

Nielsen Sports

Event Impact

Assessment of the impacts of the
Beach Volleyball World Championships 2023 for Tlaxcala



Expertise by Nielsen Sports – December 2023
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Event overview

The 2023 Beach Volleyball World Championships were held in Tlaxcala

The event



Event overview



Name	2023 Beach Volleyball World Championships
Date	6th – 16th of October 2023
Host City	Tlaxcala
Venues	Tlaxcala Plaza de Toros Tlaxcala Plaza de la Constitucion Stadium Apizaco Plaza de Toros Huamantla Plaza de Toros
Athletes	192 (96 men, 96 women)
Teams	96 (48 men, 48 women teams)
Participating nations	40 nations
Attendance	154,225 spectators





10

EVENT DAYS

The Beach Volleyball World Championship were staged from the 6th of October until the 15th of October 2023*.



48,200

VISITORS

Out of the total attendance of 154,225 over 10 event days, 48,195 unique visitors attended the event



4,900

ATTENDEES

such as athletes and team members as well as officials and staff were involved in the event



69 MILLION

Cumulative viewers watched the 2023 Beach Volleyball World Championships on TV and streaming



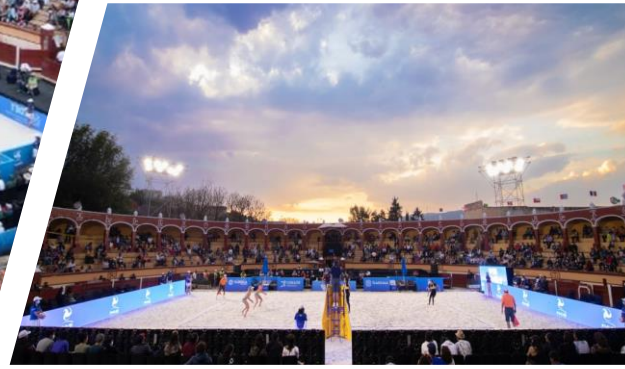
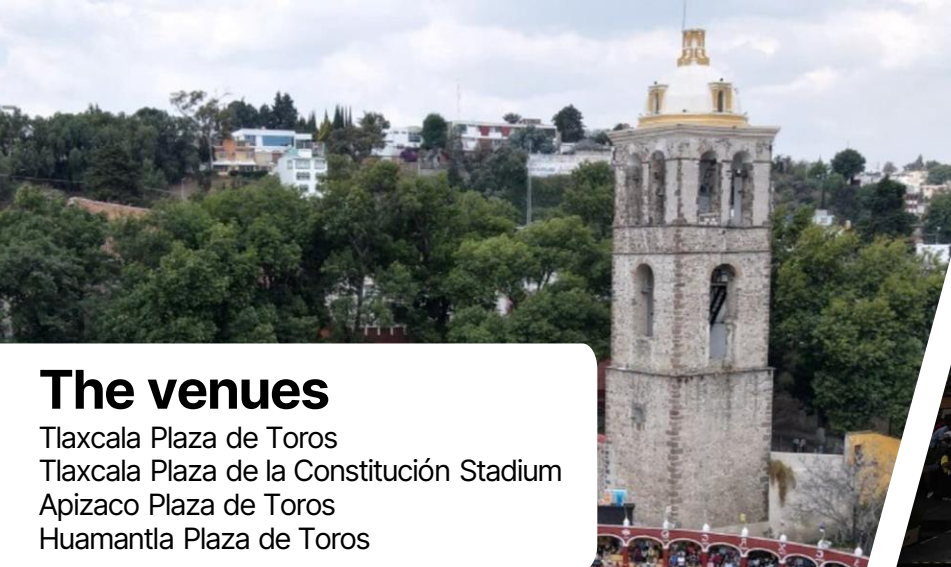
3,008 HOURS

of TV and streaming broadcasts in over 29 countries and on over 72 channels

*women finale was played on October 16th (originally planned on October 15th)

The venues

Tlaxcala Plaza de Toros
Tlaxcala Plaza de la Constitución Stadium
Apizaco Plaza de Toros
Huamantla Plaza de Toros



The 2023 Beach Volleyball World Championships were hosted in Tlaxcala, Mexico. Founded in 1520 and located 2,239m above sea level, Tlaxcala is home to nearly 100,000 people. Tlaxcala already hosted the first-ever Volleyball World Beach Pro Tour event, in March 2022.

Four venues were utilized during the 2023 FIVB Beach Volleyball World Championship, including the iconic 3,500-seat Tlaxcala Plaza de Toros. A temporary stadium was also built in the city, located at the Plaza de la Constitución, in front of the Tlaxcala Art Museum. Plazas de Toros at neighboring cities Apizaco and Huamantla were also hosting matches during the event.

Host City Impact

The approach

Nielsen Sports has holistically assessed the effects of the 2023 Beach Volleyball World Championships on its host city Tlaxcala

Nielsen Sports' Host City Impact framework

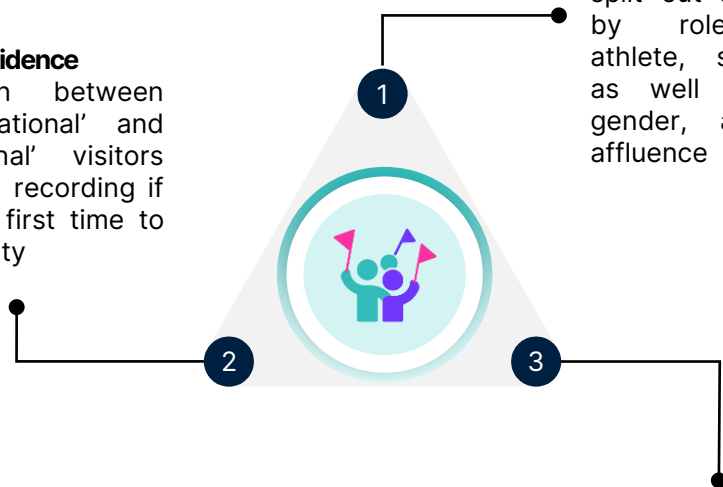


We illustrate a clear picture of the visitors of the Beach Volleyball WCs

Attendance



Residence
Breakdown between 'local', 'national' and 'international' visitors as well as recording if it is their first time to the host city



Demographics
split out attendees by role (e.g., athlete, spectator) as well as their gender, age and affluence

Preferences
in terms of interests in general topics and activities, media usage and the visitor's interest in volleyball and beach volleyball



We calculate the direct economic impacts of the event as well as indirect effects

Economic Impact



DIRECT ECONOMIC IMPACT
generated by event attendees and the event organizer in the host city



- ▶ **Event attendees**
Regional spending of event attendees such as visitors, athletes & entourage, officials, staff, e.g., for accommodation, food & beverages, travel, shopping, merchandise, additional activities
- ▶ **Spending of event organizer**
Regional spending of the foreign event organizer, revenues from outside the region
- ▶ **Revenues of event organizer**
Foreign income of the regional event organizer

INDIRECT & INDUCED ECONOMIC IMPACT
through suppliers (indirect) and due to a growth in purchasing power in the host city (induced)



Indirect impact
Uplift of suppliers e.g., due to a higher demand

Induced impact
Uplift in personal consumption due to higher incomes

Multiplier
Direct & induced effect calculated with the help of a multiplier derived from the Marginal Propensity to Consume

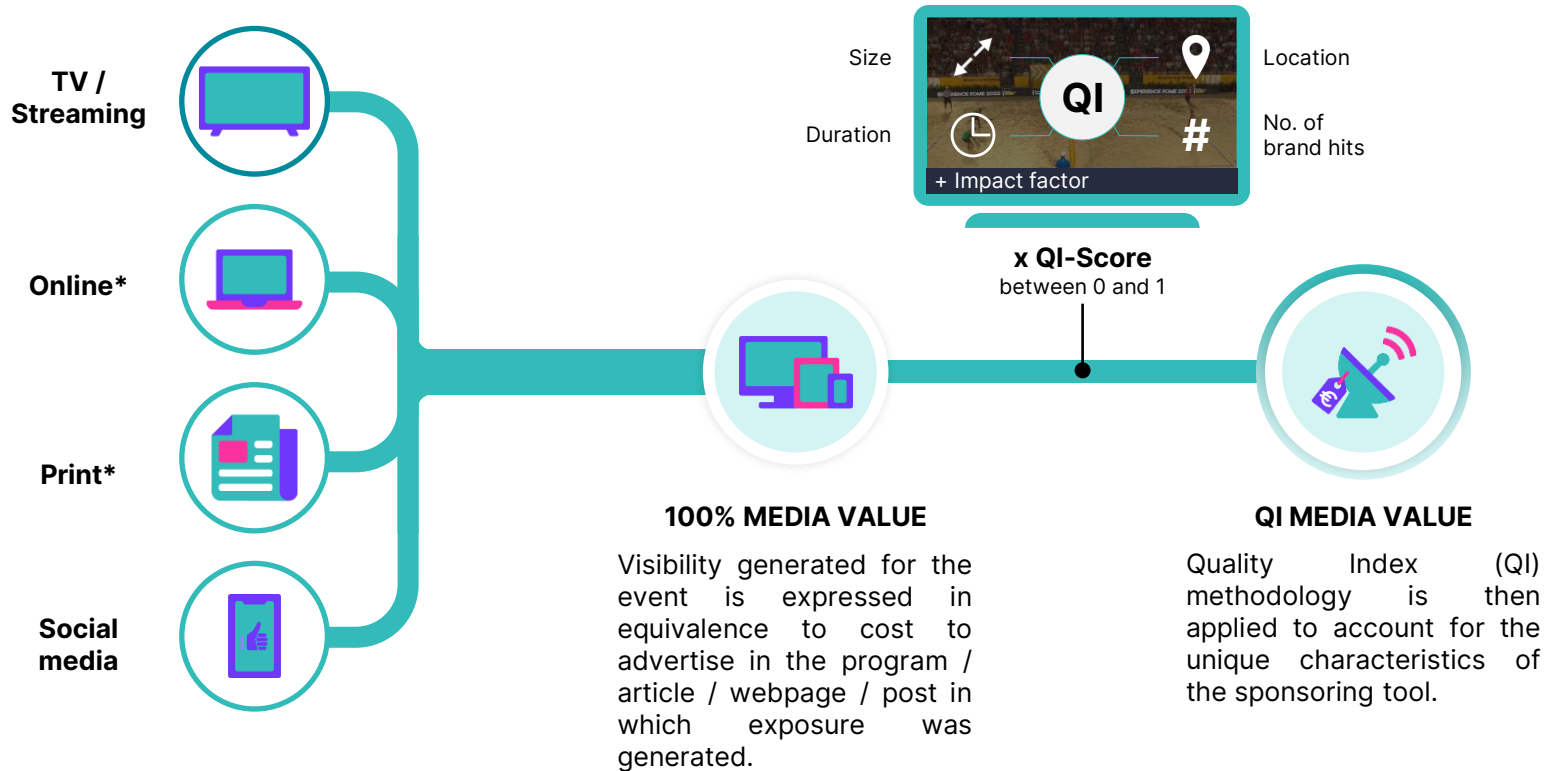
ECONOMIC IMPACT FOR THE HOST CITY



Widely accepted methodology in academia

We monitor the TV broadcasts of the event and calculate advertising equivalence values for the visibility of Tlaxcala

Media Impact



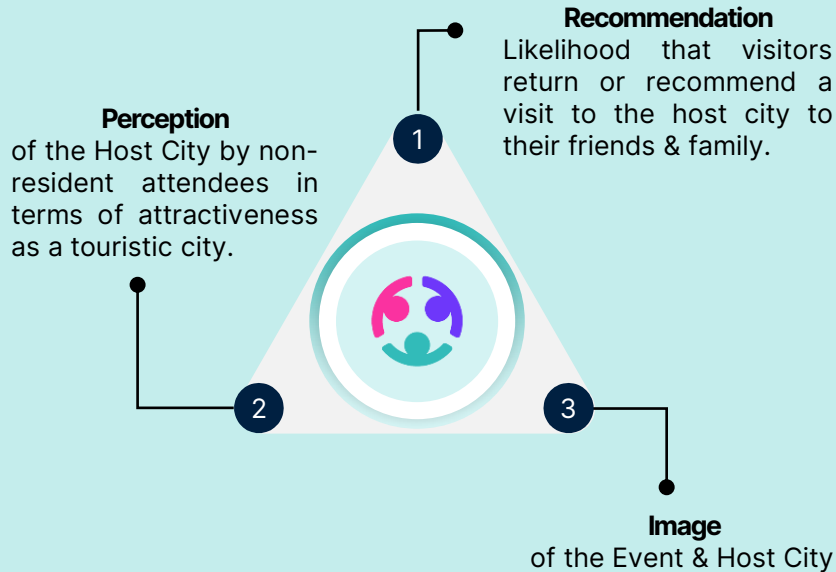
*estimated based on previous events

We evaluate the impact of the event on tourism and the host city's community in six qualitative categories

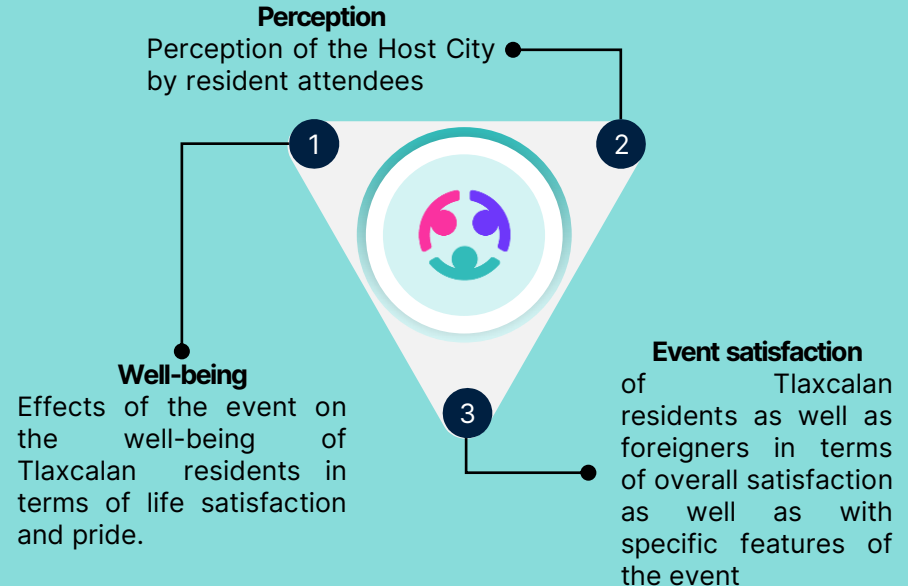
Social Impact



TOURISM



COMMUNITY



For best-possible results, we used various data-sources

1

On-site study among visitors

...delivers insight on consumption and visitors' spending behavior at the event and in the host city.

2

Media data

...quantifies the media value which is generated by the event for the host city due to exposure in media.

3

Client/event organizer data

...reveals local organizational spending of the event organizer.

4

Expertise

...to ensure the highest possible validity of the data, the figures are solidified using benchmarks and Nielsen Sports expertise.



Email addresses of event visitors were collected at the venue to participate in an online survey after the tournament

On-site study methodology

Universe:	On-site visitors of the FIVB Beach Volleyball World Championships in Tlaxcala
Investigation technique:	Follow-up survey using an online questionnaire (CAWI)
Duration:	15 minutes
Selection procedure:	Face-to-face recruitment of on-site visitors in general admission area
Sample size (total):	1,103 respondents
Fieldwork:	Follow-up survey October 16 th – 30 th 2023



Host City Impact

Management report

The Beach Volleyball World Championships had positive monetary and non-monetary impacts on its host city Tlaxcala

Host City Impact for Tlaxcala



USD 49.5 M Economic impact

through expenses of event attendees and organizer



48,200 net attendance

- 33.5 years
- 51% women
- 29% from outside of Tlaxcala



HOST CITY IMPACT



USD 3.7M QI-media value

generated by media coverage for Tlaxcala



USD 32.5k social impact

through Increased human capital by upskilling of volunteers
High likelihood of return visits and recommending visiting & enhanced image



The economic and media impact of the 2023 Beach Volleyball World Championships amounts to USD 53.2 million for Tlaxcala

Monetary Host City Impact for Tlaxcala



The 48,200 net visitors of the Beach Volleyball WCs have experienced an enhanced attractiveness of Tlaxcala

Qualitative Host City Impact for Tlaxcala



154,200

Total attendance

∅ 3.2 days attended



48,200

Unique visitors



51%

∅
33.5

years

71%

From Tlaxcala

26%

Mexico

3%

Rest of the world

66%



Recommendation of a visit to Tlaxcala

68%

Likelihood of return visit to Tlaxcala

70%

"Increased life satisfaction after attending the event."

75%

"Increased attractiveness of Tlaxcala as a city to live in."



Host City Impact

Attendance



The 2023 Beach Volleyball WCs in Tlaxcala were especially popular among the local community

Key findings on attendance



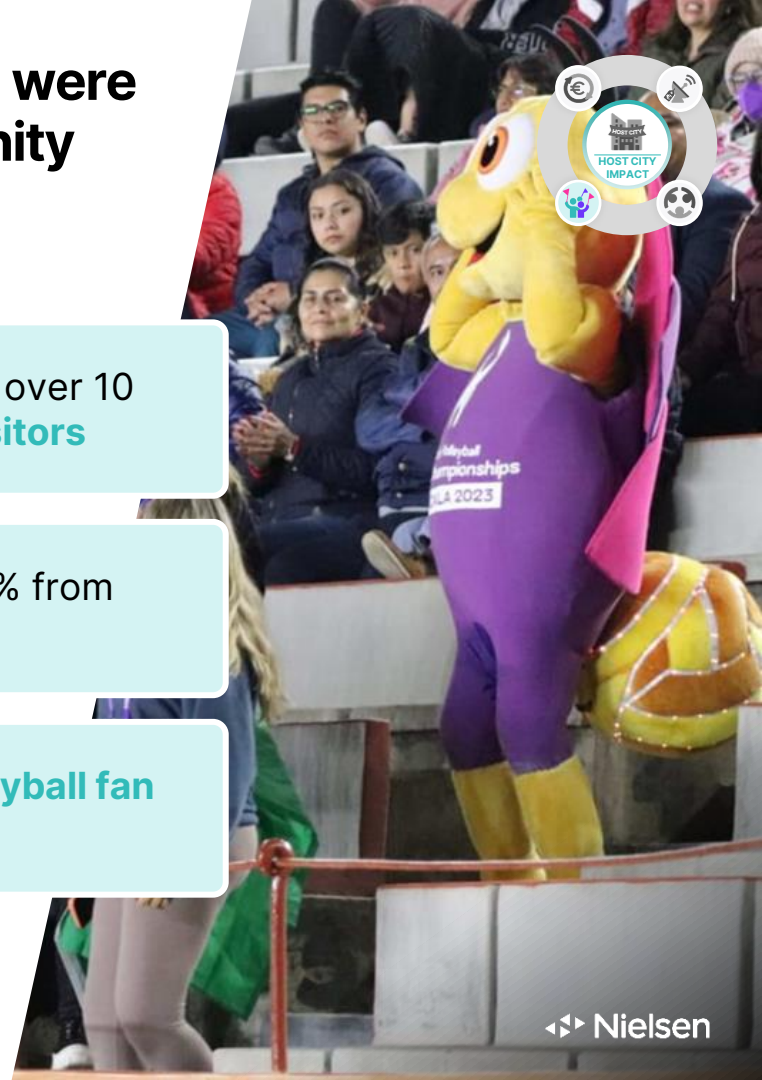
Total attendance of **154,225 spectators** spread over 10 event days consisted of over **48,200 unique visitors**



Over **70% of the visitors are from Tlaxcala** – 26% from Mexico and 3% from outside of Mexico



The average visitor of the event is **a beach volleyball fan** and **digital affine**

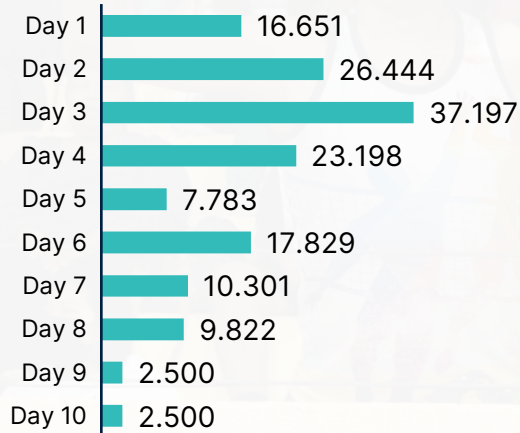


Out of 154,225 total attendance spread over 10 event days, over 48,200 unique spectators visited the event

Number of event visitors



Attendance figures

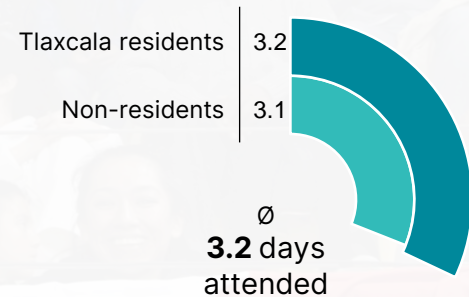


154,225 Total attendance

Unique spectators



154,225 Total attendance



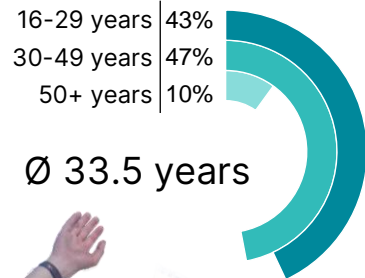
48,195 Unique visitors

29% of the visitors of the Beach Volleyball WCs were from outside of Tlaxcala - 62% of them visited Tlaxcala in the past

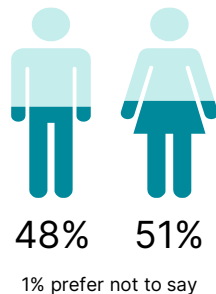
Characteristics of event visitors



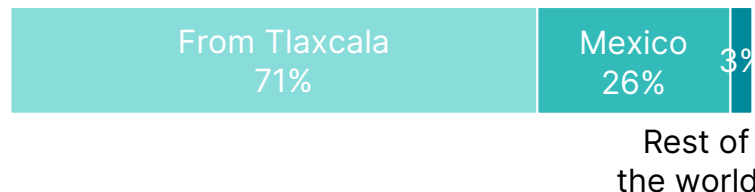
Age



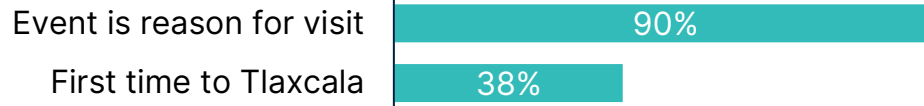
Gender



Residence



Visit status

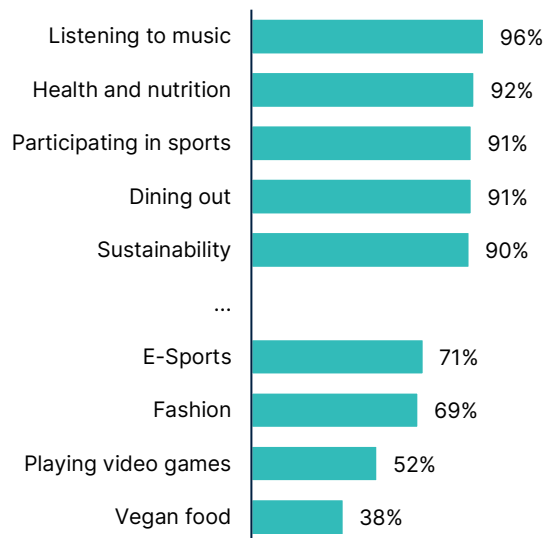


The average visitor of the 2023 Beach Volleyball WCs is a digital affine beach volleyball fan

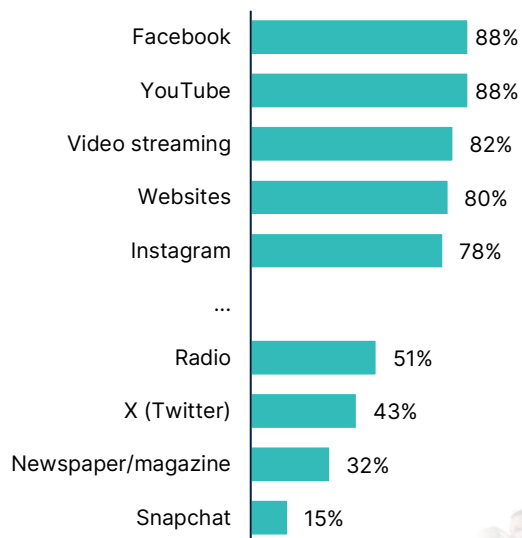
Preferences of event visitors



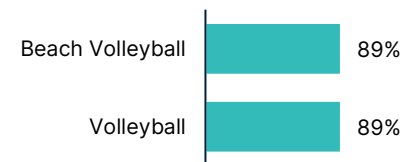
Interests



Media usage



Fan status



Host City Impact

Economic



The Beach Volleyball WCs had a positive impact on the city of Tlaxcala

Key findings on economic impact



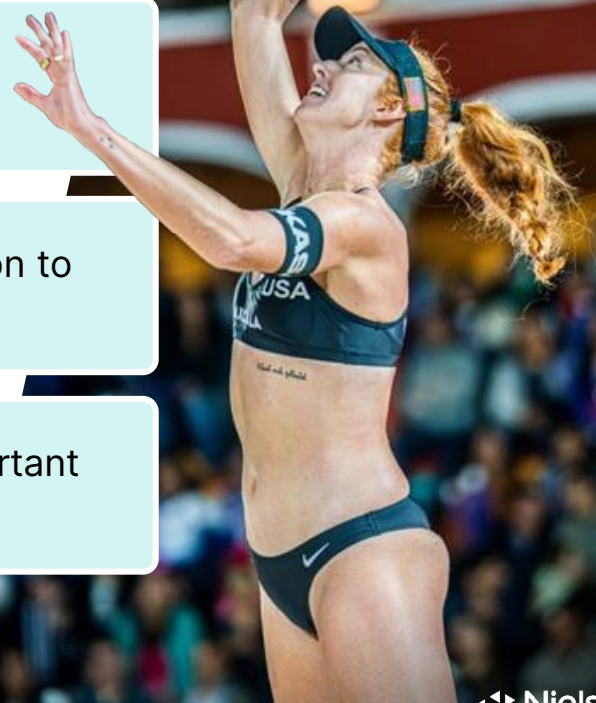
The 2023 Beach Volleyball World Championships had an economic impact of **USD 49.5 million** on its host city Tlaxcala



Direct economic impact of **USD 12.7 million** in relation to hosting the event

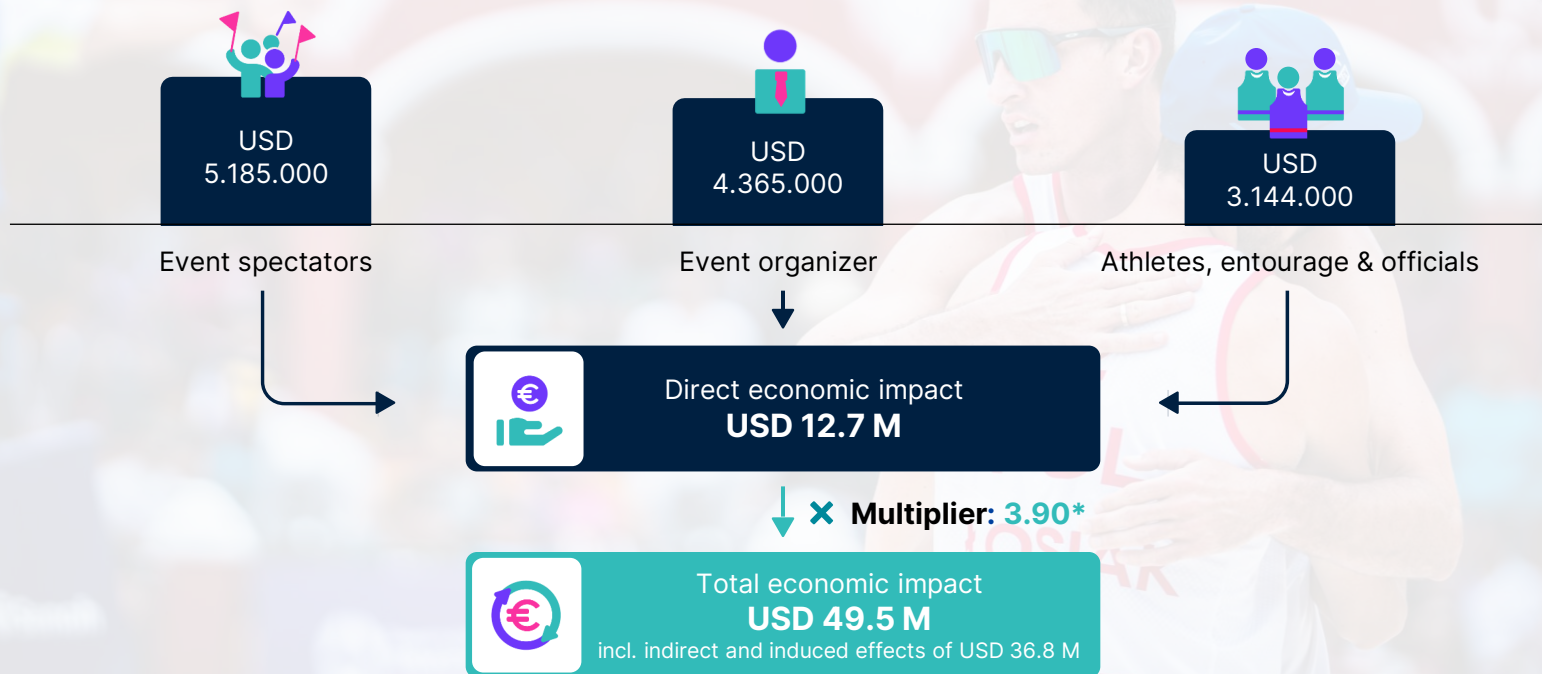


Expenses of the **event spectators** as the most important source of direct economic impact



The 2023 Beach Volleyball World Championships had an economic impact of USD 49.5 M on its host city Tlaxcala

Economic Impact



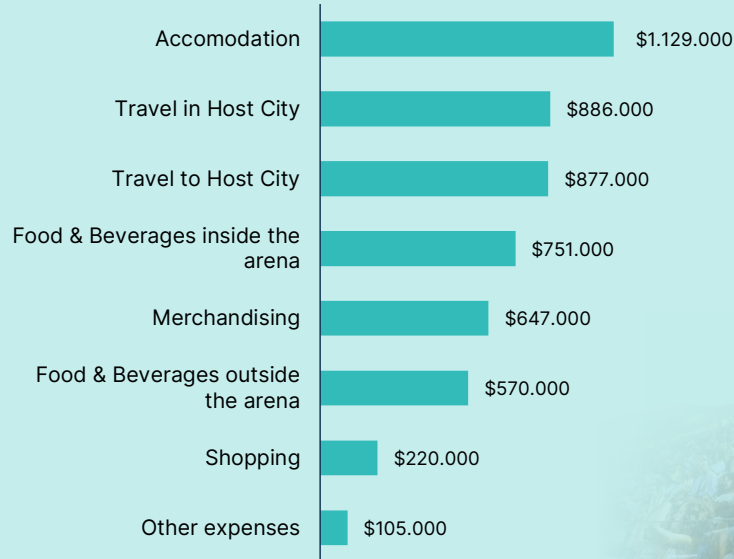
* Based on the theories of British economist John Maynard Keynes. Calculation is based on the country-specific Marginal Propensity to Consume (MPC), representing the share of each additional Dollar of disposable income that is spent on consumption. MPC can be estimated based on key economic parameters such as disposable income and private household consumption within an economy.

48,200 unique event visitors generated a direct economic impact of USD 5.19 M during their stay

Event Visitors Spending



48,200
UNIQUE EVENT VISITORS



USD 5.19 M
LOCAL EVENT VISITORS SPENDING

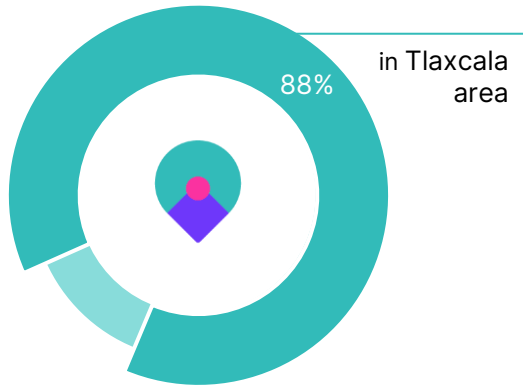


Most non-resident visitors spend their nights in a paid accommodation in Tlaxcala - average expenses of USD 74 per night

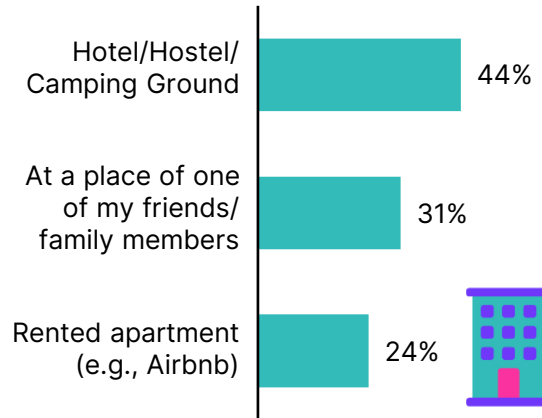
Event Visitor Spending - Accommodation



Place of accommodation



Form of accommodation



Exemplary calculation of the economic impact



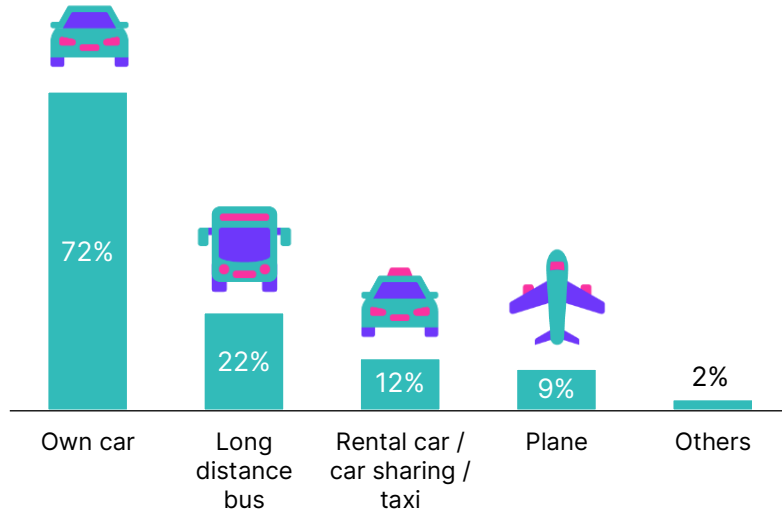
Question(s): How/where did you spend the nights during your stay in Tlaxcala?
Base: 221/195 non-resident visitors of the event

Non-resident visitors came to Tlaxcala mainly by car - Regional transport also heavily relying on car

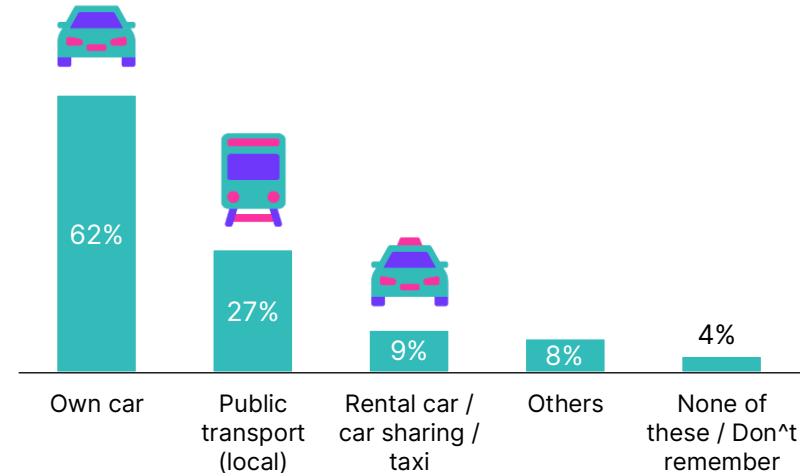
Event Visitor Spending - Transport



Transport to Tlaxcala



Transport in Tlaxcala

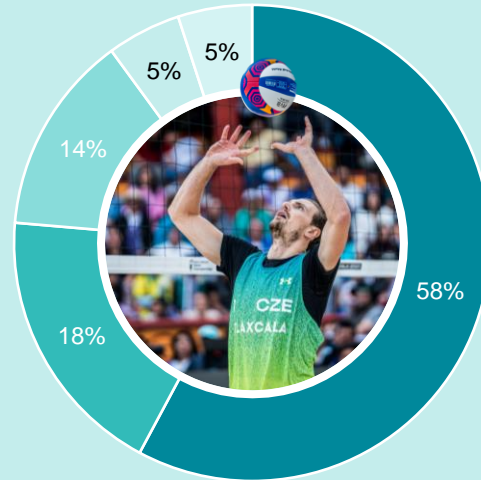
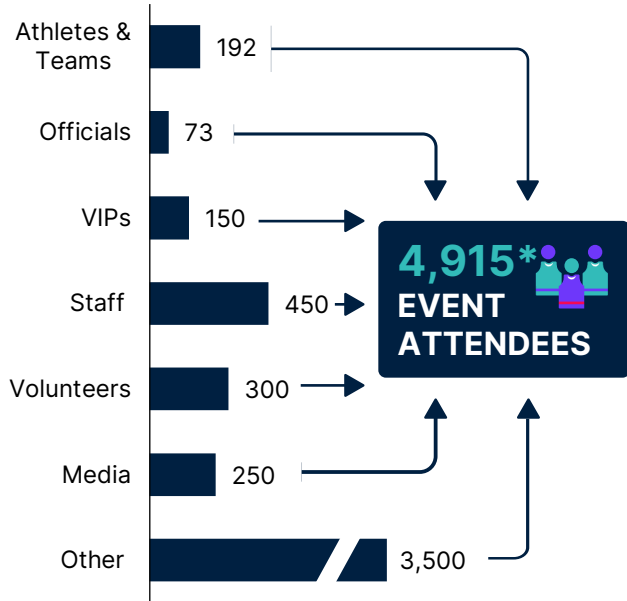


Question(s): Did you use the following means of (regional) transport to travel to the Beach Volleyball World Championships in Tlaxcala?
Base: 322 non-resident visitors of the event / 1103 visitors of the event

The local spending of event participants, officials, VIPs, media, volunteers and staff accounts for USD 3.14 M



Attendees



LOCAL ATTENDEE SPENDING:
USD 3.14 M

- Accommodation
- Food & Beverage
- Travel
- Retail
- Other

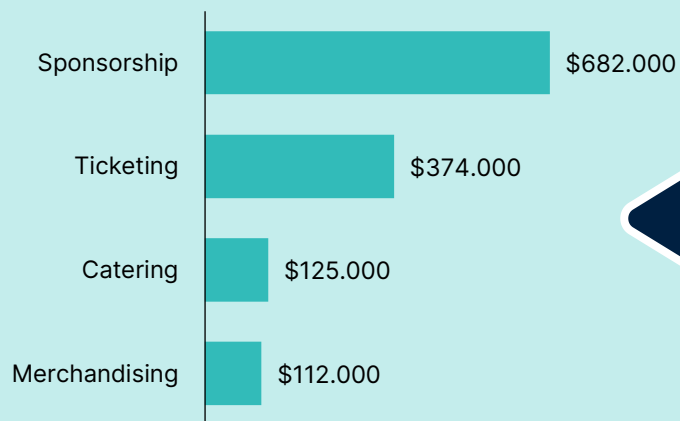
*4,915 event attendees of which 2,935 come from outside of Tlaxcala

USD 4.4 M were spent in Tlaxcala including spending and revenues of the event organizer

Event Organizers Spending & Income

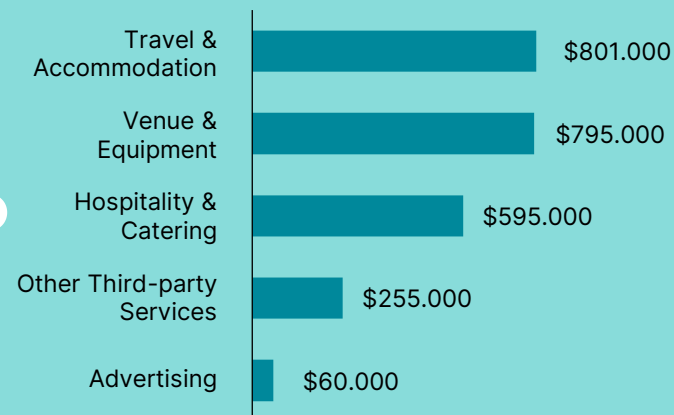


REVENUES



USD 1.29 M LOCAL EVENT ORGANIZER REVENUES

LOCAL SPENDING



USD 3.07 M LOCAL EVENT ORGANIZER REVENUES



Host City Impact

Media



The Beach Volleyball WCs gave the city of Tlaxcala a prominent stage to present itself

Key findings on media impact



69 million cumulative viewers watched the 2023 Beach Volleyball World Championships on TV



USD 2.9 million advertising value for the city of Tlaxcala through broadcasts of the Beach Volleyball WCs



The city of Tlaxcala was visible on various advertising tools inside the arena

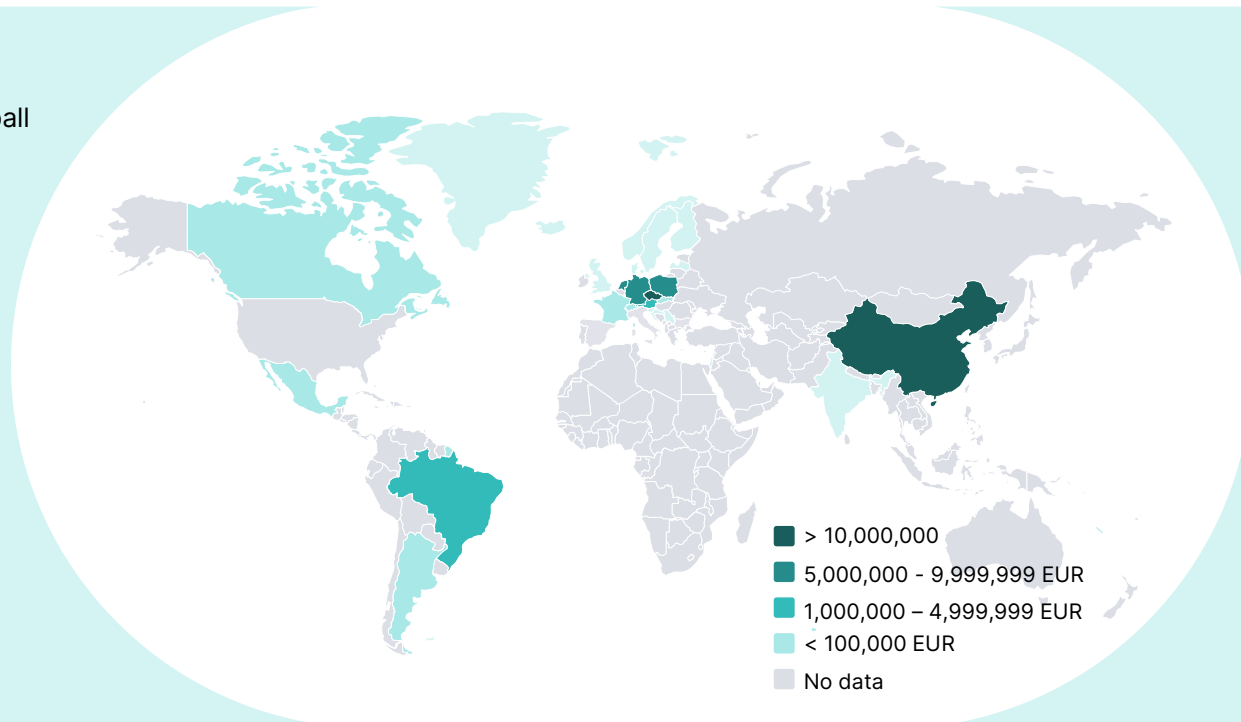
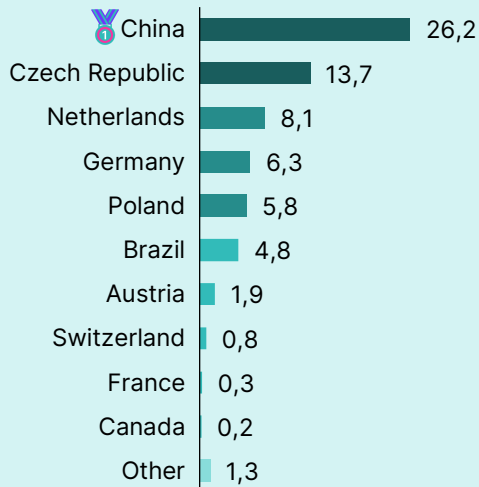
The 2023 Beach Volleyball World Championships had a very international audience

TV and streaming audience by origin



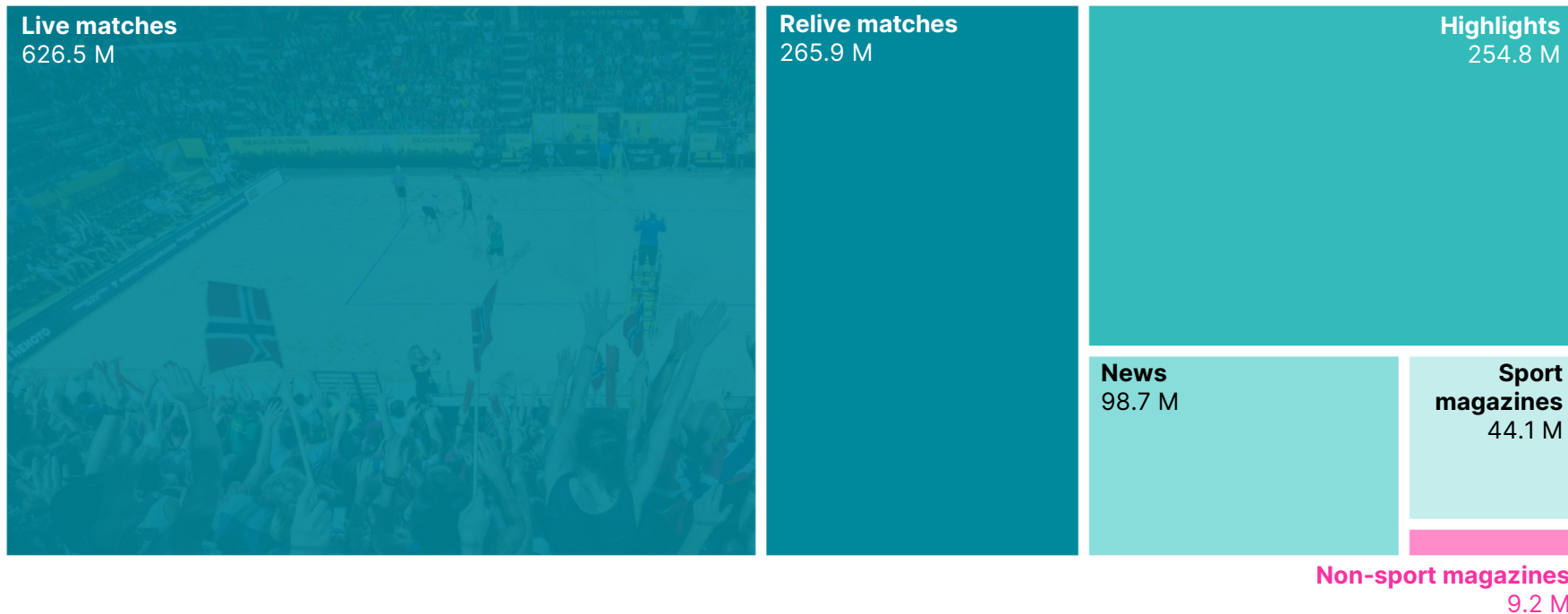
 **69 MILLION**

viewers watched the 2023 Beach Volleyball World Championships on TV



Live and relive matches account for a large proportion of total contacts of the 2023 Beach WCs

TV and streaming contacts* by program category



*Sponsorship contacts interrelate the audience figures of a program to the broadcast duration; contacts = coverage in sec. x audience / 30 seconds



2.9 MILLION USD

TV advertising value for the city of Tlaxcala through broadcasts of the 2023 Beach Volleyball World Championships

The WCs generated USD 2.9 M advertising value for Tlaxcala

Total QI*-TV value for Tlaxcala

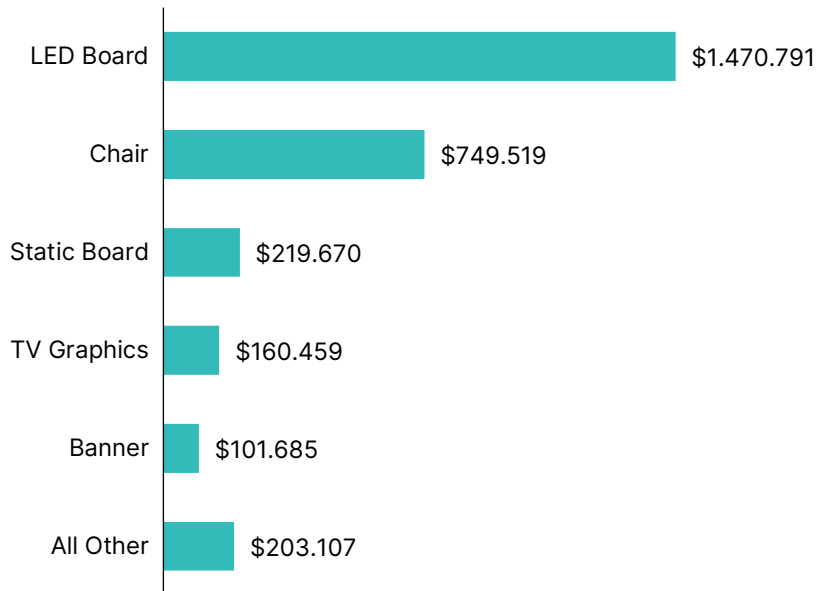


Exposure (h:m:s)	1554:51:48
Sponsoring contacts	692 M
100% advertising value	USD 13.6 M
QI value	USD 2.9 M

* The Quality Indexed (QI) Media Value is an impact-based "Quality Index Score" that is calculated uniquely for brand sequences detected during analysis. The QI score of brand exposure is determined through five factors (size, location, duration, number of brand hits and impact factor) and then applied as a weighting for the value calculation. The QI media value is the result of the unweighted media value multiplied by the QI score.

LED boards and referee chairs with highest TV-media value

Total QI*-TV value for Tlaxcala by tool



* The Quality Indexed (QI) Media Value is an impact-based "Quality Index Score" that is calculated uniquely for brand sequences detected during analysis. The QI score of brand exposure is determined through five factors (size, location, duration, number of brand hits and impact factor) and then applied as a weighting for the value calculation. The QI media value is the result of the unweighted media value multiplied by the QI score.



The city of Tlaxcala was visible on numerous tools inside the stadiums and on TV

Screenshots: Visibility for Tlaxcala on advertising tools



LED & Static Boards



Mascot



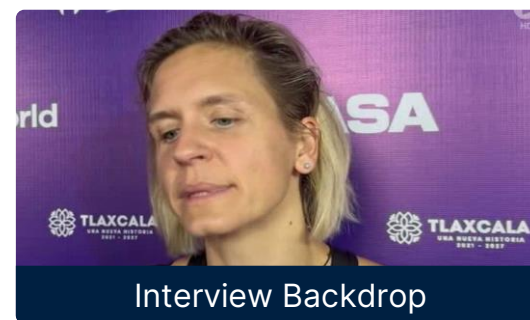
Net (Top, Post & Side)



TVGI



Referee Chair



Interview Backdrop



3.7 MILLION USD

media advertising value for the city of Tlaxcala through broadcasts of the 2023 Beach Volleyball World Championships



The WCs generated USD 3.7 M media advertising value for Tlaxcala

Total QI*-value online, print and social for Tlaxcala



QI value - TV	USD 2.9 M
QI value - online*	USD 0.6 M
QI value - print*	USD 180 k
QI value - social media	USD 25 k

QI-value by media type



* The print and online value was derived in relation to the TV value on the basis of previous projects conducted by Nielsen Sports

Host City Impact

Social



The event had a positive impact on the community of Tlaxcala and the city's touristic attractiveness

Key findings on social impact



Tlaxcala may benefit with **higher touristic numbers** in the future due to good likelihoods of a return visit and recommendations of a visit among event attendees



Increased human capital by upskilling of volunteers at Beach Volleyball World Championships had a monetary value of **USD 32 k**



Enhanced well-being of residents in relation to the Beach Volleyball World Championships

Increased human capital by upskilling of volunteers at the 2023 Beach Volleyball WCs had a value of USD 32.5k

Volunteering



SOCIAL VALUE FROM VOLUNTEERING:
USD 32,500

Volunteers from Tlaxcala

Tlaxcala

270

Event days

10

Volunteering days

2,700

Applied daily wage (in USD)*

11.97

USD 32,319

*In a conservative approach, we use minimum daily wages to calculate the value of volunteering.

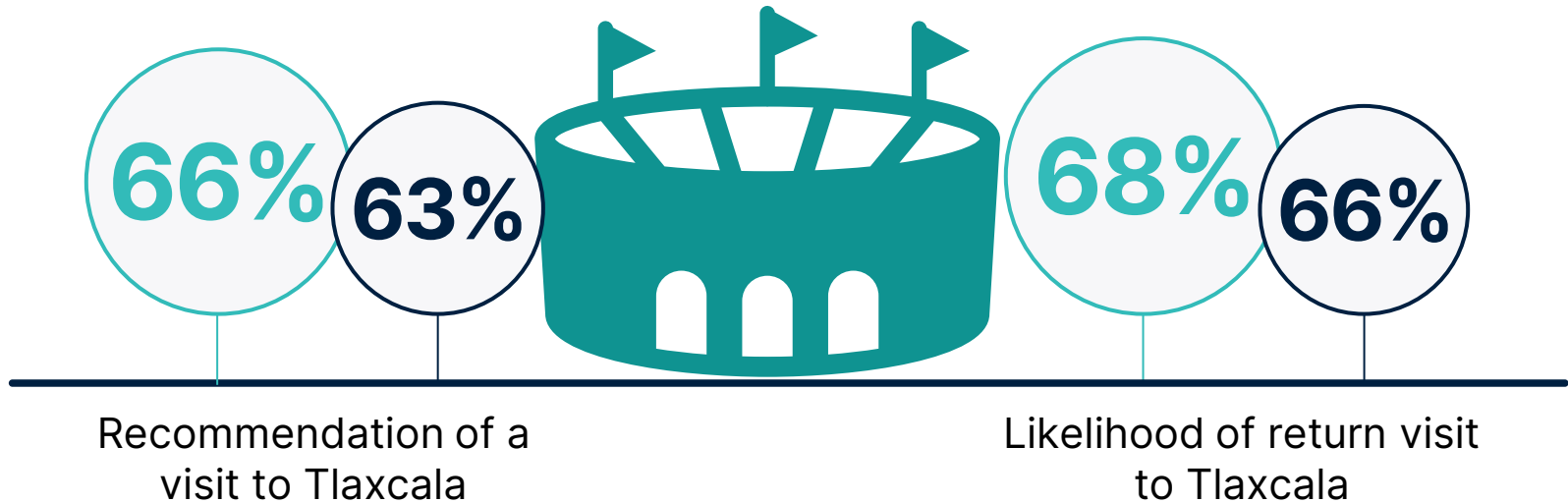
A great percentage of event visitors are very likely to return to and recommend Tlaxcala for a visit

Recommendation and likelihood of a return visit



Non-resident attendees

- Non-residents
- Nielsen Sports Benchmark

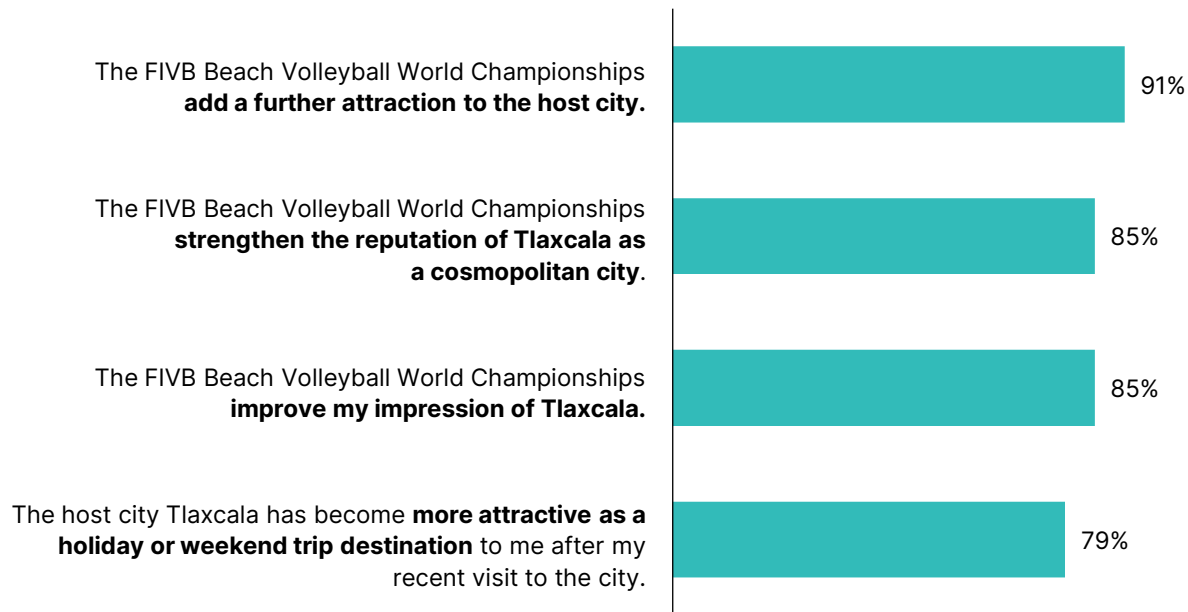


Question(s): Would you recommend visiting Tlaxcala to your family and friends? (Top 1 Box: "Very likely") / Would you visit Tlaxcala again? (Top 1 Box: "Very likely")
Base: 322 visitors of the event from outside of Tlaxcala

Hosting the Beach Volleyball WC enhanced the visitors' positive perception of Tlaxcala

Perception of the Host City by non-resident attendees

Non-resident attendees



Question(s): To what extent do you agree with the following statements? (5-point-scale: 1 = "Totally agree" to 5 = "Do not agree"; Top 2 Box)
Base: 322 visitors of the event from outside of Tlaxcala



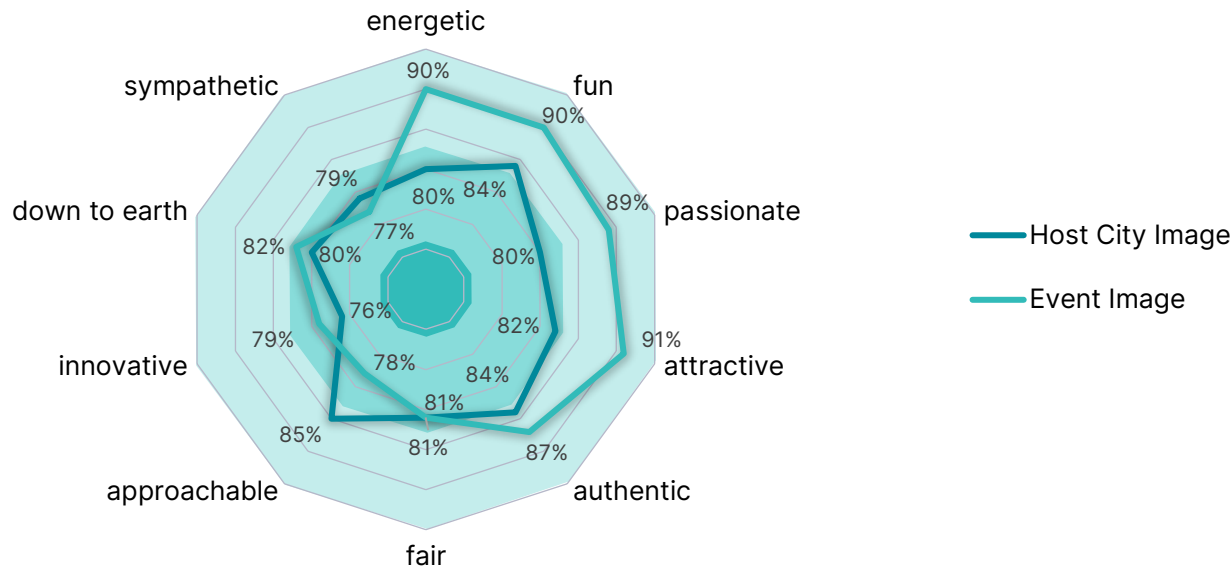
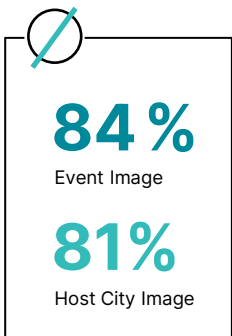
The positive image of the event can lead to spill-over effects and enhance the perception of Tlaxcala

Image of the Event & Host City



Non-resident attendees

Tlaxcala is / the FIVB Beach Volleyball World Championships are...



Question(s): Now we would like to know your opinion about the FIVB Beach Volleyball World Championships. Please indicate to what extent the following characteristics apply to the FIVB Beach Volleyball World Championships. (5-point-scale: 1 = "Doesn't fit at all" to 5 = "Fits completely"; Top 2 Box) / Now we would like to know your opinion about the host city of the event. Please indicate to what extent the following characteristics apply to Tlaxcala. (5-point-scale: 1 = "Doesn't fit at all" to 5 = "Fits completely"; Top 2 Box); Base: 322 visitors of the event from outside of Tlaxcala

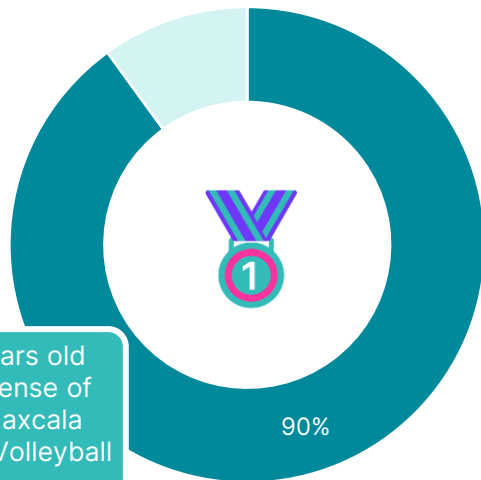
Residents from Tlaxcala benefit from enhanced life satisfaction and a big sense of pride in relation to hosting the WCs



Effects on the well-being of local attendees

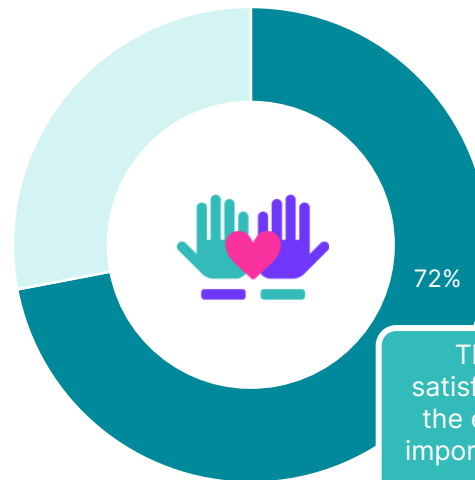
Local attendees

Sense of pride



92% of 25-34 years old residents feel a sense of pride because Tlaxcala hosted the Beach Volleyball WCs.

Increased life satisfaction



The increased life satisfaction in relation to the event is even more important for 18-24 years old (75%).

Question(s): To what extent do you agree with the following statements? Hosting the FIVB Beach Volleyball World Championships gave me as a citizen a sense of pride. / My life satisfaction has increased in relation to hosting the FIVB Beach Volleyball World Championships. (5-point-scale: 1 = "Totally agree" to 5 = "Do not agree"; Top 2 Box) Base: 781 local visitors of the event

Resident attendees notice an improvement on the overall attractiveness of Tlaxcala

Perception of the Host City by local attendees

Local attendees

92%

“The FIVB Beach Volleyball World Championships **add a further attraction to the host city.**”

79%

“Hosting the FIVB Beach Volleyball World Championships **increases the attractiveness of Tlaxcala as a city to live in.**”

84%

The FIVB Beach Volleyball World Championships **improve my impression of Tlaxcala.**”



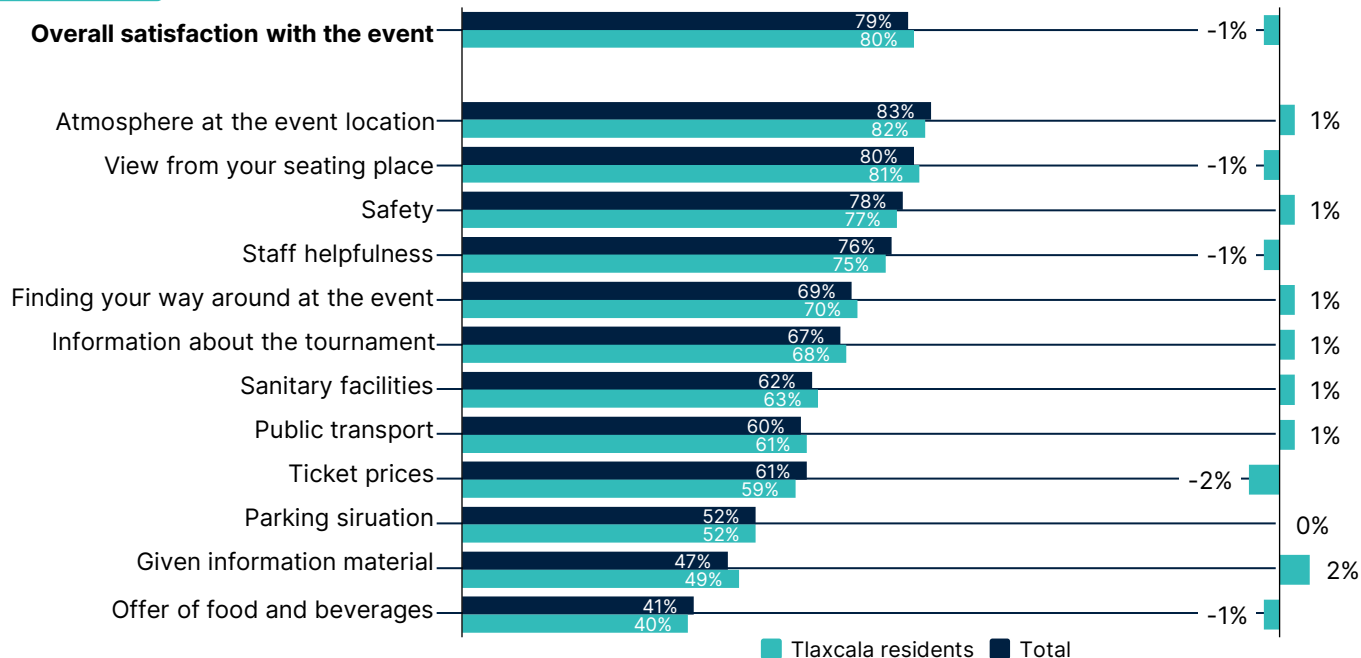
Question(s): To what extent do you agree with the following statements? (5-point-scale: 1 = “Totally agree” to 5 = “Do not agree”; Top 2 Box)
Base: 781 local visitors of the event

Overall, locals, national and international visitors are evenly satisfied with the event

Event satisfaction



Local attendees

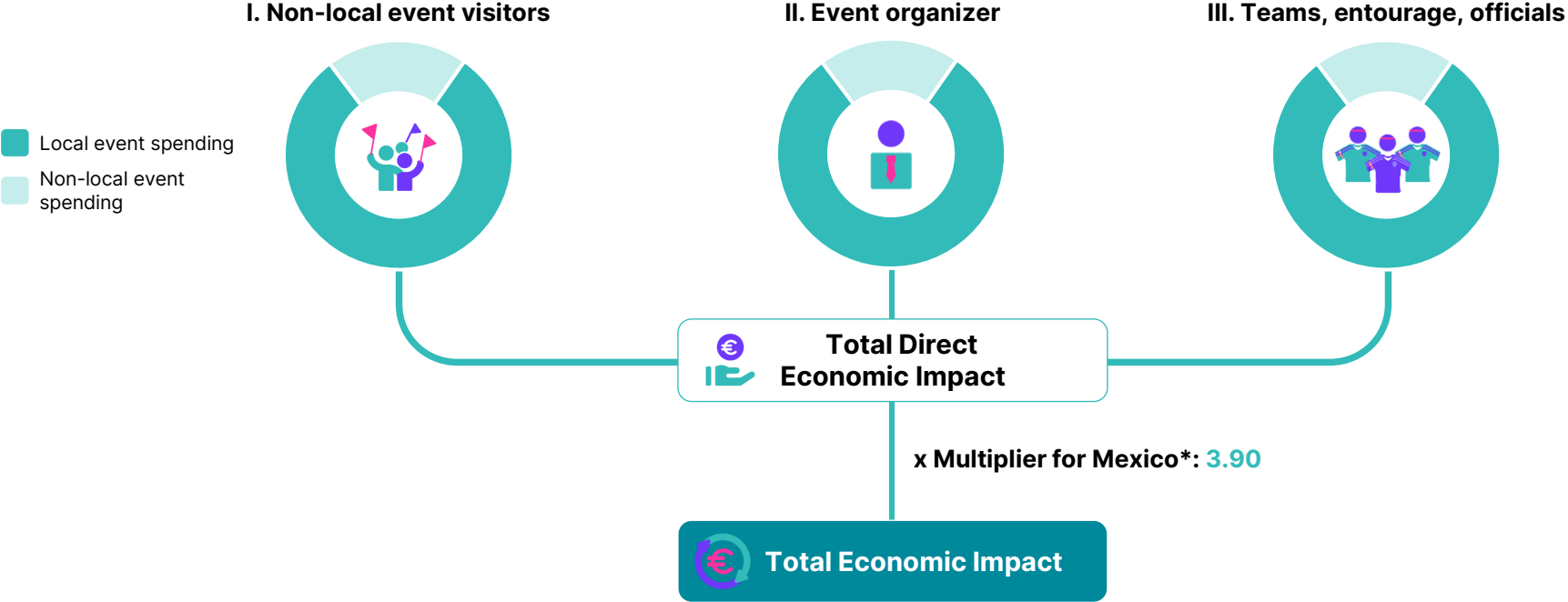


Question(s): Please indicate to what extent you were satisfied with the FIVB Beach Volleyball World Championships. (5-point-scale: 1 = "Not satisfied at all" to 5 = "Very satisfied"; Top 2 Box); Base: 781 local visitors of the event

Methodology

Economic Impact Methodology

Calculation of Total Economic Impact



* The calculation of the multiplier is outlined on the following pages

Economic Impact Methodology

Calculation of Total Economic Impact

Direct Economic Impact

- The calculated values express the direct spending of event visitors, the event organizer and other entourage (e.g., teams and athletes, officials, media) that is attributable to the 2023 Beach Volleyball World Championships in Tlaxcala.
- Consumption behavior of event visitors is calculated based on the findings of the on-site market research study. Expenses must be attributed to the event visit (e.g., travelling to the event venue or spending on-site) or, if further expenses occur during the journey and stay in Tlaxcala, visiting the 2023 Beach Volleyball World Championships must be the primary reason for the trip. To ensure validity of the data and to avoid overestimation of personal spending, Nielsen Sports has used its wealth of international benchmarks from other events to solidify the statistics.
- Local spending of the event organizer, entourage etc. is based on commercial data of the client and additional estimations.
- For any expenditure, only the portion of money spent inside the host city is relevant to the calculation. For example, travel expenses of event visitors are only included as far as local companies are involved (e.g., local purchase of fuel, taxi, locally-based airline); organizational spending of the event organizer was only considered when pocketed by local service providers.

Induced Economic Impact

- Based on the direct economic impact, further impact effects are generated on subsequent steps of the value-added chain. The direct spending causes employment effects, leading to increased private consumption due to the growth in purchasing power.
- To calculate this induced impact, an economic multiplier is used. The multiplier is based on statistical data on the marginal propensity to consume within an economy and comprises the economic multiplier effect* generated by the direct impact.

* The calculation of the multiplier is outlined on the following pages

Economic Impact Methodology

Calculation of Multiplier

Based on widely accepted economic modelling, the multiplier is defined as:

$$\text{Multiplier} = 1 / (1 - \text{MPC})$$

MPC stands for the Marginal Propensity to Consume in the respective country, representing the share of each additional USD of disposable income that is spent on consumption.

MPC can be estimated based on key economic parameters such as disposable income and private household consumption within an economy.

Obtaining the respective data for several past years (2002-2022) from World Development Indicators from worldbank, the consumption function for Mexico can be estimated:

$$\text{Consumption (y)} = 0.7433 \times \text{Income (c)} + 845,595 \text{ (USD)}$$

- The MPC is expressed as the derivative of the consumption function:

$$\text{MPC} = 0.7433$$

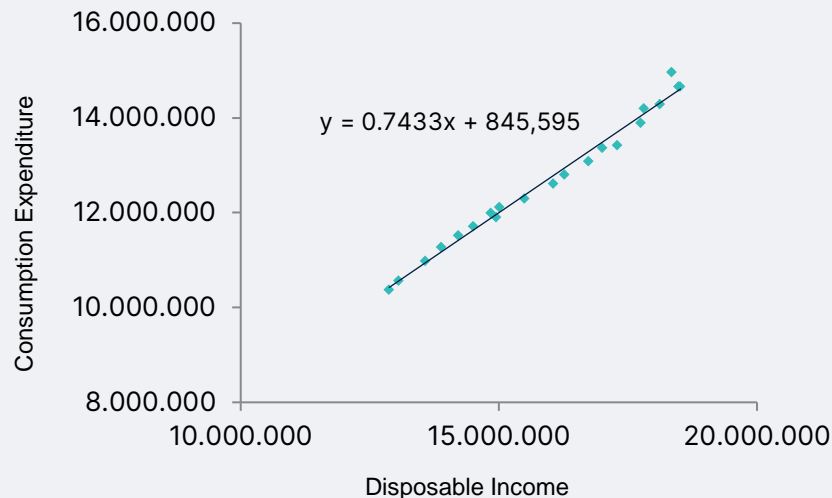
- Thus, in Mexico, an estimated share of EUR 0.74 of every additional Dollar earned is spent on consumption and therefore generates additional economic impact.

- Given this estimated MPC, the Multiplier can be calculated as follows:

$$\text{Multiplier} = 1 / (1 - 0.7433) = 3.90$$

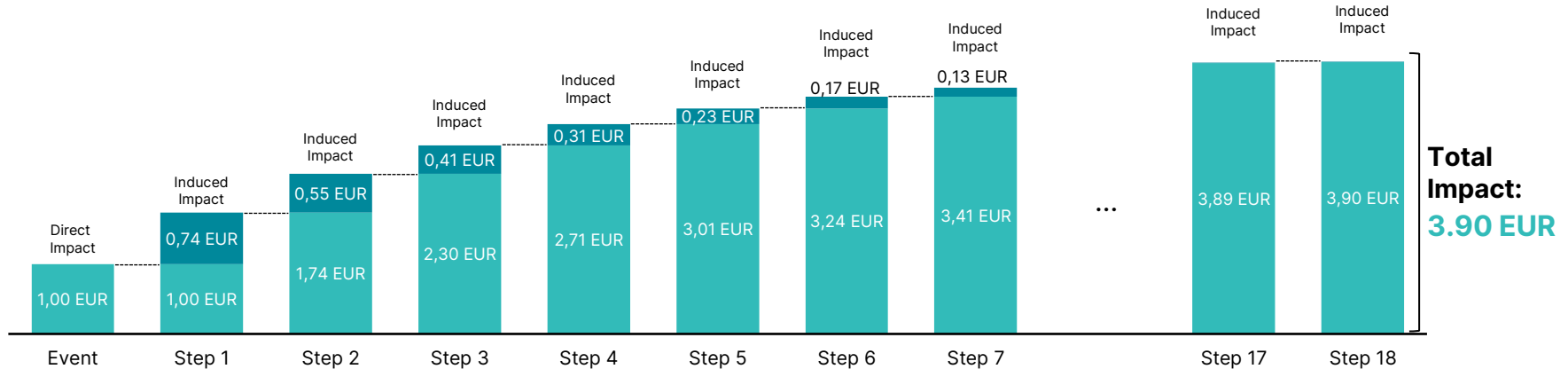
Consumption expenditure vs. disposable income

Mexico (in MUSD)



Economic Impact Methodology

Explanation of induced impact



- The idea of the Economic Multiplier and the Marginal Propensity to Consume can be illustrated with an example: The event visitor staying in a hotel spends money for accommodation (Direct Impact). Using this money, the hotel employs staff and invests in its business – the first level of Indirect Impact. Consequently, the employees also spend their (higher) income on personal consumption, leading to further Induced Impact. The Total Impact is the sum of the impact generated on each level.
- As mentioned before, a share of EUR 0.74 of every additional Dollar earned is spent on consumption. Therefore, USD 1.00 of direct (event-

related) spending generates an Induced Impact of USD 0.74 in the first step. Consequently, this Induced Impact induces impact itself in the second step ($USD\ 0.74 \times 0.74 = EUR\ 0.55$). This effect continues indefinitely with decreasing values. Due to the infinitesimal character of this series, the total sum can be calculated using the formula as outlined on the previous page.

- In total, Direct Impact and Induced Impact of every Dollar spent totals USD 3.90. The Direct Economic Impact therefore must be multiplied by 3.90 to calculate the Total Economic Impact generated by the 2023 Beach Volleyball World Championship in Tlaxcala.

In order to analyze the media impact for the host city, a TV & streaming media analysis was conducted

Setup Media Evaluation



Objects:	Competitions:	Analyzed periods:
Event-related visibility of Tlaxcala	FIVB 2023 Beach Volleyball World Championships	3rd – 25th October 2023

TV / OTT



Analyzed countries	<ul style="list-style-type: none">• Dedicated coverage: Global• Secondary coverage: Brazil, China, Germany, Italy, Japan, Poland, USA, Belgium, Canada, Bulgaria, Netherland, Thailand, Turkey, Australia, South Korea, France, Serbia
Panel	<ul style="list-style-type: none">• Dedicated coverage: all global rights-holders – list provided by FIVB• Secondary coverage: Top-Panel per market
Basis	<ul style="list-style-type: none">• Dedicated coverage – live and delayed event-specific sports broadcasts & highlights• Secondary coverage (only TV) – news and general sports magazine formats• OTT: Moving images in internet, which means editorial integrated or in video areas deposited short clips
Sponsor(s)	Tlaxcala

TV Media Evaluation

Media Monitoring

Media Monitoring

Media Monitoring is the analysis of broadcast coverage content. It involves the data coding of events, teams and/or fixtures, which World Cup, etc. Is reported on in the various programmes. It requires physical recording footage of the TV broadcast to execute.

Broadcast Schedule Audit (BSA)

The TV programme of a channel is researched online or compiled based on TAM protocols (audience ratings).

Note: Due to the type of data collection, only the specific event coverage can be attributed not secondary coverage (news, etc.)

Program Types

Specific coverage (primary broadcasting)	
Live	Live broadcasts
Delayed	near-live, first broadcast airing
Re-live	Repeat of a live/delayed broadcast
Highlights	Sports broadcasts, which mainly show match synopses but also background information or interviews.
Secondary coverage (secondary broadcasting)	
Magazine / Sportmagazine	Programs with minimal sporting content or sport mix programmes
News	Features in news programmes

Time Coding

Broadcast Time (BT)

Broadcast time is the total duration of team, league or event coverage, without commercials.

Actual Playing Time (APT)

This is the portion of Broadcast Time containing competition footage only.

Audience Analysis

Audience (Average Audience)

The average number of members of a specified population (e.g. target group of individuals or households) viewing a TV channel over a given interval (e.g. programme, daypart).

Cumulative (average) Audience

Cumulative audience is calculated by adding up reaches of individual programs. Cumulative audience is always a gross reach, so a TV viewer who watched the news and then a live football match would be counted twice.

Market Share

Viewing of a specified population, whether households or individuals, that is tuned to a particular programme or station during a given time interval and expressed as a percentage of the total TV audience during that interval.

Audience Data Sources

Programme ratings are sourced from official Television Audience Measurement (TAM) providers such as Mediametrie/Eurodata TV, The Nielsen Company, MMS, TNS Gallup, etc.

Audience Estimation

For channels where no official audience measurement is in place, estimated ratings are calculated using a quantitative estimation model.

To calculate an estimate, the following information is included: Technical universe or number of subscribers, day and time of the program, content of the program, interest in the sport in the broadcasting country.

Important note: The result represents an approximation of the TV viewing potential.

Media Impact

Event Impressions

Event Impressions are a measure of media impact or rate of audience delivery, event impressions relate the television broadcast time of an event programme to its audience ratings, with one impression being equal to one person's viewing of 30 seconds of programming.

Broadcast time is converted to the number of 30-second units and then multiplied by the average audience

Event impressions are an important measure for the delivery of media coverage and audience exposed to this media coverage of a platform, as well as for benchmarking purposes with other events / leagues /

Formula:

$$\frac{\text{Broadcast Time in secs} \times \text{Audience in M}}{30 \text{ secs}}$$

TV Media Evaluation

Sponsorship Analysis

Brand Exposure Analysis

Measurement of brand exposure differentiated by source. An exposure is counted on the condition that it is legible and at least 80% visible on-screen. An exposure can be either a brand, claim, logo or product likeness.

Asset Visibility Analysis

Measurement of tool exposure differentiated by sponsor regardless of brand legibility. An exposure is counted on the condition that the tool source is at least 80% visible on-screen and has an on-screen-share of 0,5% or higher.

Note: If under 80% of the tool is visible, but the brand exposed is legible, the exposure will be count towards the result.

This can also be adapted to tracking of a space that does not have a signage placement.

Sponsorship Impressions

Similar to Event Impressions, Sponsorship Impressions show the visibility of a sponsor's advertising tool relative to the viewership of a program (in M) in which the sponsor was seen. The calculation is always made per program. Brand Exposure is converted into the number of 30-second units and then multiplied by the average audience.

Formula:

$$\frac{\text{Exposure in secs} \times \text{Audience in M}}{30 \text{ secs}}$$

Example:

120 seconds of brand exposure in a TV program viewed by 4M viewers:
 $(120 \text{ secs} \times 4M) / 30 \text{ secs} = 16 M$

Sponsorship CPT

Calculation of a CPT based on delivery of sponsorship impressions against a set sponsorship fee. This metric demonstrates what price the sponsor paid to reach 1,000 viewer impressions people based on their sponsorship visibility.

Formula:

$$\frac{\text{Sponsorship Fee in euros} \times 1,000}{\text{Sponsorship Impressions}}$$

Example:

A sponsor has payed 1.2M euros for a campaign and achieved 600M sponsorship impressions:
 $(€1.2M \times 1,000) / 600M = €2$

100% Media Value

Also known as "advertising value equivalency" (AVE), each brand exposure is valued by equating it against the commercial airtime rate of the programme it is captured in. The rates are either sourced from the broadcaster's official rate cards or calculated with a 30' Second advertising CPT and the corresponding audience of the programme that the exposure was captured in.

Note: This measure is the cash equivalent "cost" of a media exposure, not its market value

Formula:

$$\frac{\text{Exposure in secs} \times \text{CPM in euros} \times \text{Audience in M}}{30 \text{ secs} \times 1,000}$$

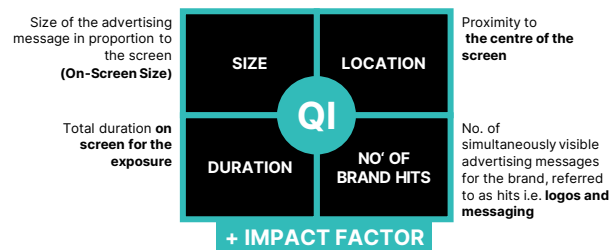
$$\frac{\text{Exposure in secs} \times \text{Spot price 30 secs in euros}}{30 \text{ secs}}$$

Example:

120 seconds of brand exposure in a program with a classic TV spot price of 2,000 euros for 30 seconds:
 $(120 \text{ seconds} \times 2,000 \text{ euros}) / 30 \text{ seconds} = 8,000 \text{ euros}$

Quality Index Media Value

In order to calculate the QI Media Value, we need to apply a Quality Index Score (QI score), which indicates the quality of the sponsor's visibility according to five criteria. The QI score helps not only to measure the quantity of sponsors' exposure, but also to evaluate its quality. A higher QI score stands for a better recall rate of an advertising message (claim and/or logo which were legible enough). So, considering the resulting QI score, the QI media value will be calculated by multiplying the (unweighted) media value with a spot price or a CPT (ad value).



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About Nielsen Sports

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