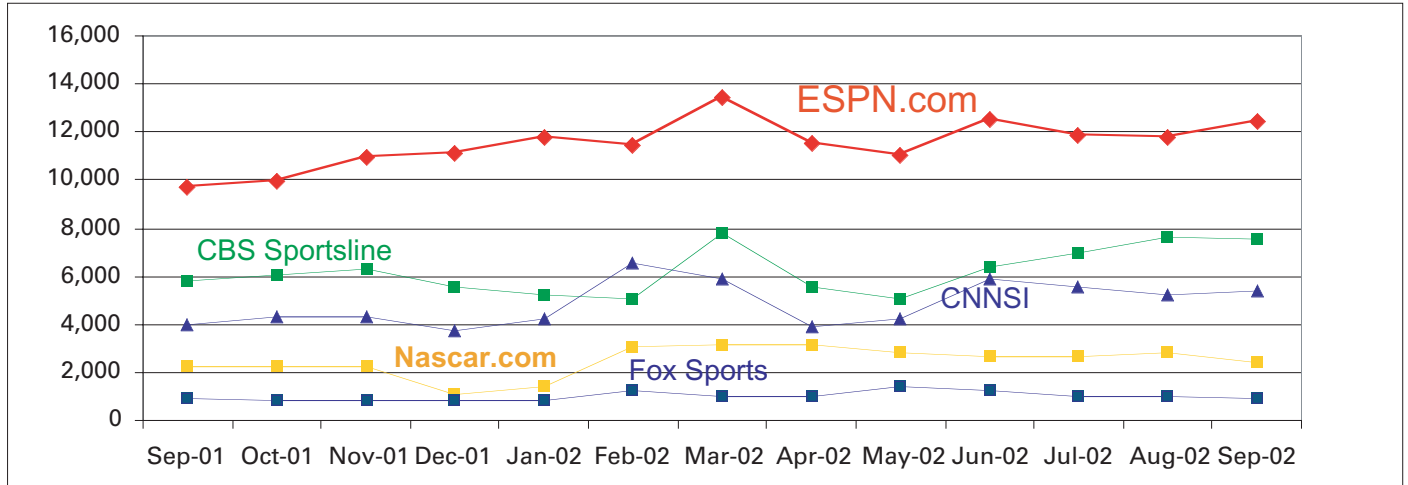


THE RPM LANDSCAPE



Media Metrix, 2002

ESPN – RPM User Profile

Audience Profiler, 2002

- Men: 90%
- Single: 28% | Married: 59%
- Median Age: 30 (44% between 18 and 34)
- Average household income: \$68,100
- Any college: 81%
- Full-time employed: 84%
- Full-time students: 5%
- Second most popular sport followed: Pro football (65%)
- Agree that industry leading brands advertise on ESPN.com: 50%

Category Specific Highlights

Audience Profiler, 2002

- **AUTOS:** Intend to purchase an automobile in the next year: 58%
- **ENTERTAINMENT:** Play games on their computer: 71%
- **FANTASY GAMES:** Play online Fantasy Auto Racing Games: 62%
- **FINANCE:** Non-students with an investment portfolio: 76%. Average portfolio among non-students who invest: \$115,000
- **MUSIC:** Listen to music on their PC: 71%
- **RETAIL:** Make online purchases: 88%
- **SPORTING GOODS:** Likely to purchase sports-related products: 74%. Sporting goods or sports gear: 59%
- **TECHNOLOGY:** Full-time employees involved in company technology purchase: 54%
- **TELECOM:** Use a cell phone: 72%, With Internet access: 14%
- **TRAVEL:** Will take a sports-related vacation in the next year: 35%. Average number of total trips taken: 5
- **VIDEO GAMES:** Play video games: 49%

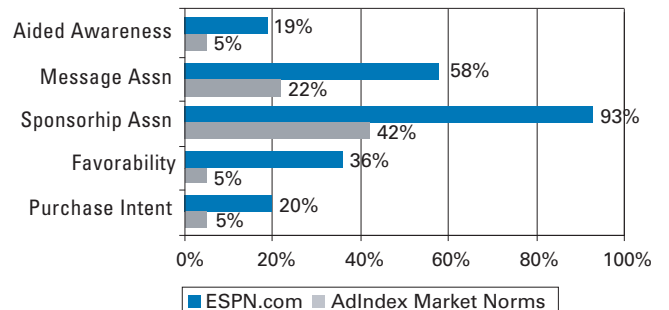
ESPN.com Usage

Audience Profiler, 2002

- Over half (59%) of respondents are daily visitors to ESPN.com and one quarter (28%) of them say they visit the RPM area of ESPN.com daily.
 - 93% are satisfied with ESPN.com
 - 90% stated that ESPN.com was their favorite national Web site for acquiring sports news and information.
- ESPN was selected by nearly nine out of ten respondents (86%) as their favorite brand that provides sports-related content and the majority (92%) agrees that ESPN is a leader in the industry.
 - 15% of visitors regularly read or subscribe to *ESPN The Magazine*.
 - 53% 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)