



SUPER LEAGUE FOR YOU....

#IAMSUPERLEAGUE means being a part of something bigger than myself and being able to test my abilities as a complete triathlete in an epic race format. I love how **#IAMSUPERLEAGUE** grows the sport by showcasing athletes in a fast, exciting and really engaging race.

KATIE ZAFERES
1st Place Winner
SUPER LEAGUE JERSEY 2017



**SUPER LEAGUE TRIATHLETES
VISIT AZTEC JERSEY TRISTARS
(LOCAL TRI CLUB)**



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SUPER LEAGUE TRIATHLETES VISIT BEAULIER & ST MARYS (LOCAL SCHOOL)



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**LOCAL ACTIVATION - SUPER
LEAGUE TRIATHLETES
EXPERIENCE BLOW CARTING**



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SUMMARY MEDIA REACH SL JERSEY

REMARK: all numbers are for the Super League Jersey event, incl. Pre & Post activation, except Total Fans

TELEVISION

 **375M Reach**
AUDIENCE

 **147 Markets**
AIRED

10hrs Production
LIVE + HIGHLIGHTS

SOCIAL MEDIA



TOTAL FANS 128,221

VIDEO VIEWS 929,281

WATCH TIME 3,800,574

VIDEOS 238

WRITTEN PR

 **3.55 Million**
CONTENT VIEWS

 **421**
PIECES OF CONTENT

 **2,359**
SOCIAL SHARES

TELEVISION

#IAMSUPERLEAGUE

HIGHLIGHTS*

based on intermediate report

// A GLOBAL AUDIENCE REACH OF 375 MILLION TO 147 MARKETS

// LIVE ON 9 INTERNATIONAL BROADCASTERS TO 99 COUNTRIES

// DELAYED ON 6 INTERNATIONAL BROADCASTERS TO 73 COUNTRIES

// HIGHLIGHTS ON 10 INTERNATIONAL CHANNELS TO 122 MARKETS

// 8 HOURS OF LIVE TV + 2 HOURS OF POST PRODUCED HIGHLIGHTS

// FEATURE 50 BEST MALE AND FEMALE TRIATHLETES IN THE WORLD

*Figures provided by Lagardere Sports and Entertainment
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GLOBAL HOUSEHOLD REACH*

BROADCASTER	TERRITORY	AUDIENCE REACH	MARKETS
Fox Australia	Australia	2,500,000	1
Sky NZ	New Zealand	950,000	1
J Sports Japan	Japan	2,000,000	1
D Sports India	India	70,000,000	1
TV5	Philippines	17,000,000	1
Fox Sports Asia	Pan-Asia Regional	16,600,000	19
LeSports	China	76,912	1
Beijing TV	China, Hong Kong, Japan	12,000,000	3
Macau Satellite TV	Macau & Hong Kong	7,500,000	2
Eurosport	Europe & UK	1,000,000	42
BBC UK	United Kingdom	115,000,000	1
Sportdeutschland.TV	Germany	200,000	1
L'Equipe	France	26,000,000	1
Supersport SA	Sub Saharan Africa	10,000,000	49
OSN	Middle East	5,000,000	24
ESPN	USA	90,000,000	1

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BROADCAST SUMMARY*

PROGRAM	DURATION	LIVE	DELAYED	TOTAL	UNIQUE BROADCASTS & PAN-REGIONAL CHANNELS
SUPER LEAGUE JERSEY DAY 1 TRIPLE MIX (LIVE)	240 Minutes	10	28	38	10
SUPER LEAGUE JERSEY DAY 2 ELIMINATOR (LIVE)	240 Minutes	13	26	39	12
SUPER LEAGUE JERSEY HIGHLIGHTS PACKAGE	52 Minutes	39		39	10

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DAY 1 LIVE PROGRAMMING SCHEDULE*

NETWORK	COUNTRY	TIME ZONE	CHANNEL	DATE	START TIME	DAY
LeSports	China	CST		23/09/2017	19:30	1
Beijing TV	China, Hong Kong, Japan	TBC	TBC	TBC	TBC	1
Macau Satellite TV	Macau & Hong Kong	GMT	MSTV-1	23/09/2017	15:00	1
Eurosport	Europe & UK	CET	Eurosport Player	23/09/2017	14:00	1
Eurosport	Europe & UK	CET	Eurosport Player	23/09/2017	16:50	1
Sportdeutschland.TV	Germany	GMT		23/09/2017	11:40	1
Sportdeutschland.TV	Germany	GMT		23/09/2017	14:40	1
ESPN	USA	ET	ESPN3	23/09/2017	08:00	1
ESPN	USA	ET	ESPN3	23/09/2017	11:00	1
SuperSPort	Sub Saharan Africa	CAT	SS12	23/09/2017	14:00	1

+ Aired on the Super League Triathlon website.

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DAY 2 LIVE PROGRAMMING SCHEDULE*

NETWORK	COUNTRY	TIME ZONE	CHANNEL	DATE	START TIME	DAY
Sky New Zealand	New Zealand	NZT	Sky Sport 2	25/09/2017	1:00	2
Sky New Zealand	New Zealand	NZT	Sky Sport 2	25/09/2017	3:00	2
LeSports	China	CST	TBC	24/09/2017	19:30	2
Beijing TV	China, Hong Kong, Japan	TBC	TBC	TBC	TBC	2
Macau Satellite TV	Macau & Hong Kong	GMT	MSTV-1	24/09/2017	15:00	2
Eurosport	Europe & UK	CET	Eurosport Player	24/09/2017	14:00	2
Eurosport	Europe & UK	CET	Eurosport Player	24/09/2017	17:00	2
Sportdeutschland.TV	Germany	GMT	TBC	24/09/2017	11:40	2
Sportdeutschland.TV	Germany	GMT	TBC	24/09/2017	14:40	2
L'Equipe	France	CET	La chaîne L'Équipe	24/09/2017	14:00	2
ESPN	USA	ET	ESPN3	24/09/2017	08:00	2
ESPN	USA	ET	ESPN3	24/09/2017	11:00	2
SuperSport	Sub Saharan Africa	CAT	SS12	24/09/2017	17:00	2

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DELAYED PROGRAMMING SCHEDULE*

NETWORK	COUNTRY	TIME ZONE	CHANNEL	DATE	START TIME	DAY
FOX Sports Australia	Australia	AEDT	FOX 1 (501)	24/09/2017	7:00	1
FOX Sports Australia	Australia	AEDT	FOX 1 (501)	24/09/2017	8:30	1
FOX Sports Australia	Australia	AEDT	FOX 4 (505)	25/09/2017	16:00	2
FOX Sports Australia	Australia	AEDT	FOX 4 (505)	25/09/2017	17:30	2
FOX Sports Australia	Australia	AEDT	FOX 3 (503)	27/09/2017	3:00	1
FOX Sports Australia	Australia	AEDT	FOX 3 (503)	27/09/2017	4:30	1
FOX Sports Australia	Australia	AEDT	FOX 3 (503)	27/09/2017	6:00	2
FOX Sports Australia	Australia	AEDT	FOX 3 (503)	27/09/2017	7:30	2
FOX Sports Australia	Australia	AEDT	FOX 3 (503)	11/10/2017	0:00	1
FOX Sports Australia	Australia	AEDT	FOX 3 (503)	11/10/2017	1:30	1
FOX Sports Australia	Australia	AEDT	FOX 3 (503)	11/10/2017	3:00	2
FOX Sports Australia	Australia	AEDT	FOX 3 (503)	11/10/2017	4:30	2
Sky New Zealand	New Zealand	NZT	Sky Sport Pop-Up 2 (CH 56)	24/09/2017	8:00	1 & 2
Sky New Zealand	New Zealand	NZT	Sky Sport Pop-Up 2 (CH 56)	24/09/2017	10:00	1 & 2
Sky New Zealand	New Zealand	NZT	Sky Sport 3	26/09/2017	3:00	1 & 2

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DELAYED PROGRAMMING SCHEDULE*

NETWORK	COUNTRY	TIME ZONE	CHANNEL	DATE	START TIME	DAY
TV5	Philippines	PHT	Aksyon TV	24/09/2017	13:00	1
TV5	Philippines	PHT	Aksyon TV	24/09/2017	14:59	2
TV5	Philippines	PHT	Aksyon TV	25/09/2017	20:00	1 & 2
L'Equipe	France	CET	La chaîne L'Équipe	24/09/2017	18:00	1
L'Equipe	France	CET	La chaîne L'Équipe	14/10/2017	15:45	1 & 2
L'Equipe	France	CET	La chaîne L'Équipe	14/10/2017	17:15	1 & 2
L'Equipe	France	CET	La chaîne L'Équipe	17/10/2017	15:45	1 & 2
L'Equipe	France	CET	La chaîne L'Équipe	18/10/2017	16:15	1 & 2
L'Equipe	France	CET	La chaîne L'Équipe	19/10/2017	14:15	1 & 2
L'Equipe	France	CET	La chaîne L'Équipe	19/10/2017	16:15	1 & 2

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DELAYED PROGRAMMING SCHEDULE*

NETWORK	COUNTRY	TIME ZONE	CHANNEL	DATE	START TIME	DAY
L'Equipe	France	CET	La chaîne L'Équipe	24/09/2017	18:00	1
L'Equipe	France	CET	La chaîne L'Équipe	14/10/2017	15:45	1 & 2
L'Equipe	France	CET	La chaîne L'Équipe	14/10/2017	17:15	1 & 2
L'Equipe	France	CET	La chaîne L'Équipe	17/10/2017	15:45	1 & 2
L'Equipe	France	CET	La chaîne L'Équipe	18/10/2017	16:15	1 & 2
L'Equipe	France	CET	La chaîne L'Équipe	19/10/2017	14:15	1 & 2
L'Equipe	France	CET	La chaîne L'Équipe	19/10/2017	16:15	1 & 2
Fox Sports	Pan-Asia	HKT	FOX Sports 2	26/09/2017	13:02	1
Fox Sports	Pan-Asia	HKT	FOX Sports 2	26/09/2017	15:00	1
Fox Sports	Pan-Asia	HKT	FOX Sports 2	27/09/2017	13:01	2
Fox Sports	Pan-Asia	HKT	FOX Sports 2	27/09/2017	15:02	2
Fox Sports	Pan-Asia	HKT	FOX Sports 2	12/11/2017	03:00	1
Fox Sports	Pan-Asia	HKT	FOX Sports 2	13/11/2017	03:00	1
Fox Sports	Pan-Asia	HKT	FOX Sports 2	14/11/2017	03:00	2
Fox Sports	Pan-Asia	HKT	FOX Sports 2	15/11/2017	03:00	2

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DELAYED PROGRAMMING SCHEDULE*

NETWORK	COUNTRY	TIME ZONE	CHANNEL	DATE	START TIME	DAY
Supersport	Sub Saharan Africa	CAT	SS11	23/09/2017	18:30	1
Supersport	Sub Saharan Africa	CAT	SS11	23/09/2017	20:00	1
Supersport	Sub Saharan Africa	CAT	SS5A / SS5N / SS8	23/09/2017	23:00	1
Supersport	Sub Saharan Africa	CAT	SS5A / SS5N / SS8	24/09/2017	00:30	1
Supersport	Sub Saharan Africa	CAT	SS11	24/09/2017	09:00	1
Supersport	Sub Saharan Africa	CAT	SS11	24/09/2017	10:30	1
Supersport	Sub Saharan Africa	CAT	SS12	24/09/2017	19:00	2
Supersport	Sub Saharan Africa	CAT	SS5A / SS5N / SS8	24/09/2017	23:40	2
Supersport	Sub Saharan Africa	CAT	SS5A / SS5N / SS8	25/09/2017	01:35	2
Supersport	Sub Saharan Africa	CAT	SS8 / SS8A	25/09/2017	13:10	2
Supersport	Sub Saharan Africa	CAT	SS8 / SS8A	25/09/2017	15:05	2
TV5	Philippines	PHT	Aksyon TV	24/09/2017	13:00	1
TV5	Philippines	PHT	Aksyon TV	24/09/2017	14:59	2
TV5	Philippines	PHT	Aksyon TV	25/09/2017	20:00	1 & 2

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HIGHLIGHTS PROGRAMMING SCHEDULE*

NETWORK	COUNTRY	TIME ZONE	CHANNEL	DATE	START TIME	DAY
J Sports Japan	Japan	TBC	TBC	TBC	TBC	TBC
D Sports India	India	TBC	TBC	TBC	TBC	TBC
TV5	Philippines	PHT	Aksyon TV	30/09/2017	08:00	1 & 2
SMG Sports	China	CST	TBC	30/09/2017	09:02	1 & 2
Beijing TV	China, Hong Kong, Japan	TBC	TBC	TBC	TBC	TBC
BBC	UK		BBC Red Button	TBC	TBC	TBC
Supersport	Sub Saharan Africa	CAT	SS8 / SS8A	05/10/2017	21:30	1 & 2
Supersport	Sub Saharan Africa	CAT	SS8 / SS8A	06/10/2017	04:00	1 & 2
Supersport	Sub Saharan Africa	CAT	CSN / SS5 / SS5A / SS5N	06/10/2017	08:00	1 & 2
Supersport	Sub Saharan Africa	CAT	SS2A / SS6	06/10/2017	14:00	1 & 2
Supersport	Sub Saharan Africa	CAT	SS8	07/10/2017	04:55	1 & 2
Supersport	Sub Saharan Africa	CAT	SS6A	07/10/2017	05:00	1 & 2
Supersport	Sub Saharan Africa	CAT	SL2G	07/10/2017	21:00	1 & 2
Supersport	Sub Saharan Africa	CAT	SL3G	07/10/2017	23:00	1 & 2
Supersport	Sub Saharan Africa	CAT	SS8A	08/10/2017	05:00	1 & 2
Supersport	Sub Saharan Africa	CAT	SL3G	08/10/2017	11:50	1 & 2
Supersport	Sub Saharan Africa	CAT	SS7 / SS7A / SS7N	08/10/2017	12:00	1 & 2
Supersport	Sub Saharan Africa	CAT	SS8A	08/10/2017	20:00	1 & 2
Supersport	Sub Saharan Africa	CAT	S10A / SL2G	09/10/2017	03:30	1 & 2
Supersport	Sub Saharan Africa	CAT	SL3G	09/10/2017	07:00	1 & 2
Supersport	Sub Saharan Africa	CAT	SS5 / SS5A / SS5N	09/10/2017	08:00	1 & 2
Supersport	Sub Saharan Africa	CAT	SS8 / SS8A	09/10/2017	18:00	1 & 2

HIGHLIGHTS PROGRAMMING SCHEDULE

NETWORK	COUNTRY	TIME ZONE	CHANNEL	DATE	START TIME	DAY
Eurosport	Europe & UK	TBC	Eurosport Player	TBC	TBC	TBC
OSN	Middle East	GMT	OSN SPORTS 4 HD	22/10/2017	17:00	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	22/10/2017	20:30	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	24/10/2017	06:30	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	24/10/2017	12:00	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	24/10/2017	16:30	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	24/10/2017	21:30	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	25/10/2017	13:30	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	25/10/2017	20:00	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	26/10/2017	10:30	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	26/10/2017	22:00	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	27/10/2017	06:00	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	28/10/2017	09:00	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	29/10/2017	19:00	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	30/10/2017	23:30	1 & 2
OSN	Middle East	GMT	OSN SPORTS 5 HD	31/10/2017	06:00	1 & 2
ESPN	USA	ET	ESPN2	08/10/2017	17:00	1 & 2

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