



KEY NUMBERS

92
GAMES
PLAYED

32
TEAMS

8
CITIES

384
PLAYERS

800K
SPECTATORS

BEST ATTENDANCE:

 vs  **18,000 (Shanghai)**

TV

3 BILLION
GLOBAL TV REACH

190+
TERRITORIES

70+
BROADCAST
PARTNERS

TOTAL CUMULATIVE TV AUDIENCE
INCREASED BY OVER 80%
COMPARED TO 2014



TOTAL GLOBAL REACH OF
160 MILLION

DIGITAL

1.5 BILLION
SOCIAL VIDEO VIEWS
(+4,800% VS 2014)

2 MILLION
MOBILE APP DOWNLOADS
(+700% VS 2014)



#1 SPORT APP IN 70 COUNTRIES

22+ BILLION
IMPRESSIONS ON SOCIAL

535+ MILLION
ENGAGEMENT

24+ MILLION
TOTAL NUMBER OF FANS ON SOCIAL

45+ MILLION
VISITS



150+ MILLION
PAGE VIEWS