











TOP 10 U.S. SPORTS MEDIA—OCTOBER 2016

Based on Total Actions (reactions, comments, shares, retweets and dislikes)

Sources:    

Rank	Publisher	Parent Company	Total Actions	Fans & Followers	Actions to Fans Index	Video Power Index	% Monthly Change	Total Video Views
	Category Average		9.1M	12.5M	100	100	+14%	21.2M
1		The Walt Disney Company	168M	180M	207	486	+12%	83.8M
2		Turner Broadcasting System	89.7M	28.7M	697	623	+38%	244M
3		Whistle Sports	61.5M	152M	90	100	-7%	182M
4		CBS Corporation	38.2M	33.2M	256	36	+16%	65M
5		21st Century FOX	21.8M	58.7M	83	11	-4%	165M
6		The Enthusiast Network	19.6M	22.5M	194	107	+18%	27.5M
7		Turner Broadcasting System	14M	27.4M	114	137	+120%	103M
8		beIN Media Group	5.4M	24M	50	11	+1%	86.1K
9		PGA TOUR	5.3M	3.6M	330	83	-12%	3.4K
10		NFL Network	4.6M	8.9M	117	25	+13%	7.8M