

ESPN.COM AND THE TECHNOLOGY INDUSTRY

ESPN Audience Snapshot

Audience Profiler, 2002

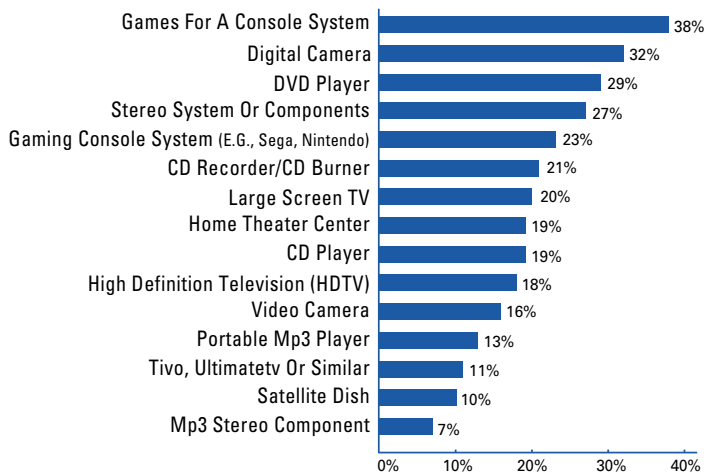
- Median age: 29 (66% between 18 and 34)
- Men: 94% | Single: 47%
- College educated: 87%
- Employed Full Time: 74%
- Average (Mean) HHI: \$72,100
- Attended sporting events within the last 12 months: 81%
- Purchased products online in the last 12 months: 89%

ESPN.com Technology Profile

Audience Profiler, 2002

- 60% believe technology is important
- 24% purchase technology products before others
- 53% are involved in purchasing technological products for their company
- 80% listen to music on their computers
- 72% play games on their computers
- 19% use a PDA or handheld compute

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



@plan, Winter 2003

ESPN.com users have purchased various electronic products in the last 12 months

ESPN.com	% Comp	Index
PDA/Handheld Computer	6.9	133
DVD player	28.4	129
MP3 Player/CD Burner	11.8	129
Camcorder	11.2	115
Digital camera	15.9	107

Compiled by The ESPN.com Research Dept.

Technology Advertising Effectiveness on ESPN.com

Dynamic Logic, 2002

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

The Competition

@plan, Winter 2003

ESPN.com is the #1 sports site to reach electronic shoppers and buyers.

Adults who shopped online for home electronics on the last 6 months

Content Site	% Reach	Reach Online
ESPN.com	20.7	3,972,196
CNNsi.com	11	2,100,134
Yahoo! Sports	10.3	1,969,137
CBS SportsLine.com	7.8	1,489,059
AOL.com Sports	3.9	739,552
Lycos Fox Sports	3.2	611,111

Adults who purchased electronic equipment in the last 12 months

Content Site	% Reach	Reach Online
ESPN.com	12.7	13,174,973
Yahoo! Sports	6.7	6,914,217
CNNsi.com	5.8	5,956,926
CBS SportsLine.com	4.7	4,836,695
AOL.com Sports	3.5	3,588,060
Lycos Fox Sports	2.1	2,148,329

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