

**ESPN 2**



# ESPN2

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ESPN2 is a differentiated 24-hour sports network that features more than 4,200 hours a year of live and/or original sports programming, complementing and extending the ESPN viewing experience.

## NETWORK PROGRAM FORMAT

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<b>Local Avails:</b>	2 minutes per hour on average
<b>Times:</b>	Vary
<b>Avail Data:</b>	60-second positions in all dayparts
<b>Insertion Hours:</b>	24 hours per day

## NETWORK INFORMATION

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<b>Subscribers:</b>	96.3 million <small>Source: Nielsen National People Meter Sample</small>
<b>Service Type:</b>	Basic
<b>Satellite Feed:</b>	Single
<b>Launch Date:</b>	October 1993
<b>Ownership:</b>	Disney-ABC/ESPN

## BENEFITS TO ADVERTISERS

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1. ESPN enjoyed the most successful cable launch of the 1990's! In September 1998, ESPN2 attained 60 million homes, only 60 months after its launch - the fastest network to achieve that mark at the time.  
Source: Nielsen People Meter Sample 1994, 1998
2. ESPN2 currently covers 96.3 million households (85% of U.S. TV households).  
Source: Nielsen National People Meter Sample
3. 99% of all ESPN subscribers can also receive ESPN2.  
Source: Nielsen Media Research, December 2007
4. ESPN2 delivered its highest-rated and most-viewed year ever among HHs in Total Day. In Prime Time, ESPN2 delivered its 2nd most-viewed year ever.  
Source: Nielsen Media Research, M-Su/6AM-6AM & M-Su/8PM-11PM, Average HH Delivery
5. In total day, 34.5% of ESPN2 viewing households have an income of \$75,000+, compared to 25.2% for the typical television viewer.  
Source: Nielsen Media Research, 12/26/05 - 12/31/06

## RESEARCH

### VIEWER TARGETED

Persons: 18-49, 25-54

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

### VIEWER PROFILE

Base: Persons 12+

<u>Total Day</u>	<u>ESPN2</u>	U.S.		<u>Total Day</u>	<u>ESPN2</u>	U.S.	
		<u>Avg.</u>	<u>Index</u>			<u>Avg.</u>	<u>Index</u>
Men	72.1	45.0	160	HHI \$75,000-\$99,999	14.5	11.2	129
Women	27.9	55.0	51	HHI \$75,000+	34.5	25.2	137
Men 18-34	19.0	10.5	181	HHI \$100,000+	19.9	14.0	142
Men 18-49	37.2	22.5	165				

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>ESPN2* Viewer %</u>	<u>Index</u>
<b>Upscale/Active:</b>	Smoked cigars	9.92	232
	Billiards/pool	17.89	193
	Super premium domestic beer	14.68	174
	Cognac	8.10	171
<b>Sports:</b>	Football	15.49	294
	Hockey	2.37	290
	Basketball	23.94	276
	Baseball	11.47	240
	Softball	7.97	225
<b>Technology:</b>	Videogames	24.01	218
	Podcasting	4.85	218
	Watched online video	23.00	197
	Downloaded music	28.18	196
	Owns a PDA	11.46	163
<b>Business:</b>	3+ domestic business trips/plane	5.64	213
	Golf vacation	3.25	179
	Foreign travel/business	3.31	166
	Have company car	4.22	172

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>ESPN2 Male Viewers</u>			
	<u>M18+</u>	<u>M18-34</u>	<u>M18-49</u>	<u>M25-54</u>
Composite PRJ (000)	220	63	121	116
VPVH (000)	809	229	443	425
<b>Prime Time</b>				
Composite PRJ (000)	393	88	191	191
VPVH (000)	821	184	398	399

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

## PROGRAMMING

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

### VIEWER TARGETED PROGRAMMING

**Men 12-17:** *U.S. Paintball, X Games Classix, Streetball, High School Basketball*

**Men 18-34:** *Celebrity Golf Tournament, Sportscenter, UEFA Soccer, Fantasy Show, Cold Pizza, World Cup Live, NBA Fantastic Series, College Football*

**Men 18-49:** *UEFA Soccer, Import Racers, College Football, Celebrity Golf Tournament, Truckin, Fantasy Show, Chopper Nation, Sportscenter, Monday Quarterback*

**Men 25-54:** *NCAA Hockey Selection Show, UEFA Soccer, Truckin, Chopper Nation, NFL Draft, Import Racers, World Sumo Challenge, Bassmasters Classic Yearbook*

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

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

**NBA:** Approximately 10 hours of live game coverage, plus supporting programming including *NBA Access* and *NBA Fastbreak*.

**NCAA Basketball:** Approximately 129 men's games, including ACC, Big East, Big Twelve, Big Ten and Conference USA. Plus 24 live regular season women's games and exclusive coverage of the entire women's NCAA tournament.

**College Football:** 58 regular season games, as well as 4 post-season bowl games. Support programming includes *College Gameday* and *College Gameday Scoreboard*.

**Tennis:** ESPN2 is the Grand Slam network with extensive coverage of high profile events including the *Australian Open, Wimbledon, and the Tennis Masters Series!*

**Golf:** Live golf coverage in 2008 will include LPGA events and the Senior Open, plus events such as the *Par 3 Shootout* and *V Foundation Celebrity Golf*.

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

**MLS:** 25 regular season games, 3 play-off games, and the All-Star game. In addition, ESPN2 will air live coverage of the MLS Draft.

**Motor Sports:** Beginning in February, ESPN2 will become the new year-round home of the Busch Racing Series! Additionally, ESPN2 and ESPN2 HD are the exclusive carriers of the NHRA POWERade Drag Racing Series.

**Boxing:** Boxing returns in 2008 with 32 *Friday Night Fights* beginning in January and 15 *Wednesday Night Fights* beginning in April.

\*Plus LLWS, MLS, Fitness, Skiing, Table Tennis and much more.

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**LEADING NATIONAL ADVERTISERS**

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Anheuser-Busch, Inc.	Nissan MotorCo. Ltd.
Bayer AG	Procter & Gamble Co.
Coca-Cola Co.	Royal Dutch Shell PLC
Diageo PLC	SONY Corp.
DirecTV Group Inc.	Sprint Nextel Corp.
Earth Link Inc.	State Farm Mutual Automotive Ins. Co.
General Motors Corp.	Time Warner Inc.
GlaxoSmithKline Pharmaceuticals	Toyota Motor Corp.
Harrahs Entertainment Inc.	U.S. Government
Home Depot Inc.	Verizon Communications Inc.
Honda Motor Co. Ltd.	YUM! Brands Inc.

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**NETWORK CONTACTS**

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**WEBSITE INFORMATION**

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Consumer Website: [www.espn.com](http://www.espn.com)  
Affiliate Website: [www.affiliate.disney.espn.com](http://www.affiliate.disney.espn.com)  
National Ad Sales Website: [www.espnabcsports.com](http://www.espnabcsports.com)