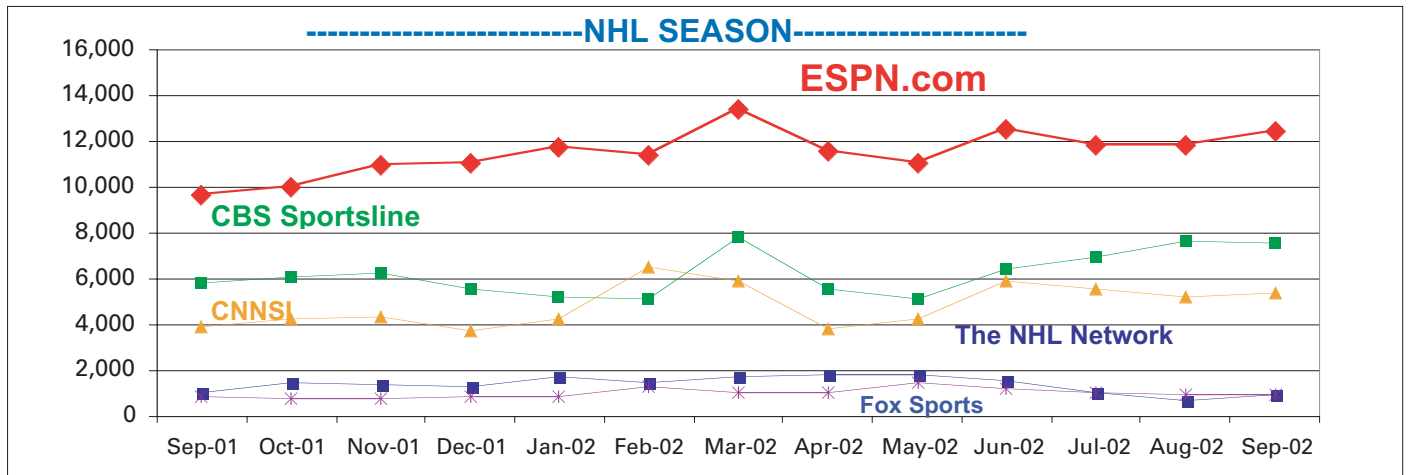


THE NHL LANDSCAPE



Media Metrix, 2002

ESPN – NHL User Profile

Audience Profiler, 2002

- Men: 92%
- Median age: 29 (70% between 18 and 34)
- Single: 49% | Married: 42%
- Average household income: \$70,900
- Any college: 85%
- Full-time employed: 74%
- Full-time students: 13%

Category Specific Highlights

Audience Profiler, 2002

- **AUTOS:** Intend to purchase an automobile in the next year: 49%
- **ENTERTAINMENT:** Rent DVDs: 61%. Play games on their computer: 77%
- **FANTASY GAMES:** Play online Fantasy Hockey Games: 43%
- **FINANCIAL:** Non-students with an investment portfolio: 76%. Average portfolio among non-students who invest: \$104,000
- **MUSIC:** Listen to music on their PC: 83%
- **RETAIL:** Make online purchases: 88%
- **SPORTING GOODS:** Planning to buy sports-related products in the next 12 months: 79%. Sporting goods or sports gear: 69%.
- **TECHNOLOGY:** Full-time employees involved in company technology purchases: 43%
- **TELECOM:** Use a cell phone: 74%, With Internet access: 17%
- **TRAVEL:** Will take a sports-related vacation: 31%
- **VIDEO GAMES:** Play video game consoles: 77%

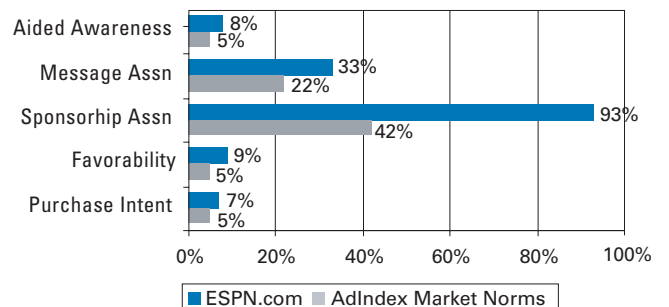
ESPN.com Usage

Audience Profiler, 2002

- The vast majority (80%) of respondents are daily visitors to ESPN.com and over half (56%) say they visit the NHL area of ESPN.com daily.
 - 95% are satisfied with ESPN.com
 - 96% 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 (98%) agree that ESPN is a leader in its industry.
- ESPN maintains a strong brand presence among its site visitors.
 - One quarter of visitors regularly read or subscribe to *ESPN The Magazine*.
 - Over half (58%) 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)