



Ipsos Sports Event Audience Measurement (EAM)

Providing sports radio networks and broadcasters accurate audience ratings for any given sporting event in less than a week

Baseball. Basketball. Soccer. Football. Motor Racing. Horse Racing. Golf. Tennis. Boxing. UFC. Olympics.

Ipsos' Sports Event Audience Measurement (*Sports EAM*) service is a unique insight product designed to measure the Average Quarter Hour (AQH) reach of any sporting event's audio broadcast.

Originally created in 1998 by Bruskin Research, and acquired by Ipsos from GfK Custom Research in 2018, today's *Sports EAM* leverages Ipsos' KnowledgePanel™—the largest commercially available online probability panel in the marketplace with a sample truly projectable to the U.S. population. For more than two decades, this service has empowered sports radio networks and broadcasters by accurately determining national audio broadcast audience ratings for any given sporting event within a week of when it happened.

Measuring an event's listenership via radio or other audio device, in home, car, on computer or on smartphone, *Sports EAM* uses a statistically valid and replicable sampling methodology, affording the opportunity to draw trend comparisons across time as well as conduct point-in-time analysis.

With detailed results that can be analyzed with over 2,000 additional variables, you'll dive deeper into audience segmentation for insights to inform targeting and messaging. Or you can have the content consumption metrics needed to update your media kit today.

With English- and/or Spanish-language broadcasting measures, *Sports EAM* is unmatched in the industry.

Contact us today to learn more about what your audience is listening, how they listen, and how long they've tuned in.

Questions? Contact us!

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About Ipsos

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning—Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist—NYSE—Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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