

Disney+  
hotstar



Premier  
League



**ENGLISH PREMIER LEAGUE 2022-23 UPDATE**

# EPL ON DISNEY+ HOTSTAR OFFERS ADVERTISERS ACCESS TO A PREMIUM, AFFLUENT & YOUNG AUDIENCE



**50%**

NCCS A Viewers



**28%**

Share of CTV Watch time  
*(vs 14% in cricket)*



**40%**

Top 6 Metros



**76% | 24%**

Male | Female  
*(vs 15% Female in cricket)*



**52%**

15K+ Devices



**72%**

<35 years of age



# EPL CONTINUES TO SEE A RISE IN POPULARITY ON DISNEY+ HOTSTAR



1.2X

Increase in reach vs. last season  
(For Overall & Top 6 Teams)

1.2X

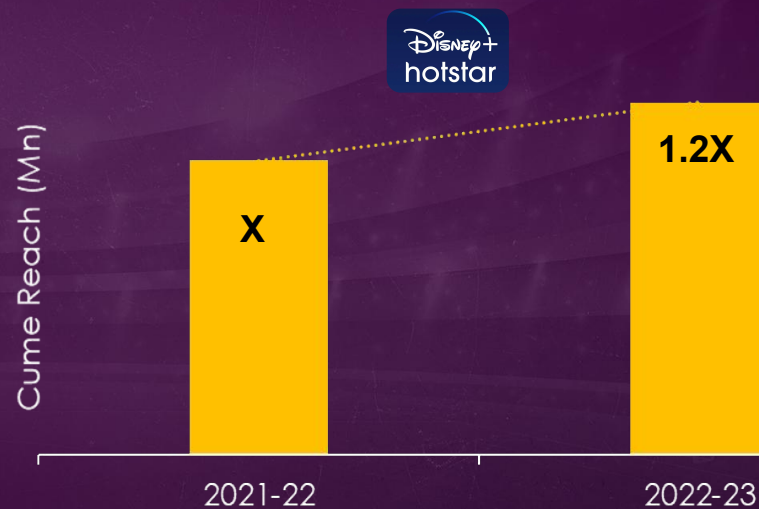
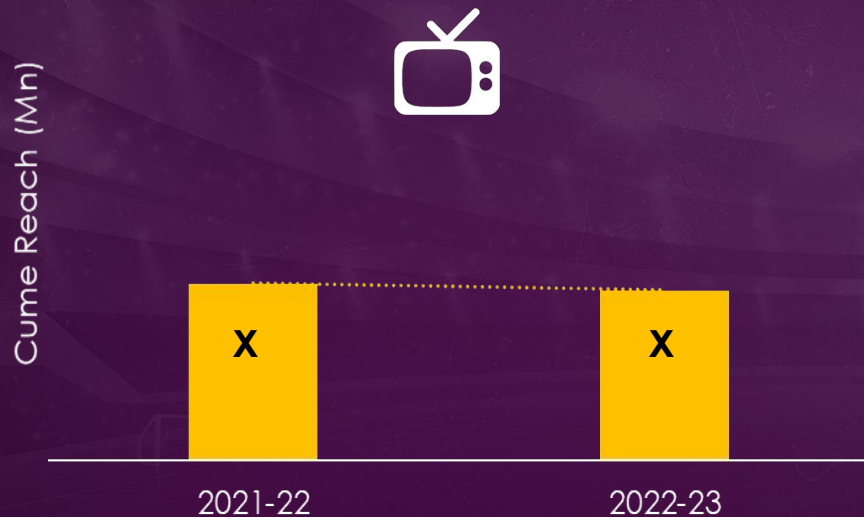
Increase in Watch Time vs. last season  
(For Overall & Top 6 Teams)



# EPL REACH ON TV STAGNANT; REACH GROWTH ON DISNEY+ HOTSTAR OUTPERFORMS THAT ON TV



D+H Reach is **~3X** of Core Sports TG on TV & growing



COME, PARTNER WITH US!

