

ESPN.COM AND THE HEALTH INDUSTRY

ESPN Audience Snapshot

Audience Profiler, 2002

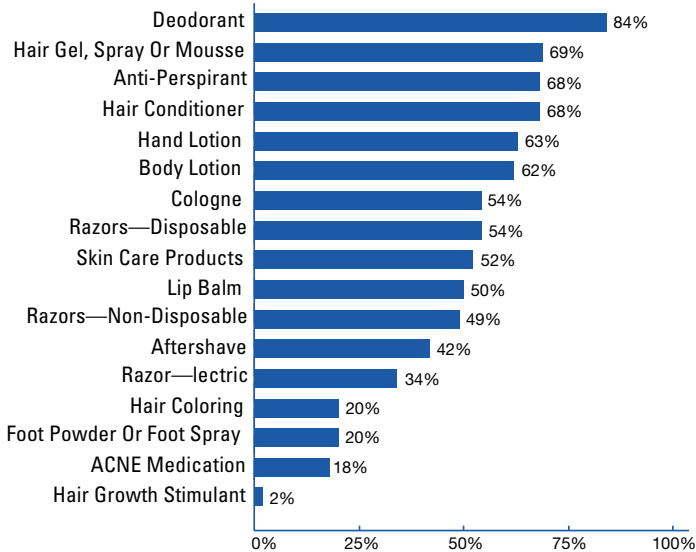
- Median age: 29 (66% between 18 and 34)
- Men: 94% | Single: 47%
- College educated: 87%
- Employed Full Time: 74%
- Average (Mean) HHI: \$72,100
- Attended sporting events within the last 12 months: 81%
- Purchased products online in the last 12 months: 89%

ESPN.com Health Profile

Audience Profiler, 2002

- 21% of ESPN.com users plan on purchasing a health club/gym membership in the next 12 months
- 17% of ESPN.com users will buy home exercise equipment in the next 12 months

Which of the following products do you or someone else in your household purchase or use on a regular basis?



@plan, Winter 2003

ESPN.com users shopped online for medications in the last 6 months

ESPN.com	% Reach	Reach Online
Drugs/Remedies - Prescription	11.1	1,030,451
Drugs/Remedies - Non Prescription	11.1	858,175
Heavy Spender-Prescription /Nonprescription Drugs	9.9	350,151

Health Advertising Effectiveness on ESPN.com

Dynamic Logic, 2002

- Grooming advertisers on ESPN.com get a 33% lift in message association on average, compared to 19% on other websites.
- Grooming advertisers on ESPN.com get a 9% lift in brand favorability on average, compared to 7% on other websites

The Competition

@plan, Winter 2003

ESPN.com is the #1 sports site on the web to reach those who shop online for drugs/remedies and health/fitness products

Adults who shopped for Drugs/Remedies in the past 6 months		
Content Site	% Reach	Reach Online
ESPN.com	10.9	1,573,468
Yahoo! Sports	5.8	839,562
CNNsi.com	5	716,784
CBS SportsLine.com	4.6	668,376
AOL.com Sports	3.7	535,624
Lycos Fox Sports	2.7	385,950

Adults who shopped for Health/Fitness Products in the past 6 months		
Content Site	% Reach	Reach Online
ESPN.com	14.6	1,669,885
Yahoo! Sports	7.7	887,588
CNNsi.com	7.5	855,236
CBS SportsLine.com	5.7	656,615
AOL.com Sports	4.4	506,036
Lycos Fox Sports	2.6	302,365

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