
Bleacher Report Sets New Record with 45.9 Million Unique Visitors in August

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[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 **45.9 million unique visitors in August**, according to comScore's most recent cross-platform data. The site continues its rapid growth trajectory, delivering its third consecutive month of record-setting delivery among multiplatform uniques.

Compared to last year, August's performance represents an **83% year-over-year increase** among unique visitors to 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, a position it has held since April 2014.

The record-setting August was sparked by record-breaking usage across mobile platforms. For the first time ever, Bleacher Report's award-winning [Team Stream™](#) mobile app for tablets and smartphones became the **No. 1 sports app with 682 million minutes spent** in August. Additionally, Bleacher Report's mobile properties generated a 10% month-over-month increase in uniques in August.

Additional highlights:

- The Team Stream app recorded over **3.9 million unique users**, another all-time record. August registered Team Stream's fourth consecutive month with over three million unique users.
- Team Stream had **174 minutes spent per unique user** in August, the highest number of minutes per unique user among U.S. sports news apps with more than two million visitors.
- In-app minutes for Team Stream **increased 115%** year-over-year. Over the last 12 months, app minutes per unique user have never been below 129, with an average of 181 minutes per unique user monthly.

August initiatives leading to Bleacher Report's record-breaking performance included extensive real-time news and analysis of the NFL and college football, along with comprehensive coverage surrounding prominent NBA and world football (soccer) storylines. Bleacher Report's coverage, anchored by its mobile-first **Team Stream Now** video content, included extensive coverage of NFL Fantasy Football and reporting and insights into key NBA off-season moves highlighted by the Cleveland Cavaliers' trade for Kevin Love.

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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