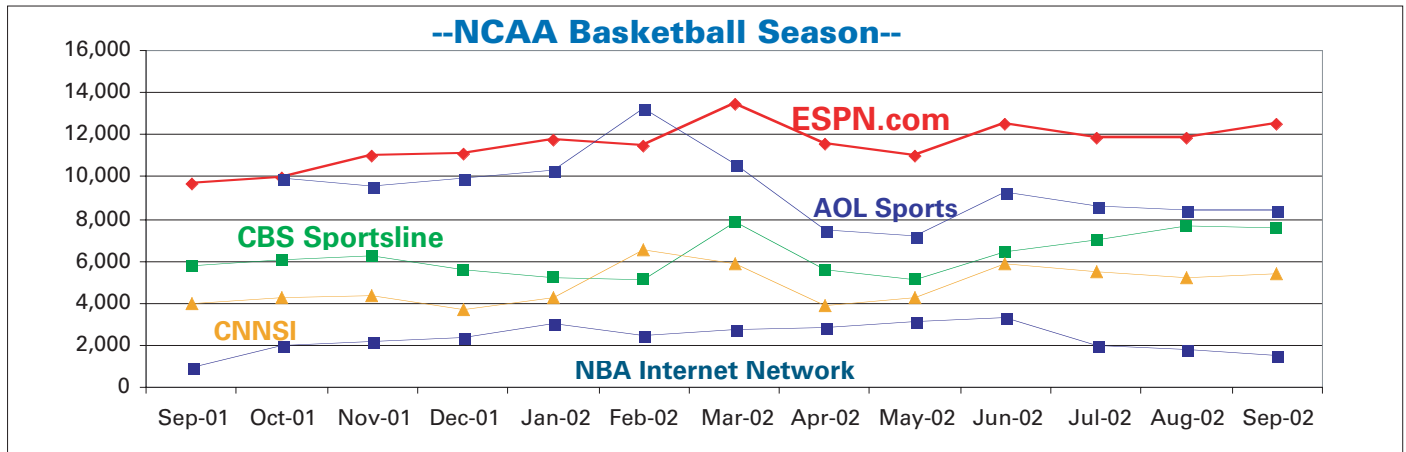


THE COLLEGE BASKETBALL LANDSCAPE



Media Metrix, 2002

ESPN – College Basketball User Profile

Audience Profiler, 2001

- Median age: 28 (72% between 18 and 34)
- Men: 93% | Single: 56%
- Any college: 93%
- Full-time employed: 66%
- Average (Mean) household income: \$71,400
- Second most popular sport followed: NFL (80%)

Category Specific Highlights

Audience Profiler, 2001

- **AUTOS:** Intend to purchase an automobile in the next year: 45%
- **ENTERTAINMENT:** Rented DVDs: 51%
- **FANTASY GAMES:** Play NCAA Tournament Challenge: 66%
- **FINANCIAL:** 72% invest, with an average (mean) portfolio of \$110,000
- **MUSIC:** Listen to music on their PC: 75%
- **RETAIL:** Make online purchases: 65%
- **SPORTING EVENTS:** Attend sporting events: 83%
- **SPORTING GOODS:** Plan to buy sports gear in the next 12 months: 54%.
- **TECHNOLOGY:** Say, "Technology is important to me.": 50%. Involved in company technology purchases: 45%
- **TELECOM:** Use a cell phone with Internet access: 20%
- **TRAVEL:** Took an average of 6 trips in the past year
- **VIDEO GAMES:** Play video games: 60%

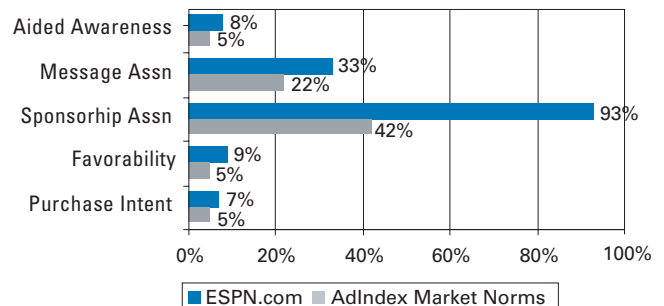
ESPN.com Usage

Audience Profiler, 2002

- The majority (78%) of respondents are daily visitors to ESPN.com and over half (54%) of them say they visit the area of their interest on ESPN.com daily.
 - 96% are satisfied with ESPN.com.
 - 94% stated that ESPN.com was their favorite national web site for acquiring sports news and information.
- ESPN was selected by nine out of ten respondents (91%) as their favorite brand that provides sports related content and the majority (97%) agree that ESPN is a leader in its industry.
 - 26% of visitors regularly read or subscribe to *ESPN The Magazine*.
 - 64% report watching *SportsCenter* daily.

Advertising On ESPN.com Works Better

Advertising on ESPN.com results in higher lifts in all branding metrics



Source: Dynamic Logic, November 2002 (19 studies, 17,534 surveys)