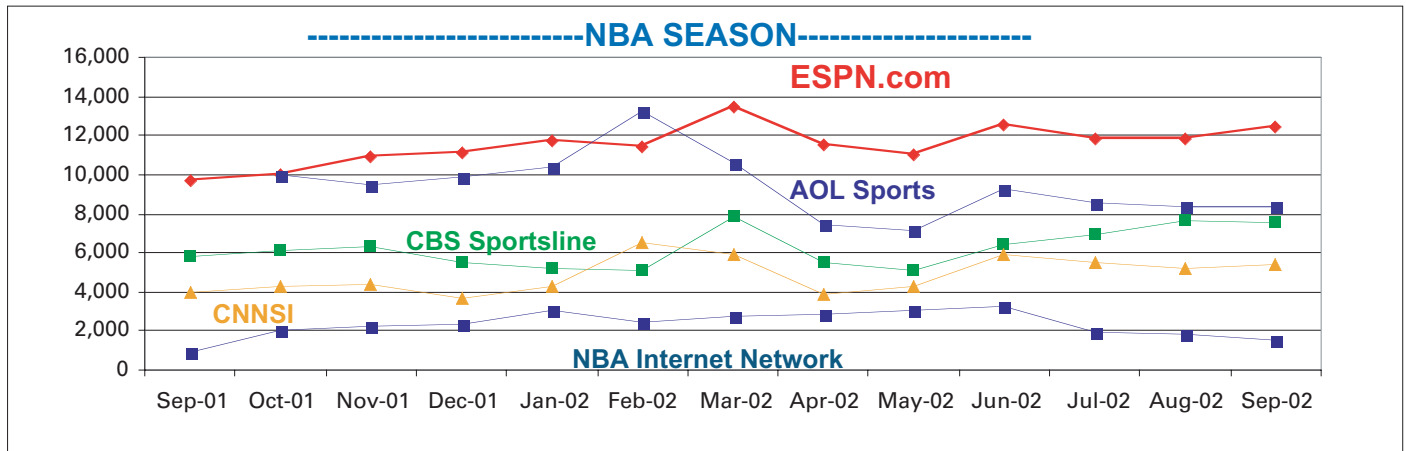


# THE NBA LANDSCAPE



Media Metrix, 2002

## ESPN – NBA User Profile

Audience Profiler, 2002

- Men: 93%
- Single: 56% | Married: 35%
- Median Age: 27
- Average (Mean) household income: \$67,800
- Any college: 86%
- Full-time employed: 71%
- Full-time students: 18%

## Category Specific Highlights

Audience Profiler, 2002

- **AUTOS:** Intend to purchase an auto in the next year: 59%
- **ENTERTAINMENT:** Rented DVDs: 65%
- **FANTASY GAMES:** Play online Fantasy Basketball Games: 43%
- **FINANCIAL:** 74% invest, with an average (mean) portfolio of \$101,000
- **MUSIC:** Listen to music on their PC: 82%
- **RETAIL:** Make online purchases: 88%
- **SPORTING GOODS:** Planning to buy sports-related products in the next 12 months: 81%. Sporting goods or sports gear: 55%, Basketball sneakers: 58%
- **TECHNOLOGY:** Say, "Technology is important to me.": 59%. Involved in company technology purchases: 55%
- **TELECOM:** Use a cell phone: 73%, With Internet access: 20%
- **TRAVEL:** Took an average of 5 trips in the past year
- **VIDEO GAMES:** Play video games: 65%

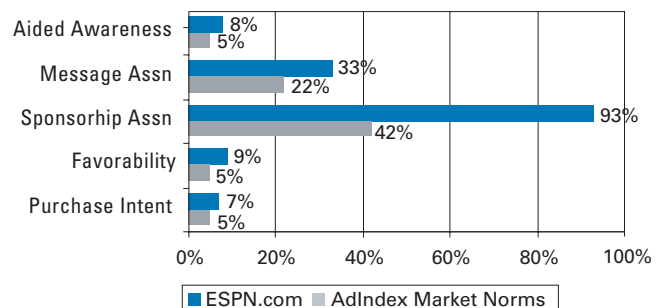
## ESPN.com Usage

Audience Profiler, 2002

- The majority (80%) of respondents are daily visitors to ESPN.com and over half (52%) say they visit the NBA area of 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 virtually all (96%) agree that ESPN is a leader in the industry.
  - One-third of visitors regularly read or subscribe to *ESPN The Magazine*.
  - Two-thirds (68%) 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)