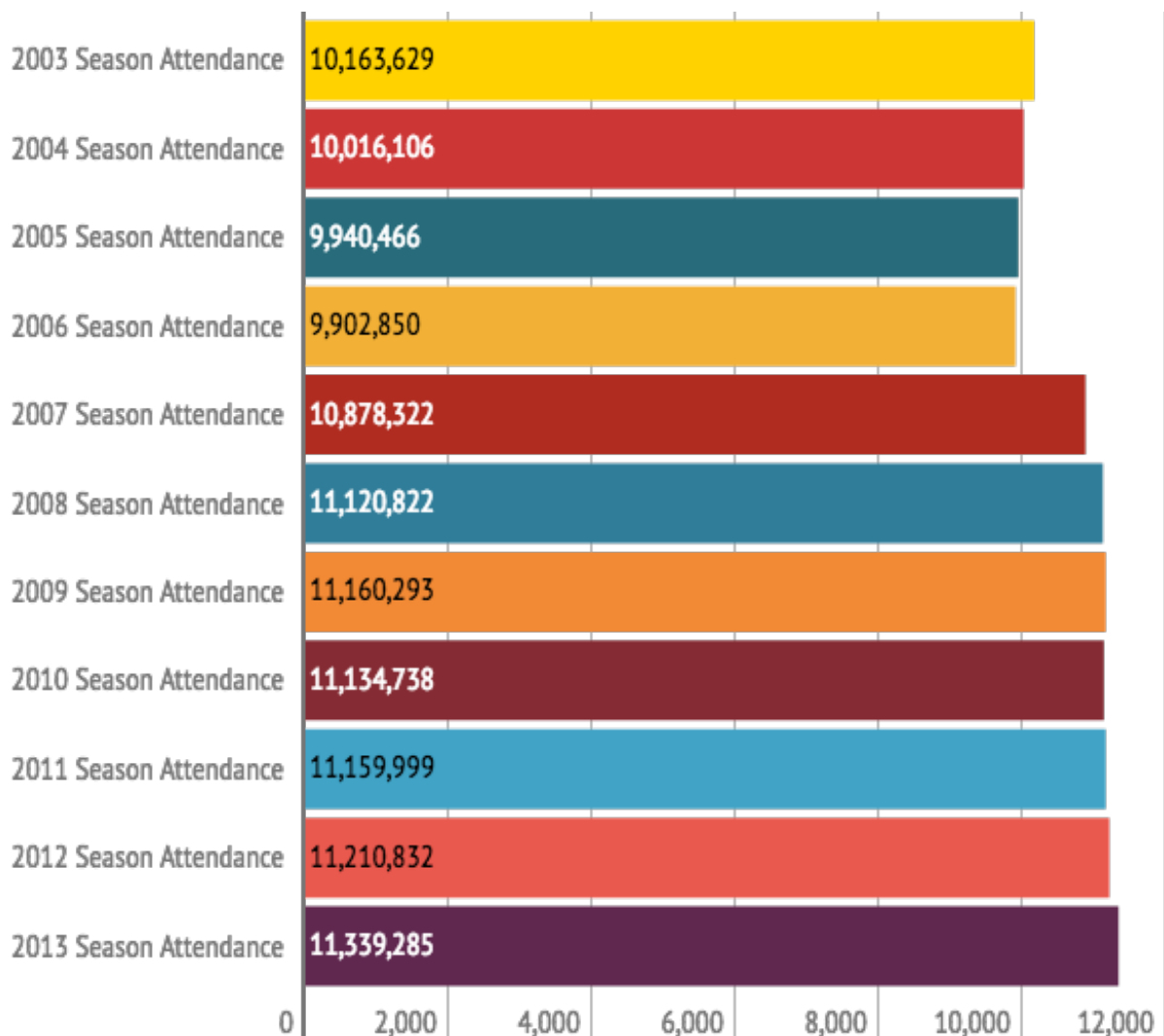




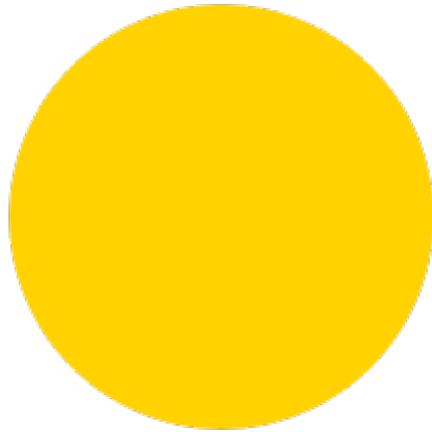
One myth we often hear is: "no one is interested in women's sport."

We know that isn't true. Here's proof.

#HERESPROOF that we go to NCAA women's basketball games



#HERESPROOF we watch women's tennis



4.9



2.8

Ratings for the 2013 U.S. Open women's final between Serena Williams and Victoria Azarenka

Ratings for 2013 U.S. Open men's final between Rafael Nadal and Novak Djokovic

#HERESPROOF that we watch the WNBA



28%

Percentage increase in WNBA regular season viewers from 2012 (180,000) to 2013 (231,000)



455,000

Number of viewers who tuned in to ESPN2's telecast of the Chicago Sky vs. the Phoenix Mercury on opening day



24%

Percentage increase in unique users streaming WNBA games WNBA.com via LiveAccess



635,000

Number of YouTube videos viewed on the WNBA's YouTube Channel during opening week

#HERESPROOF that we watch the Women's World Cup



4350000



13458000



62800000

Average global in-home audience per live match in 2011

ESPN viewers of the 2011 United States/Japan final

Global in-home viewers of the 2011 US/Japan final



One myth we often hear is: "no one is interested in women`s sport."; We know that isn`t true.