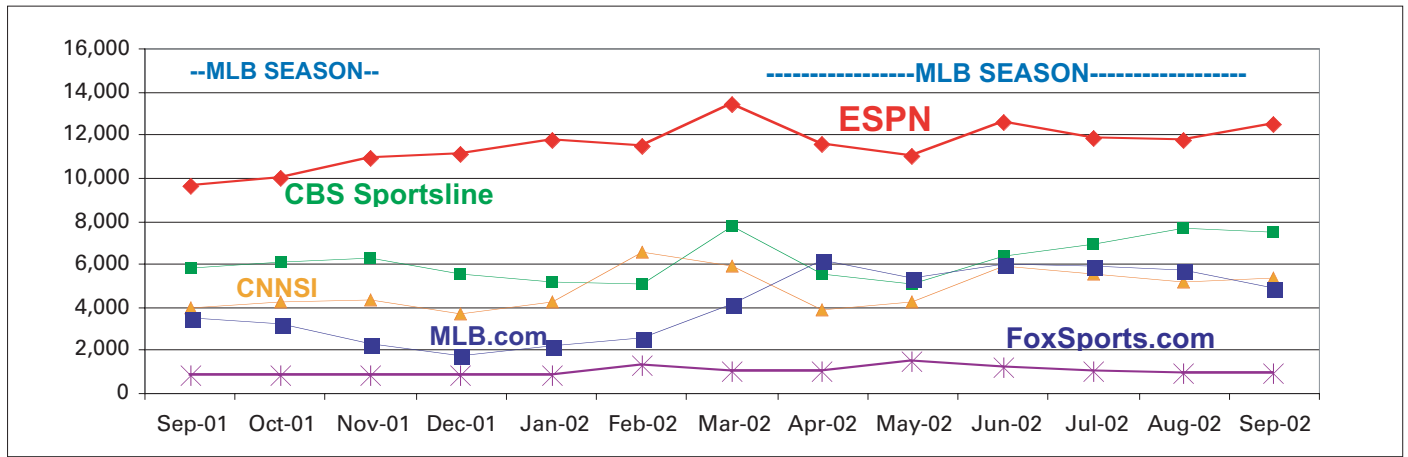


THE MLB LANDSCAPE



Media Metrix, 2002

ESPN – MLB User Profile

Audience Profiler, 2002

- Median age: 30 (64% between 18 and 34)
- Men: 95% | Single: 47%
- Any college: 89%
- Full-time employed: 78%
- Average household income: \$72,600
- Second most popular sport followed: Pro football (77%)
- Agree that industry leading brands advertise on ESPN.com: 49%

Category Specific Highlights

Audience Profiler, 2002

- **AUTOS:** Intend to purchase an automobile in the next year: 54%
- **ENTERTAINMENT:** Play games on their computer: 74%
- **FINANCIAL:** Non-students with an investment portfolio: 79%. Average portfolio among non-students who invest: \$116,000
- **FANTASY GAMES:** 59% play online Fantasy Games
- **MUSIC:** 80% listen to music on their PC
- **RETAIL:** Make online purchases: 90%
- **SPORTING GOODS:** Likely to purchase sports-related products: 78%, Athletic footwear: 87%, Gear: 64%
- **TECHNOLOGY:** Full-time employees involved in company technology purchases: 53%
- **TELECOM:** Use a cell phone: 76%, With Internet access: 16%
- **TRAVEL:** Average number of total trips taken: 5
- **VIDEO GAMES:** Play video games: 60%

Compiled by The ESPN.com Research Dept.

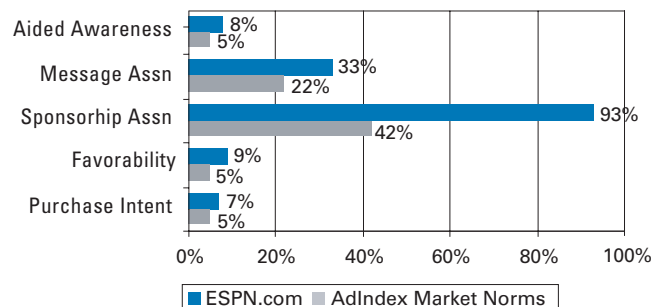
ESPN.com Usage

Audience Profiler, 2002

- The majority (86%) of respondents are daily visitors to ESPN.com and two-thirds (66%) say they visit the MLB area of ESPN.com daily.
 - 97 percent are satisfied with ESPN.com.
 - 96 percent 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 majority of them (97%) agree that ESPN is a leader in its industry.
- ESPN maintains a strong brand presence among its site visitors.
 - 26 percent of visitors regularly read or subscribe to ESPN The Magazine.
 - 65 percent 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)