

DSPORTS took Chile's audience by storm with exclusive Davis Cup broadcasting

The Davis Cup World Group qualifiers attracted hundreds of thousands of Chileans. The matches were seen on DIRECTV and DGO.

Santiago, February 12, 2024. DSPORTS, DIRECTV's exclusive sports channel, swept the audience with the transmission of the series between Chile and Peru for access to the Davis Cup tennis finals, ranking among the most watched channels in the country during the weekend in which the matches were played at the historic Anita Lizana Central Court of the Estadio Nacional park.

The content, which in Chile was shown on DIRECTV's screens, generated historic numbers for the channel during the two days of competition. On the day of the final, Sunday, February 5, DSPORTS scored peaks of over 9 rating points and 16 share points, with averages of 7 and 10 points, respectively.

In addition, during the six hours of broadcasting on Sunday, more than 17% of DIRECTV subscribers were tuned in to the DSPORTS channel with the Davis Cup. These numbers placed the channel among the three most watched channels of the day in the entire television offer in the country.

DSPORTS also had audience peaks on the live TV and streaming platform DGO, where it registered almost 350 thousand plays, reaching peaks of 60% share on Sunday, the day on which Chile finally won the series against Peru 3-2 in the Davis Cup World Group qualifiers, played in the Chilean capital.

The team headed by the double Olympic gold medalist, Nicolas Massú, faced the Peruvian team led by former Roland Garros doubles champion Luis Horna, an instance that **DSPORTS** broadcast exclusively through **DIRECTV** on 612 and 1612HD and the live TV and streaming platform **DGO**.

The broadcast featured commentary by journalist Pablo Flam, former player and current tennis coach Horacio de la Peña and tennis expert Carlos González.

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