>1.164,62</b>	<b>2967:59:10</b>	<b>22.335,79</b>	<b>1.223,36</b>	<b>3256:11:03</b>	<b>23.616,17</b>



# MEDIA MONITORING

By Country Trend



COUNTRY	2017/18			2016/17		
	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Austria	6,62	109:37:31	186,74	5,06	105:22:47	58,83
Canada	2,01	3:21:11	4,98	-	-	-
China	36,94	30:30:37	131,52	-	-	-
Czech Republic	10,01	90:20:30	69,29	3,89	99:59:46	32,98
Estonia	2,83	57:56:41	15,09	-	-	-
Finland	89,64	231:51:46	737,51	93,84	260:51:51	544,21
France	18,91	89:34:23	95,17	9,44	70:55:22	87,20
Germany	141,89	82:06:11	1.916,03	123,72	89:25:10	1.773,29
Italy	37,91	132:50:46	437,92	9,69	195:10:08	371,87
Norway	157,40	156:36:54	2.197,09	191,23	179:43:01	2.535,39
Poland	13,52	89:42:36	433,43	18,13	86:53:16	437,91
Russia	108,48	121:06:28	1.379,15	110,62	266:12:27	1.685,51
Slovenia	5,19	105:37:53	98,57	5,25	109:41:14	91,09



# MEDIA MONITORING

By Country Trend

COUNTRY	2017/18			2016/17		
	CUMULATIVE AUDIENCE* (M)	BROADCAST TIME (hh:mm:ss)	EVENT IMPRESSIONS (M)	CUMULATIVE AUDIENCE* (M)	BROADCAST TIME (hh:mm:ss)	EVENT IMPRESSIONS (M)
South Korea	4,25	0:56:59	5,02	-	-	-
Sweden	129,28	94:21:05	2.910,93	163,64	115:26:24	3.892,90
Switzerland	36,35	159:30:50	534,06	27,08	174:23:48	403,65
United Kingdom	0,32	53:27:49	30,59	-	-	-
USA	7,37	35:17:30	13,62	-	-	-
<b>TOTAL</b>	<b>808,92</b>	<b>1644:47:39</b>	<b>11.196,70</b>	<b>761,59</b>	<b>1754:05:14</b>	<b>11.914,81</b>



# MEDIA MONITORING

By Country Trend

COUNTRY	2017/18			2016/17		
	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Austria	16,10	97:00:22	196,81	7,96	107:36:35	83,95
Canada	0,14	0:03:30	0,11	-	-	-
China	2,10	14:29:24	32,60	-	-	-
Czech Republic	16,04	75:08:43	89,83	4,26	89:17:45	27,28
Estonia	2,00	53:36:34	9,20	-	-	-
Finland	82,35	160:23:00	570,00	92,30	190:53:37	453,12
France	1,25	55:13:17	56,97	2,59	47:02:38	49,08
Germany	146,66	75:12:31	2.581,49	162,79	87:49:11	2.134,17
Italy	8,89	119:45:37	317,54	6,94	179:25:10	352,92
Norway	110,90	121:35:54	1.680,82	161,26	155:42:12	1.995,02
Poland	94,78	88:15:54	1.328,71	132,24	89:52:53	1.807,34
Russia	45,57	96:45:13	976,24	47,82	216:52:02	799,90
Slovenia	8,27	101:45:21	96,55	9,07	109:19:03	121,14



# MEDIA MONITORING

By Country Trend

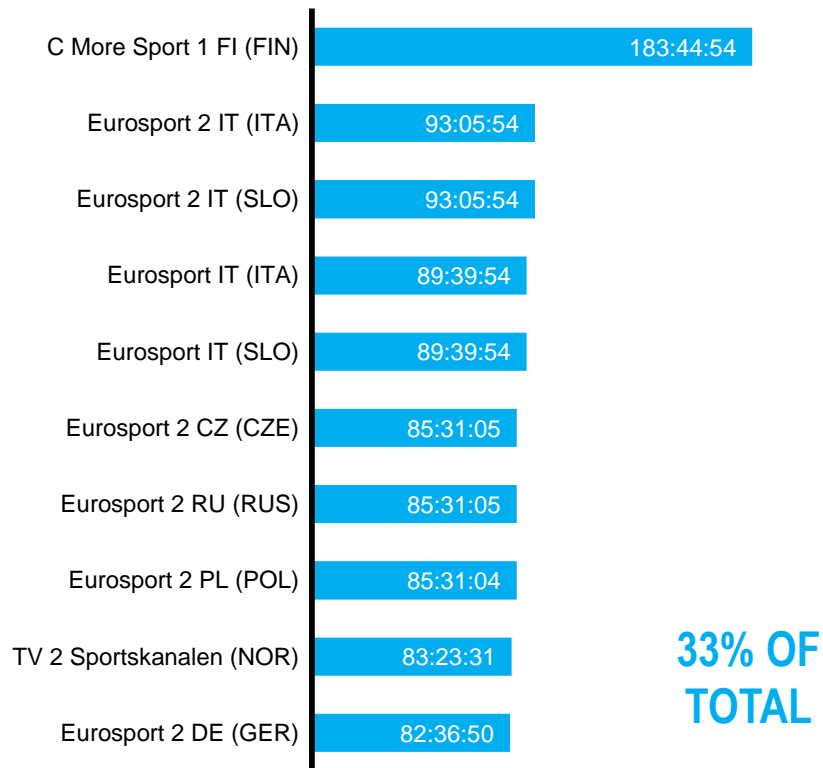
COUNTRY	2017/18			2016/17		
	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
South Korea	0,38	0:22:56	1,78	-	-	-
Sweden	156,36	90:39:06	2.758,93	217,05	113:51:09	3.628,92
Switzerland	22,36	89:28:40	321,24	18,88	114:23:35	248,51
United Kingdom	0,34	46:10:05	29,42	-	-	-
USA	10,83	37:15:25	90,83	-	-	-
<b>TOTAL</b>	<b>725,31</b>	<b>1323:11:31</b>	<b>11.139,08</b>	<b>863,16</b>	<b>1502:05:49</b>	<b>11.701,35</b>

# MEDIA MONITORING

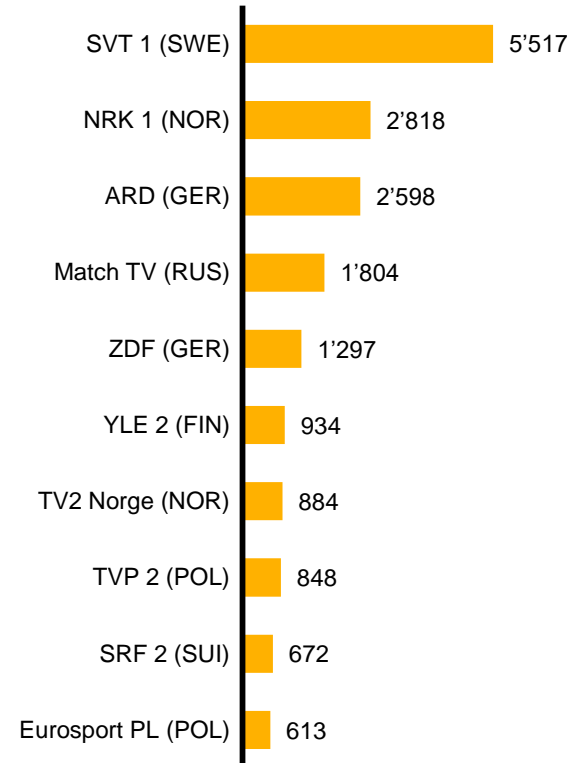
By Channel (Top 10)



**BROADCAST TIME**  
(hh:mm:ss)



**EVENT IMPRESSIONS**  
(M)

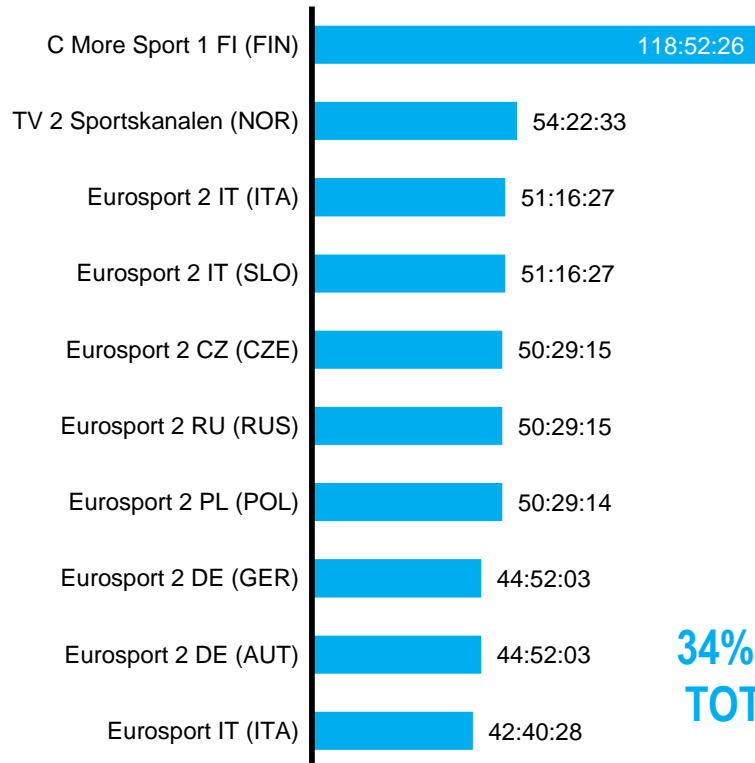




# MEDIA MONITORING

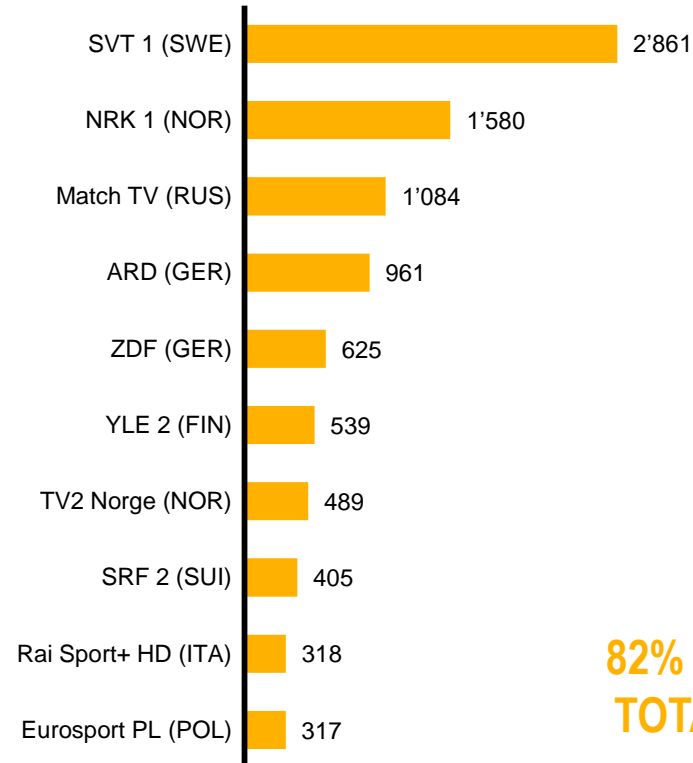
By Channel (Top 10)

## BROADCAST TIME (hh:mm:ss)



34% OF  
TOTAL

## EVENT IMPRESSIONS (M)

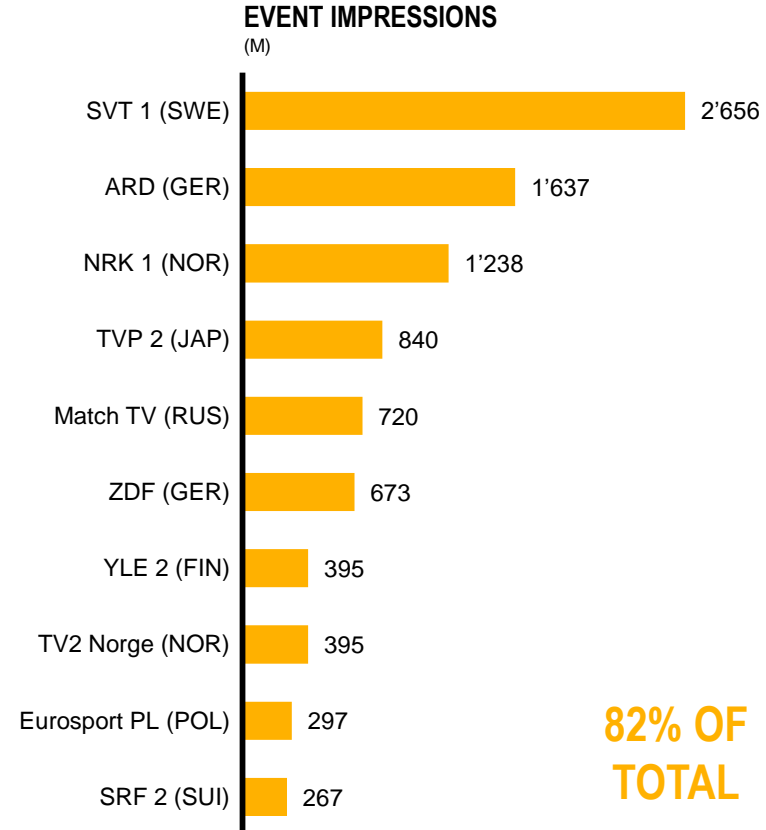
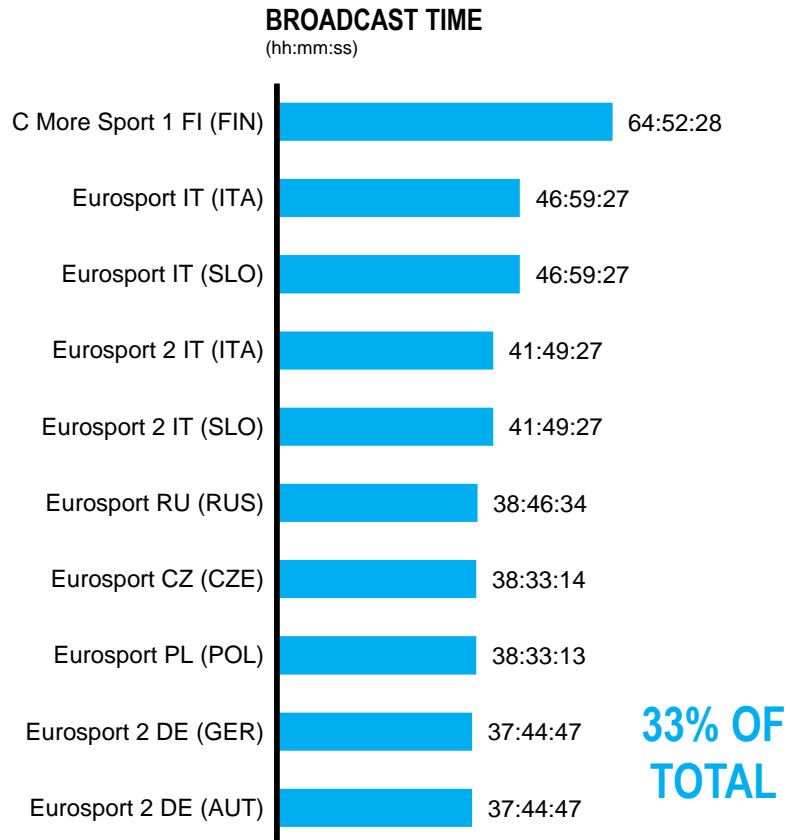


82% OF  
TOTAL



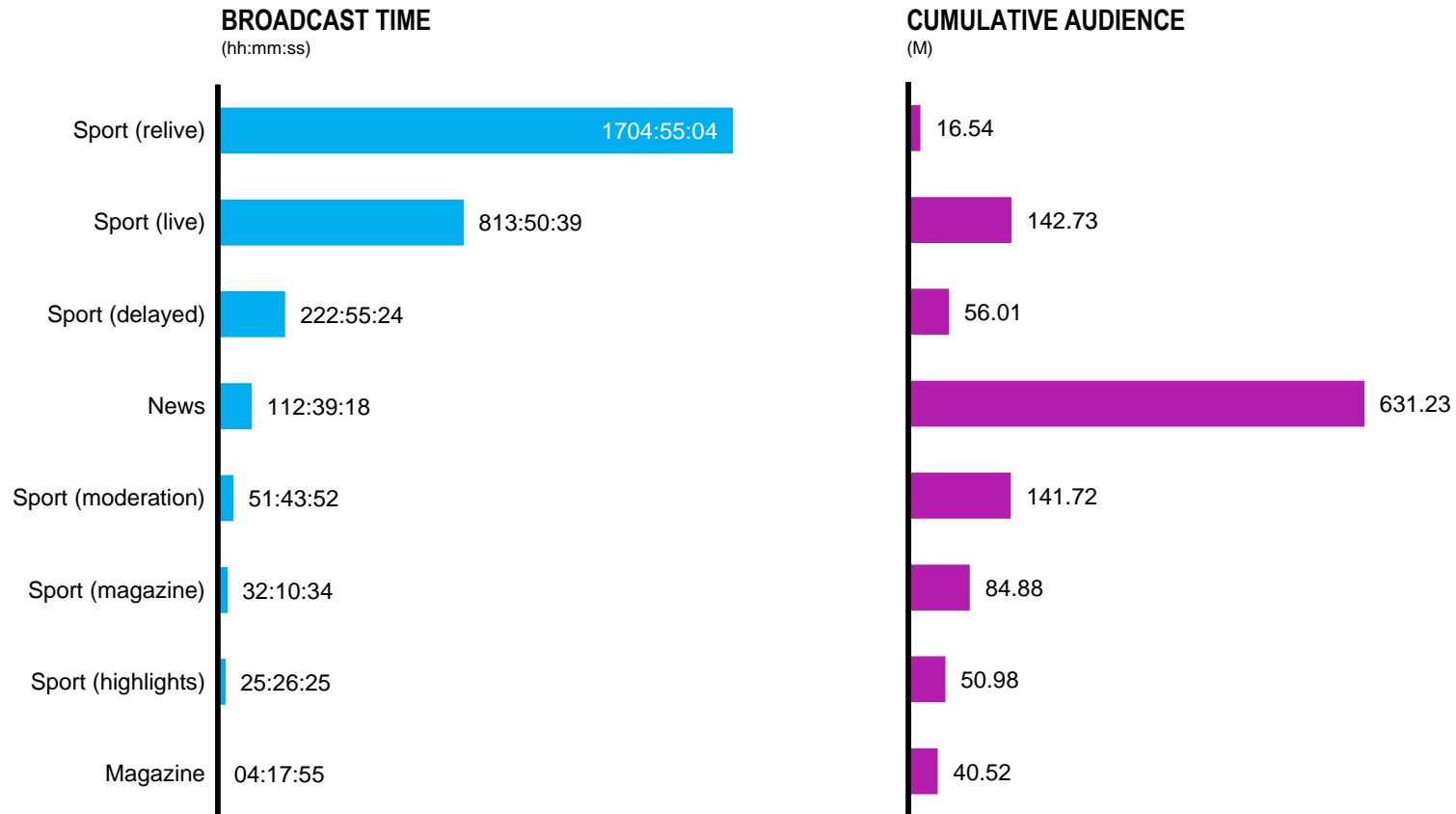
# MEDIA MONITORING

By Channel (Top 10)



# MEDIA MONITORING

By Programme Type

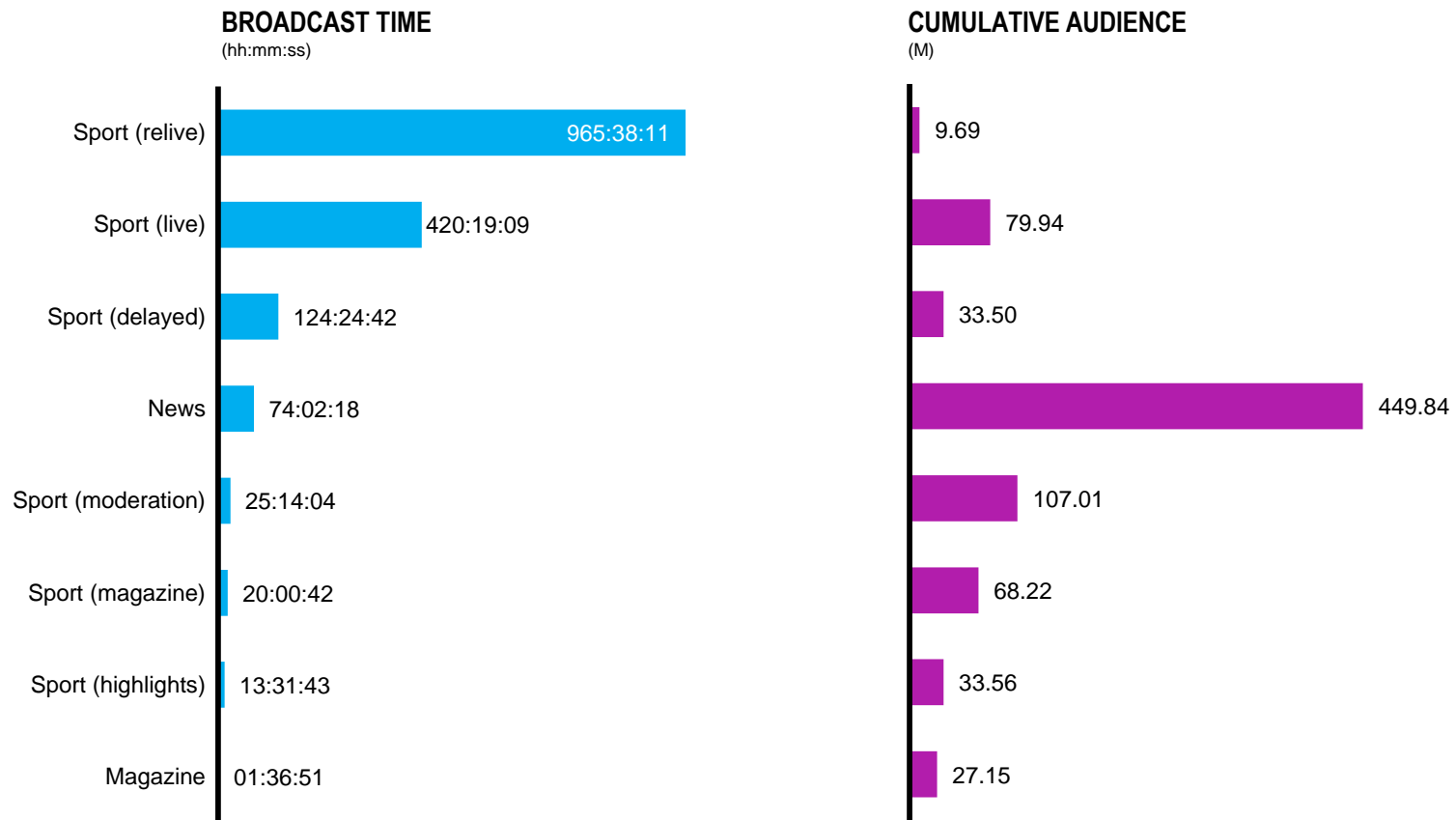






# MEDIA MONITORING

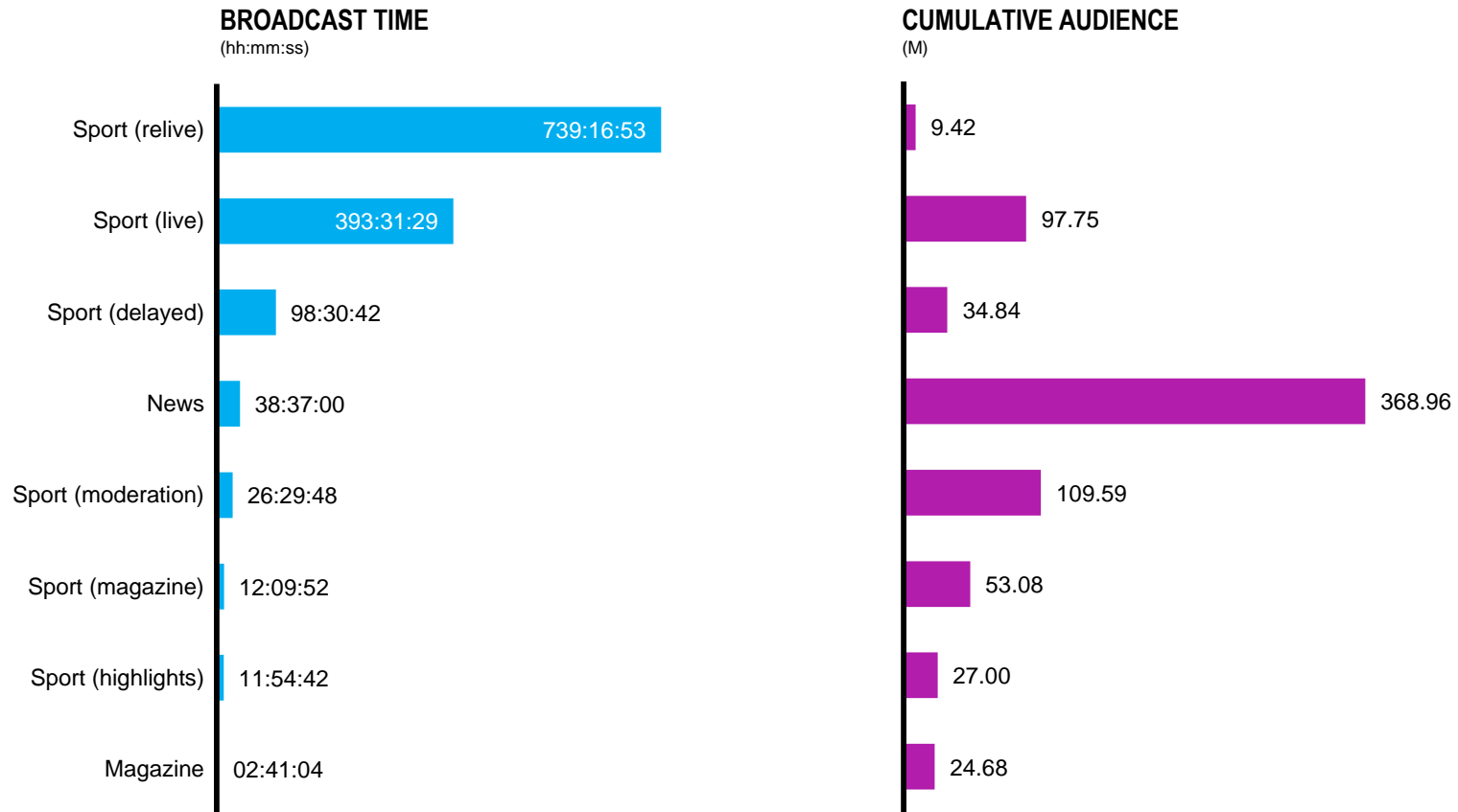
By Programme Type





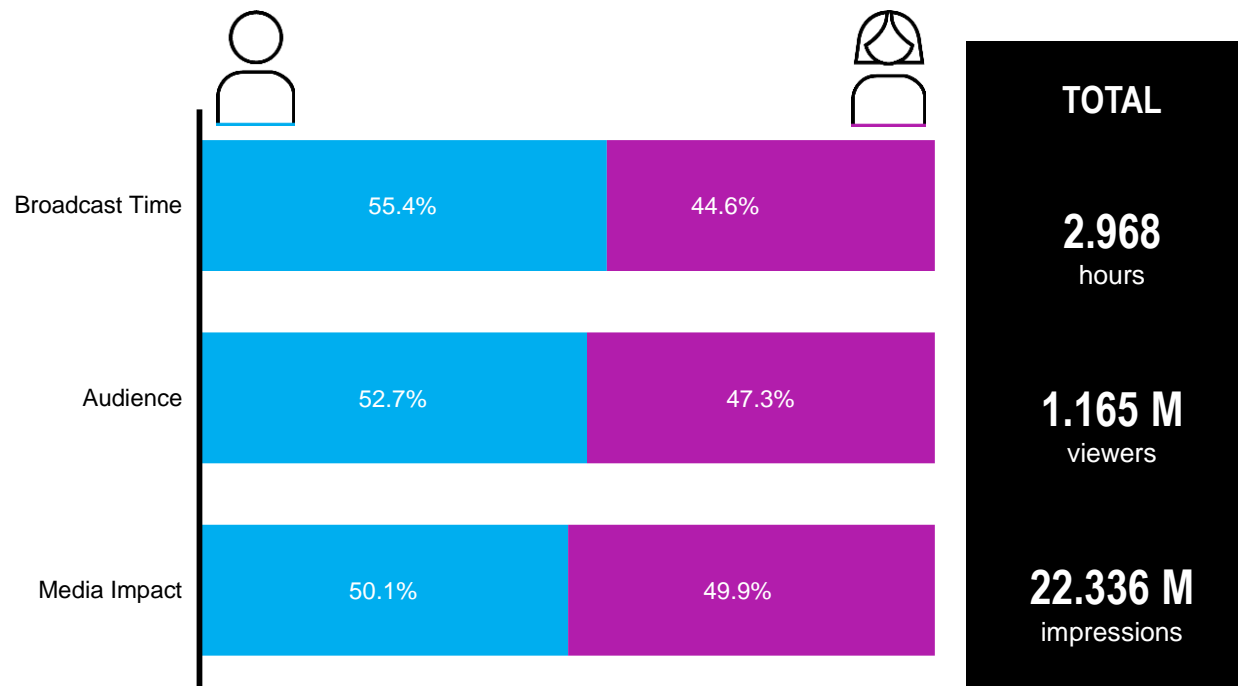
# MEDIA MONITORING

By Programme Type



# MEDIA MONITORING

Comparison of Genders



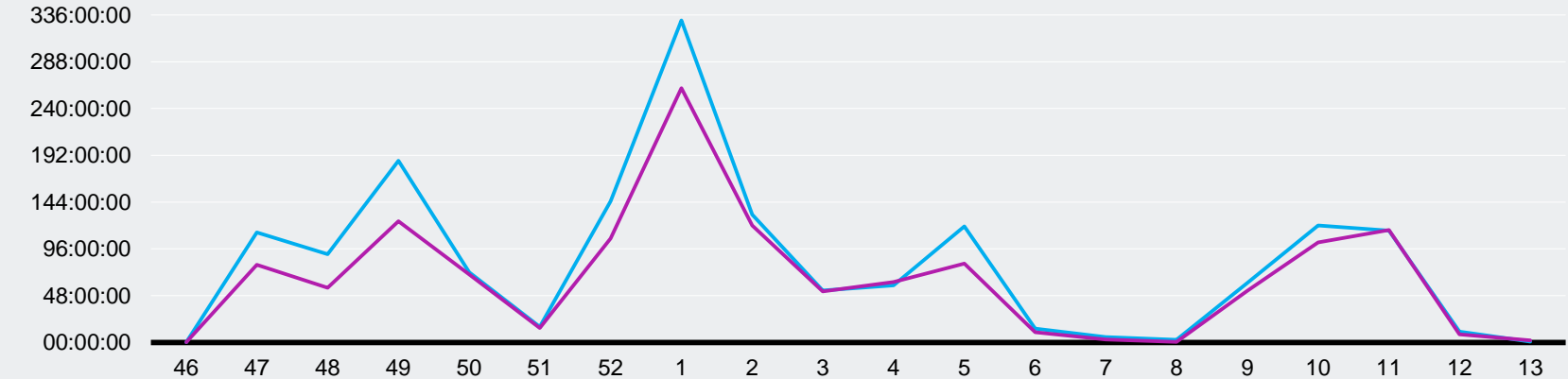
# MEDIA MONITORING

Coverage Trend by Week



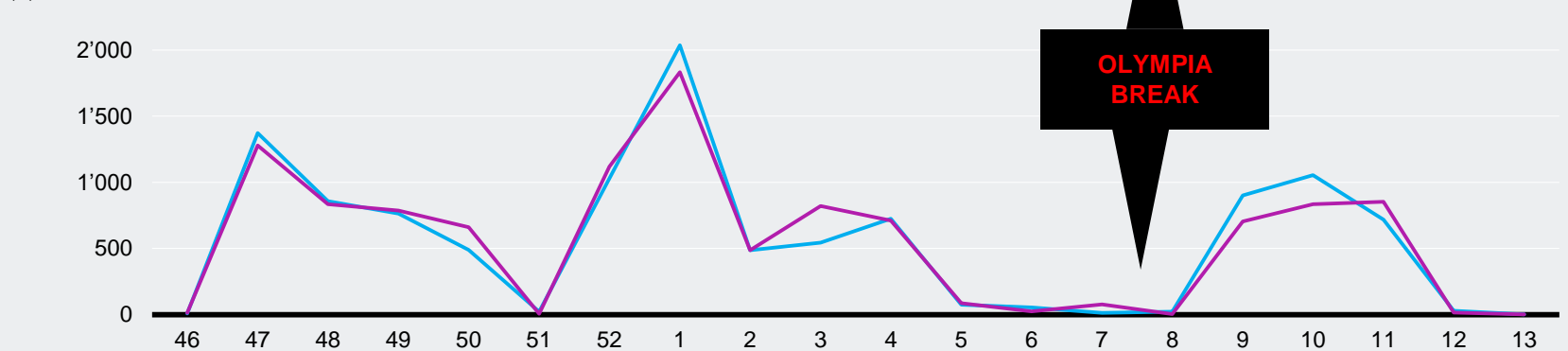
## BROADCAST TIME

(hh:mm:ss)



## EVENT IMPRESSIONS

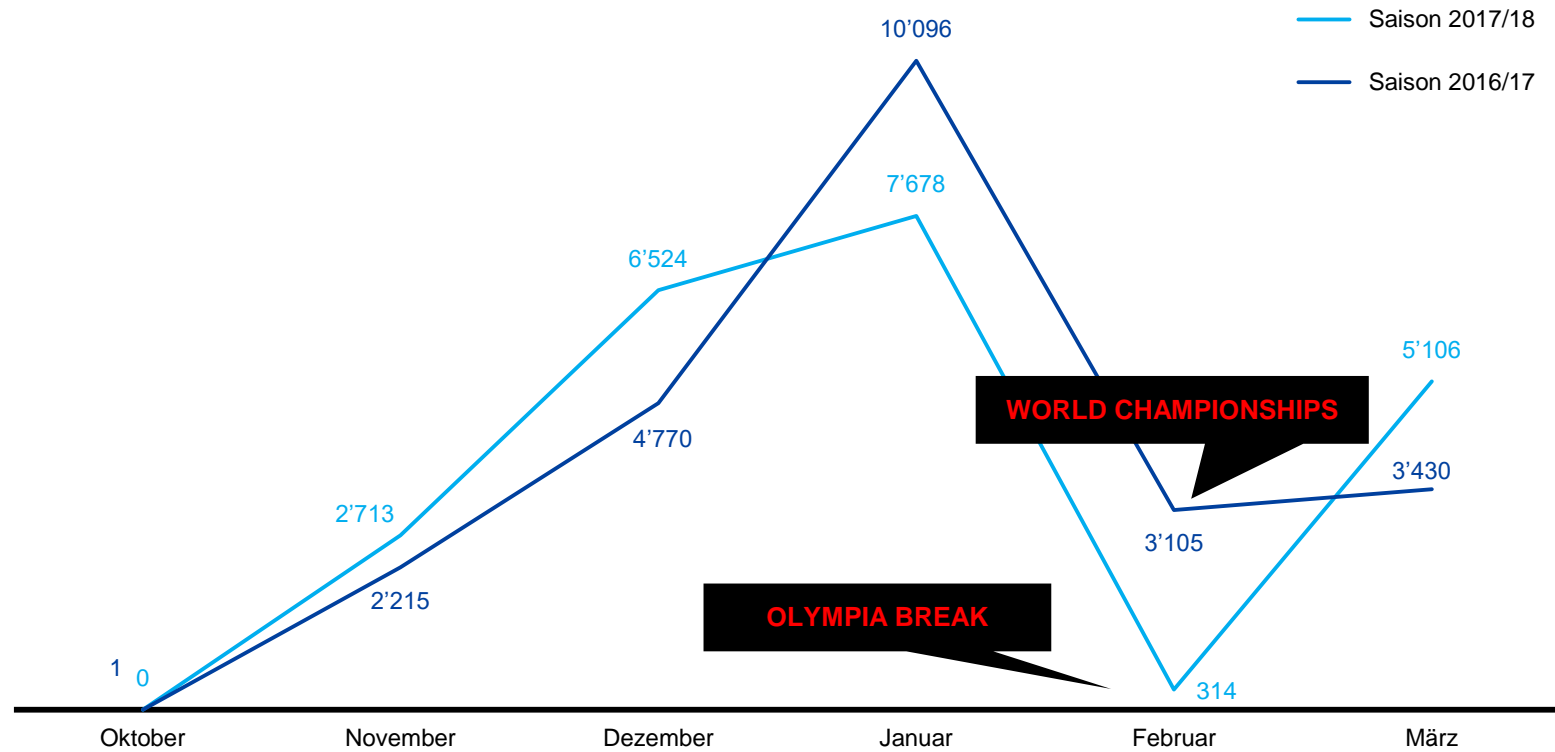
(M)



**OLYMPIA  
BREAK**

# MEDIA MONITORING

Season Comparison by Event Impression



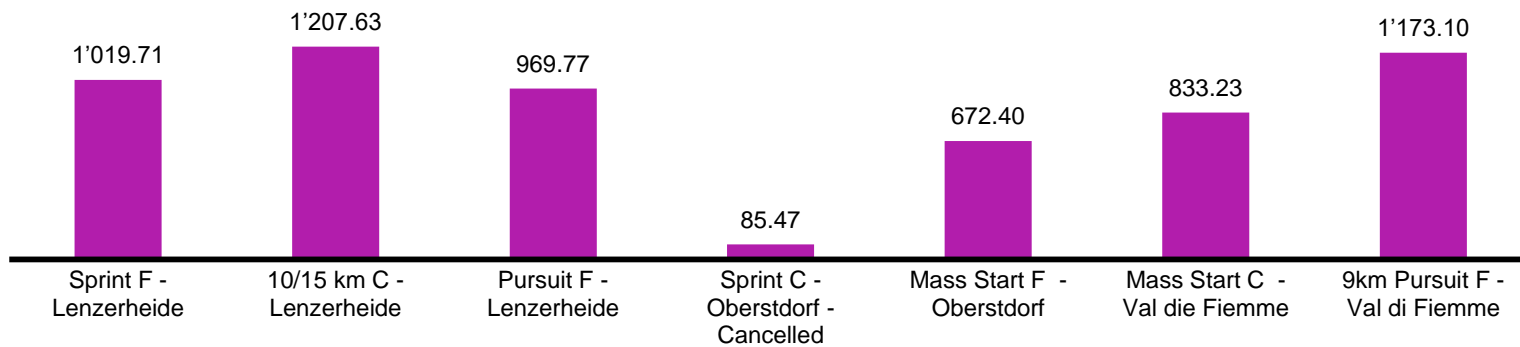
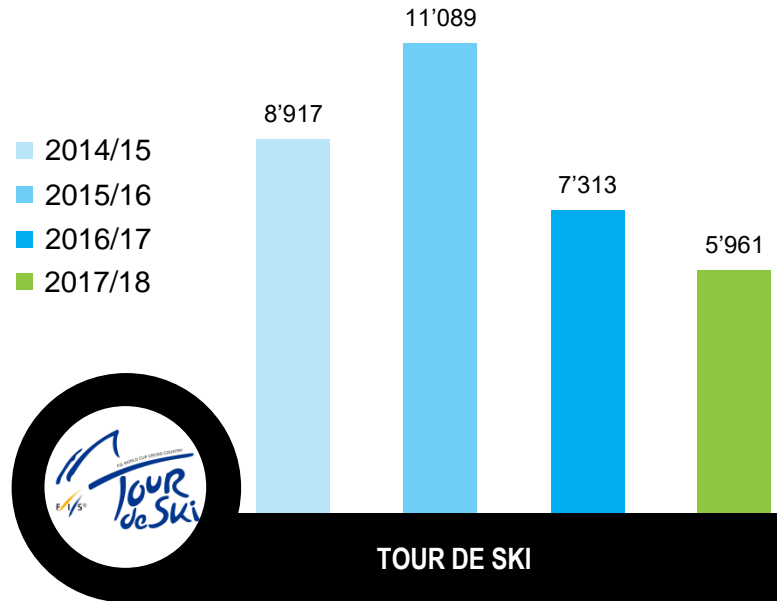
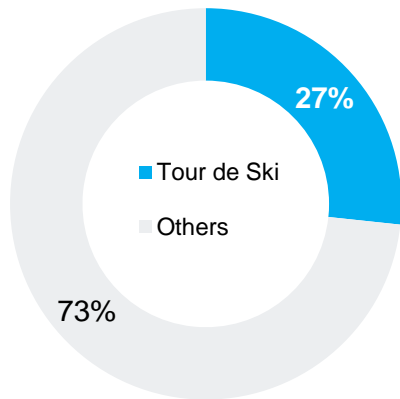


# RESULT PRESENTATION

- Media Monitoring
- **Media Monitoring – Focus Tour de Ski**
- Sponsorship Analysis

# CROSS COUNTRY – FOCUS TOUR DE SKI BY EVENT IMPRESSIONS

With two less events compared to last season, Media Impact for Tour de Ski is declining by 18%.



# MEDIA MONITORING

By Country Trend



COUNTRY	2017/18			2016/17		
	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Austria	6,56	85:28:47	63,14	4,59	71:24:47	55,87
Canada	0,49	1:26:04	1,51	-	-	-
China	23,61	2:44:08	50,77	-	-	-
Czech Republic	8,38	68:27:44	49,83	2,00	72:26:49	17,64
Estonia	0,86	40:07:15	15,50	-	-	-
Finland	27,37	106:13:53	123,54	28,29	98:27:13	153,38
France	6,23	53:23:19	40,76	2,26	30:30:24	27,65
Germany	96,62	64:17:10	1.690,62	67,38	55:31:54	2.095,06
Italy	3,54	97:58:34	204,26	3,60	107:12:41	272,41
Norway	52,65	71:34:49	1.052,47	54,87	93:05:00	1.200,42
Poland	13,77	71:24:48	393,79	17,36	62:14:33	389,56
Russia	37,38	80:37:36	706,12	60,94	118:55:24	699,72



# MEDIA MONITORING

By Country Trend



COUNTRY	2017/18			2016/17		
	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS	CUMULATIVE AUDIENCE*	BROADCAST TIME	EVENT IMPRESSIONS
	(M)	(hh:mm:ss)	(M)	(M)	(hh:mm:ss)	(M)
Slovenia	2,02	79:11:41	45,87	2,85	62:08:11	72,56
South Korea	0,35	0:00:30	0,18	-	-	-
Sweden	40,78	49:34:05	1.168,58	72,75	57:35:13	2.087,71
Switzerland	18,40	96:01:43	319,43	12,60	77:43:07	240,99
United Kingdom	0,27	40:57:13	24,79	-	-	-
USA	2,34	17:11:51	10,16	-	-	-
<b>TOTAL</b>	<b>341,62</b>	<b>1026:41:10</b>	<b>5.961,32</b>	<b>329,49</b>	<b>907:15:16</b>	<b>7.312,96</b>

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