

ESPN.COM AND THE TRAVEL INDUSTRY

ESPN Audience Snapshot

Audience Profiler, 2002

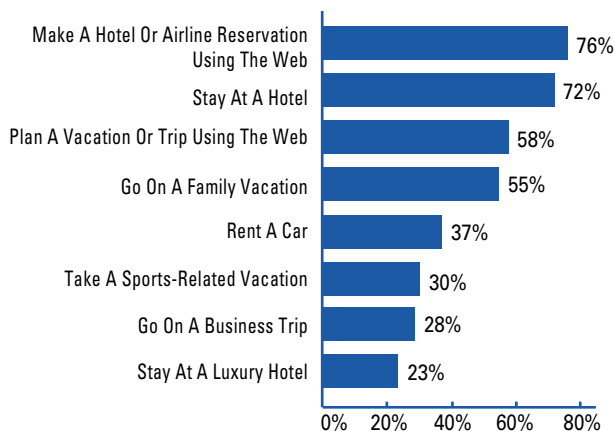
- Median age: 29 (66% between 18 and 34)
- Men: 94% | Single: 47%
- College educated: 87%
- Employed Full Time: 74%
- Average (Mean) HHI: \$72,100
- Attended sporting events within the last 12 months: 81%
- Purchased products online in the last 12 months: 89%

ESPN.com Travel Profile

Audience Profiler, 2002

- Average number of business trips in last 12 months: 2.3
- Average number of vacation trips in last 12 months: 2.7
- Likely to go on a resort vacation: 28%
- Likely to take a cruise: 18%
- Total Average number of trips taken: 4.9

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



@plan, Winter 2003

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

ESPN.com	% Comp	Index
Car Rental	20.2	131
Hotel/Motel Reservations	37.1	128
Any Online Travel Purchase	43.7	124
Airline Ticket/Reservation	58.1	117

The Competition

@plan, Winter 2003

ESPN.com is the #1 sports site on the web to reach travelers

Adults who made online travel purchases in the last 6 months		
Content Site	% Reach	Reach Online
ESPN.com	14.9	7,272,588
Yahoo! Sports	7.6	3,680,297
CNNsi.com	7.4	3,592,365
CBS SportsLine.com	5.5	2,684,194
AOL.com Sports	3.6	1,774,219
Lycos Fox Sports	2.4	1,173,746

Adults who shopped online for Vacation Packages in the last 6 months		
Content Site	% Reach	Reach Online
ESPN.com	16	4,278,305
Yahoo! Sports	7.8	2,088,538
CNNsi.com	7.7	2,064,490
CBS SportsLine.com	5.9	1,576,722
AOL.com Sports	4.9	1,312,768
Lycos Fox Sports	2.8	742,736

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