
Bleacher Report Sets New Record with 8.8 Million Daily Unique Visitors

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Multiplatform Engagement Propels Bleacher Report to Highest Daily Audience Ever

[Bleacher Report](#), a leading digital destination for sports news, analysis, real-time video and live scores, set a new record with more than 8.8 million unique visitors on Monday, Jan. 12, according to Google Analytics. It also registered over 12.7 million total visits, its second highest number ever, with over 30% of those visits coming from social media platforms. The site's record-breaking day coincided with the first-ever College Football Playoff National Championship, along with news stemming from the NFL Divisional Playoffs and compelling NBA topics, among others.

Bleacher Report, specializing in super-serving the sports fan at the teams and topics level, registered a record-setting year in 2014. Highlights include:

- Climbing to #2 among all digital non-league sports sites for the first time and holding the position for a majority of theyear, including the latest comScore report in November '14.
- A 30% increase in uniques over the year prior (through November), with more than 180% growth in video streams.
- Social referrals increasing by 135% in 2014 and ranking as the #1 sports publisher on Twitter, according to Newswhip, in November.

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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