

ESPN.COM AND THE FINANCE INDUSTRY

ESPN Audience Snapshot

Audience Profiler, 2002

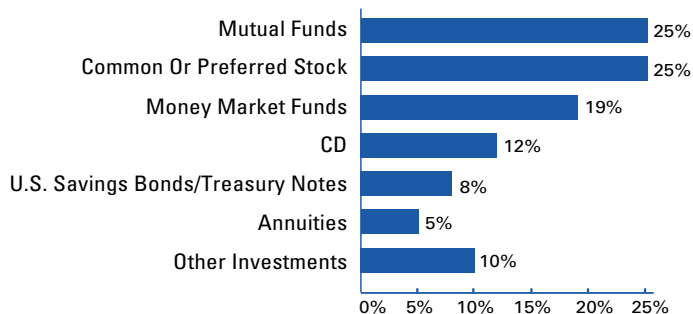
- Median age: 29 (66% between 18 and 34)
- Men: 94% | Single: 47%
- College educated: 87%
- Employed Full Time: 74%
- Average (Mean) HHI: \$72,100
- Attended sporting events within the last 12 months: 81%
- Purchased products online in the last 12 months: 89%

ESPN.com Finance Profile

Audience Profiler, 2002

- 79% have an investment portfolio with a mean value of \$79,000
- 52% research investment information on the web
- 32% trade stocks online
- 30% have used a financial planner or money manager
- ESPN.com users invest in everything from mutual funds to common stock to CD's to Bonds, etc.

In which of the following do you anticipate investing within the next 12 months?



@plan, Winter 2003

ESPN.com users shopped online for financial information in the past 6 months

| ESPN.com | % Comp | Index |
|--------------|--------|-------|
| Stocks | 13.7 | 153 |
| Loans | 20.9 | 139 |
| Insurance | 17.4 | 133 |
| Credit Cards | 11.1 | 132 |
| Home Banking | 10.6 | 127 |

The Competition

@plan, Winter 2003

ESPN.com is the #1 sports site on the web to reach those involved with online investments

Adults who were involved in any online investment transactions in the last 6 months

| Content Site | % Reach | Reach Online |
|--------------------|-----------|------------------|
| ESPN.com | 16 | 1,506,522 |
| Yahoo! Sports | 10.5 | 991,011 |
| CNNsi.com | 9.2 | 867,461 |
| CBS SportsLine.com | 6.5 | 617,810 |
| AOL.com Sports | 3.8 | 360,196 |
| Lycos Fox Sports | 2.5 | 231,707 |

Adults who did any online investment shopping in the last 6 months

| Content Site | % Reach | Reach Online |
|--------------------|-------------|------------------|
| ESPN.com | 17.6 | 2,939,373 |
| Yahoo! Sports | 10 | 1,678,330 |
| CNNsi.com | 9 | 1,510,141 |
| CBS SportsLine.com | 7.2 | 1,196,238 |
| AOL.com Sports | 4.8 | 810,220 |
| Lycos Fox Sports | 3.1 | 521,774 |

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 |