



SNTV INSIGHTS

UEFA EURO 2024

UEFA EURO 2024, hosted in Germany from 14 June – 14 July, saw Spain crowned champions after a 2-1 victory over England in the final.



1

USAGE FAST FACTS

- 369 media outlets
- 85 different markets
- 312 hours of media exposure recorded
- 534 stories published
- 33m views on social media

MARKET USAGE

59% of media exposure was recorded in Europe, 26% in the Middle East and Africa, 9% in Asia and 6% in the Americas.

The Top 5 markets were:



2



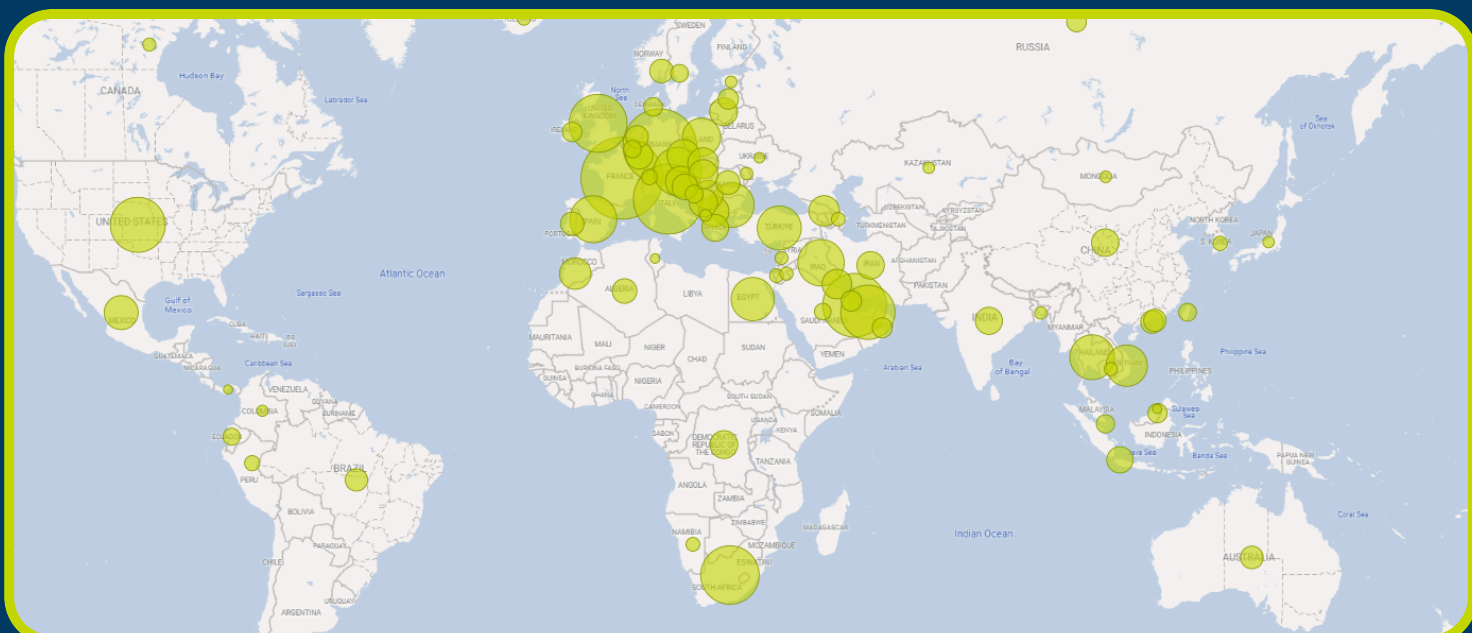
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MOST POPULAR SNTV STORIES

1. Spain train after England set up Euro 2024 final clash
2. Spain train on the eve of huge Germany Euro quarter-final
3. Munich - European Championship stadium preview
4. Fully fit England squad train in sun ahead of Euro 2024 SF v Netherlands
5. England train for the last time ahead of Euro 2024 final against Spain



TOTAL STORY USAGE BY MARKET



*The above insights are for SNTV's self-shot content only