



Little League World Series on **ESPN**

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ESPN Sports Marketing: What We Do



Create Value



Drive Awareness



Execute Sponsorships



Partner With Little League

ESPN

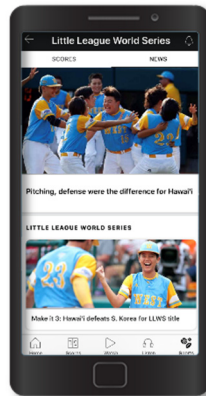
Linear



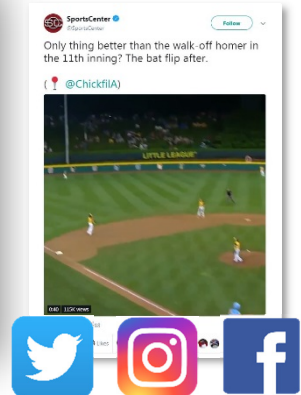
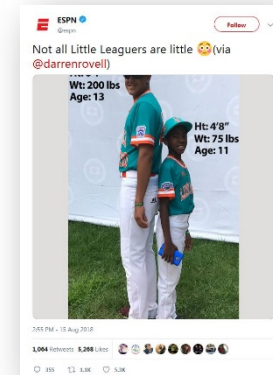
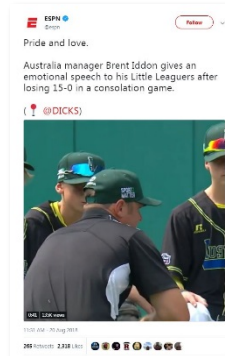
Streaming



Digital



Social



Linear Coverage on ESPN

50.3 Million – Total reach across all linear networks

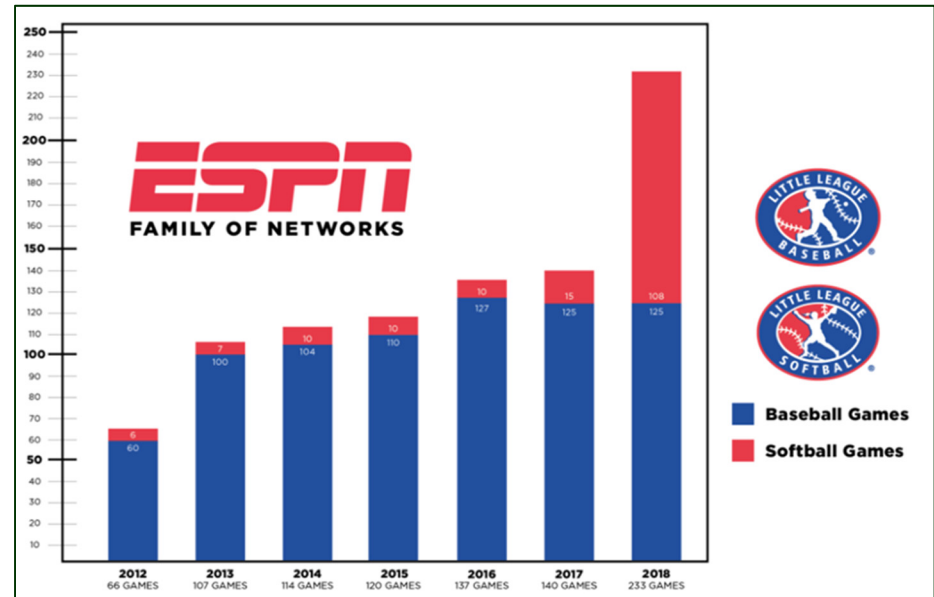
Little League World Series

- ❖ **Overall:** ↑8% Year Over Year
- ❖ **Williamsport:** ↑13% Year Over Year
- ❖ **Championship:** ↑25% Year Over Year

Softball World Series

- ❖ **Semi Finals:** ↑17% Year Over Year
- ❖ **Championship:** ↑49% Year Over Year
- ❖ Most Watched Little League Softball Game Since 2006

BIGGEST LLWS EVER!



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Digital & Social Coverage on ESPN

33.9 Million minutes spent on LLWS content - ↑79%

Little League World Series Social

- ❖ 334K Social Mentions - ↑17%
- ❖ 172K Unique authors posted about the LLWS - ↑28%
- ❖ Peaked during Hawaii winning championship on 8/26
- ❖ 83% Net Sentiment Score (our of 100%)

Little League World Series Digital

- ❖ Total LLWS Content Views on ESPN.com: 4 Million
- ❖ Total LLWS Video Views on ESPN.com: 1.7 Million
- ❖ LLWS Index page on ESPN.com drove 1.4 Million Page Views



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Digital & Social Highlights



1,283 Retweets
6,911 Likes



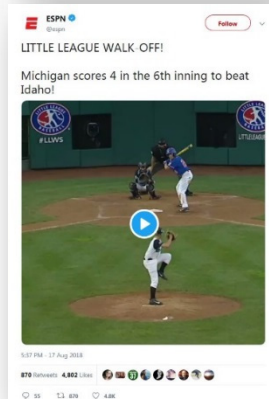
1,291 Retweets
8,504 Likes



363,000 Page Views



1,065 Retweets
5,270 Likes
134,572 likes on Instagram



870 Retweets
4,801 Likes
998,073 views on Instagram

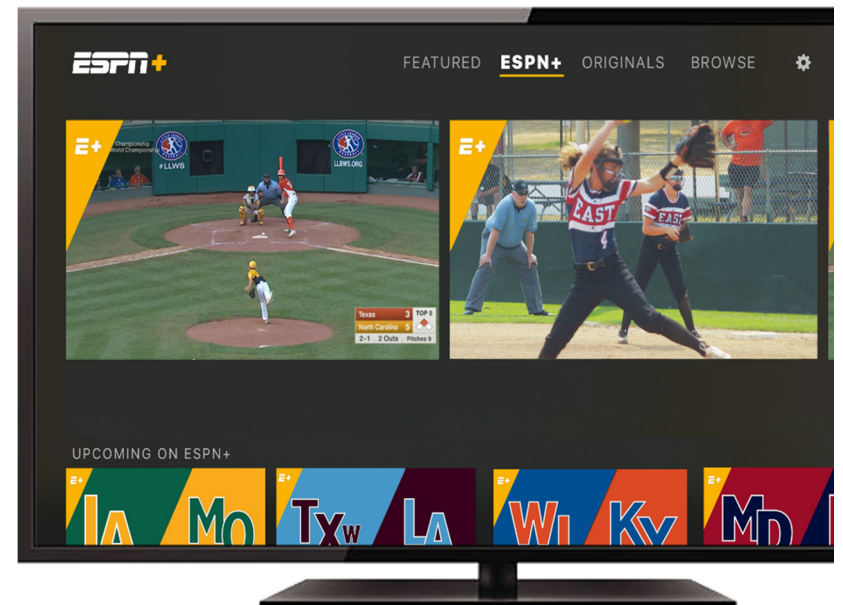


157,000 Video Starts



ESPN+ & Digital Streaming

- ❖ 152 LLWS games only available on Digital – **Most Ever!**
- ❖ 55 Games moved from old ESPN3
- ❖ 97 new Little League Softball games on ESPN+
- ❖ 450k Unique Viewers on streaming services
- ❖ 10M Total Minutes
- ❖ ~5k viewers per game
- ❖ “I’ll give you an example, we have a lot of inventory for the Little League World Series. And we’ve noted that as we’ve gotten more specific with consumers about what Little League games will be available, our subscription sign-ups have ballooned in the last few days, which we believe, is a result of interest in just that”
- Bob Iger



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Custom Content & Brand Integration

Sports Matter



Lunch Table



Official Ride



Social Integration



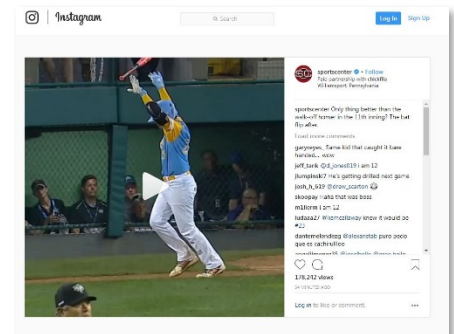
Sports Matter Monday



Booth Delivery



Activation Integration



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Franchise Position Integrations

Starting Lineups



SC on Snap



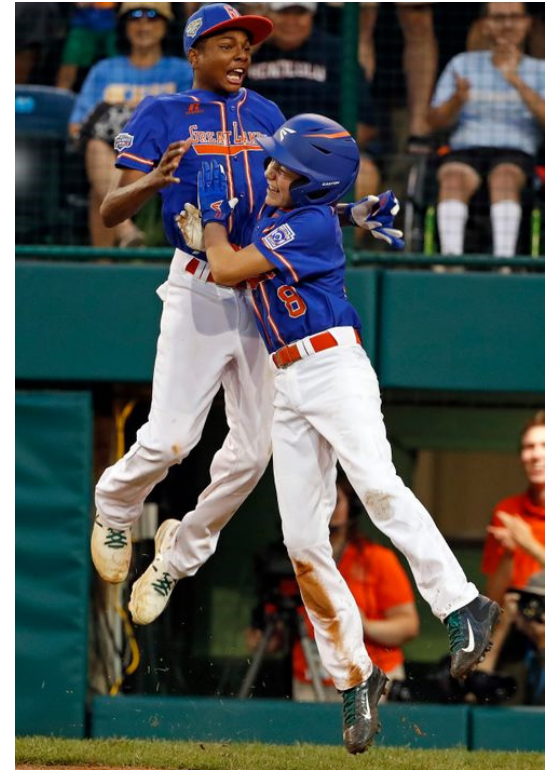
21 Questions



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2019 Integration Opportunities

- ❖ Sponsorship Packages to be released week of January 7, 2019
- ❖ Little League Officials will receive discounted pricing and 20 business day “First Look” period
 - ❖ Sponsorships cannot be purchased by non-Officials until after the conclusion of the “first look” period
- ❖ Little League Officials purchasing a full feature strip will receive feature exclusivity in their category
- ❖ Packages are a starting point – **let us help you customize!**



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MLB Little League Classic



- ❖ Cross programming opportunities (MLB, LL & Studio)
- ❖ Special Programming
- ❖ Increased Exposure day of MLB/LL Classic

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Questions?

