

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
 - o Aggregate total of all individual programme audiences.
- Broadcast Time
 - o Total duration of league or event coverage (excluding commercials)
- Event Impressions
 - o Rate of audience delivery (time of an event programme to its audience ratings)
- Dedicated coverage
 - o Live broadcast, near-live, delayed and highlights
- Secondary coverage
 - o 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



152

222

MILLION

CUMULATIVE AUDIENCE amounts to 152 million, meaning the highest value since 2018. Poland and Italy, home to the two victorious teams, account for 82% of total numbers. Rights holders Polsat and Rai are the main drivers, but there were also wide-reaching news and magazine features on TVP in Poland and Canale 5 in Italy. Russia ranks third again with 15M viewers, mainly on Match TV.

The event was covered across almost 3,000 **BROADCASTS**, most of them in Russia (564), Poland (479) and Taiwan (316).

2,745 BROADCASTS

65 TV CHANNELS and

7 OTT platforms /
web streams reported on the event,
most of them in Italy (11), Poland
(8), Serbia and Turkey (6 each).
Russian OTT platform TV Start is
the one with the broadest coverage.

4,456M

IMPRESSIONS

Media impact of the 2021 season doubles compared to the previous one (which had to be aborted due to Covid-19) but also goes up by 23% compared to the 2019 season. Again, Poland (+340% versus 2019) and Italy (+2,161%) drive this positive development. In Poland, media impact is even slightly above the level of the seasons 2017 and 2018, when Polsat already used to be the rights holder.

CEV Champions League Volley - Season 2020



0 0 0

106
MILLION

CUMULATIVE AUDIENCE amounts to 106 million. Again, Poland contributes the largest share (62M), followed by Russia (19M) and France (11M). When only looking at rounds 1-4, cumulative audience increased compared to the previous season (+10M) as there were features again on Polsat and broader coverage on French public broadcaster France TV.

The event was covered across more than 2,000 **BROADCASTS**, most of them in Russia (439), Poland (314) and France (183).

2,483 BROADCASTS

80 TV CHANNELS and
12 OTT platforms /
web streams reported on the event,
most of them in Germany (10),
Poland (8) and France (7). Russian
Match Igra is the one with the
broadest coverage.

2,164M

EVENT IMPRESSIONS



When only comparing Rounds 1-4 with the previous season, event impressions declined by 27%. Main reasons are fewer airings on Canal+ Sport (POL) and coverage partly shifting from FTA channel Match TV to PTV channel Match Strana (RUS). In Belgium, last year's number 3 in media impact, VOO Sport could not compensate for former rights holder Play Sports. Positive developments could be observed in Italy (DAZN)*, Pan Balkans (Sportklub) and Bulgaria (rights holder change from Diema Sport (PTV) to BNT (FTA)).

*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 WOMEN

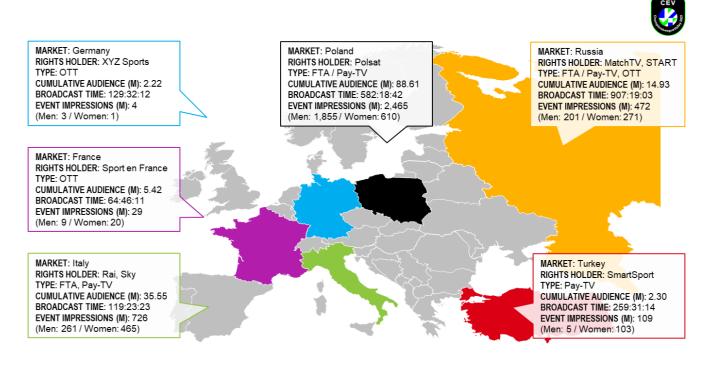








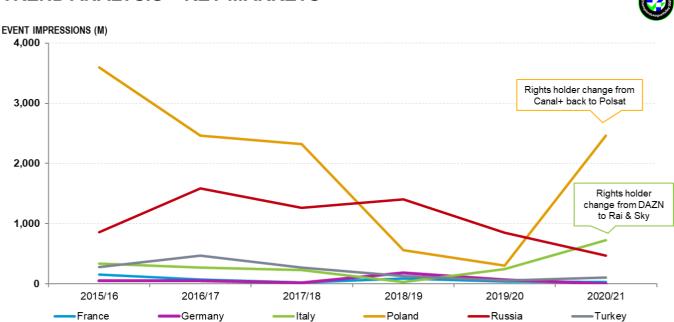
5. Key Markets Overview



6. Seasonal Trend Analysis

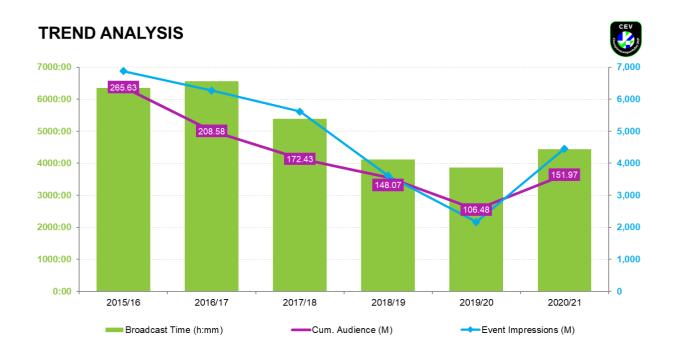
TREND ANALYSIS - KEY MARKETS

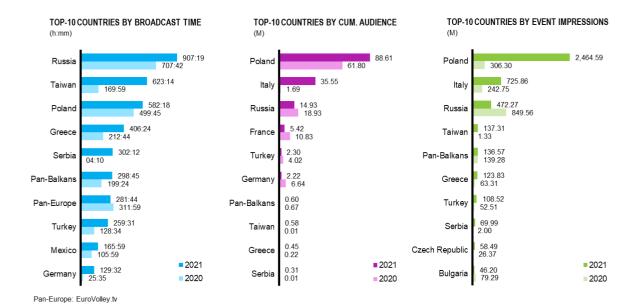
Germany



Russia





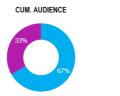




SPLIT BY GENDER



GENDER	BROADCASTS CUMULATIVE AUDIENCE		BROADCAST TIME	EVENT IMPRESSIONS	
	(#)	(M)	(h:mm:ss)	(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	

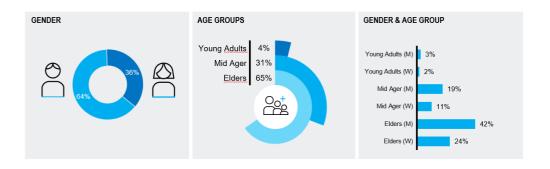








LINEAR TV

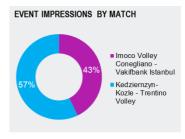


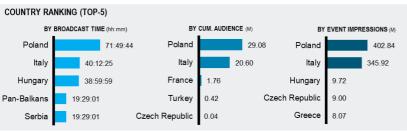
Sample of live airings in the following countries: Belgium (Kethet), Bulgaria (BNT 3), Czech Republic (CT Sport), Finland (YLE 2), Italy (Rai 2, Rai Sport+ HD), Poland (Polsat Sport), Russia (Match TV) Young Adults: 15-34 | Mid Ager: 35-59 | Elders: 60+ (clustering of age groups are approximate numbers,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



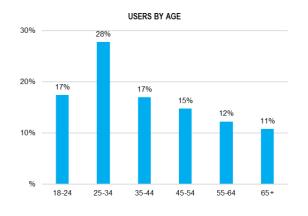


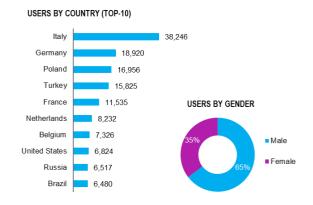
8. <u>Digital Media Monitoring – EuroVolley TV</u>

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





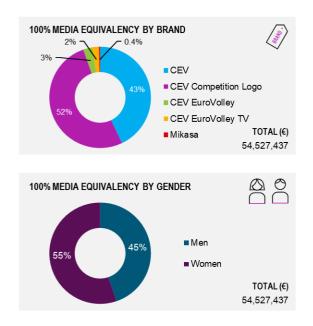


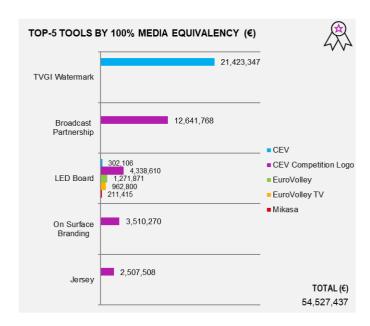
Period of Analysis: 22.09.2020 – 09.05.2021 | Source: Analytics 360 / EuroVolleyTV / All Web Site Data



9. Sponsorship evaluation: TV & Digital Media

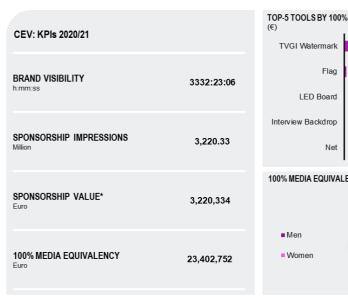
ALL BRANDS OVERVIEW

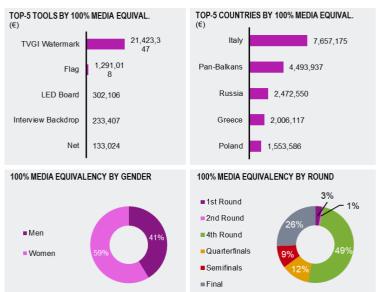




MANAGEMENT SUMMARY





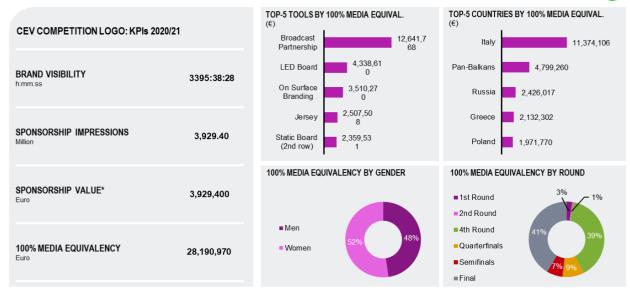




^{*}Based on a CPT of 1€

MANAGEMENT SUMMARY





*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)

