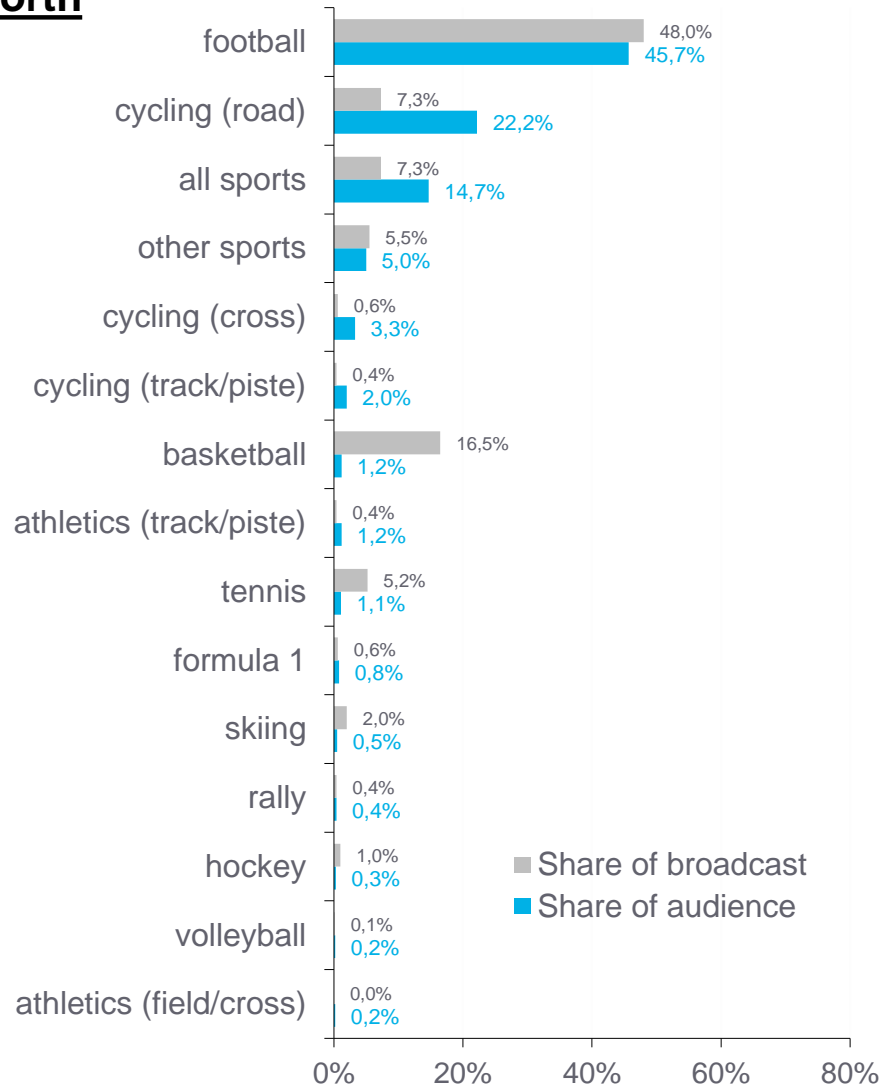


Sports on TV: most watched genres

A 'long tail' of audience shares

North



South

