

ESPN.COM AND THE COMPUTER INDUSTRY

ESPN Audience Snapshot

Audience Profiler, 2002

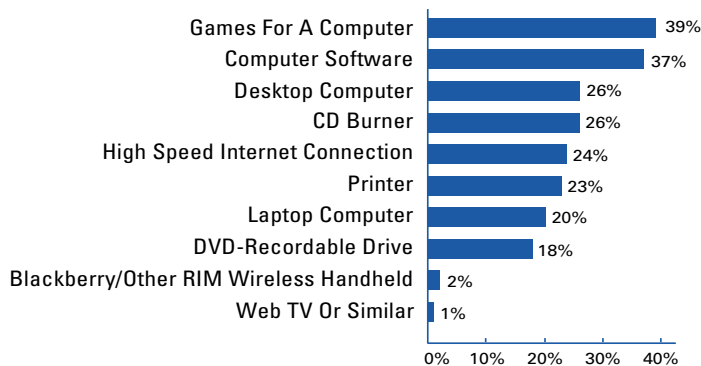
- Median age: 29 (66% between 18 and 34)
- Men: 94% | Single: 47%
- College educated: 87%
- Employed Full Time: 74%
- Average (Mean) HHI: \$72,100
- Attended sporting events within the last 12 months: 81%
- Purchased products online in the last 12 months: 89%

ESPN.com Computer Profile

Audience Profiler, 2002

- 53% are involved in purchasing technological products for their company
- 60% believe that technology is important
- 23% purchase technology products before others
- 19% use a PDA or handheld computer

Which of the following products are you likely to purchase within the next 12 months?



@plan, Winter 2003

ESPN.com users have purchased a variety of computer peripherals in the last 12 months

ESPN.com	% Comp	Index
Game Peripherals	8.6	131
Processor	10.8	129
Network Interface Card	8.5	128
Palmtop/Hand-held computer	6.1	125
Video Card/Board	11.6	120
RAM Memory	20.8	119
Sound Board/Card	11.7	116
Printer - Laser	6.9	111
Speakers	21.3	111

Compiled by The ESPN.com Research Dept.

Computer Advertising Effectiveness on ESPN.com

Dynamic Logic, 2002

- Computer advertisers on ESPN.com get a 4% lift in brand awareness on average, compared to 3% on other websites.
- Computer advertisers on ESPN.com get a 18% lift in brand favorability on average, compared to -1% on other websites
- Computer advertisers on ESPN.com get a 8% lift in purchase intent on average, compared to -2% on other websites

The Competition

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ESPN.com is the #1 sports site on the web to reach those who shop online for computer equipment

Adults who shopped online for Computer Hardware in the last 6 months

Content Site	% Reach	Reach Online
ESPN.com	16.4	4,675,283
CNNsi.com	8.7	2,486,223
Yahoo! Sports	7.9	2,267,282
CBS SportsLine.com	6.1	1,756,348
AOL.com Sports	3.6	992,658
Lycos Fox Sports	2.5	720,915

Adults who shopped online for Computer Software in the last 6 months

Content Site	% Reach	Reach Online
ESPN.com	16	4,365,292
CNNsi.com	8.5	2,322,695
Yahoo! Sports	7.9	2,155,613
CBS SportsLine.com	5.9	1,622,096
AOL.com Sports	3.9	1,071,620
Lycos Fox Sports	2.7	749,977

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