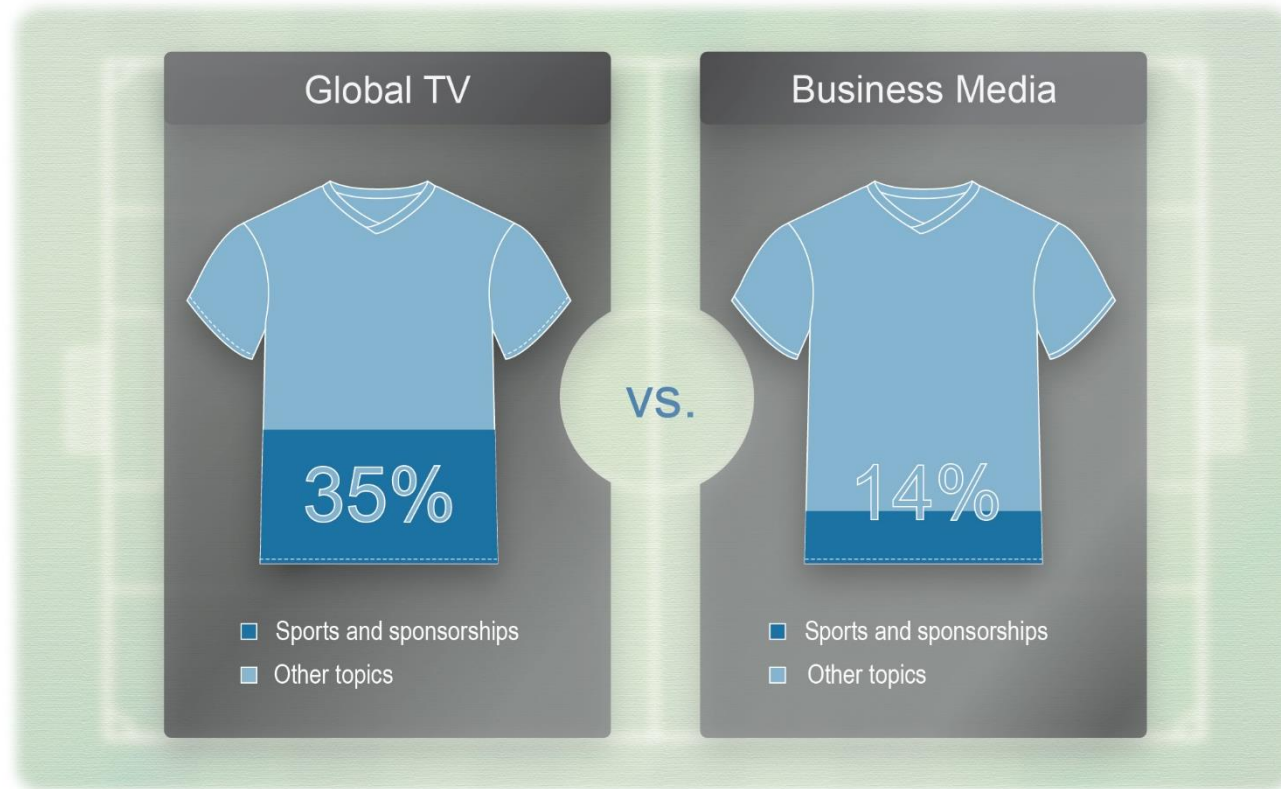


# Sportswear getting balance right



\*Data incomplete for last three days of period of analysis

Global TV | Share of topics related to sportswear companies, January 01, 2014 – May 30, 2014\*

Basis: 58 reports on sportswear companies out of 32,877 reports on 27 international TV news programs and 4 financial print media