

ESPN®



ESPN offers the widest and most diverse schedule of sports programming available.

NETWORK PROGRAM FORMAT

Local Avails: 2.5 minutes per hour on average
Times: Vary
Insertion Hours: 24 hours per day

NETWORK INFORMATION

Subscribers: 96.7 million
Source: Nielsen National People Meter Sample
Service Type: Basic
Satellite Feed: Single
Launch Date: September 1979
Ownership: Disney-ABC/ESPN

BENEFITS TO ADVERTISERS

1. **ESPN** has enjoyed steadily greater coverage over the past fifteen years, increasing by more than 70% from 56.2 million homes in 1990 to 96.7 million homes in 2007.
Source: Nielsen National People Meter Sample
2. **ESPN** delivers more Men 18+, Men 18-49, and Men 25-54 who have the highest levels of Household Income (\$75,000+) than any other ad-supported cable network.
Source: Nielsen Media Research, 09/25/06 - 09/30/07
3. **ESPN** currently covers 96.7 million households (86% of U.S. TV households).
Source: Nielsen National People Meter Sample
4. ESPN Networks have collectively won 116 Emmy Awards.



RESEARCH

VIEWER TARGETED

Persons: 18-49, 25-54

Men: 12-17, 18-34, 18-49, 25-54

VIEWER PROFILE

Base: Persons 12+

	U.S.	ESPN		U.S.	ESPN
<u>Total Day</u>	<u>ESPN</u>	<u>Avg.</u>	<u>Index</u>	<u>Total Day</u>	<u>ESPN</u>
Men	75.7	45.0	168	HHI \$75,000-\$99,999	15.7
Women	24.3	55.0	44	HHI \$75,000+	38.4
Men 18-34	23.5	10.5	224	HHI \$100,000+	22.6
Men 18-49	44.2	22.5	196		

Source: Nielsen Media Research, 12/26/05 - 12/31/06

VIEWER LIFESTYLE

Base: Adults 18+

<u>Category</u>	<u>Men 18-49 Consumer</u>	<u>ESPN* Viewer</u>	<u>Index</u>
Sports Activities:	Participate in Fantasy Sports Leagues	9.0	349
	Participate in Football	15.7	297
	Participate in Basketball	22.9	263
	Participate in Hockey	2.1	262
	Bought sports recreation equipment/past 12 months	28.3	160
Internet Activities:	Obtained sports news and information online	56.9	286
	Downloaded podcasts/podcasting	4.9	286
	Downloaded music	27.7	193
	Watched video online	21.1	181
Men's Grooming:	Purchase aftershave lotion and cologne for men	55.8	215
	Spent money at the barber shop/past 6 months	43.5	178
	Own a electric shaver	29.0	151
Social Scene:	Bourbon consumer	13.3	180
	Super premium domestic beer/ale consumer	14.4	171
	Attend movie, 1+ times a week	4.0	158
	Go to bars/night clubs	28.9	158
	Attend rock music performances	13.9	154
Luxury Items:	Own a PDA	12.5	178
	Play golf on domestic vacation	3.2	177
	Ski on domestic vacation	1.2	159
	Take 3+ domestic trips by plane/past year	11.7	152
	Own a sports coupe or 2 door coupe	15.6	132
Financial Activities:	Tracked investments/stocks/bonds or mutual funds online	16.5	173
	Own common/preferred stock in your company	4.5	144
	Have 401K retirement savings	22.9	140
	Used a stock rating service	2.0	139

Source: MRI Spring 2007. *Viewed Network in Past Week; Men 18-49 viewing indexed to Adult 18+ viewing

DAYPART VIEWING

<u>Total Day</u>	<u>ESPN Male Viewers</u>			
	<u>M18+</u>	<u>M18-34</u>	<u>M18-49</u>	<u>M25-54</u>
Composite PRJ (000)	582	223	390	344
VPVH (000)	804	308	539	475
Prime Time				
Composite PRJ (000)	1,316	397	763	721
VPVH (000)	841	253	488	461

Source: Nielsen Media Research, 01/01/07 - 12/30/07



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PROGRAMMING

PROGRAMMING GENRES: Sports: Baseball, Basketball, Extreme, Fishing, Football, Golf, Lacrosse, Motor Sports, Soccer

VIEWER TARGETED PROGRAMMING

Men 12-17: *X Games, Paintball, X Center, City Slam, Streetball*

Men 18-34: *College Football Awards, NBA Fastbreak, X Center, College Game Night, Winter X Games, NBA, Sportscenter, Outside the Lines*

Men 18-49: *College Football Awards, X Center, NBA Fastbreak, College Game Night, Sportscenter, Winter X Games, Outside the Lines, NFL live*

Men 25-54: *College Football Awards, NFL Primetime, Sportscenter, NFL Countdown, Monday Night Countdown, NFL Draft, College Gameday, Outside the Lines*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Sportscenter: ESPN's flagship sports news and information program, generally airs live four times a day.

NBA: Approximately 210 hours of live game coverage. Supporting programs include *NBA Shootaround* and *NBA Fastbreak*.

MLB: Approximately 100 regular season games between ESPN and ESPN2. In addition, ESPN will air the *Home Run Derby*.

NFL: 4 pre-season games, 17 regular season games, *NFL Countdown, NFL Primetime, Sunday Night Countdown*, and *Monday Night Countdown*.

NCAA Basketball: Approximately 180 men's games, including ACC, Big East, Big Twelve, Big Ten, Conference USA. Plus coverage of women's games, including exclusive coverage of the entire women's NCAA tournament.

College Football: 67 regular season games, as well as 17 post-season bowl games. Support programming includes *College Gameday* and *College Gameday Scoreboard*.

College World Series: Up to 47 games between ESPN, ESPN2, and ESPNU.

NASCAR: ESPN and ESPN on ABC will share the final five months of the Nextel Cup season, with ESPN on ABC becoming the exclusive home of the Chase for the Cup series.

Winter X Games: Extreme winter sports competition in January.

The X Games: Extreme competition of radical sports held in August.

*Plus ESPY Awards, PBA and PWBA Bowling, Thoroughbred Racing, Rodeo, Billiards, Track & Field, Outdoor Programming, WNBA Basketball, Volleyball, Little League World Series, and much more.



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