

TelevisaUnivision

Leading The Change Live Streams

THE POWER OF LIGA MX FANDOM

OCTOBER 4



Today's Speakers



Jose Luis Los Arcos

SVP, Sports Partnerships,
TelevisaUnivision



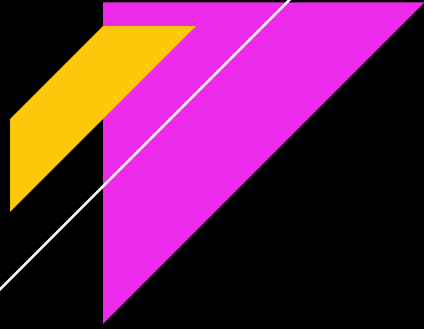
Steve Kulp

Director, Sports MONITOR, Kantar



Tamika Hillman


Senior Manager, Sponsorships
T-Mobile



THE RISE OF SOCCER

JOSE LUIS LOS ARCOS

TelevisaUnivision

A black and white photograph of football players celebrating. One player in the foreground is shouting with his mouth wide open, while another player behind him has his hand on his forehead. The image is overlaid with several large, colorful geometric shapes: a red triangle pointing up and to the right, a yellow triangle pointing down and to the right, a purple triangle pointing down and to the right, and a white triangle pointing down and to the right. The text is overlaid on the left side of the image.

**Some people think
football is a matter
of life and death.
I assure you, it's
much more serious
than that.**

BILL SHANKLY

**Amongst all unimportant subjects,
football is by far the most important.**

POPE JOHN PAUL II



**Football is one of the most unifying
activities amongst us.**

NELSON MANDELA

GLOBAL

FIFA

REGIONAL



North America

South America
Europe
Oceania
Africa
Asia

NATIONAL



Mexico



USA

Costa Rica
Canada
Honduras
Etc.

LEAGUES



Liga MX



MLS

CLUBS



America



Chivas



Monterrey



Miami



Atlanta



Los Angeles



**The Road
To 2026
Starts Here**



A black and white photograph of Lionel Messi, a professional soccer player, wearing a white Miami FC jersey. He has his arms outstretched and a joyful expression. The jersey features the Adidas logo, the Miami FC crest, and the text 'MIAMI CLUB INTERNACIONAL DE FÚTBOL' and 'XBTO'. The background is a blurred stadium crowd. The image is overlaid with several geometric shapes: a white triangle on the left, a yellow triangle below it, an orange triangle on the far left, a magenta triangle on the top right, and a white parallelogram below the magenta one.

GAINING TRACTION

Viewership

Attendance

Engagement

Exposure



- CONMEBOL -

COPA AMERICA



Concacaf
**GOLD
CUP**



FIFA
CLUB WORLD CUP



FIFA

#1

Soccer is the #1 followed sport by Hispanics in the U.S.

U.S. Hispanics spent more time watching soccer than NFL in 2022

Viewing Destination

61% of all soccer viewing in 2022 was on TU networks



Unduplicated Audience 18-49

Soccer Viewers On Univision Nets Are Exclusive And Hard To Reach



Source: Nielsen. NPM, L+SD data, Q1 23 for NHL, NFL; Q2 23 for MLB; 06/07/19-07/07/19 for WW; 07/23/21-08/08/21 for Olympics, A18-49, Live Games, Broadcast & Cable, Npower Duplication report w/ 6+ minute qualifier, TU Sports on TUDN, GALA, UNI, UMA

About The League



America



Chivas



Cruz Azul



Pumas



Tigres

+ More

Liga MX is the top professional soccer division of the Mexican soccer league system

18 clubs currently compete in Liga MX

Each season has two tournaments:

Apertura = Summer

Clausura = Winter

Timing: Q1-Q4 2024 (Year-Round)

Live 40+ weeks of the year

Source: Nielsen, NPM, L+SD data



A One-of-a-Kind Audience

MOST WATCHED

#1

Highest-rated soccer league in the U.S. – with 9 of the top 10 most-watched soccer club matches in 2022

YOUNGER

35

Average age of Liga MX fans, **youngest** among any major American sport/league in the U.S.

ALWAYS ON

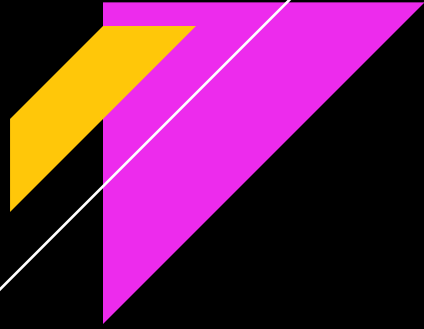
40⁺

Weeks of **live action** each year, allowing for evergreen presence with seasonal spikes

CO-VIEWING

60%

Leader in co-viewing amongst all major sports leagues



LIGA MX THE FANS

STEVE KULP

Kantar Sports MONITOR

SURVEY METHODOLOGY

Getting To Know The Fans

ANALYSIS GROUPS

LIGA MX FANS

Sports fans that follow Liga MX

LIGA MX SUPER FANS

Sports fans that follow Liga MX and follow sports daily

OTHER HISPANIC SPORTS FANS

Sports fans that do not follow Liga MX

KANTAR

TelevisaUnivision

Connecting With U.S. Hispanics Through Their Biggest Passion



THE LEAGUE

94% of Liga MX fans say that it feels like a domestic league to Hispanics/Latinos in the U.S.



THE LOGO

92% of Liga MX Fans wear the logo as a badge



THE EMOTIONS

Pride, excitement, passion, tradition & family are the top 5 emotions fans connect to Liga MX

Effective Ads: **The Ultimate MVP**

KANTAR

When advertisers organically align with their favorite sports league, Hispanics listen.

91%

LMX Super Fans Relate To The Ads They See

vs. 72% Other Hispanic Sports Fans

AND THEY LIKE THEM

Automobile +16 pts

QSR +13 pts

Salty Snacks +7 pts



Loud And Proud

BRAND CONSIDERATION

90% Super Fans

84% Liga MX Fans

81% NFL Fans

More likely to consider products that sponsor their favorite sports league

PURCHASING

83% Super Fans

72% Liga MX Fans

67% NFL Fans

Go out of their way to buy the brands that are associated with their favorite sports league

AFFILIATION

88% Super Fans

80% Liga MX Fans

77% NFL Fans

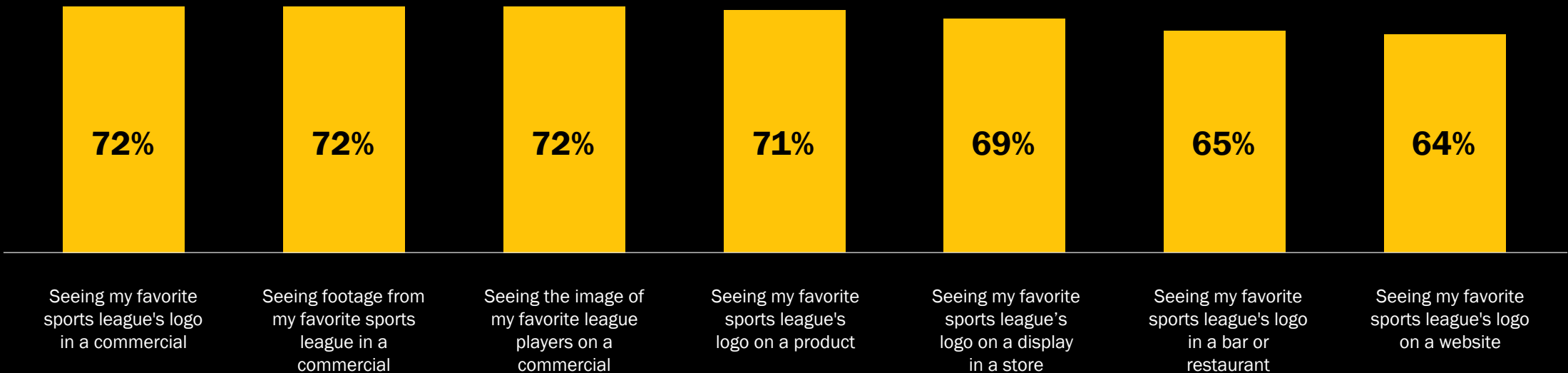
Feel like they are contributing to the league's success by buying brands that sponsor them

THE POWER OF THE

Liga MX Brand

KANTAR

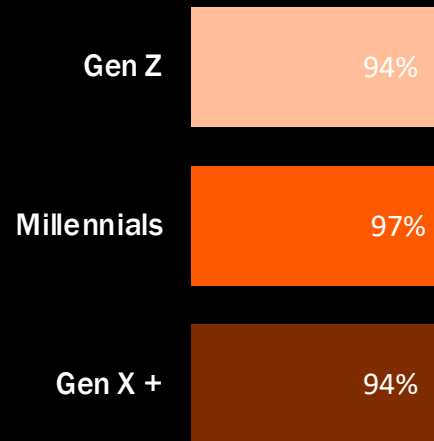
How does each impact your likelihood to consider a product or brand?
(% responding "More Likely" among Liga MX Fans)



Young

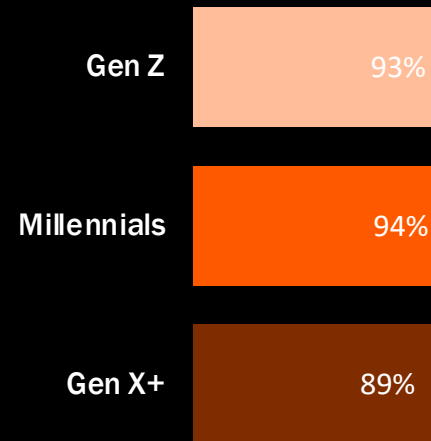
RECOGNITION

Know the Liga MX logo immediately when they see it



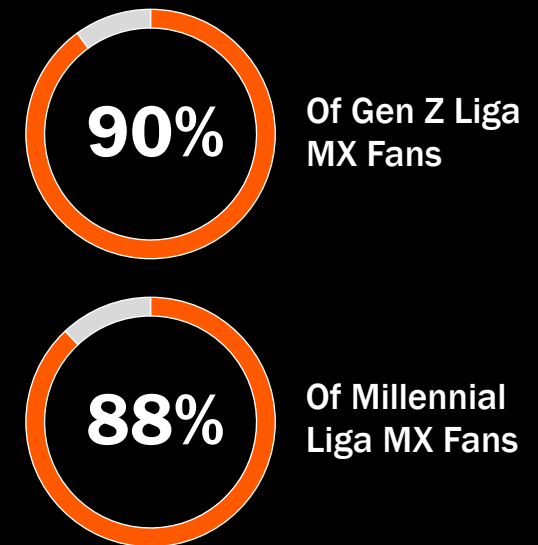
POSITIVITY

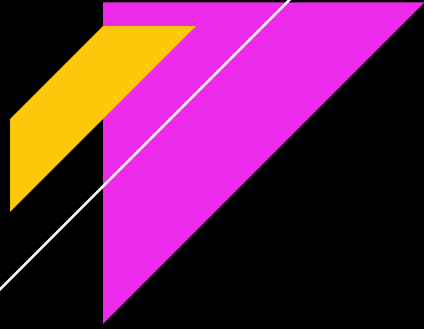
Have positive feelings when they see the Liga MX logo



PURCHASE INTENT

Are more likely to purchase a product with their favorite sports league logo





THE PERFECT MATCH

METRO BY T-MOBILE & LIGA MX

TAMIKA HILLMAN

T-Mobile

Teamwork: On & Off The Field

metro[®]
by T Mobile



Bringing the Partnership to Life

IP Usage



Media Integration



Social Content



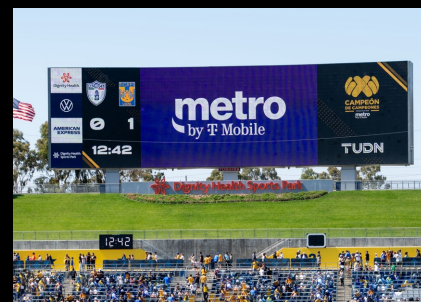
Talent Usage



Retail Activation



In-Stadium Branding



On-Site Activation

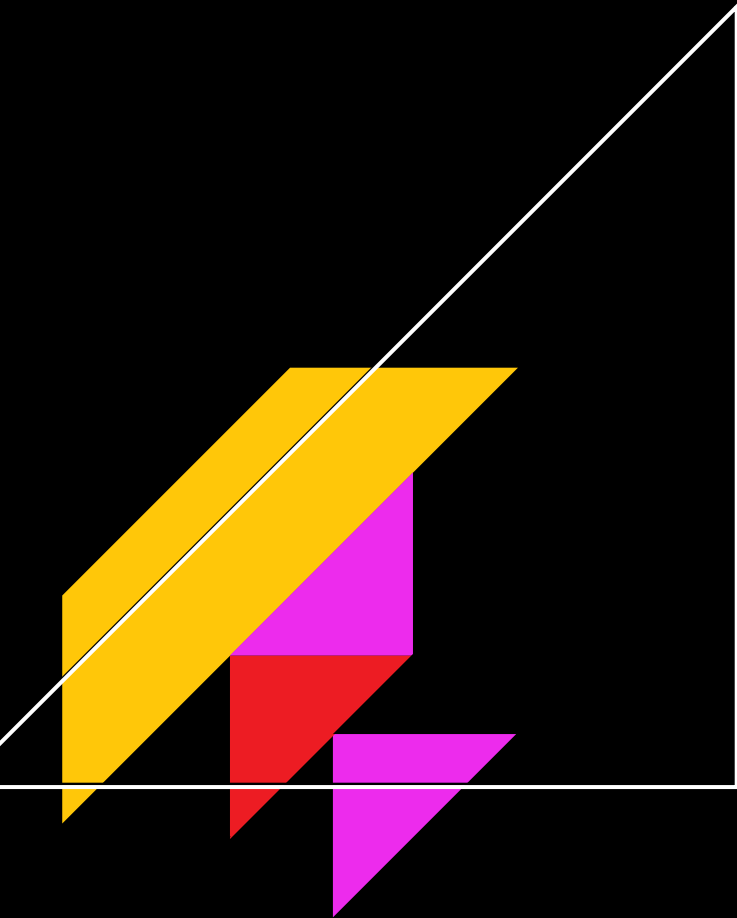


Tickets & Hospitality



Key Takeaways

- 1 Fútbol is Life**
- 2 Liga MX = Passion**
- 3 Deeper Fan Connection**
- 4 Brands Win Too**



NEXT SESSION:

LEADING THE CHANGE LIVE STREAMS

HARNESSING CULTURAL INSIGHTS & BUILDING BRAND LOVE WITH HISPANICS

/// OCT. 11 /// 2:30 PM ET



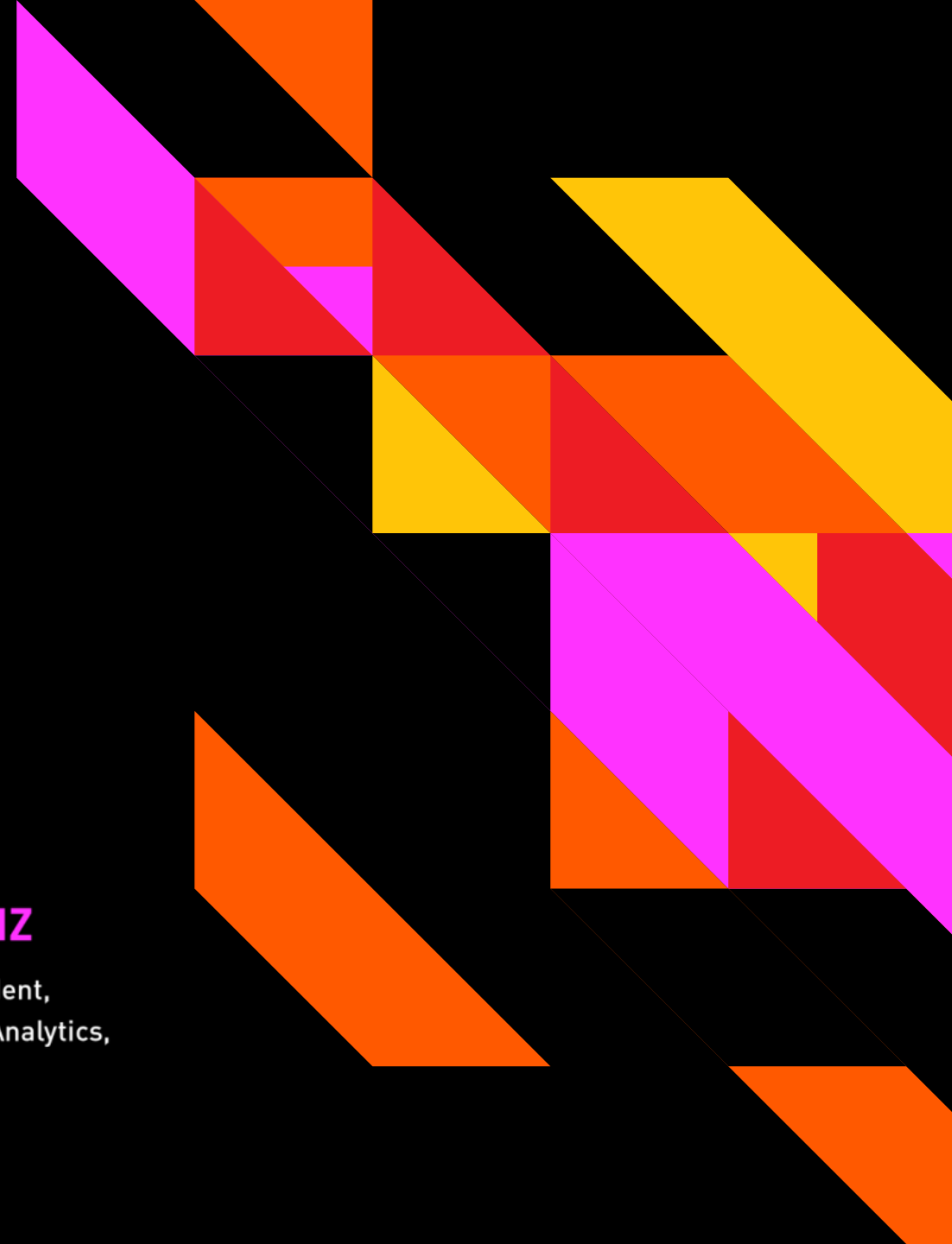
DAN RIESS

Executive Vice President,
Chief Growth Officer,
TelevisaUnivision



ROBERTO RUIZ

Executive Vice President,
Research, Insight & Analytics,
TelevisaUnivision





GRACIAS!

THANK YOU!

