
Bleacher Report Sets New Record with 41.6 Million Unique Visitors in July

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Unique Visitors Up 89% Over Last Year

Record Traffic Spurred by Huge Mobile Growth with 749 Million Minutes Spent in July

[Bleacher Report](#), a leading digital destination for sports news, analysis, real-time video and live scores, set a new U.S. record for the site with more than **41.6 million unique visitors in July**, according to comScore's most recent cross-platform data. The site continues its rapid growth trajectory, delivering its second consecutive month of record-setting delivery among multiplatform uniques.

Compared to last year, July's performance represents an **89% year-over-year increase** for the site. Bleacher Report – specializing on super-serving the sports fan at the teams and topics level – currently ranks as the second-leading standalone sports website in the U.S. among multiplatform users.

The record-setting July was sparked by record-breaking usage across mobile platforms. Bleacher Report's award-winning [Team Stream™](#) mobile app for tablets and smartphones reached an all-time high with **749 million minutes spent**, nearly double the usage in May 2014. Additionally, Bleacher Report's mobile properties generated an 8% month-over-month increase in uniques in July.

Additional highlights:

- Bleacher Report captured the No. 1 spot in exclusive mobile uniques (users visiting exclusively via mobile devices) with 27.7 million in July, marking a new record and the first time Bleacher Report has ranked first overall in the category.
- The Team Stream™ app recorded 3.3 million unique users, another all-time record. July registered Team Stream's third consecutive month with over three million unique users.
- Team Stream™ had 225 minutes of time spent per unique user in July, the second consecutive month surpassing the 200 mark. Team Stream™ also recorded the highest number of minutes per unique user among apps with more than two million in July.

July initiatives leading to Bleacher Report's record-breaking performance included extensive real-time news and analysis of the FIFA World Cup, along with comprehensive coverage surrounding prominent NBA storylines. Bleacher Report's special event coverage, anchored by its mobile-first **Team Stream Now** video content, included coverage of NBA Summer League and reporting and insights into key NBA free agent moves highlighted by LeBron James' decision to return home and sign with the Cleveland Cavaliers.

About Bleacher Report

Bleacher Report, a division of Turner Sports, is the leading digital destination for team-specific sports content and real-time event coverage, and is one of the fastest-growing digital properties in the U.S. Bleacher Report's editorial and video teams, led by a growing roster of lead writers and premier contributors, create hundreds of pieces of content per day to provide fans with the most comprehensive experience for their favorite teams and topics across all major sports. Bleacher Report also provides an unmatched fan experience on mobile devices through Team Stream™, the top-rated,



industry-leading tablet and smartphone app, and via the Bleacher Report daily sport- and team-specific email newsletters.

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