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EURO 2020



Let's
play!



UEFA
EURO2020





EURO 2020 was all about performances!

500.324

Avg. Rat. / match 4+

Belgium-Portugal

1.532.127

Best Rat. 4+

3.577.151

Total viewers 4+

44%

Avg. TTVSH / match 4+

Belgium-Italy

84%

Best TTVSH 4+

No matter the target

	Average rating	Average rating%	Average share	Cum. Coverage %	Average nbr of matches viewed
Total viewers	500.324	11%	44%	81	10
15-54	234.938	10%	52%	80	8
15-34	85.946	8%	54%	78	6
Men 18-54	134.382	12%	60%	82	10
Women 18-54	91.072	8%	43%	78	7



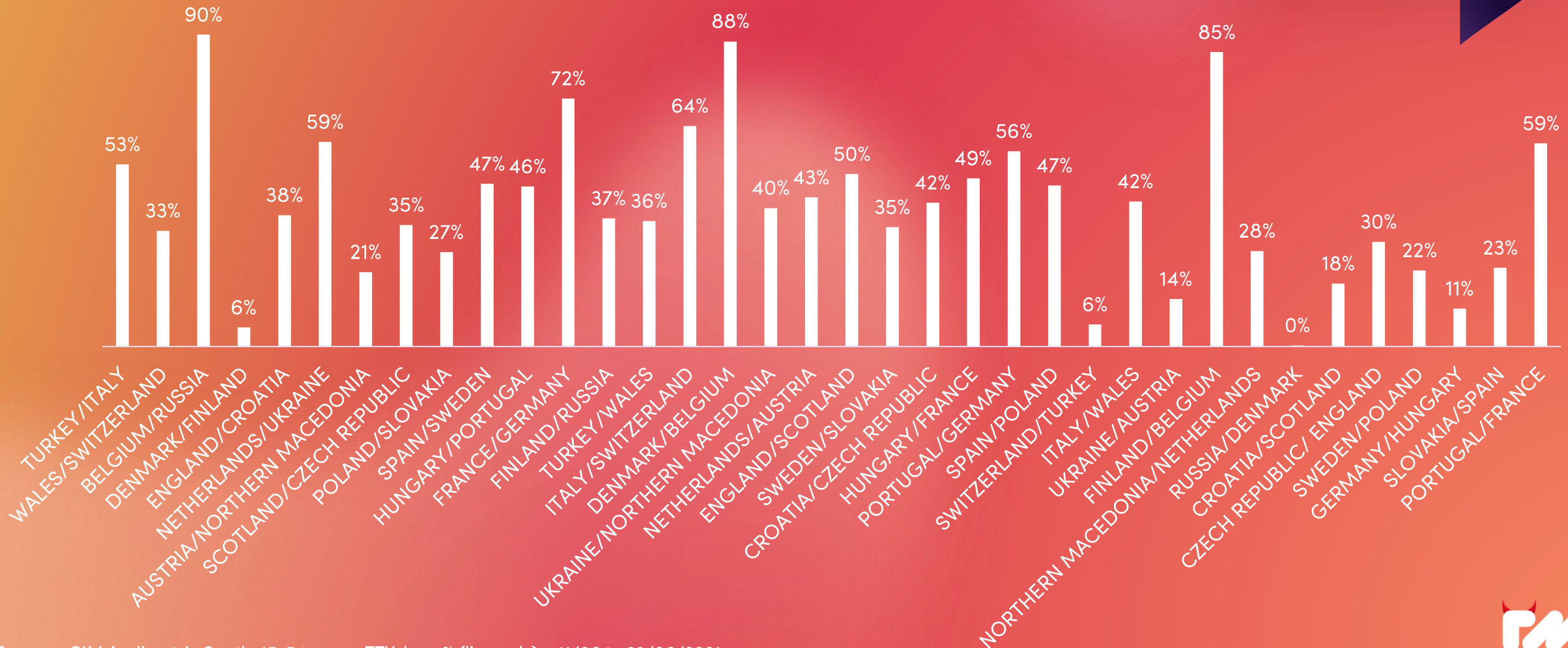
And even without the Red Devils

Matches	TTVSHR %	Matches	Rating
ITALY/ENGLAND (final)	81%	ITALY/ENGLAND (final)	22%
ITALY/SPAIN (demi-final)	74%	FRANCE/GERMANY	21%
ITALY/AUSTRIA	72%	FRANCE/SWITZERLAND	18%
FRANCE/GERMANY	72%	ITALY/SPAIN (demi-final)	16%
FRANCE/SWITZERLAND	68%	PORTUGAL/FRANCE	16%

From the early stages of the competition

SHARE – 15-54 years

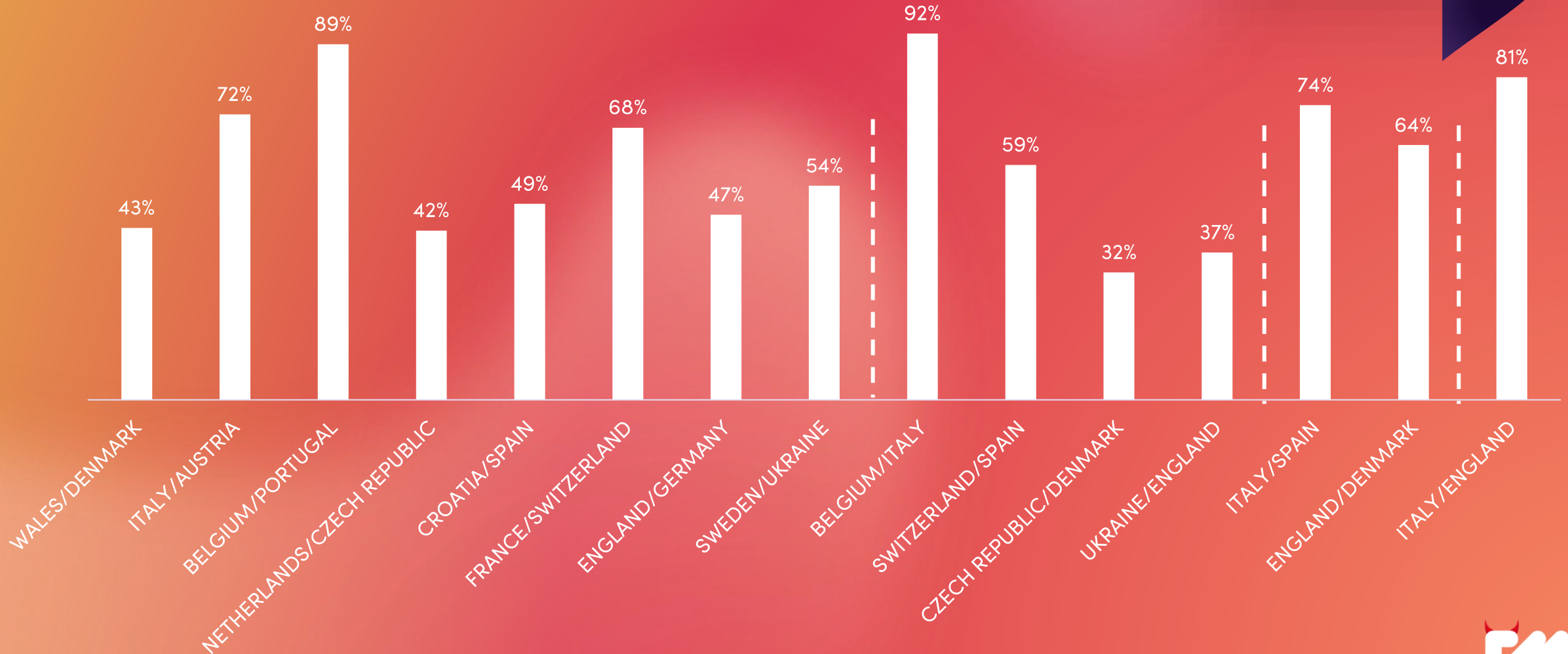
Share
Group stages
Average : 44%



To the great finals

Share
From 8th final to Final
Average : 66%

SHARE – 15-54 years

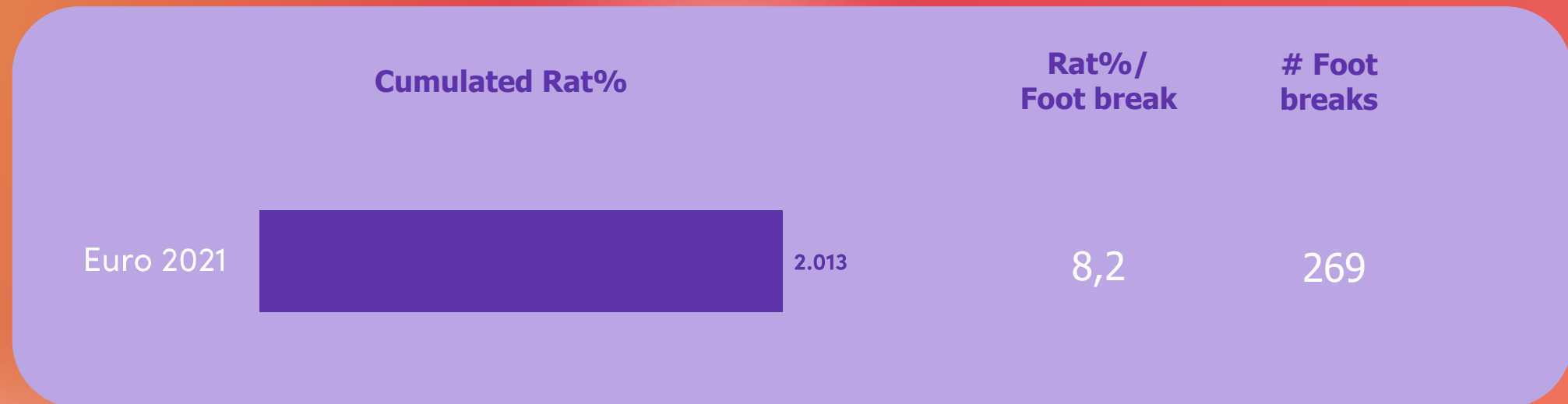


A competition that drives uplift in market shares

	% evolution of share vs 2020 (12/06-12/07)	% evolution of share vs 2019 (14/06-12/07)
Total viewers	+76%	+69%
15-54	+132%	+108%
15-34	+168%	+147%
Men 18-54	+202%	+151%
Women 18-54	+77%	+69%



An impact not only during matches but most definitely on breaks

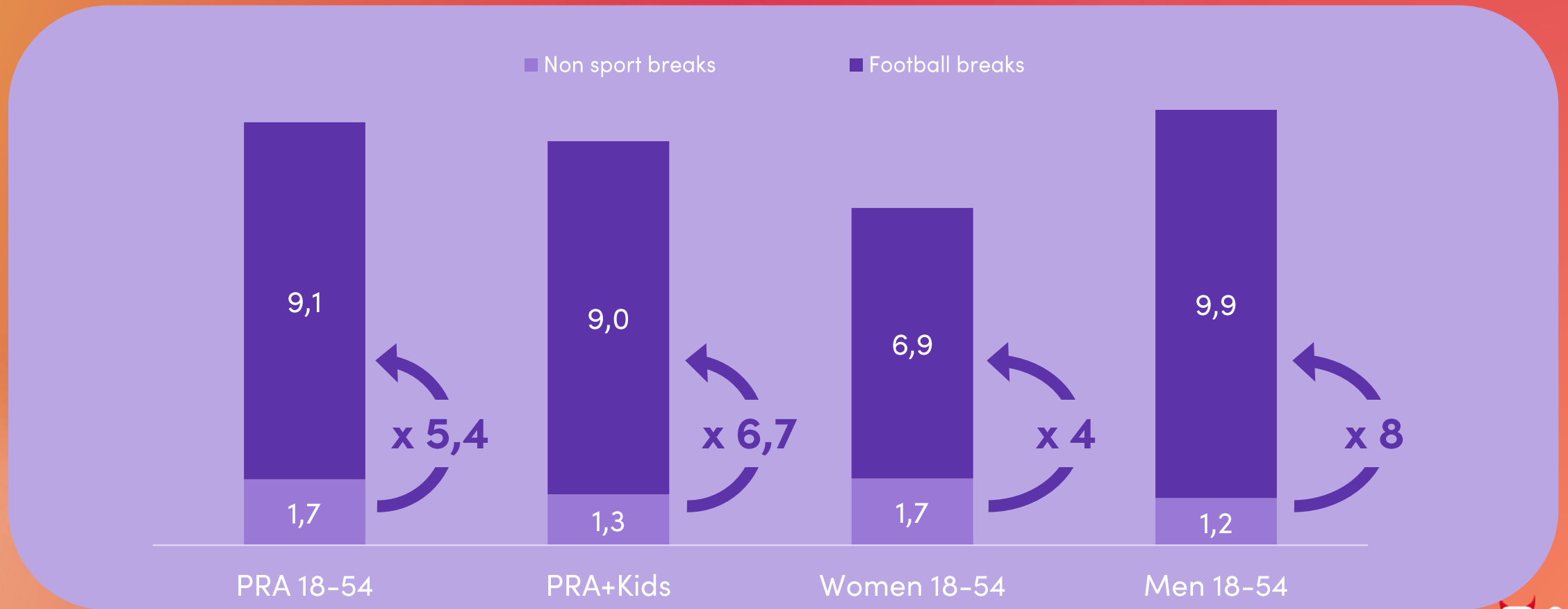


That lasts during the whole game

	Average GRP
F(ABC)1	4
F(ABC)A	6
F(ABC)2	10
F(ABC)3	11
F(ABC)B	8



And proves that Football breaks outperform the rest



8,3M

Total views on Auvio

53.308

Avg. Viewers /match

What about Auvio?

154.900

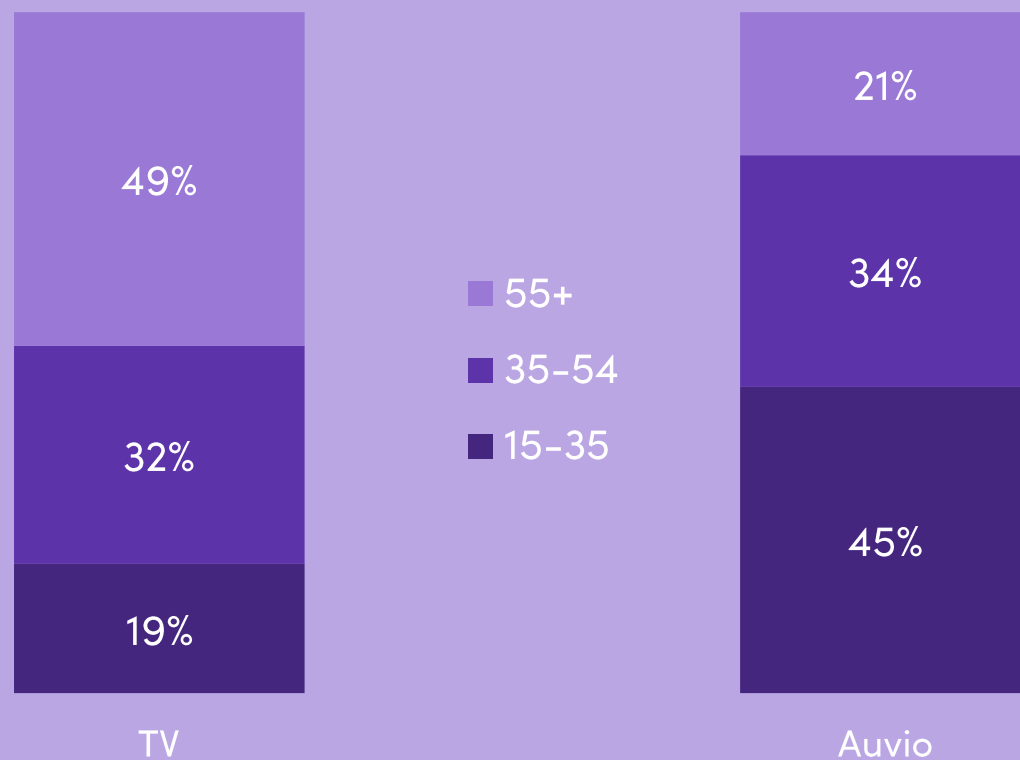
Unique visitors
France / Suisse

+ 11%

Incremental reach vs TV



Combined with TV, allows to reach every generation



FOCUS
ON



OUR
RED DEVILS



Even greater impact

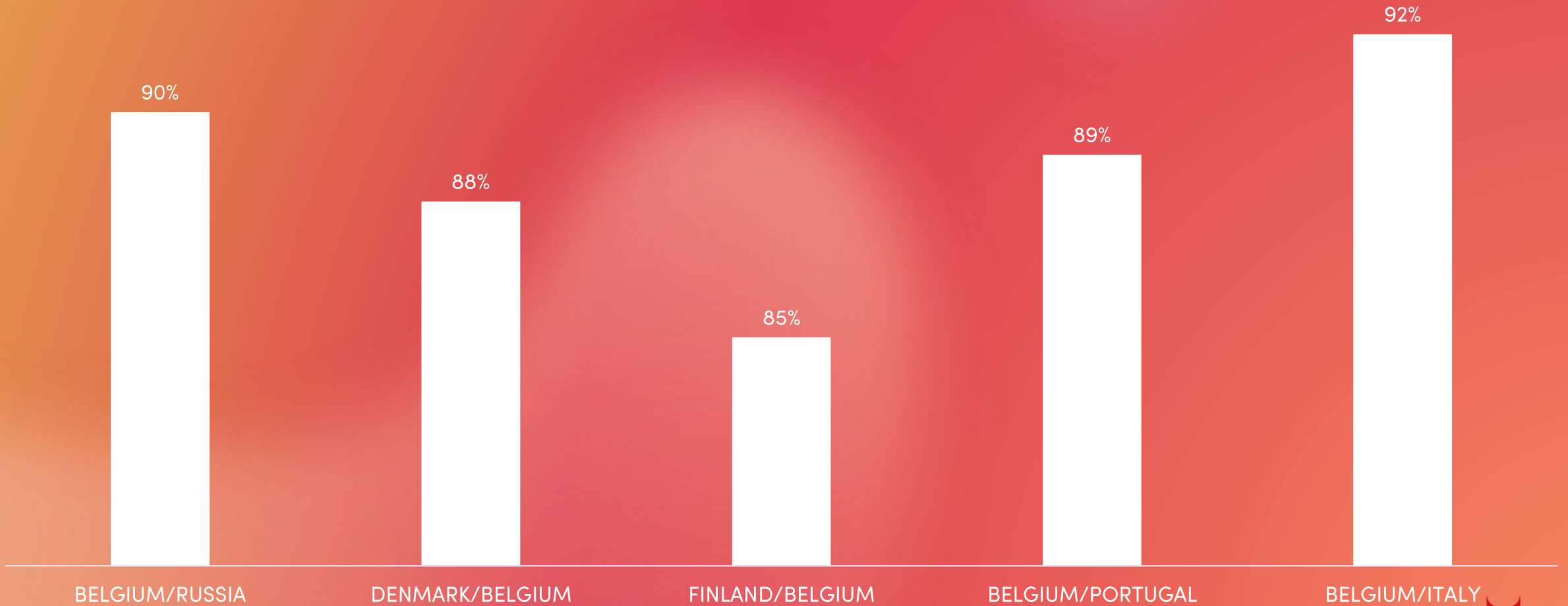
	Average rating	Average rating%	Average share	Cum. Coverage %	Average nbr of matches viewed
Total viewers	1.431.700	32%	81%	64	3
15-54	695.300	30%	89%	61	3
15-34	262.600	23%	91%	55	2
Men 18-54	360.200	33%	92%	63	3
Women 18-54	306.500	28%	86%	60	3



No matter the opponent

Share
Average : 89%

SHARE – 15-54 years



Join the competition now



Let's kick ahead!