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MOBILE INSIGHTS

FAN MARKET SHARE ANALYSIS

2017 SEASON

WHICH TEAM IS THE MOST POPULAR WITH FANS?

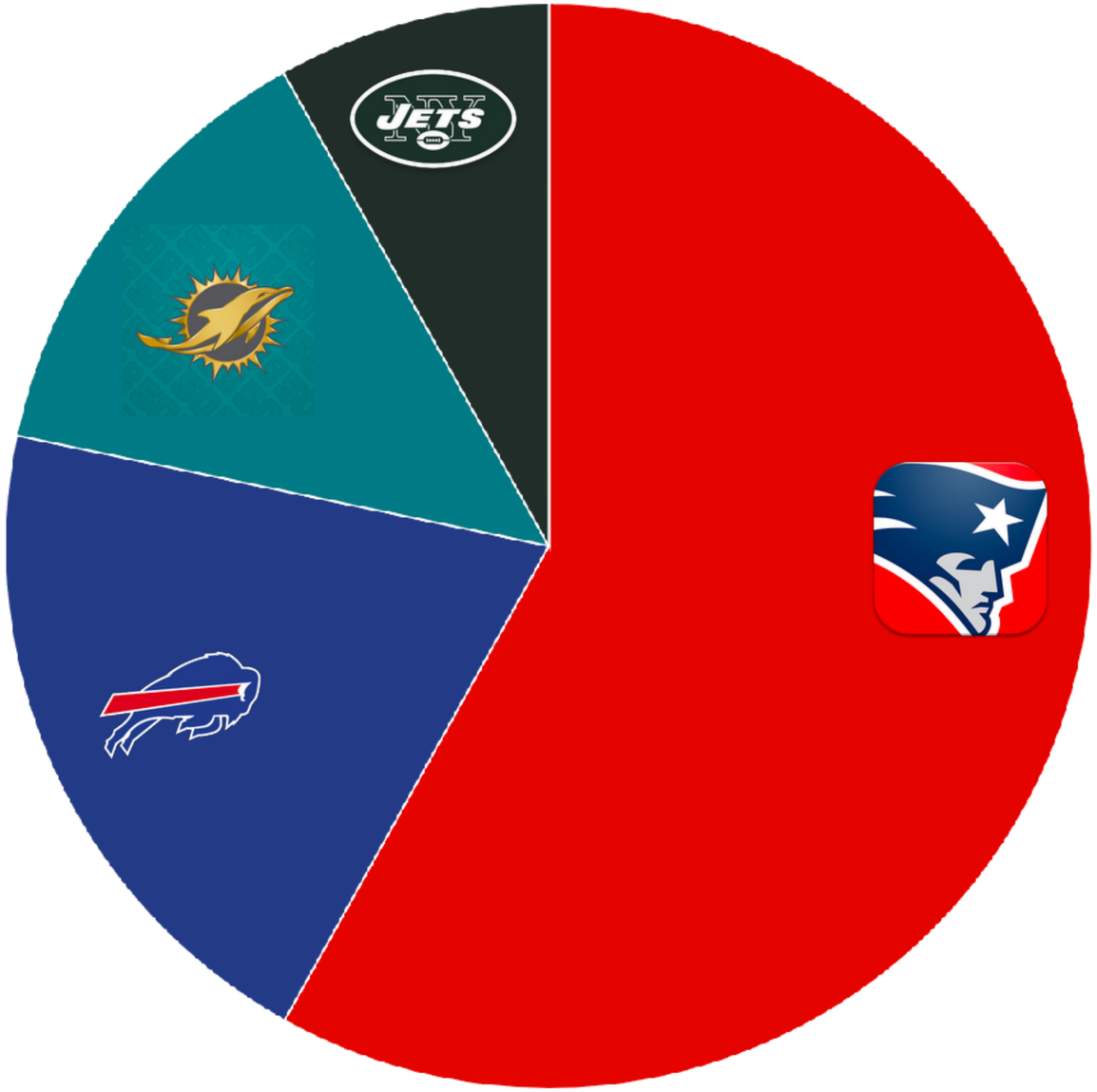
WHO REALLY IS “AMERICA’S TEAM”?

WHAT IS THE RELATIONSHIP BETWEEN FAN POPULARITY AND TEAM SUCCESS?

NFL TEAMS – FAN MARKET SHARE ANALYSIS

- Skydeo Mobile Audience User Panel includes declared, deterministic data on over 850 Million unique devices
- Skydeo survey of NFL Mobile app usage during 2017 season:
  - 7.98 million devices globally
  - 6.42 million devices in the United States.

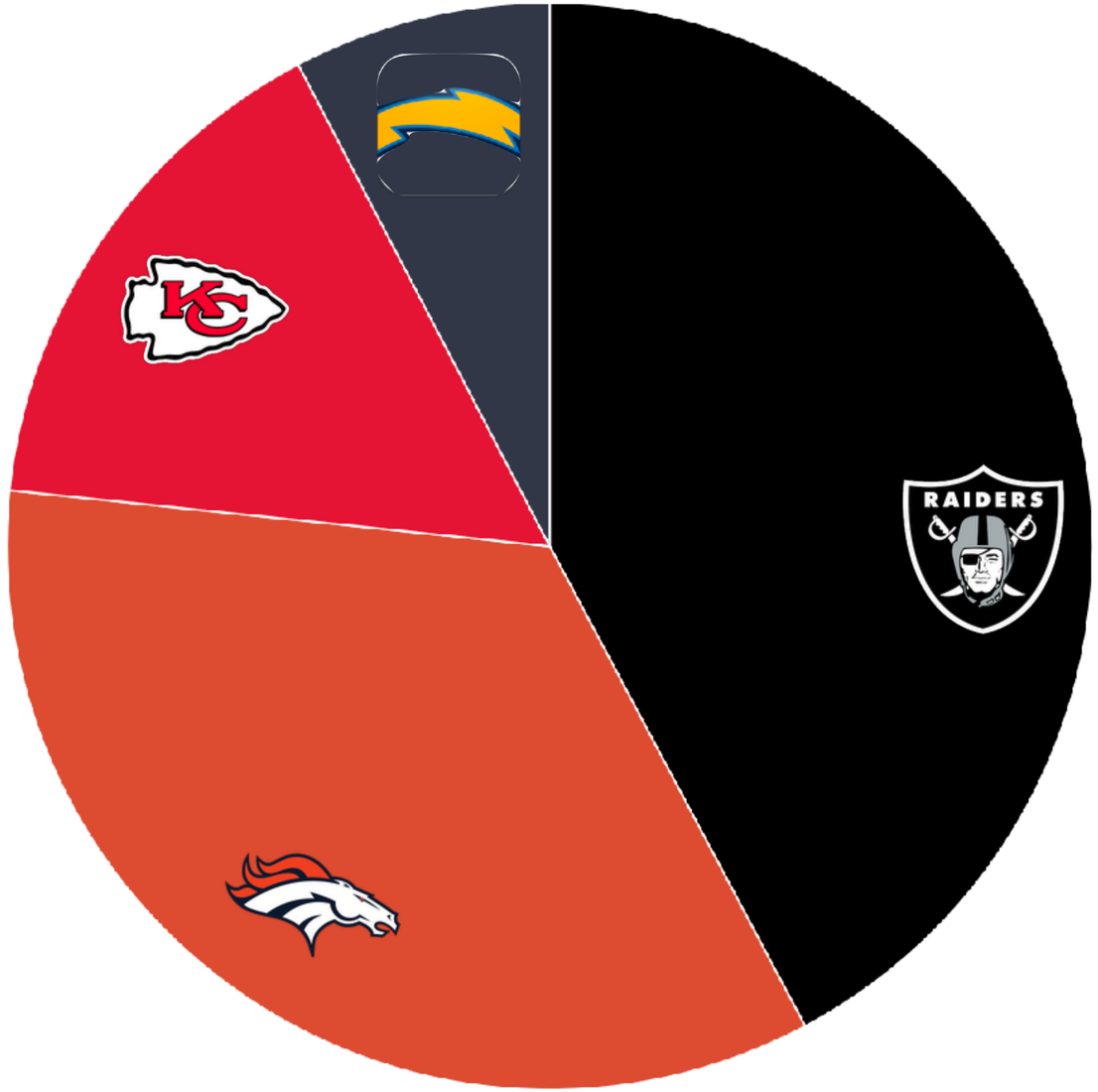
AFC EAST: FAN MARKET SHARE



- New England Patriots 58.08%
- Buffalo Bills Mobile 20.18%
- Official Miami Dolphins 13.62%
- Official New York Jets 8.12%

AFC East	W	L	T
Patriots	13	3	0
Bills	9	7	0
Dolphins	6	10	0
Jets	5	11	0

AFC WEST: FAN MARKET SHARE



- Oakland Raiders 42.21%
- Denver Broncos 365 34.44%
- Chiefs Mobile 15.69%
- San Diego Chargers 7.67%

AFC West	W	L	T
Chiefs	10	6	0
Chargers	9	7	0
Raiders	6	10	0
Broncos	5	11	0

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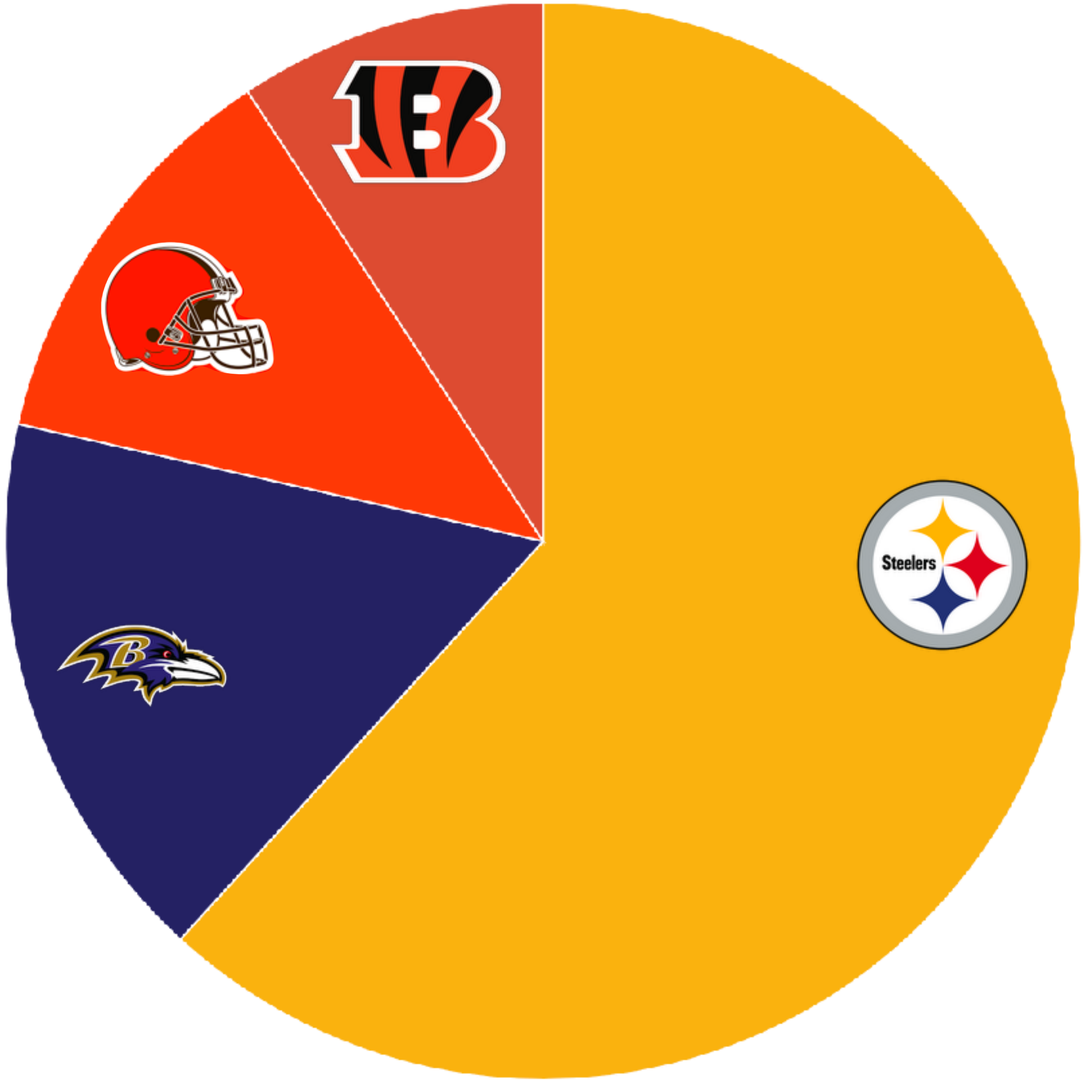
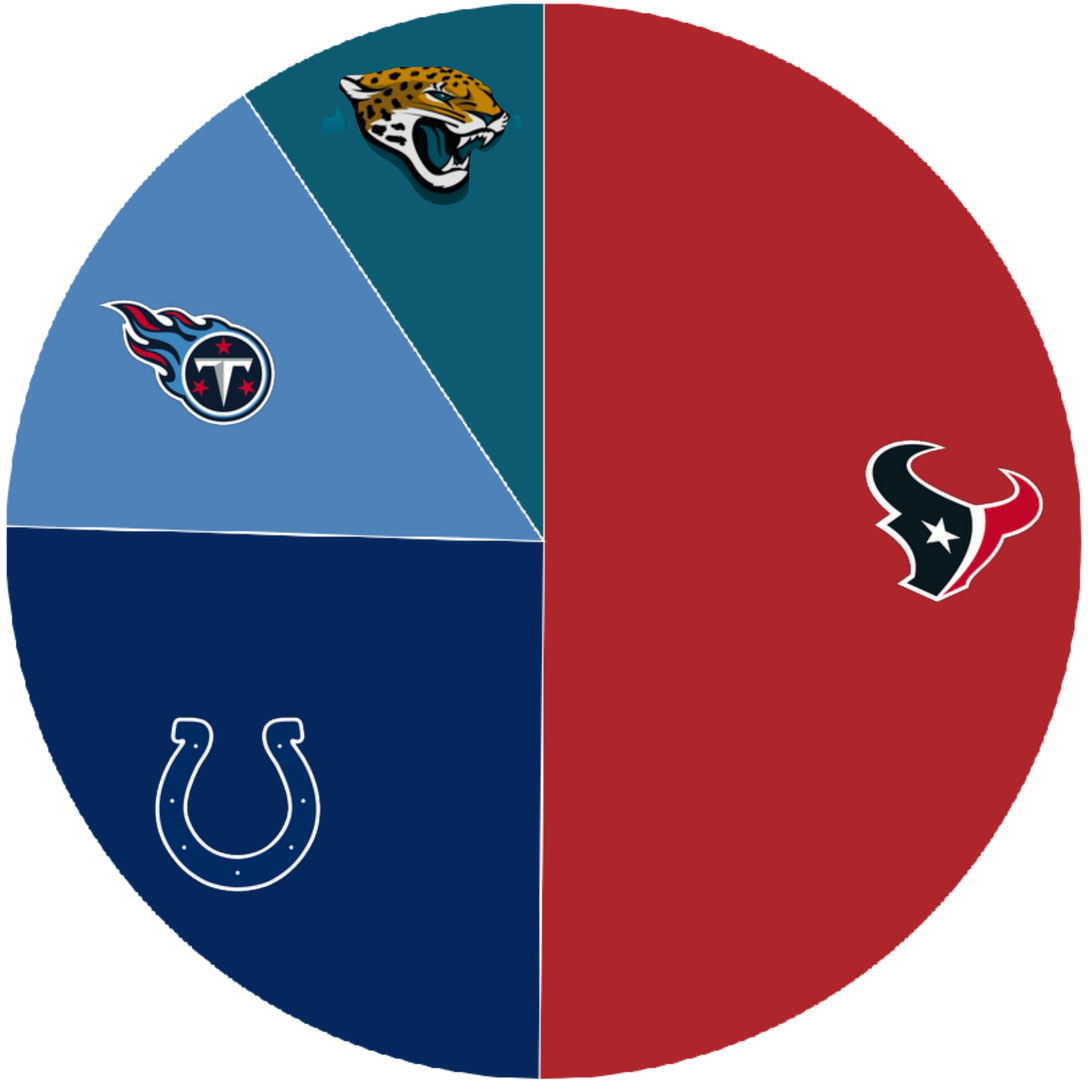
AFC NORTH: FAN MARKET SHARE



- Pittsburgh Steelers 61.77%
- Baltimore Ravens Mobile 16.73%
- Cleveland Browns 12.25%
- Cincinnati Bengals Mobile 9.26%

AFC North	W	L	T
Steelers	13	3	0
Ravens	9	7	0
Bengals	7	9	0
Browns	0	16	0

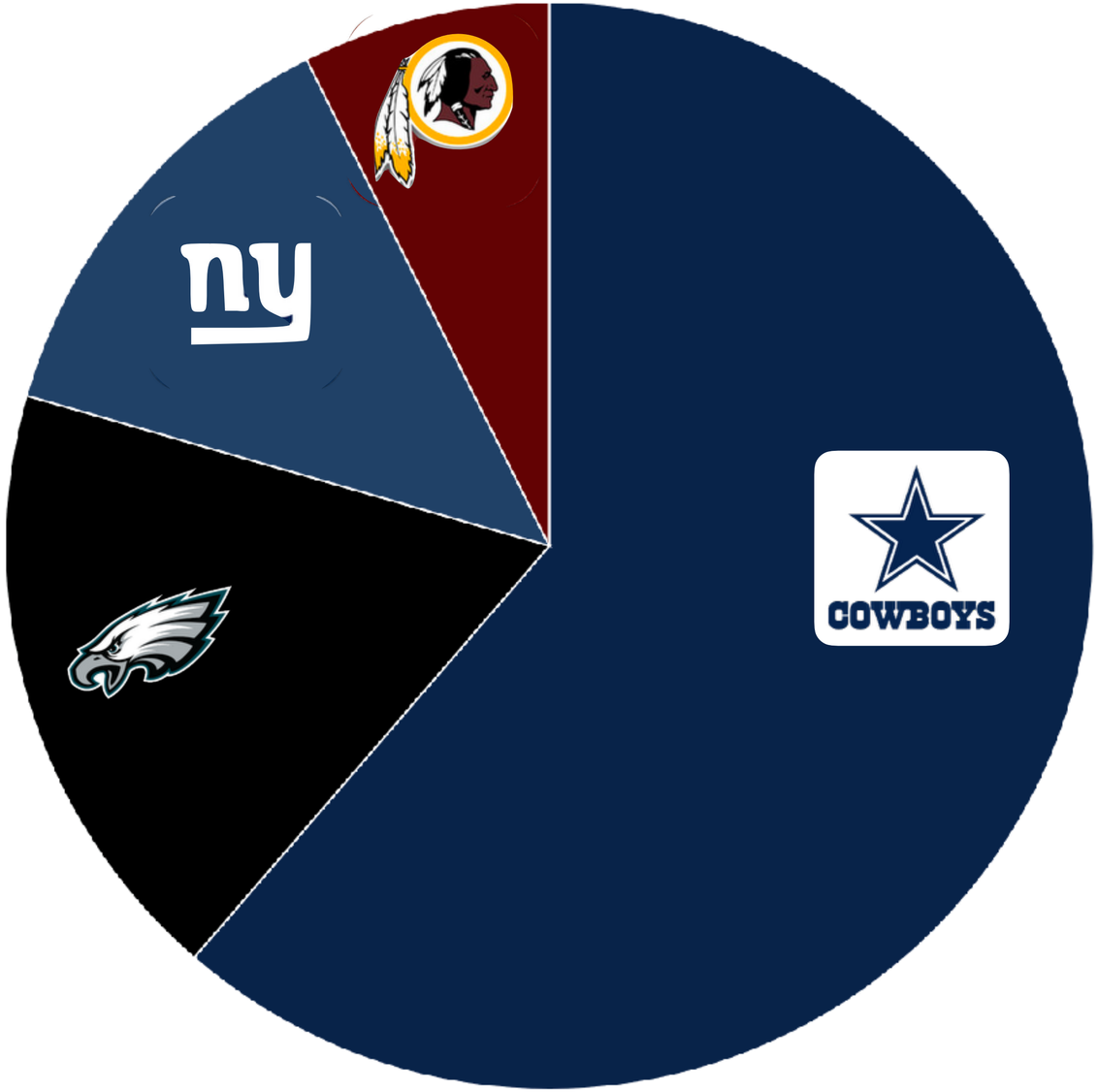
AFC SOUTH: FAN MARKET SHARE



- Houston Texans Mobile App 50.14%
- Indianapolis Colts Mobile 25.31%
- Tennessee Titans Mobile 15.14%
- Jacksonville Jaguars 9.41%

AFC South	W	L	T
Jaguars	10	6	0
Titans	9	7	0
Colts	4	12	0
Texans	4	12	0

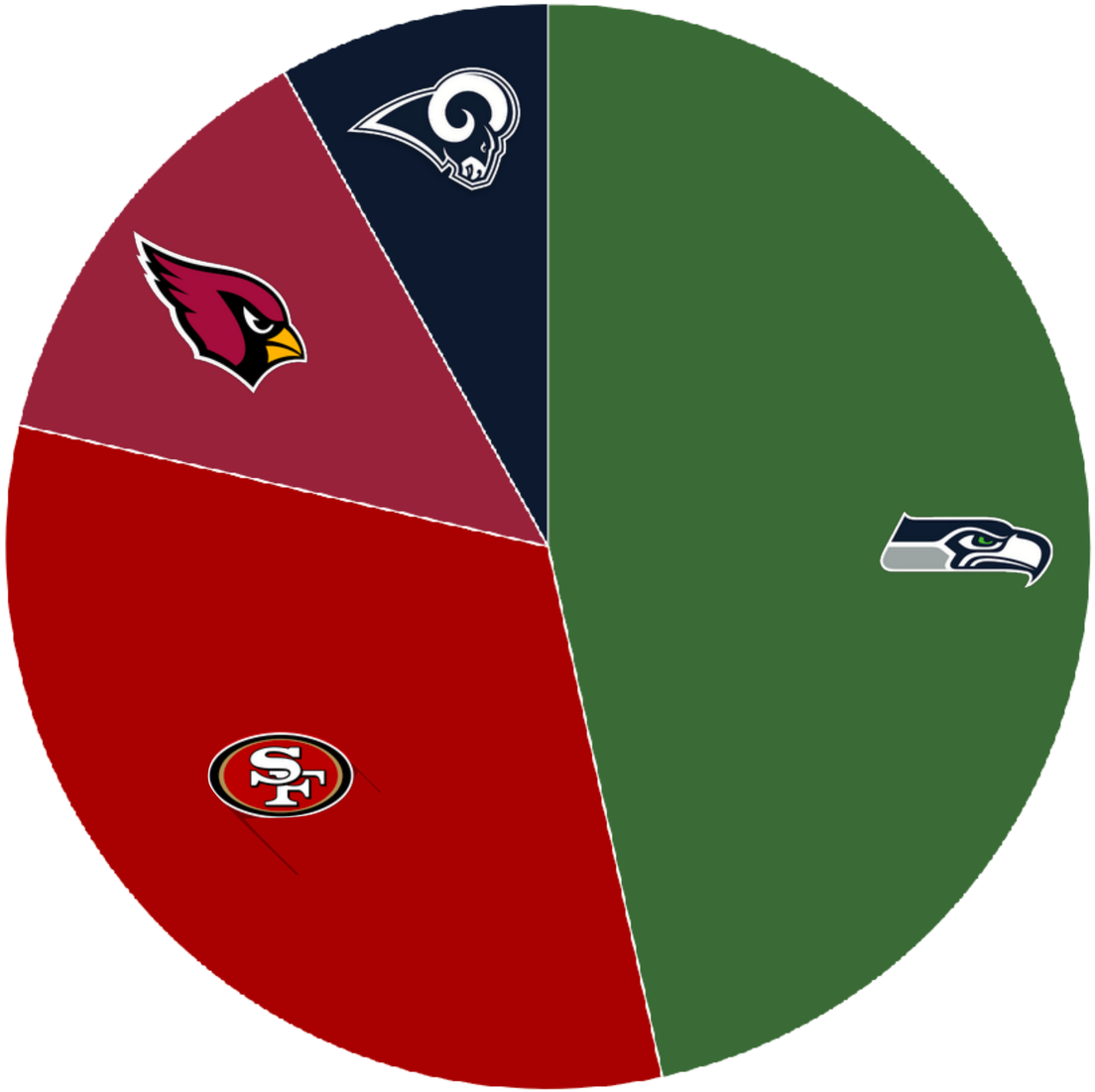
NFC EAST: FAN MARKET SHARE



- Dallas Cowboys Mobile 61.33%
- Eagles Official Mobile 18.13%
- New York Giants Mobile 13.18%
- Official Redskins App 7.37%

NFC East	W	L	T
Eagles	13	3	0
Cowboys	9	7	0
Redskins	7	9	0
Giants	3	13	0

NFC WEST: FAN MARKET SHARE



- Seattle Seahawks Mobile 46.63%
- San Francisco 49ers 31.96%
- Arizona Cardinals Mobile 13.33%
- Los Angeles Rams 8.08%

NFC West	W	L	T
Rams	11	5	0
Seahawks	9	7	0
Cardinals	8	8	0
49ers	6	10	0

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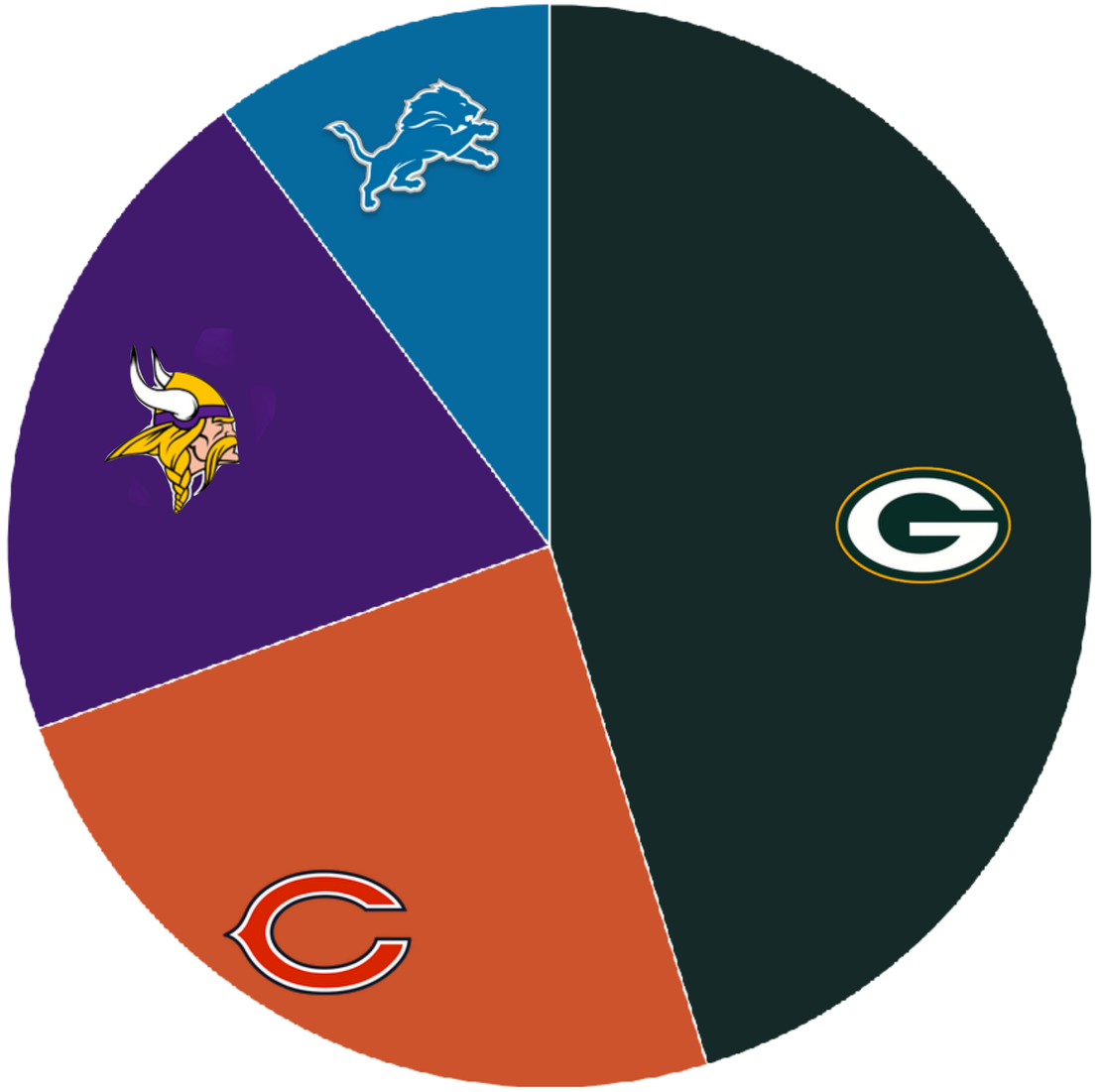
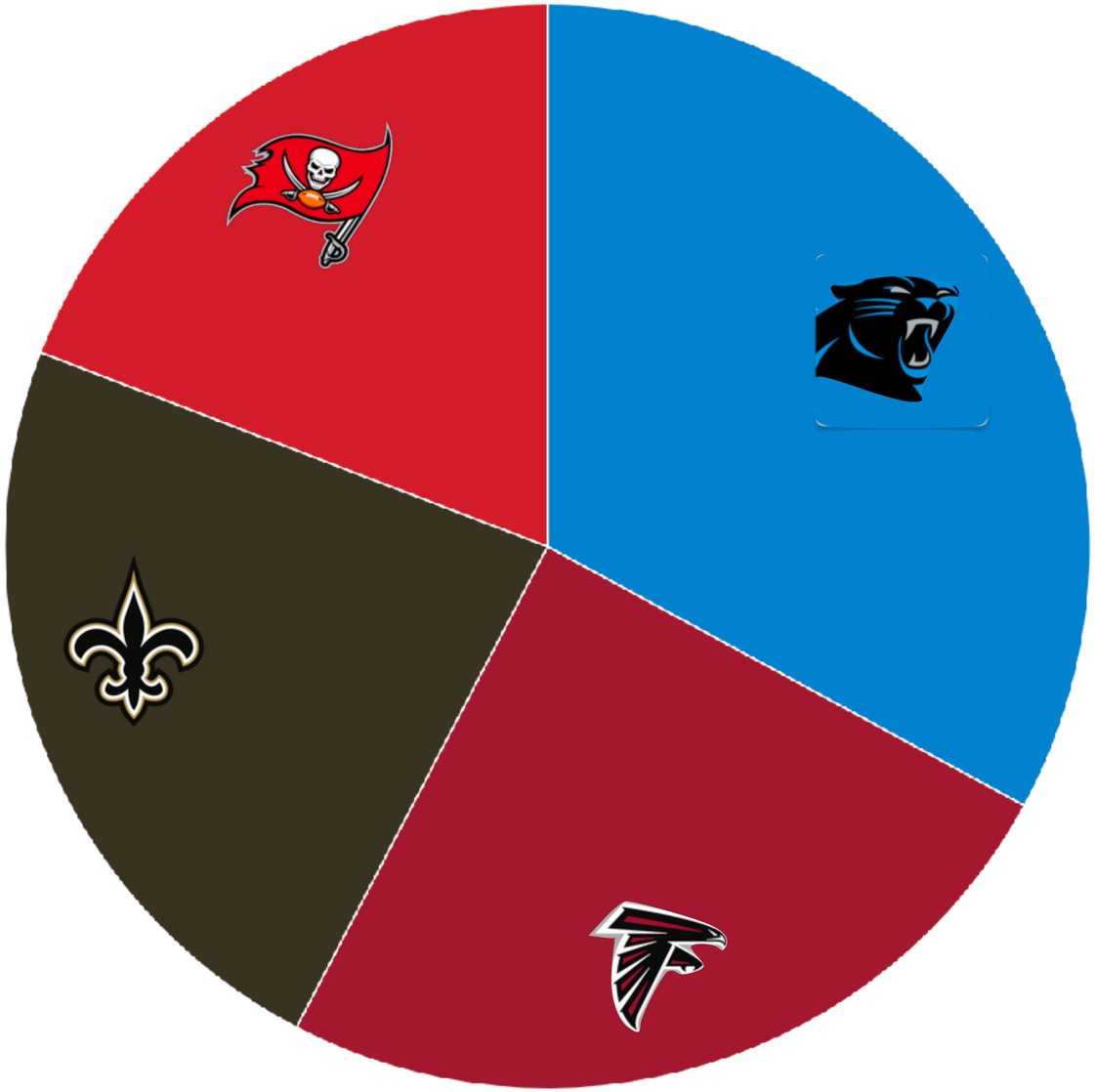
NFC NORTH: FAN MARKET SHARE



- Official Green Bay Packers 45.30%
- Chicago Bears Official App 24.24%
- Minnesota Vikings Mobile 20.23%
- Detroit Lions 10.24%

NFC North	W	L	T
Vikings	13	3	0
Lions	9	7	0
Packers	7	9	0
Bears	5	11	0

NFC SOUTH: FAN MARKET SHARE



- Carolina Panthers Mobile 32.93%
- Atlanta Falcons Mobile 24.72%
- New Orleans Saints Mobile 23.18%
- TB Buccaneers Mobile 19.17%

NFC South	W	L	T
Saints	11	5	0
Panthers	11	5	0
Falcons	10	6	0
Buccaneers	5	11	0

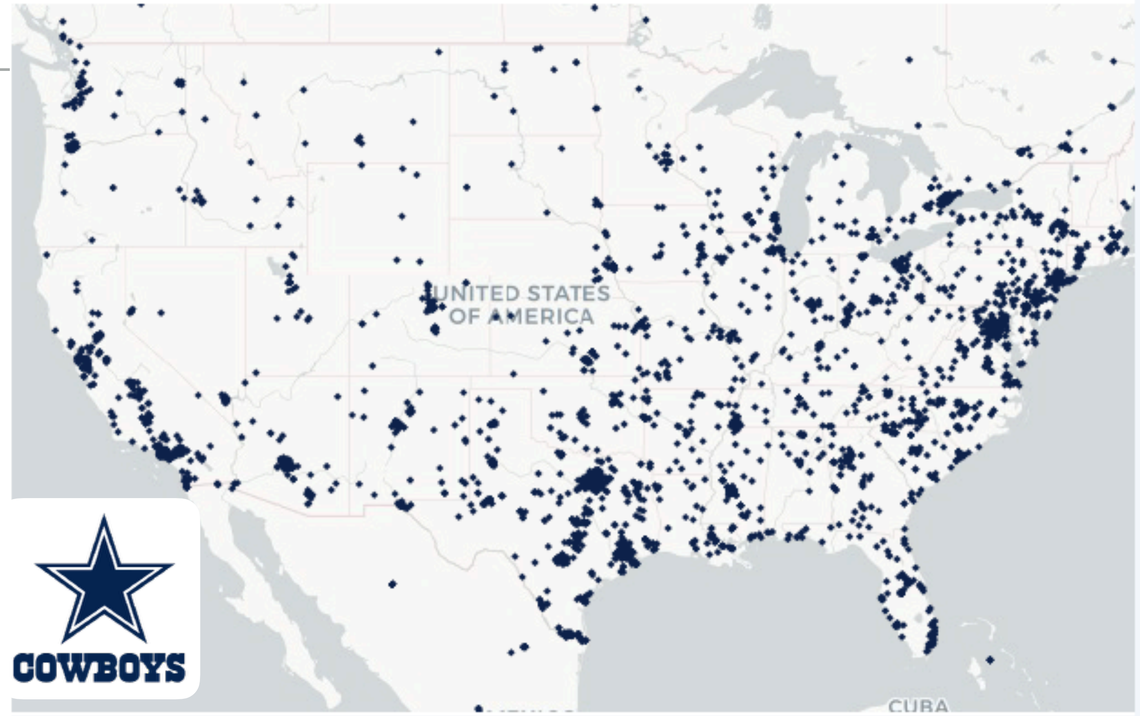
"THEY APPEAR ON TV SO OFTEN THAT THEIR FACES ARE AS FAMILIAR TO THE PUBLIC AS PRESIDENT AND MOVIE STARS. THEY ARE THE DALLAS COWBOYS, "AMERICA'S TEAM."

John Facenda, NFL Films 1978

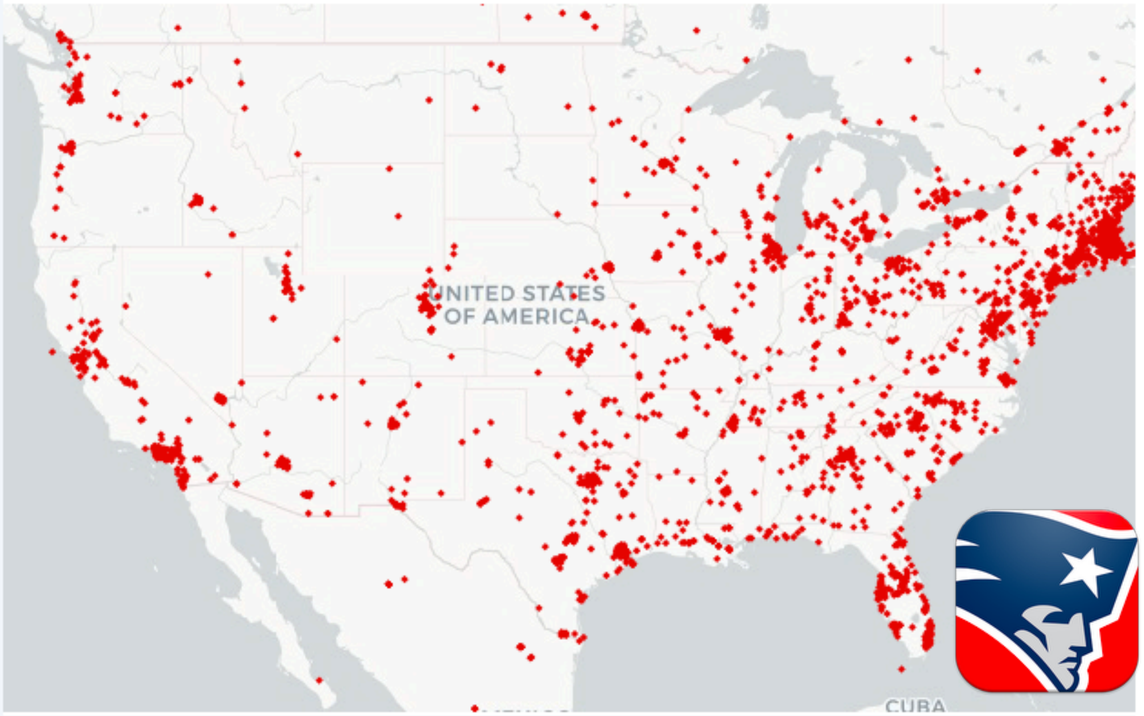
WHO IS REALLY AMERICA'S TEAM IN 2017?

NFL FAN MAP (GPS)

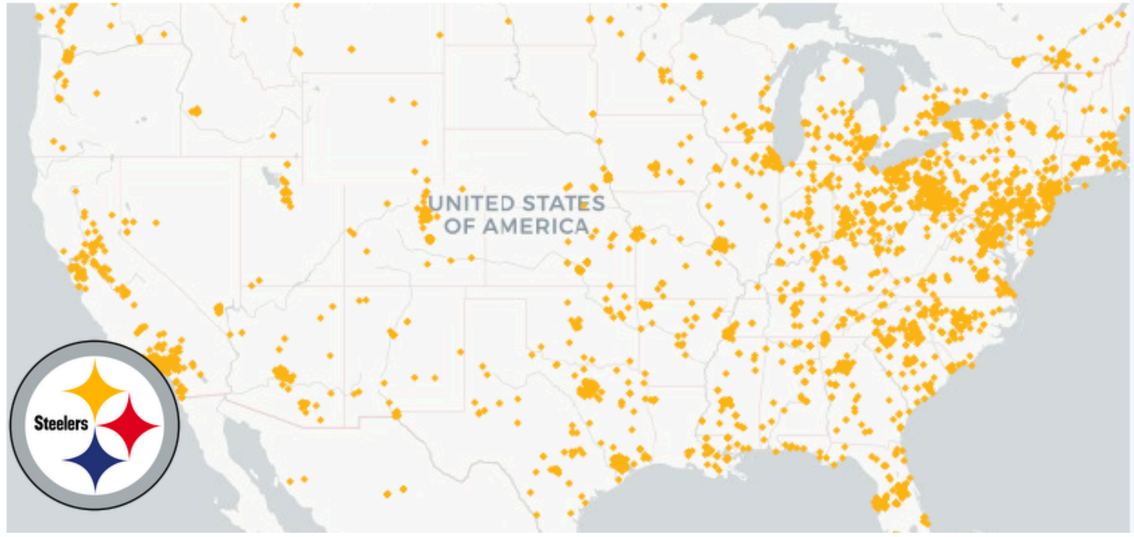
NFL - Dallas Cowboys Fan Distribution



NFL - Patriot Fan Distribution



NFL - Steeler Fans Distribution



NFL - Jets Fan Distribution

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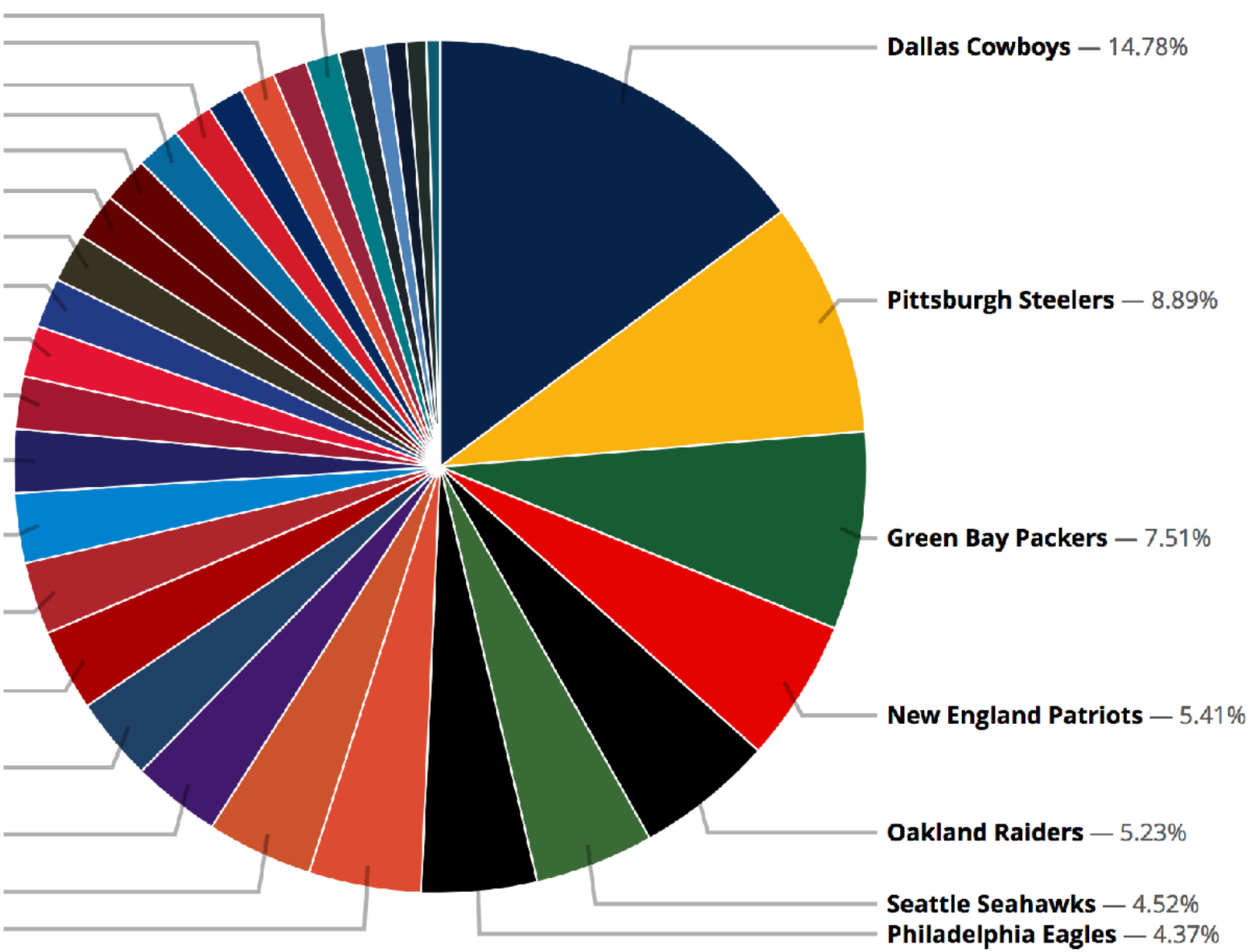
MOST POPULAR NFL TEAMS 2017



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TEAM VALUATIONS

Forbes

Sports Money: 2017

NFL Valuations

	Rank	Team	Current Value	Fan Rank	Share
	#1	Dallas Cowboys	$4.8 B	1	14.78%
	#2	New England Patriots	$3.7 B	4	5.41%
	#3	New York Giants	$3.3 B	11	3.18%
	#4	Washington Redskins	$3.1 B	20	1.78%
	#5	San Francisco 49ers	$3.05 B	12	3.10%
	#6	Los Angeles Rams	$3 B	30	0.78%
	#7	Chicago Bears	$2.85 B	9	4.02%
	#8	Houston Texans	$2.8 B	13	2.74%
	#9	New York Jets	$2.75 B	31	0.76%
	#10	Philadelphia Eagles	$2.65 B	7	4.27%

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SHARE OF FAN RANKING

Steelers, Raiders & Bills: Most Under-Valued teams compared to Fan Market Share.

Team	Value Rank	Fan Rank	Fan Share	Delta of Ranks
Dallas Cowboys	1	**1**	14.78%	0
Pittsburgh Steelers	16	**2**	8.89%	14
Green Bay Packers	13	**3**	7.51%	10
New England Patriots	2	**4**	5.41%	-2
Oakland Raiders	19	**5**	5.23%	14
Seattle Seahawks	17	**6**	4.52%	11
Philadelphia Eagles	10	**7**	4.27%	3
Denver Broncos	11	**8**	4.26%	3
Chicago Bears	7	**9**	4.02%	-2
Minnesota Vikings	18	**10**	3.35%	8
New York Giants	3	**11**	3.18%	-8
San Francisco 49ers	5	**12**	3.10%	-7
Houston Texans	8	**13**	2.74%	-5
Carolina Panthers	21	**14**	2.66%	7
Baltimore Ravens	14	**15**	2.41%	-1
Atlanta Falcons	15	**16**	1.99%	-1
Kansas City Chiefs	24	**17**	1.94%	7
Buffalo Bills	32	**18**	1.88%	14
New Orleans Saints	27	**19**	1.87%	8
Washington Redskins	4	**20**	1.78%	-16
Cleveland Browns	29	**21**	1.76%	8
Detroit Lions	31	**22**	1.70%	9
Tampa Bay Buccaneers	28	**23**	1.55%	5
Indianapolis Colts	20	**24**	1.38%	-4
Cincinnati Bengals	30	**25**	1.33%	5
Arizona Cardinals	23	**26**	1.29%	-3
Miami Dolphins	12	**27**	1.27%	-15
Los Angeles Chargers	22	**28**	0.95%	-6
Tennessee Titans	26	**29**	0.83%	-3
Los Angeles Rams	6	**30**	0.78%	-24
New York Jets	9	**31**	0.76%	-22
Jacksonville Jaguars	25	**32**	0.51%	-7

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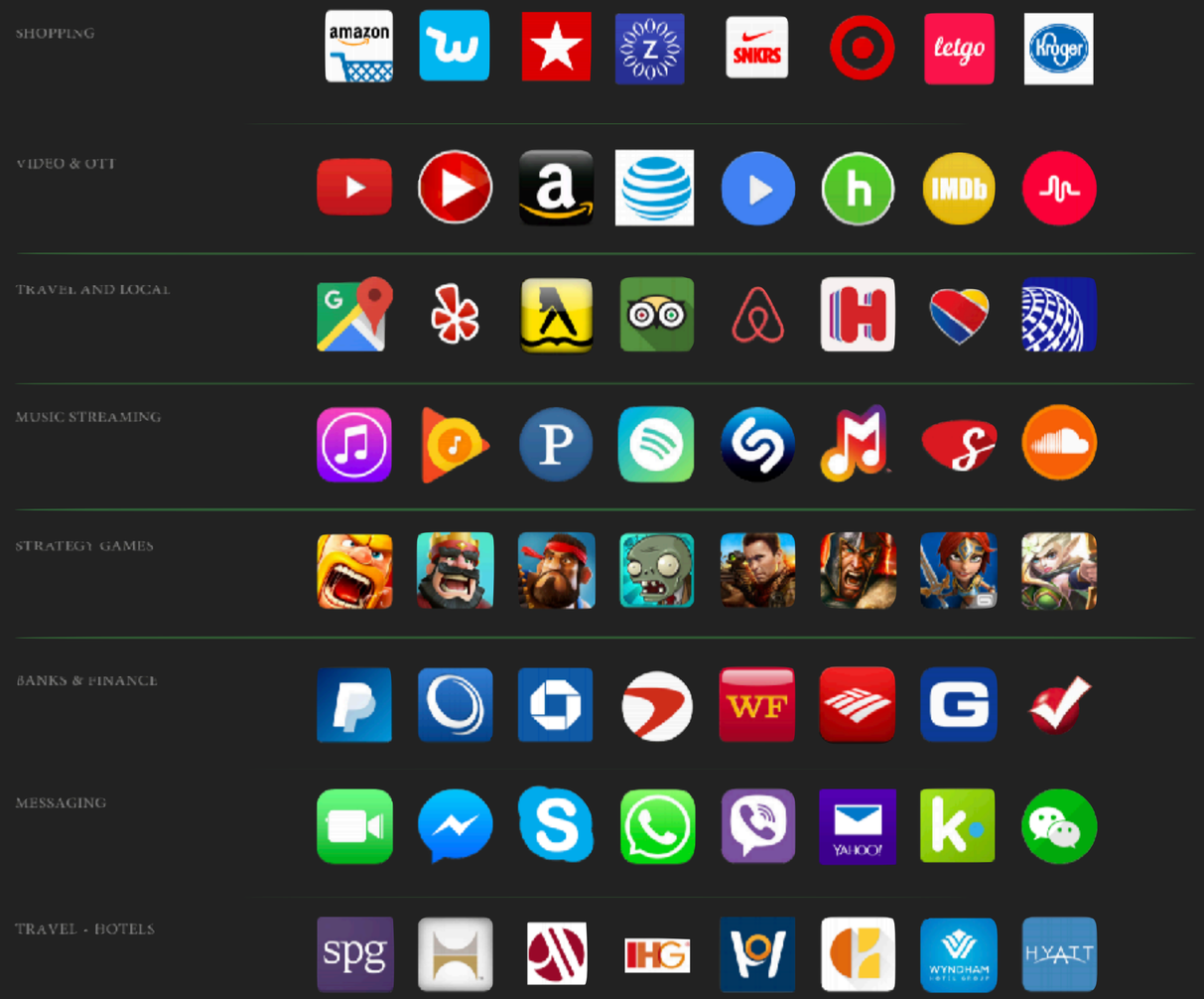
RAMS & JETS MOST OVER-VALUED

SKYDEO MOBILE AUDIENCES & INSIGHTS

- Mobile Market Share Insights for Financial Services, Retail, Travel, Auto and custom analysis.
- Custom Audiences for Facebook, Google and programmatic display based on Skydeo AppGraph, PlacesGraph or People-Based Segments.
- Mobile App Audiences Attribution and Affinity Insights.



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