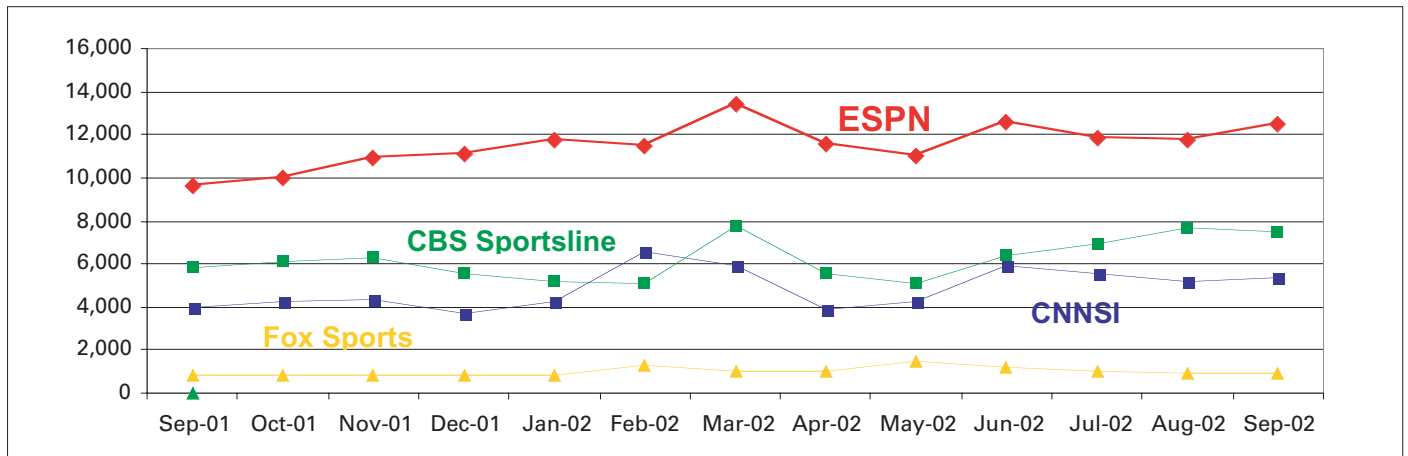


# THE TENNIS LANDSCAPE



Media Metrix, 2002

## ESPN – Tennis User Profile

Audience Profiler, 2002

- Median Age: 34 (56% between 18 and 34)
- Men: 81% | Single: 48%
- Any college: 71%
- Full-time employed: 73%
- Average (Mean) household income: \$72,400
- Agree that industry leading brands advertise on ESPN.com: 43%

## Category Specific Highlights

Audience Profiler, 2002

- **AUTOS:** Intend to purchase an auto in the next year: 51%
- **ENTERTAINMENT:** Play games on their computer: 68%
- **FANTASY GAMES:** Play online Fantasy Games: 43%
- **FINANCIAL:** Trade stocks online: 17%
- **MUSIC:** Listen to music on their PC: 77%
- **RETAIL:** Make online purchases: 89%
- **SPORTING GOODS:** Likely to purchase sports-related products: 80%, Athletic footwear: 92%, Gear: 54%, Tennis racquet: 25%, Tennis sneakers: 28%
- **TECHNOLOGY:** Full-time employees involved in company technology purchases: 56%
- **TELECOM:** Use a cell phone: 75%, With Internet access: 17%
- **TRAVEL:** Took an average of 5 trips in the past year
- **VIDEO GAMES:** Play video games: 49%

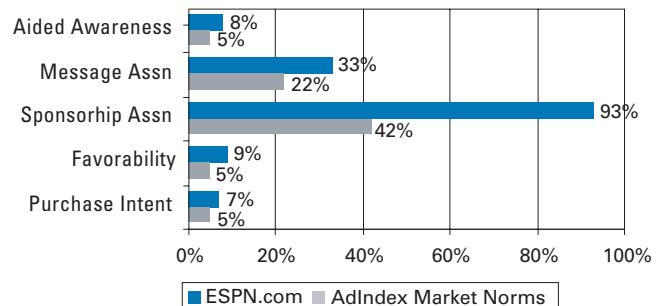
## ESPN.com Usage

Audience Profiler, 2002

- Three-quarters (74%) of respondents are daily visitors to ESPN.com 44% of them say they visit the Tennis area of ESPN.com daily.
  - 94% 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 (89%) as their favorite brand that provides sports related content and the vast majority (93%) agree that ESPN is a leader in the industry.
- ESPN maintains a strong brand presence among its site visitors.
  - 23% of visitors regularly read or subscribe to ESPN The Magazine.
  - 55% 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)