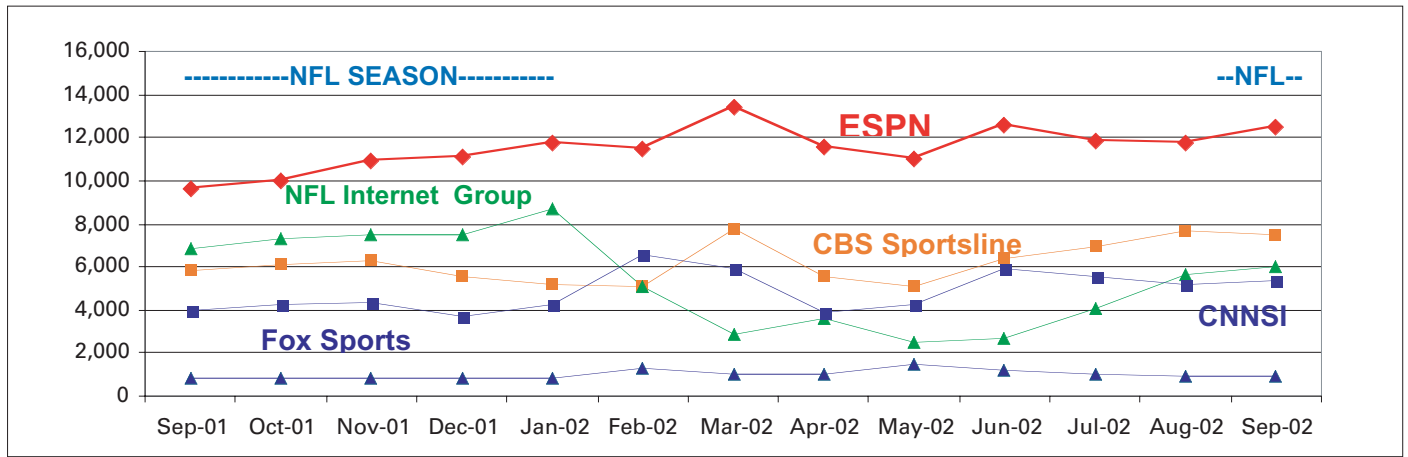


THE NFL LANDSCAPE



Media Metrix, 2002

ESPN – NFL User Profile

Audience Profiler, 2002

- Men: 95%
- Single: 44% | Married: 46%
- Median Age: 30 (65% between 18 and 34)
- Average (Mean) household income: \$71,800
- Any college: 86%
- Full-time employed: 76%
- Full-time students: 14%

Category Specific Highlights

Audience Profiler, 2002

- **AUTOS:** Intend to purchase an auto in the next year: 52%
- **ENTERTAINMENT:** Rent DVDs: 64%
- **FANTASY GAMES:** Play online Fantasy Football Games: 59%
- **FINANCIAL:** Non-students with an investment portfolio: 76%. Average portfolio among non-students who invest: \$91,000
- **MUSIC:** Listen to music on their PC: 80%
- **RETAIL:** Make online purchases: 90%
- **SPORTING GOODS:** Likely to purchase sports-related products: 78%. Sporting goods or sports gear: 58%
- **TECHNOLOGY:** Full-time employees involved in company technology purchases: 52%
- **TELECOM:** Use a cell phone: 75%, With Internet access: 16%
- **TRAVEL:** Took an average of 5 trips in the past year
- **VIDEO GAMES:** Play video games: 60%

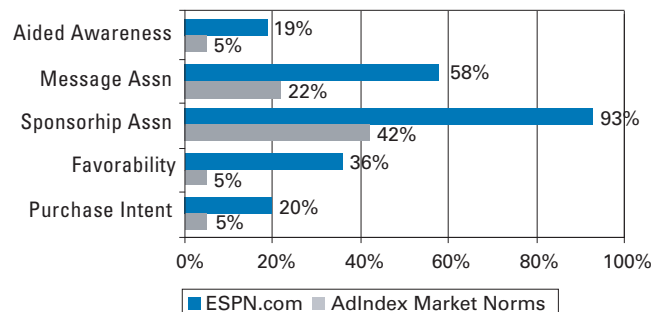
ESPN.com Usage

Audience Profiler, 2002

- The majority (71%) of respondents are daily visitors to ESPN.com and half (49%) of them say they visit the NFL area of ESPN.com daily.
 - 96% are satisfied with ESPN.com
 - 92% 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 (92%) as their favorite brand that provides sports related content and the majority (97%) agree that ESPN is a leader in the industry.
- ESPN maintains a strong brand presence among its site visitors.
 - 24% of visitors regularly read or subscribe to *ESPN The Magazine*.
 - 64% report watching *SportsCenter* daily.

Advertising On ESPN.com Works Better

Advertising in the NFL section of ESPN.com results in higher lifts in all branding metrics



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