

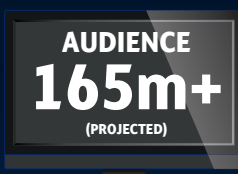
The world's most watched annual sporting event

FINAL TV VIEWING

Aired in more than 200 countries



Most watched UCL final in Spain ever



Estimated global unique reach of 380m viewers

UEFA.COM

1.5m visitors (over 50% from mobile) on day of final » up 20% from 2013

Top **3**

countries:

US, GB, Germany



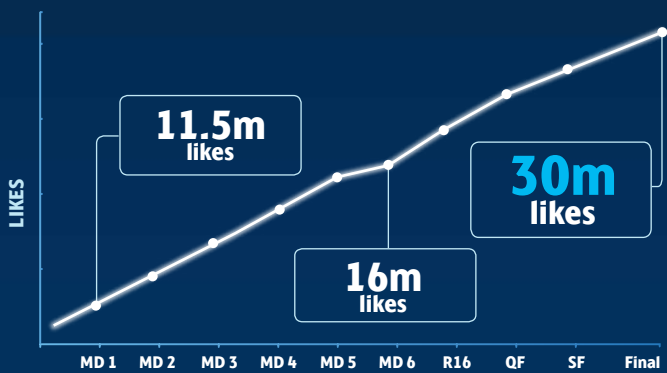
83m

visits over season to UEFA Champions League website

FACEBOOK/UEFACHAMPIONSLEAGUE



Most popular league page



1.3m likes added during final week
400,000 during the match

Top UEFA post: Iker Casillas trophy lift (reach 21.5m, 730,000 likes, 108,000 shares, 22,000 comments)

12m+ VIDEO PLAYS OF UEFA'S TROPHYCAM SERIES

UCL FINAL ON FACEBOOK

26m people had 67m+ Facebook interactions related to the final

Top 4 countries buzzing about the match

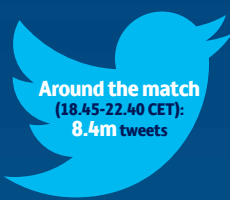
- 1. Mexico
- 2. Indonesia
- 3. Brazil
- 4. Spain

Top moment: **7** Cristiano Ronaldo scores penalty

TWITTER

4.6m followers of @ChampionsLeague (100% growth during the season)

Tweets



Top moment: Gareth Bale puts Real Madrid 2-1 up in extra time (209,594 tweets per minute)

UEFA's official hashtag #UCLfinal was the most widely used: **1m+**

GOOGLE+

Plus ones: **7,096,000**



Followed by: **6,130,000**

Views: **145,250,000**

UEFA CHAMPIONS FESTIVAL

95,000 visitors over four days

2m updates/syncs on Facebook/Instagram tower

13,000 fan photos taken with UEFA Champions League trophy

Facebook live studio interviews streamed on giant screen and to world

190,000+ follow final on UEFA Instagram for first time