

# RUSSELL WOLFF

**Executive Vice President  
Managing Director  
ESPN International**



New York Rangers | New York Giants 



Leyton Orient Football Club | Indian National Cricket Team



# GLOBAL GAME





# ESPN INTERNATIONAL





# ESPN WORLDWIDE PORTFOLIO





**SERVING GLOBAL CRICKET FANS**

**ESPN** cricinfo.com



# THE BIG EVENT 2015









# USA: CRICINFO AND ESPN3

The screenshot shows the ESPN Cricinfo website interface. At the top, there's a navigation bar with 'ESPN cricinfo' logo, a search bar, and user options like 'Welcome Guest', 'Sign In', and 'Register'. Below this is a menu with categories like 'Series', 'Countries', 'Live Scores', 'Fixtures', 'Results', 'News', 'Features', 'Photos', 'Video & Audio', 'Blogs', 'Statistics', 'Archive', 'Games', and 'Mobile'. A 'Quick Links' section includes 'Tri-Nation', 'The Investec Ashes', 'County Cricket', 'PLAY: Ashes Fantasy', 'ESPNcricinfo at 20', 'ICC Rankings', 'Statsguru', and 'Shopping'. The main content area features a large video player for a 'TRI-NATION TOURNAMENT LIVE' match, showing a batsman in a maroon uniform and a bowler in a blue uniform. To the right of the video is a 'Scores' section with 'International' and 'Domestic' tabs. Under 'International', it lists matches like 'India 311/7 v West Indies 56/2 (10/50 ov) - Live Match Companion', 'Kenya 100/8 v Scotland 87/2 (17.2/20 ov)', and 'Australians 396/4d & 344/5d v Worcs 284 & 274/5'. Under 'Domestic', it shows 'England Domestic'. Below the scores are several news articles with images and headlines, such as 'Rain intervenes after India strike', 'Morkel, de Kock return to ODI squad', and 'Clarke encourages Warner return'. There's also a 'Sponsored Links' section for 'Buy Wisden 2013 & get a FREE Playfair' and a 'Cricket on Twitter' section with tweets from Darren Gough and Damien Martyn. At the bottom, there are 'Specials' and 'More News' sections with various cricket-related articles.

Front Page ESPN3 Integration

Top 10 ESPN3 Events

Record US Traffic/Usage

Incremental US Audience



# LATIN AMERICAN LANDSCAPE



**Low & Fast Growing  
Pay TV Penetration**

**Developing & Fast Growing  
TV Ad Marketplaces**

**Emerging Economies  
& Rising Middle Classes**

**Accelerating Adoption of Technology**



# GROWING IN LATIN AMERICA



**SPANISH-SPEAKING  
LATIN AMERICA**

**BRAZIL**



# LATIN AMERICAN HISTORIC GROWTH



2008-2013

**+45%**

ESPN Operating Income CAGR



# ESPN LATIN AMERICAN GROWTH DRIVERS



**MCTV Households**

**ESPN Subscribers**

**Subscriber Fees**

**Advertising Marketplace**



# GROWING IN LATIN AMERICA



**SPANISH-SPEAKING  
LATIN AMERICA**



# GROWING IN LATIN AMERICA



**SPANISH-SPEAKING  
LATIN AMERICA**

**LATIN NORTH**



# GROWING IN LATIN AMERICA



**SPANISH-SPEAKING  
LATIN AMERICA**

**LATIN NORTH**

**LATIN SOUTH**



# **LEVERAGE U.S. STRATEGIES**

**Multimedia Fan Experiences**

**Technology & Infrastructure**

**Global Multimedia Sales Team**

**Disney & ESPN Distribution Team**



# GROWING IN LATIN AMERICA

## LATIN SOUTH

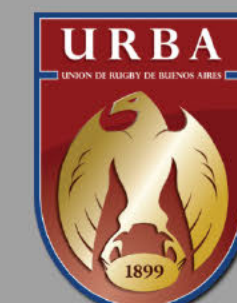
ESPN ESPN+ ESPN3 ESPNHD ESPN EXTRA

Football | Rugby | Polo

ESPN  
((RADIO))

ESPN  
PLAY .COM

ESPN  
.COM





# GROWING IN LATIN AMERICA

## LATIN NORTH

**ESPN** **ESPN2** **ESPN3** **ESPNHD**

**Mexican & International Football**





# GROWING IN LATIN AMERICA

## BRAZIL

ESPN

ESPN+

ESPN  
BRASIL

ESPNHD

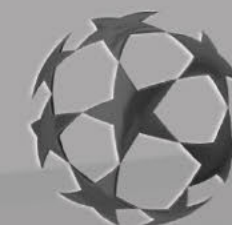
## Brazilian & International Football

ESPN  
((RADIO))

ESPN  
.COM

ESPN  
THE MAGAZINE

COPA  
Sadia  
DO BRASIL



UEFA  
CHAMPIONS  
LEAGUE  
ΓΕΥΣΤΕ  
CHAMPIONS

LIGA BBVA  
PRIMERA DIVISION LFP  
ΠΡΩΤΗ ΔΙΑΔΙΟΜΗ ΓΕβ



COPA DEL REY  
CAMPEONATO DE ESPAÑA COPA DE S.M. EL REY  
СОВЕТСКИЙ



BUNDESLIGA  
ВУНДЕСЛІГА



PREMIER  
LEAGUE  
ΓΕΥΣΤΕ



UEFA  
EUROPA  
LEAGUE



LIGA  
PORTUGAL

# GROWING IN LATIN AMERICA



## U.S. Leagues





# GROWING IN LATIN AMERICA



## Major Events



**NEWS AND INFORMATION DRIVEN**

**ESPN**



**NEWS AND INFORMATION DRIVEN**

**SPORTSCENTER**

**EVERYDAY AND BIG EVENTS**





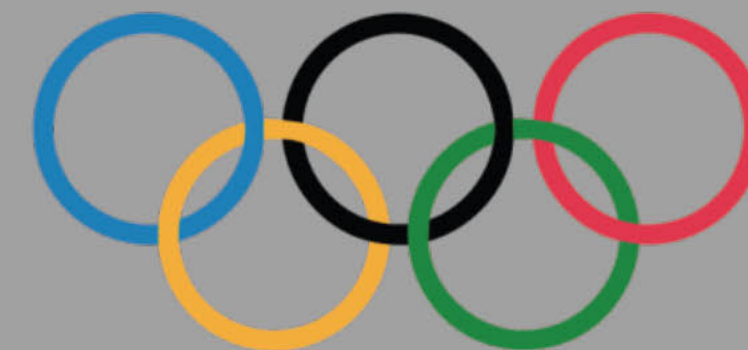
# EVERYDAY AND BIG EVENTS



**FIFA WORLD CUP**  
**Brasil**



**Rio 2016**





# FIFA WORLD CUP 2014





# **ESPN LATIN AMERICAN GROWTH DRIVERS**

**ESPN Brand Strength**

**Emerging Middle Class/Economic Expansion**

**Multi-Channel TV Penetration/Growth**

**Ad Sales Marketplace Development**

**Technology Adoption**

**Growing Popularity of ALL Sports**



**A Global Sports Media Company**  
**Serving Fans Around the World**



Disney

**INVESTOR DAY**

*at*

**ESPN**