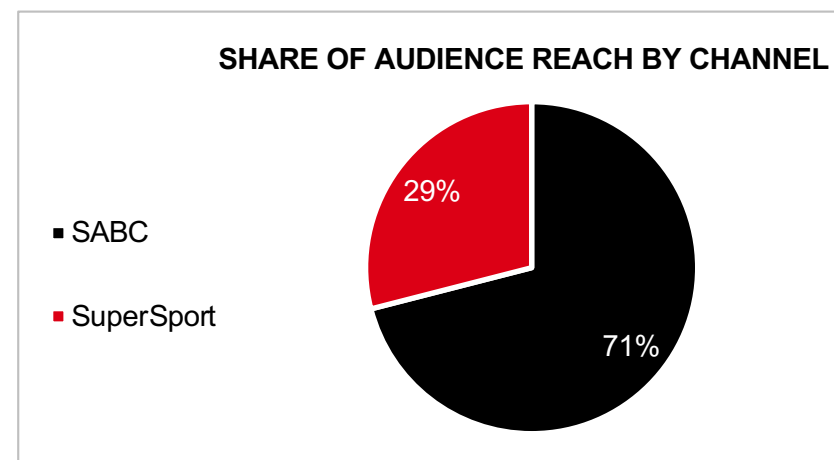
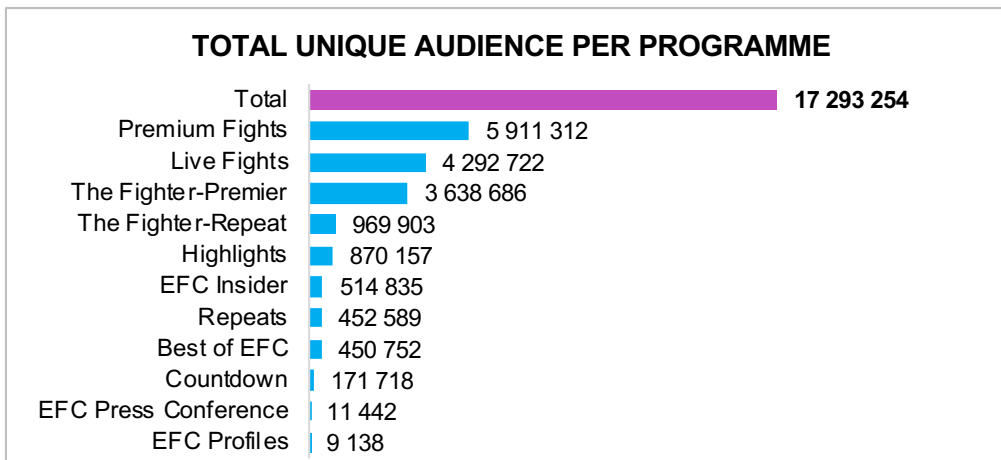
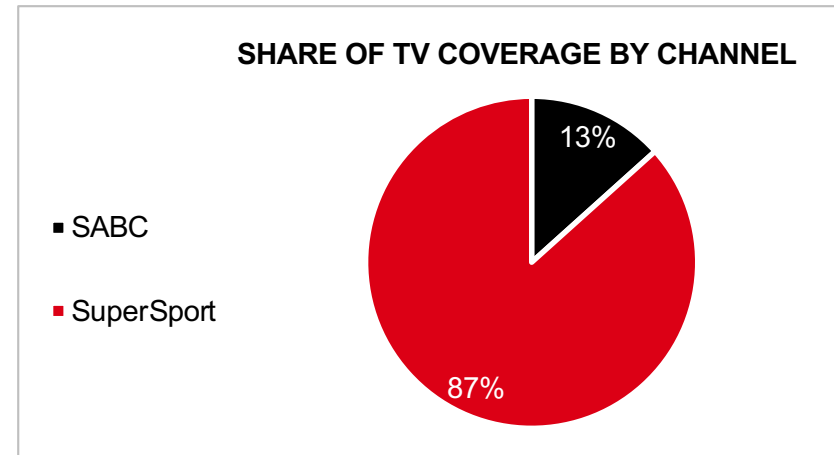


# SUMMARY – EFC 2019

Live and Support TV coverage on SABC and SuperSport. **EFC 77-82**

KPI	LIVE	SUPPORT	TOTAL
<b>Broadcast Hours</b>	49:22:29	416:47:38	466:10:07
<b>No. Broadcasts</b>	29	437	466
<b>Total Unique Audience</b>	6 779 896	10 513 358	17 293 254



- 17 293 254 unique viewers watched any TV coverage of EFC 77 to EFC 82 across all relevant channels.
- Broadcasts on SABC 3 remain the key audience driver, reaching a wider and more diverse audience.