

2018

## FOOTY SEASON WRAP UP



AFL 15.9m | NRL 10.0m

Total interactions across Facebook, Twitter and Instagram for the whole season, including finals.

Nielsen Social Content Ratings

7.8%



Aussies have gone to watch Rugby League (NRL) live in the past 12 months

VS

12.9%



For Aussie Rules (AFL)

11%



Have interest in BOTH NRL and AFL



Whether you go to watch live or watch on TV, Aussies are more than twice likely to also utilise the internet to access sport content



Out of those who went to watch the game live in the past 12 months, NRL fans are more likely to post comments and reviews online and conversely be influenced by comments and reviews posted online than AFL fans

Nielsen Consumer &amp; Media View

AFL 2018	Club Ladder	Cumulative TV Audience	Jersey Value: Total Q1 Value	Favourite AFL Team	% Avid Team Fans	Social Engagement
1	Richmond	2	1	7	6	1
2	West Coast Eagles	8	8	2	4	3
3	Collingwood	5	4	3	2	2
4	Hawthorn	7	6	10	8	5
5	Melbourne	9	10	13	13	4
6	Sydney Swans	1	2	1	1	10
7	GWS Giants	14	13	17	17	16
8	Geelong Cats	6	9	9	7	8
9	North Melbourne	16	16	15	15	13
10	Port Adelaide	10	7	16	16	12
11	Essendon	4	5	4	5	6
12	Adelaide Crows	3	3	5	3	7
13	Western Bulldogs	11	14	14	14	11
14	Fremantle	15	12	11	11	14
15	Brisbane Lions	17	17	6	10	17
16	St Kilda	12	15	12	12	15
17	Gold Coast Suns	18	18	18	18	18
18	Carlton	13	11	8	9	9

Source	OzTAM and Regional TAM	Nielsen Sports Q1 Exposure Tracking	Nielsen SportsLink Research Study	Nielsen SportsLink Research Study	Nielsen Social Content Ratings
Period	2018 NRL Premiership Regular Season	4.10.17 - 4.09.18	Jan - Aug 2018	Jan - Aug 2018	Jan - Sep 2018 (YTD)
Base	Total Australia	All media types	% team support amongst total NRL fan base	% avid team supporters amongst total NRL fan base	Average Owned Interactions per Episode for Facebook, Instagram and Twitter

NRL 2018	Club Ladder	Cumulative TV Audience	Jersey Value: Total Q1 Value	Favourite NRL Team	% Avid Team Fans	Social Engagement
1	Roosters	3	2	7	7	3
2	Storm	5	1	1	2	6
3	Rabbitohs	8	7	8	8	4
4	Sharks	11	12	11	11	8
5	Panthers	9	3	13	13	12
6	Broncos	1	4	2	1	2
7	Dragons	6	9	4	4	1
8	Warriors	16	16	16	15	5
9	Wests Tigers	7	13	6	6	7
10	Raiders	13	11	12	12	15
11	Knights	14	10	14	16	14
12	Bulldogs	10	8	10	10	13
13	Cowboys	2	5	3	3	10
14	Titans	15	15	15	14	16
15	Sea Eagles	12	14	9	9	9
16	Eels	4	6	5	5	11

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