

To: Participating Clubs & Stakeholders of the CEV Champions League Volley 2021

Luxembourg, Monday July 5th, 2021

CEV Champions League Volley Season 2021 – Summary of Nielsen Media Report

1. Study brief

Description	Name/number
Event	CEV Champions League Volley 2021 (Men & Women)
Event period	22.09.2020 – 01.05.2021
Period of analysis	21.09.2020 – 09.05.2021
Sponsors to be analyzed	CEV, CEV Competition Logo, CEV EuroVolley, CEV EuroVolley TV & Mikasa
Markets	-Live, delayed, highlights & OTT/web platforms: global -Magazines, news: France, Germany, Italy, Poland, Russia and Turkey.
Source	Mediametrie, Eurodata, Nielsen Company, MMS, TNS Gallup

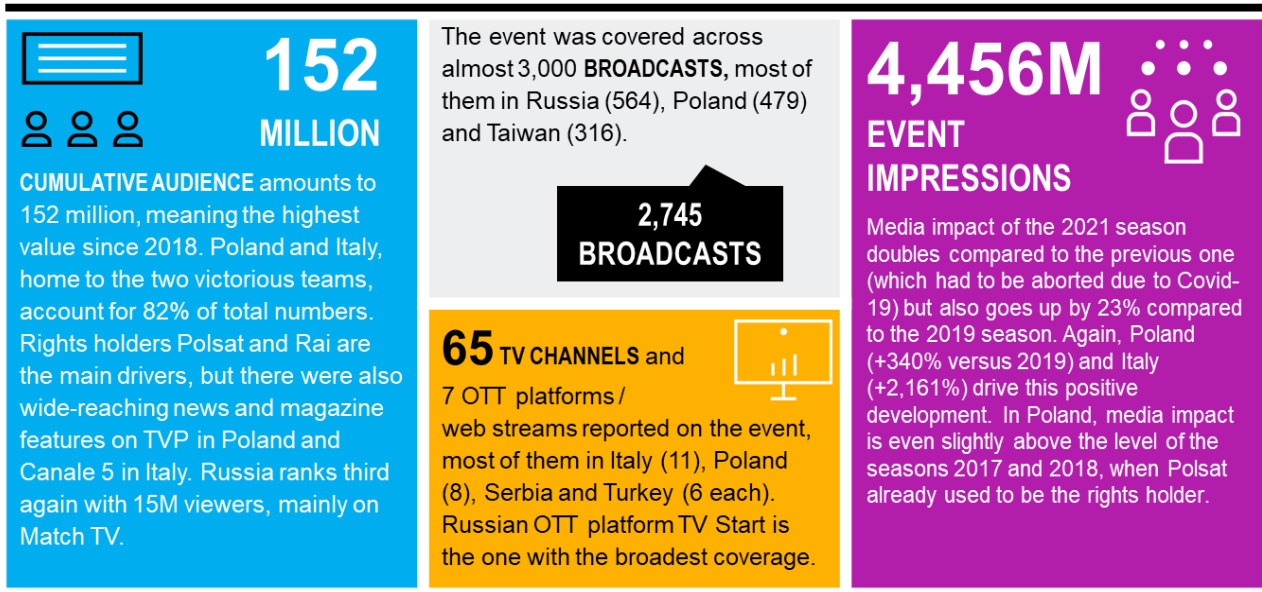
2. Key Definitions

- **Cumulative TV Audience**
 - Aggregate total of all individual programme audiences.
- **Broadcast Time**
 - Total duration of league or event coverage (excluding commercials)
- **Event Impressions**
 - Rate of audience delivery (time of an event programme to its audience ratings)
- **Dedicated coverage**
 - Live broadcast, near-live, delayed and highlights
- **Secondary coverage**
 - Magazines, Sport magazine, sport news and feature in news programmes

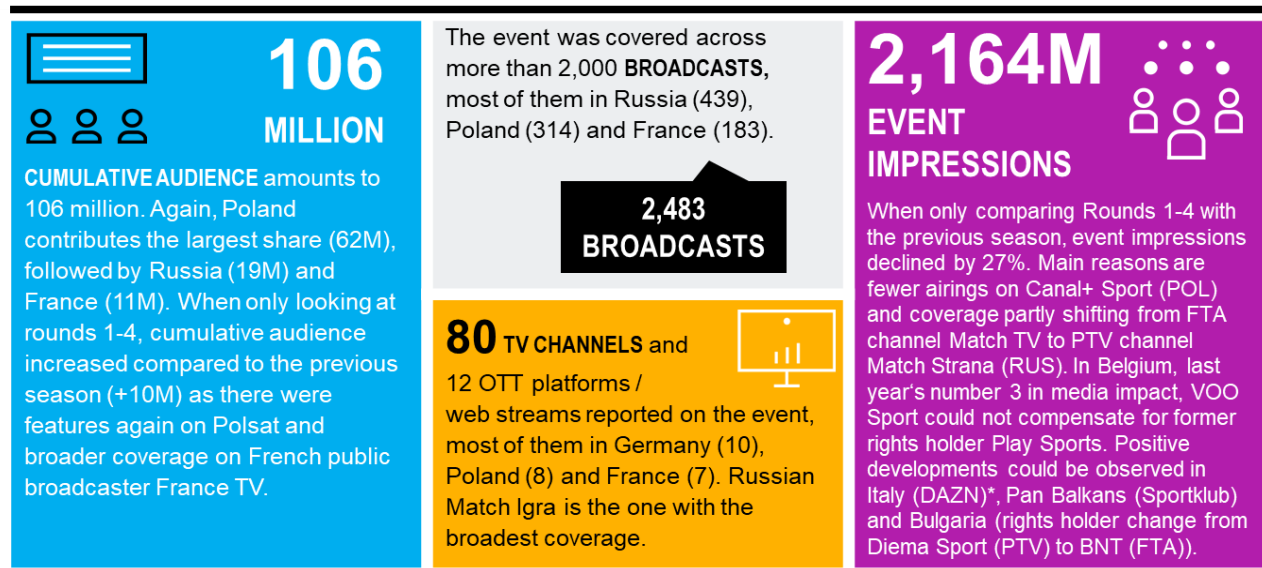
3. Executive Summary

- Despite the COVID-19 impacts and an ever changing competition calendar, the Champions League Season 2021 achieved a cumulative TV audience of 152M and distribution to 71 linear broadcast and digital channels, the highest value since 2018.
- Poland (Polsat), Italy (Rai) and Russia (Match TV) markets are the main drivers of this cumulative TV audience.
- Super Finals Verona – live airings of the men’s final on Polsat Sport and the women’s final on Rai 2 drew more than half a million viewers each. These two programmes account for 42% of total event impressions. Compared to Berlin 2019, event impressions increased by 156% thanks to the above mentioned live airings in Poland and Italy.
- The CEV’s OTT platform, EuroVolley TV, cumulated close to 1.5M page views during the entire CL season.
- Looking back at the previous CEV Champions League Volley Season 2020, due to the pandemic and less high-value matches broadcasted (matches being cancelled), the cumulative TV audience reached 106M. Poland remained a top market contributor (62M) followed by Russia (19M) & France (11M).

CEV Champions League Volley – Season 2021



CEV Champions League Volley – Season 2020



*Integration of OTT platforms and web streams starting with the 2019/20 season based on a new audience estimation model implemented by Nielsen Sports (in previous seasons, these platforms were regarded separately from the TV media monitoring)

4. Participating Teams & Markets

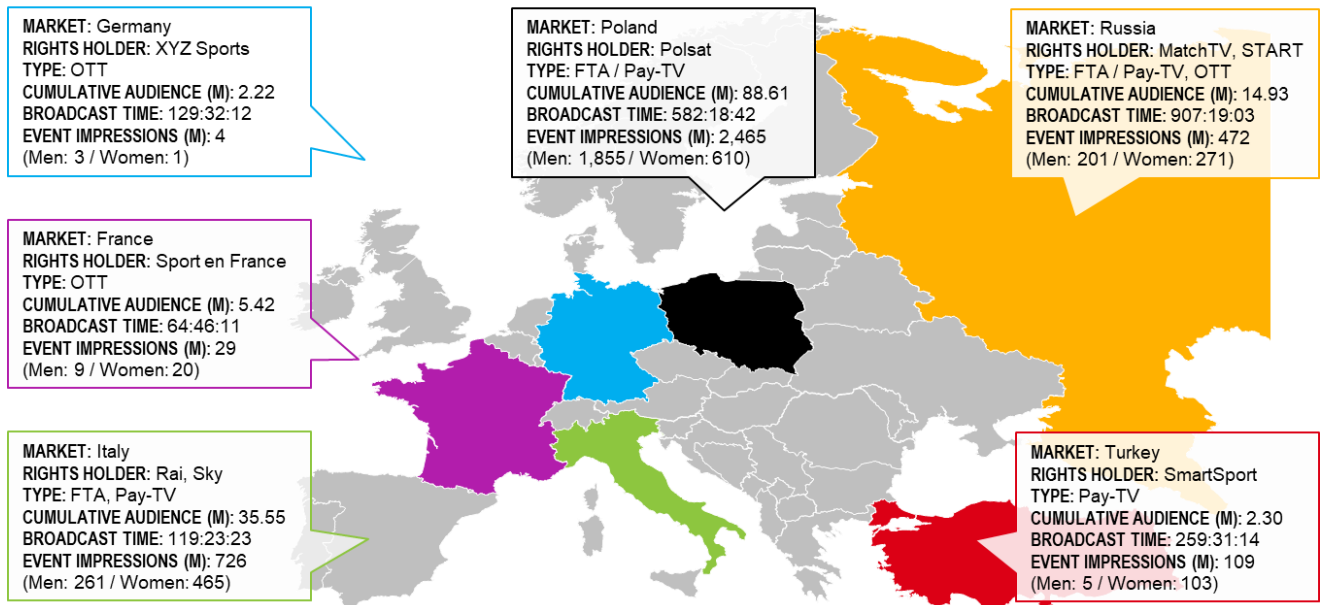
PARTICIPATING TEAMS MEN



PARTICIPATING TEAMS WOMEN

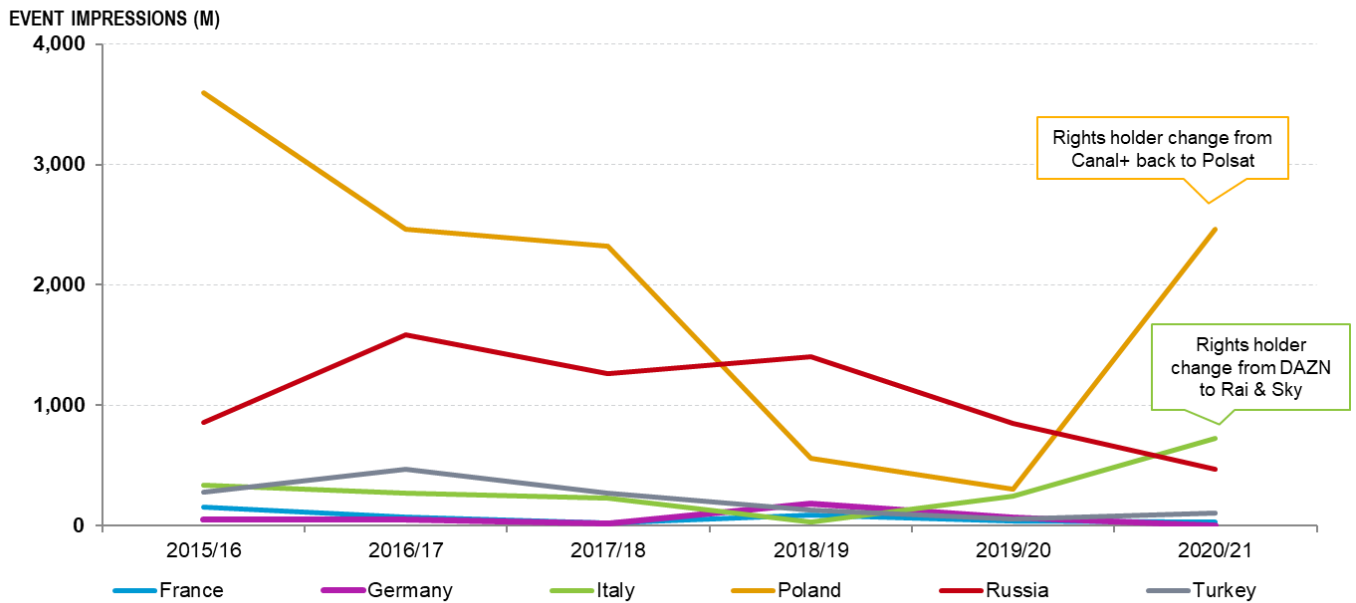


5. Key Markets Overview

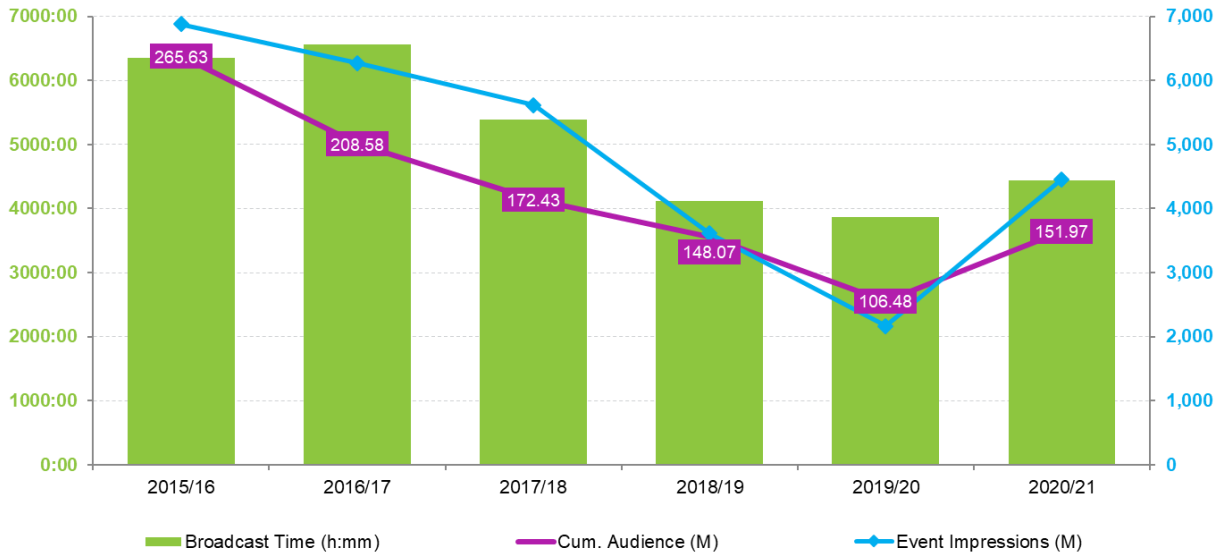


6. Seasonal Trend Analysis

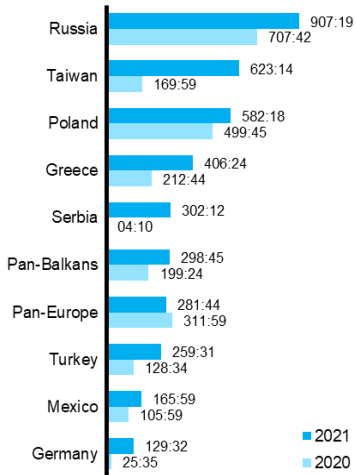
TREND ANALYSIS – KEY MARKETS



TREND ANALYSIS

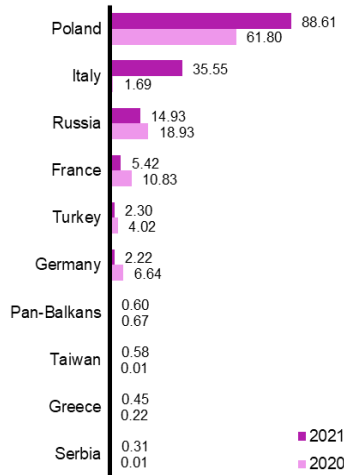


TOP-10 COUNTRIES BY BROADCAST TIME (h:mm)

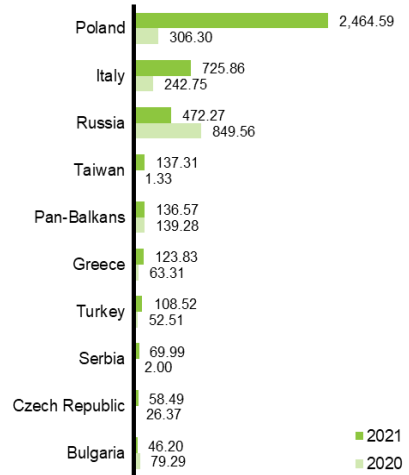


Pan-Europe: EuroVolley.tv

TOP-10 COUNTRIES BY CUM. AUDIENCE (M)



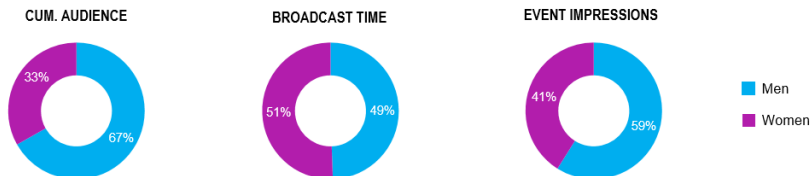
TOP-10 COUNTRIES BY EVENT IMPRESSIONS (M)



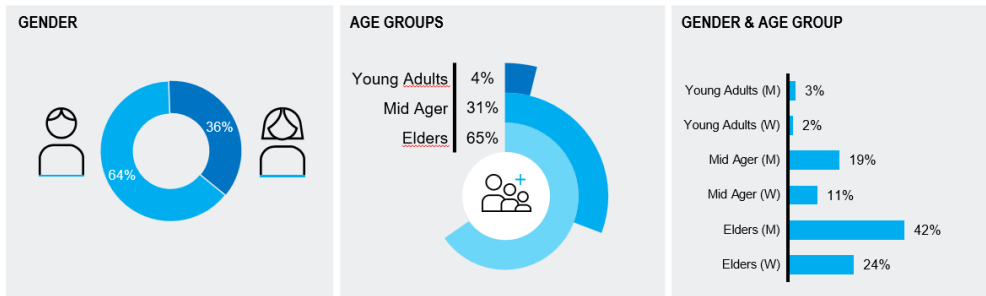
SPLIT BY GENDER



GENDER	BROADCASTS (#)	CUMULATIVE AUDIENCE (M)	BROADCAST TIME (h:mm:ss)	EVENT IMPRESSIONS (M)
Men	1,416	101.52	2192:51:56	2,626.44
Women	1,329	50.45	2241:39:48	1,829.93
TOTAL	2,745	151.97	4434:31:44	4,456.37

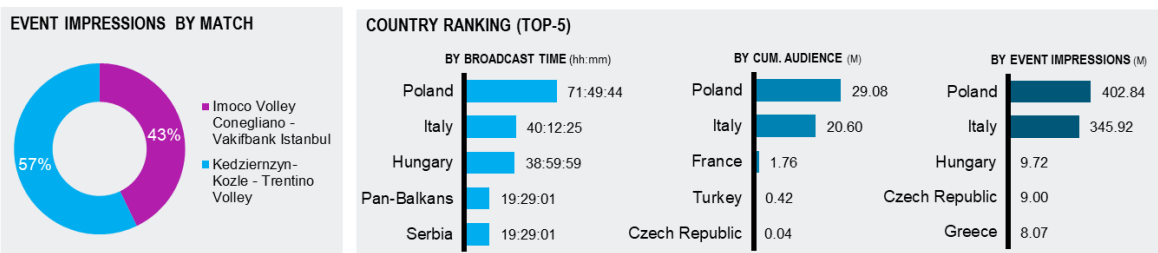


LINEAR TV



Sample of live airings in the following countries: Belgium (Ketnet), Bulgaria (BNT 3), Czech Republic (CT Sport), Finland (YLE 2), Italy (Rai 2, Rai Sport+ HD), Poland (Polsat Sport), Russia (Match TV)
Young Adults: 15-34 | Mid Ager: 35-59 | Elders: 60+ (clustering of age groups are approximate numbers, exact ages may differ from country to country)

7. Super Finals in Verona

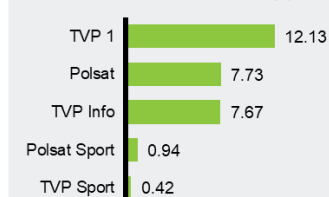


KEY FACTS

- » Broadcast time is highest in Poland thanks to extensive live and relive coverage on Polsat Sport, Polsat Sport News HD and Polsat Sport Extra.
- » Live airings of the men's final on Polsat Sport and the women's final on Rai 2 drew more than half a million viewers each. Thus, these two programmes account for 42% of total event impressions.
- » Together, Poland and Italy account for 92% of total event impressions.
- » Hungary ranks third with live airings of the two matches as well as several relives on Digi Sport.
- » Compared to Berlin 2019, event impressions increased by 156% thanks to the above mentioned live airings in Poland and Italy.

FOCUS ON POLAND:

TOP-5 CHANNELS BY CUM. AUDIENCE (M)

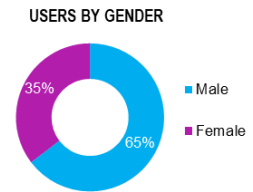
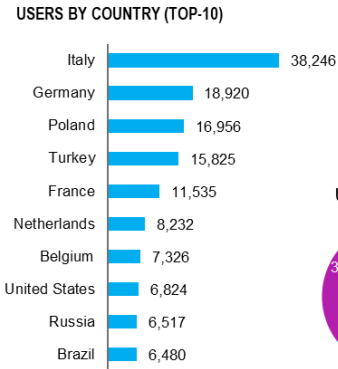
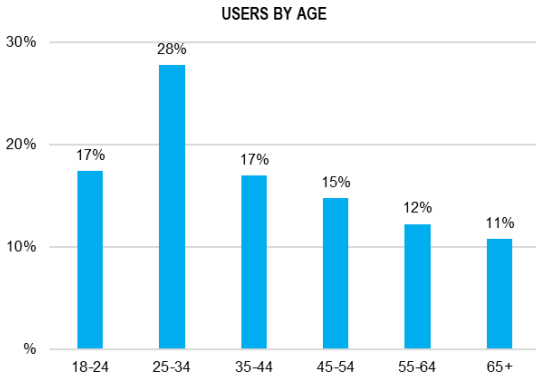


8. Digital Media Monitoring – EuroVolley TV

EUROVOLLEY.TV

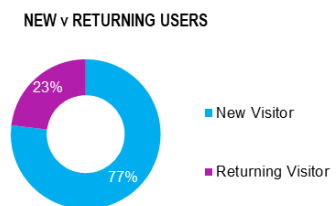
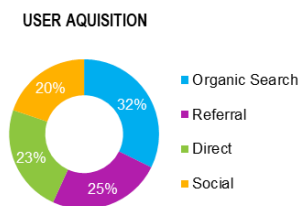
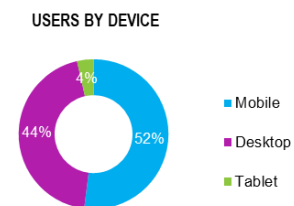
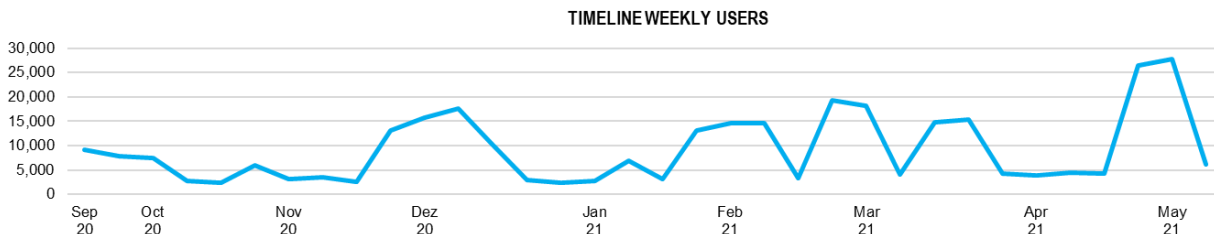


USERS	NEW USERS	SESSIONS	SESSIONS PER USER	AVG. SESSION DURATION	PAGE VIEWS	PAGES PER SESSION	BOUNCE RATE
242,914	238,469	553,631	2.28	0:05:44	1,498,748	2.71	36.7%



Period of Analysis: 22.09.2020 – 09.05.2021 | Source: Analytics 360 / EuroVolleyTV / All Web Site Data

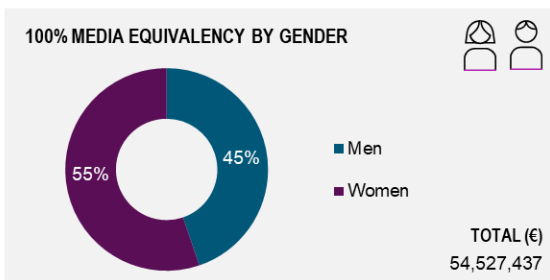
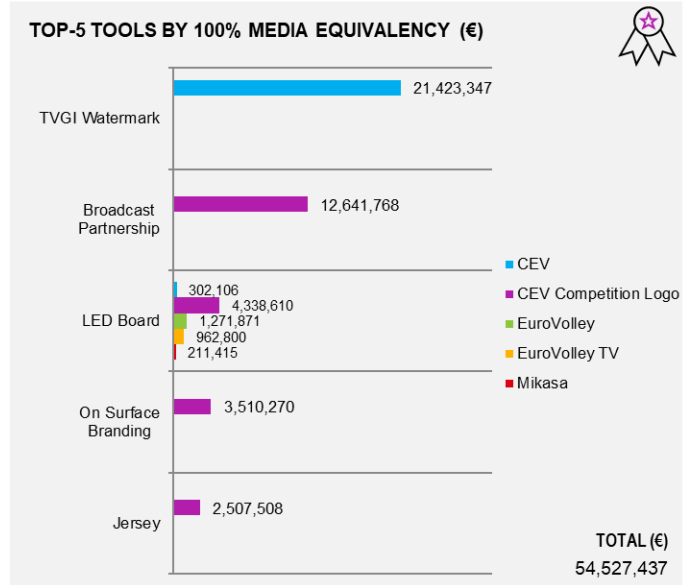
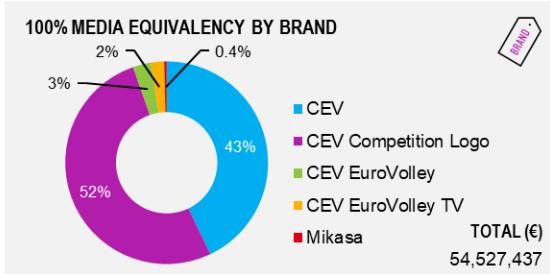
EUROVOLLEY.TV



Period of Analysis: 22.09.2020 – 09.05.2021 | Source: Analytics 360 / EuroVolleyTV / All Web Site Data

9. Sponsorship evaluation: TV & Digital Media

ALL BRANDS OVERVIEW

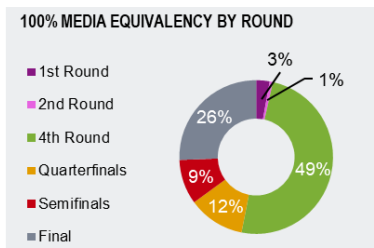
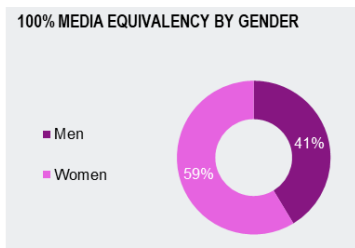
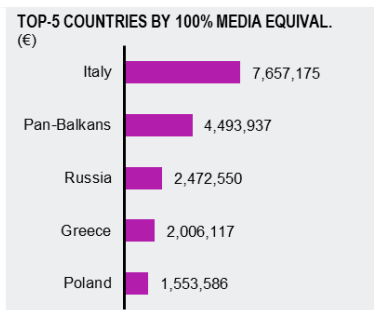
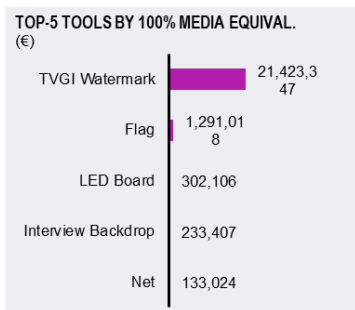


MANAGEMENT SUMMARY



CEV: KPIs 2020/21

BRAND VISIBILITY h.mm.ss	3332:23:06
SPONSORSHIP IMPRESSIONS Million	3,220.33
SPONSORSHIP VALUE* Euro	3,220,334
100% MEDIA EQUIVALENCY Euro	23,402,752



*Based on a CPT of 1€

MANAGEMENT SUMMARY



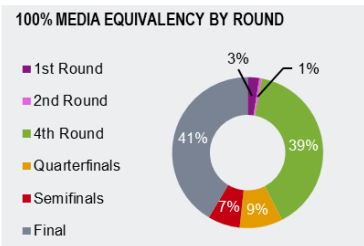
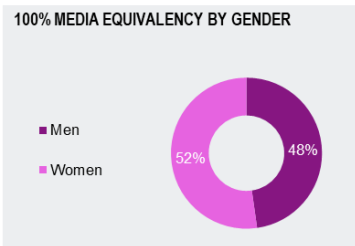
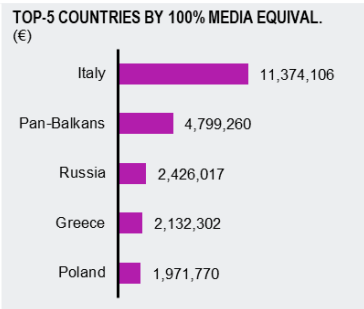
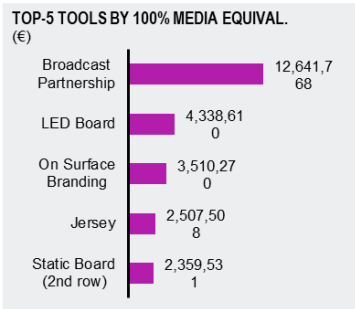
CEV COMPETITION LOGO: KPIs 2020/21

BRAND VISIBILITY
h.mm.ss **3395:38:28**

SPONSORSHIP IMPRESSIONS
Million **3,929.40**

SPONSORSHIP VALUE*
Euro **3,929,400**

100% MEDIA EQUIVALENCY
Euro **28,190,970**



*Based on a CPT of 1€

Please contact the CEV Digital & TV department for any further questions, media metrics details specific to market and additional data to share with your domestic sponsors/partners.

digital@cev.eu
tv@cev.eu

European Volleyball Confederation (CEV)