

ESPN.COM AND THE BUSINESS INDUSTRY

ESPN Audience Snapshot

Audience Profiler, 2002

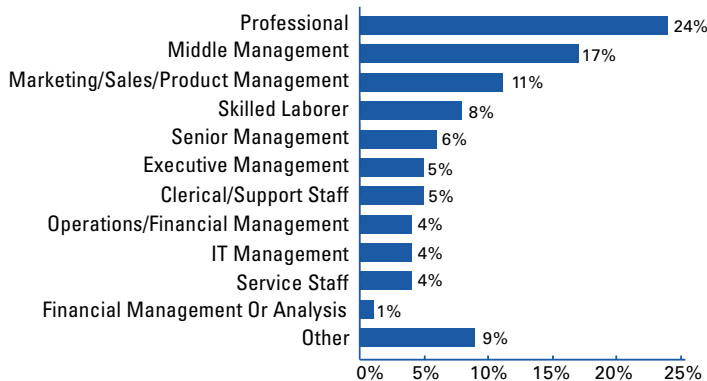
- Median age: 29 (66% between 18 and 34)
- Men: 94% | Single: 47%
- College educated: 87%
- Employed Full Time: 74%
- Average (Mean) HHI: \$72,100
- Attended sporting events within the last 12 months: 81%
- Purchased products online in the last 12 months: 89%

ESPN.com Business Profile

Audience Profiler, 2002

- 74% are employed full time
- 46% are c-level/executive/professionals
- 53% are involved with technology purchases for their organizations
- 46% are involved with office products purchases for their organizations
- 38% anticipate having a new job/new career within the next 12 months

Please indicate which of the following categories best describes your title level in your organization?



@plan, Winter 2003

ESPN.com users have occupations in various industries.

ESPN.com	% Comp	Index
Finance/Banking	4.9	169
Insurance	2.5	151
Computer - Software/Programming	3.2	142
Manufacturing/Operations	5.5	135
Media	2	121
Local/State/Federal Government	9.2	121
Lodging/Food/Travel	2.3	110
Telecommunications	1.7	106

Compiled by The ESPN.com Research Dept.

Business Advertising Effectiveness on ESPN.com

Dynamic Logic, 2002

- B2B advertisers on ESPN.com get a 36% lift in message association on average, compared to 29% on other websites
- B2B advertisers on ESPN.com get a 19% lift in brand favorability on average, compared to 3% on other websites
- B2B advertisers on ESPN.com get a 11% lift in purchase intent on average, compared to 3% on other websites

The Competition

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ESPN.com is the #1 sports site on the web to reach C-Level and Senior Executives

ESPN.com reaches more C-Level Executives		
Content Site	% Reach	Reach Online
ESPN.com	10.9	934,595
Yahoo! Sports	5.5	475,134
CNNsi.com	4.6	396,509
AOL.com Sports	4	341,425
CBS SportsLine.com	3.5	303,501
Lycos Fox Sports	1.8	154,519

ESPN.com reaches more Senior Management		
Content Site	% Reach	Reach Online
ESPN.com	12.4	1,547,529
Yahoo! Sports	6.4	793,792
CNNsi.com	6	750,012
AOL.com Sports	4.5	558,022
CBS SportsLine.com	4.1	507,931
Lycos Fox Sports	2.2	268,175

Nielsen NetRatings, January 2003

ESPN.com reached 11.4% of Web with over 15 million unique users

ESPN vs. The Competition	Unique Audience (000)	Active Reach (%)	Page Views (000)	Time Per Person
ESPN.com	15,172	11.4	911,440	0:44:44
NFL Internet Group	10,597	7.9	195,561	0:14:41
Yahoo! Sports	6,590	4.9	441,059	0:37:34
Sportsline.com	5,723	4.3	195,339	0:25:46
AOL Sports	5,710	4.3	195,339	0:26:48
CNNsi	5,585	4.2	61,652	0:12:16
OCSN	3,965	3.0	62,939	0:10:22
NBA Internet Network	3,580	2.7	187,961	0:27:16
MLB.com	2,432	1.8	56,367	0:17:22
Lycos Fox Sports	2,340	1.8	57,280	0:14:41