

KEY FACTS



**OPEN DE ESPAÑA
2013**



Open de Espana 2013	2013
Potential Combined Household Reach	204,849,591
Total Number of Broadcasters	42
Total Number of Broadcasts	1,131
Cumulative Global Broadcast Hours	2475:43
Cumulative Global Live Broadcast Hours	766:17
Europeantour.com usage (unique users)	487,147
Cumulative Global Gross Media Equivalency	\$62,887,649
Cumulative Global Media Equivalency (Q1)	\$16,522,664

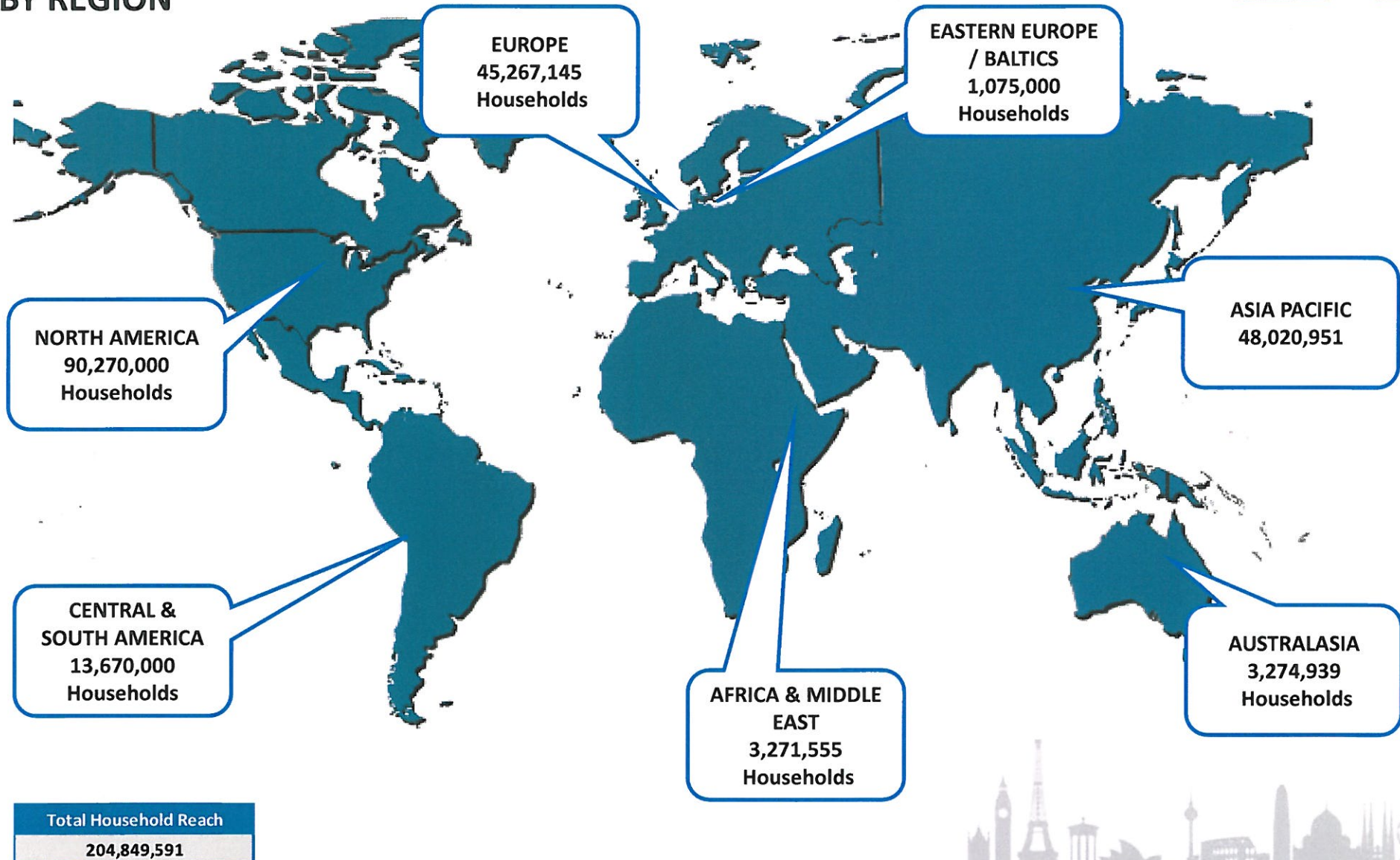


GLOBAL HOUSEHOLD REACH

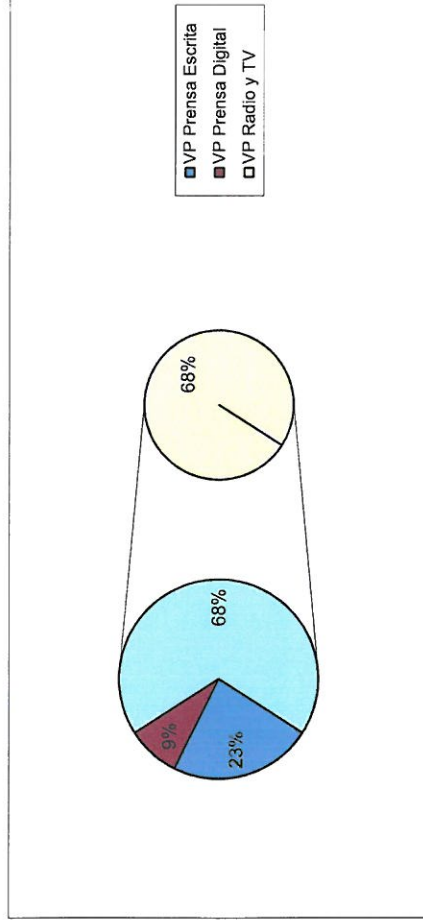
BY REGION



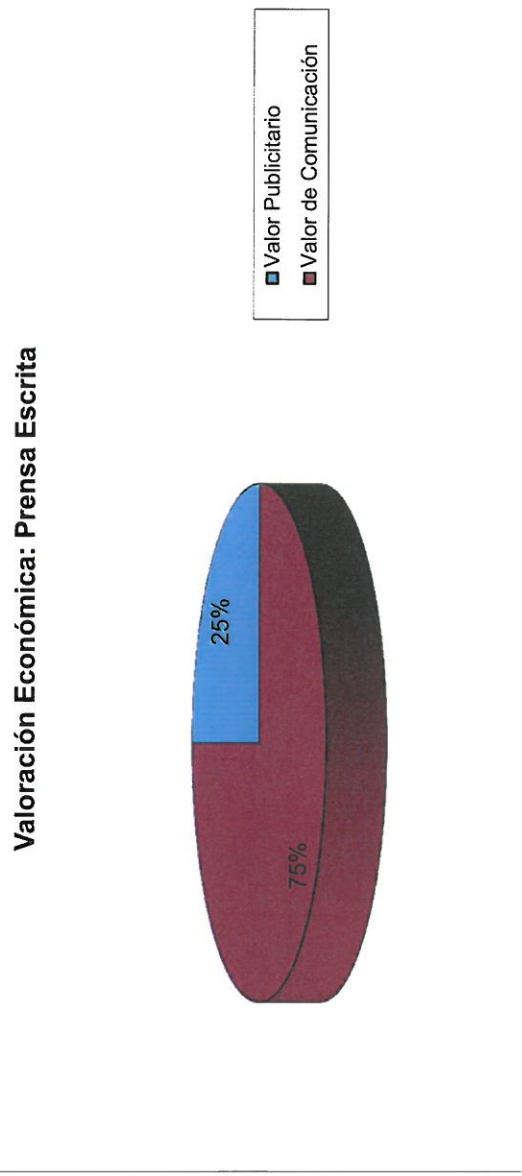
OPEN DE ESPAÑA
2013



VP Prensa Escrita	VP Prensa Digital	VP Radio y TV
1.783.951,00	658.480,00	5.228.038,00

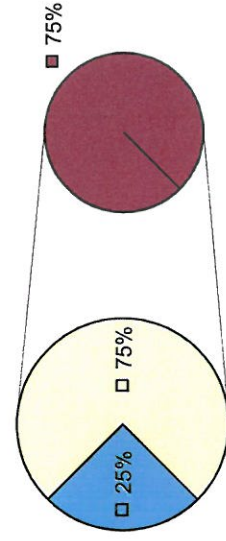


Valor Publicitario	Valor de Comunicación
1.783.951,00	5.351.853,00



Valor Publicitario	Valor de Comunicación
658.480,00	1.975.440,00

Valoración Económica: Prensa Digital



■ Valor Publicitario ■ Valor de Comunicación

Audiencia	Valor Publicitario	Valor de Comunicación
8.249,00	5.228.038,00	15.684.114,00

