

ARTIE BULGRIN

**Senior Vice President
Global Research + Analytics
ESPN**

New York Mets | New York Jets | New York Knicks



THE LINE UP

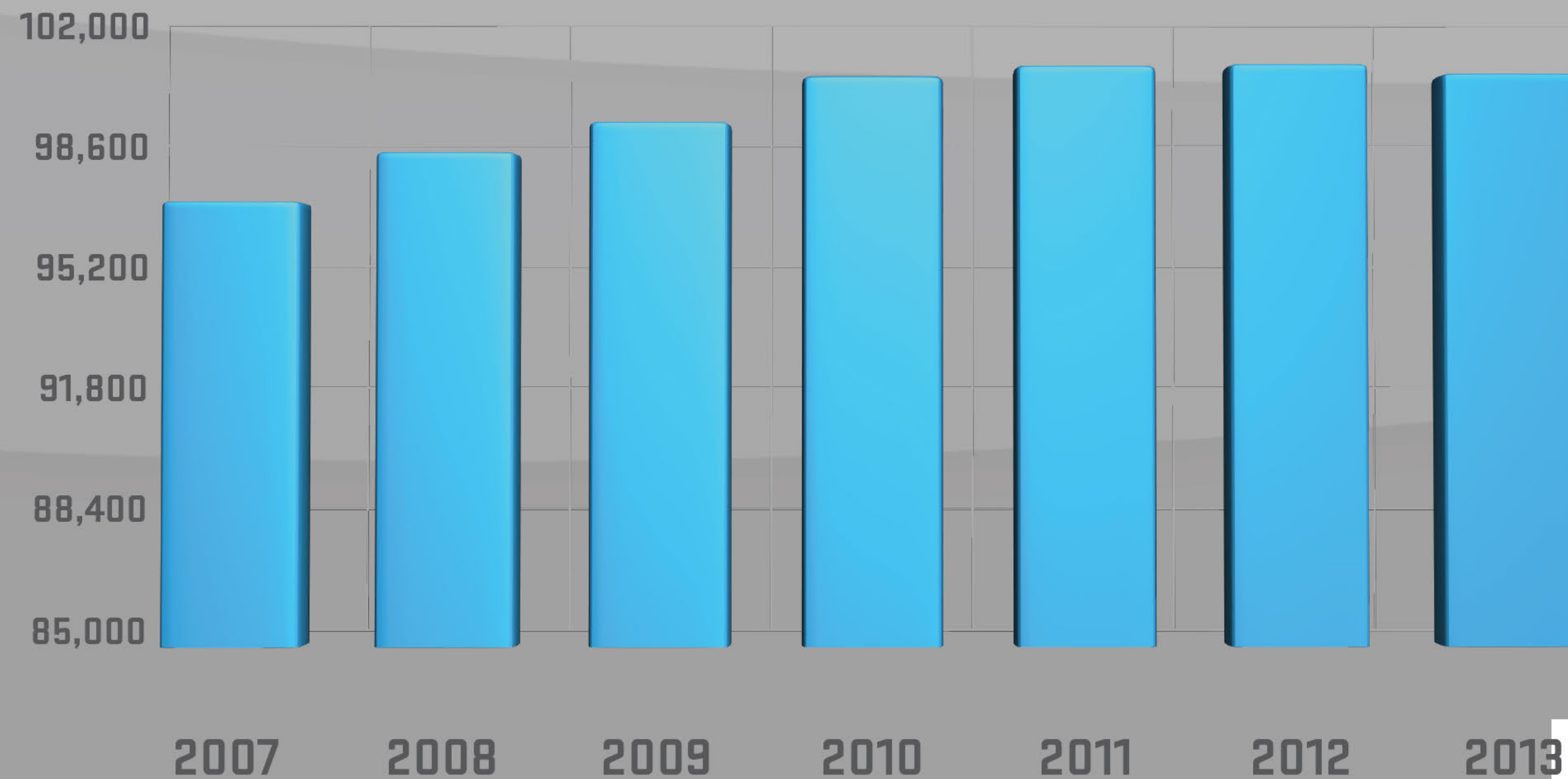
1. Multichannel
2. Sports
3. Brand
4. TV

5. Digital
6. Cross Platform
7. Advertising

FENWAY PARK											AMERICAN LEAGUE						NATIONAL LEAGUE							
P	1	2	3	4	5	6	7	8	9	10	R	H	E	P	IN	R	P	IN	R	P	IN	R	P	ATL
CHI	SEP	TE	MB	ER							5			SEA			NY			STL			PIT	ATL
BOSTON				2	0	0	6							DET			KC			WAS			CHC	NYM
														CLE			TEX			ARI			HOU	COL
																							DW	SD

MULTICHANNEL: ABOVE 100M SUBS SINCE 2010

US Multichannel Subs (000)



Source: SNL Kagan

1. Historic high in 2012
2. First net loss in 2013: 0.1%- 0.2%
3. Cord-Cutting is fractional
4. Cord-Deferring / Cord-Nevers
5. Sports strengthens the cord

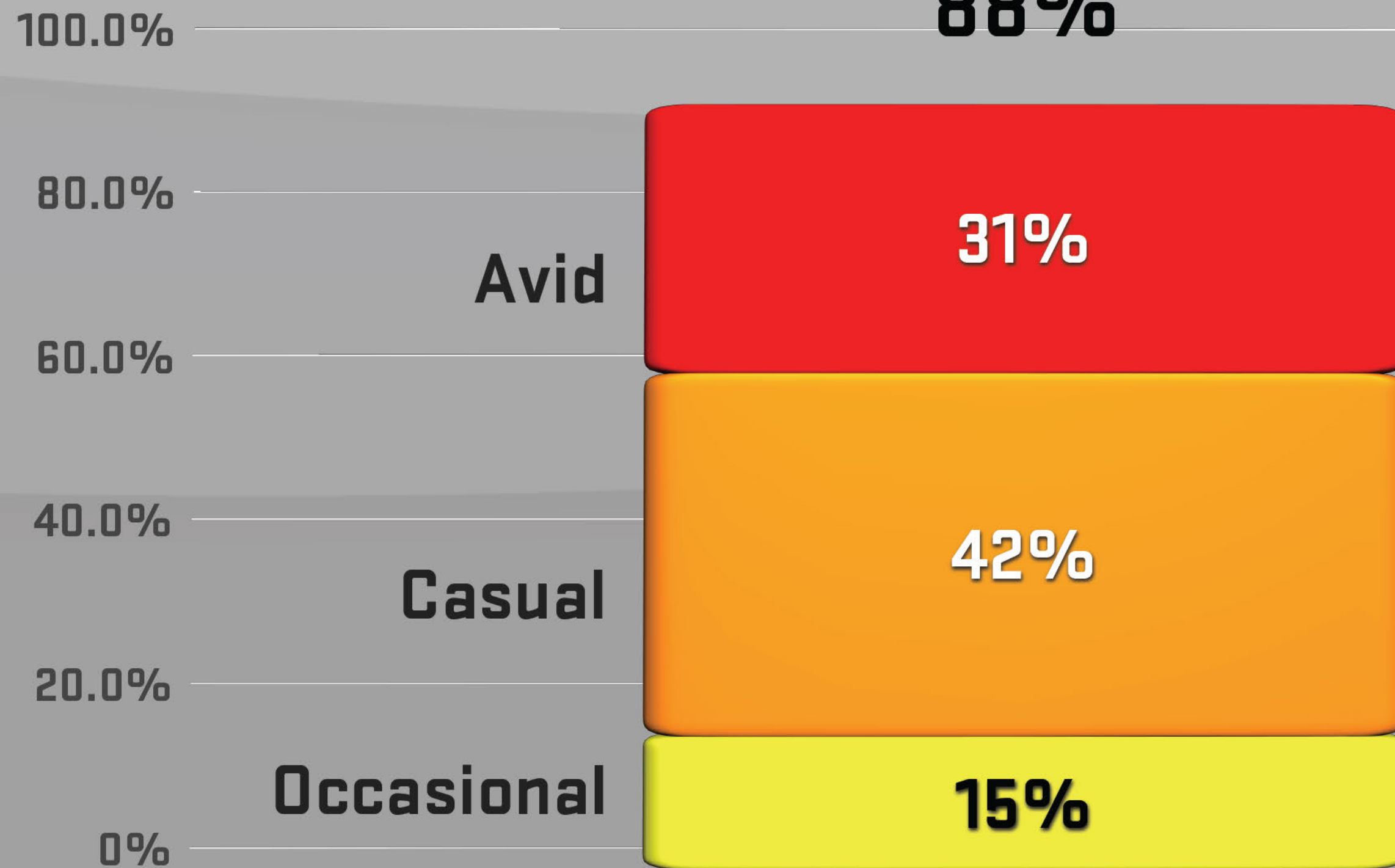


THE SPORTS NATION



SPORTS INTEREST IS AT AN ALL-TIME HIGH

2013 Total Sports Fans
88%



Young
Male
Affluent
Multicultural



Source: ESPN Sports Poll 2013

SPORTS TV AUDIENCES TRANSCEND THE FAN BASE

163M



CFB FANS

Source: ESPN Sports Poll 2013, P12+

179M



ESPN CFB AUDIENCE

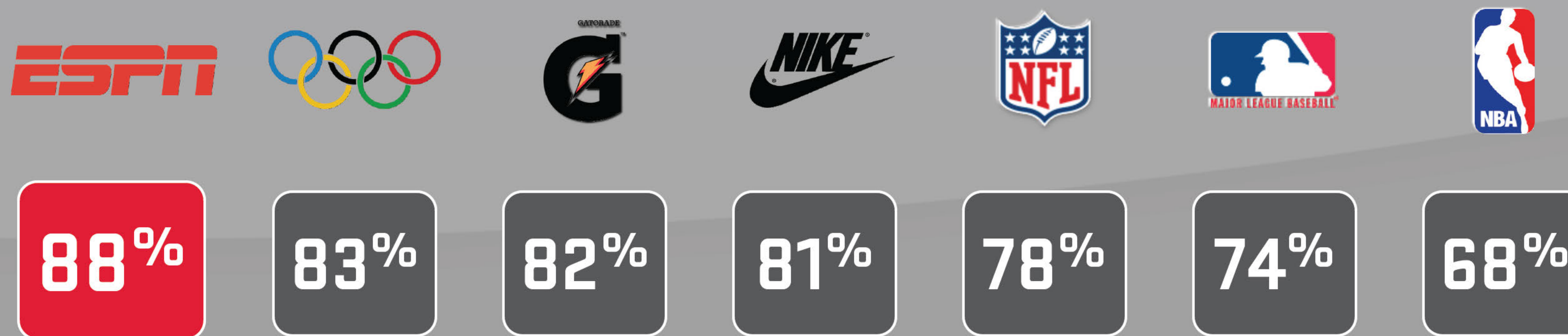
Source: Nielsen CFB Regular Season live games, repeats and studio programs (ABC, ESPN, ESPN2, ESPNEWS, ESPNU) P12+

BRAND MATTERS!



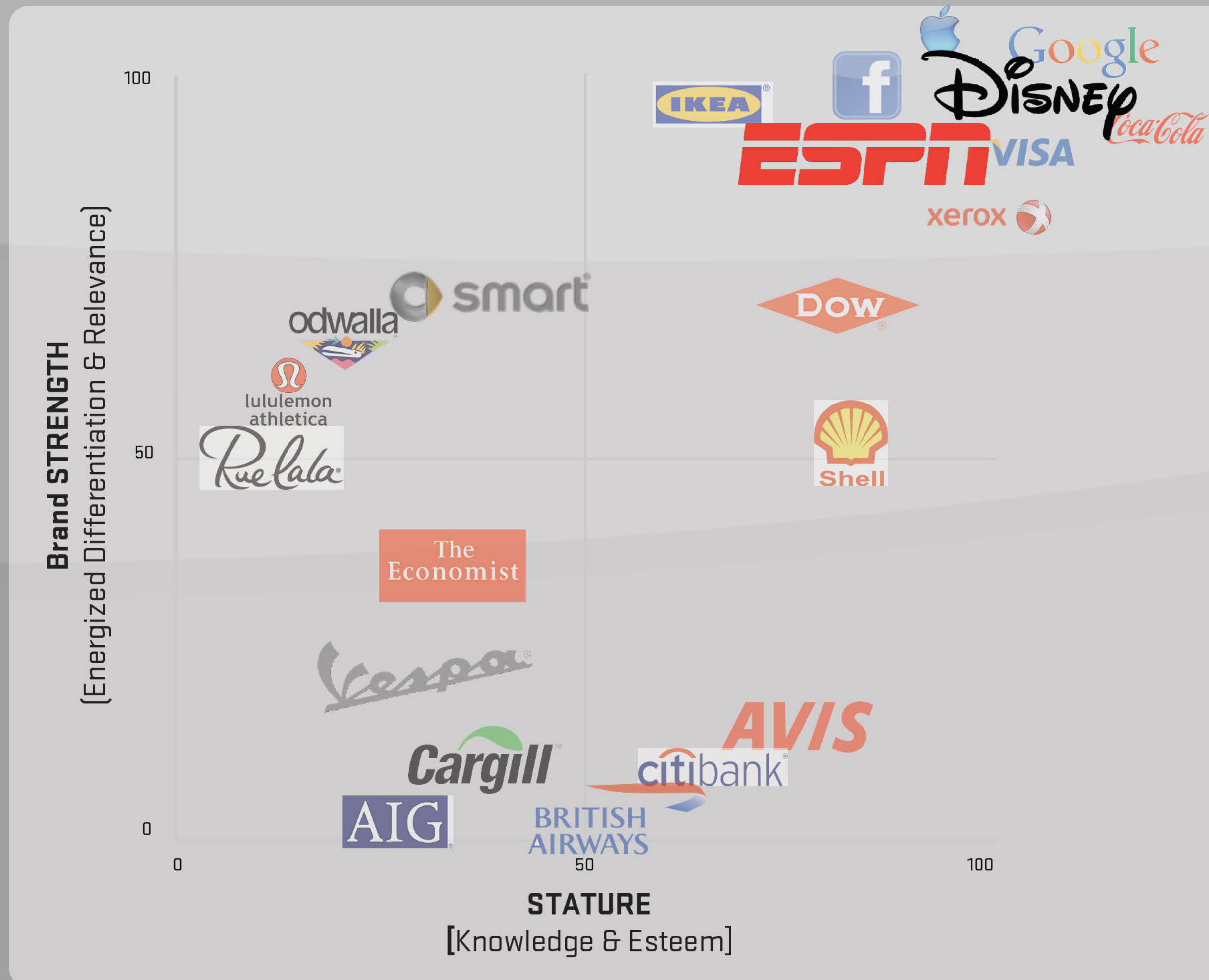
ESPN IS **THE** MOST WELL-KNOWN SPORTS BRAND

% Familiar with Leading Sports Brands
Among All Adults 12+ | Q4'13



Source: ESPN Brand Tracker Q4 2013

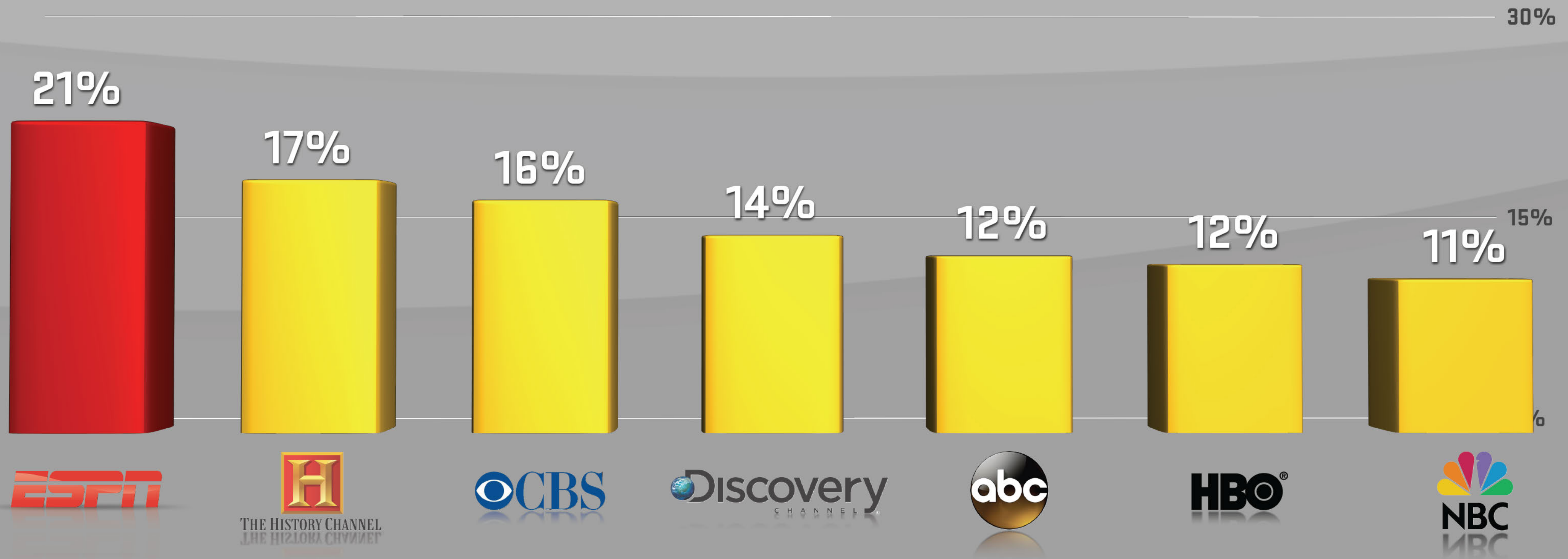
ESPN IS AN ELITE CONSUMER BRAND



Source: BAV® Consulting: 2013 All Adults

ESPN IS THE FAVORITE TV NETWORK AMONG MEN

% Men 18+ Naming (Network) As Their Favorite-unaided: September 2013

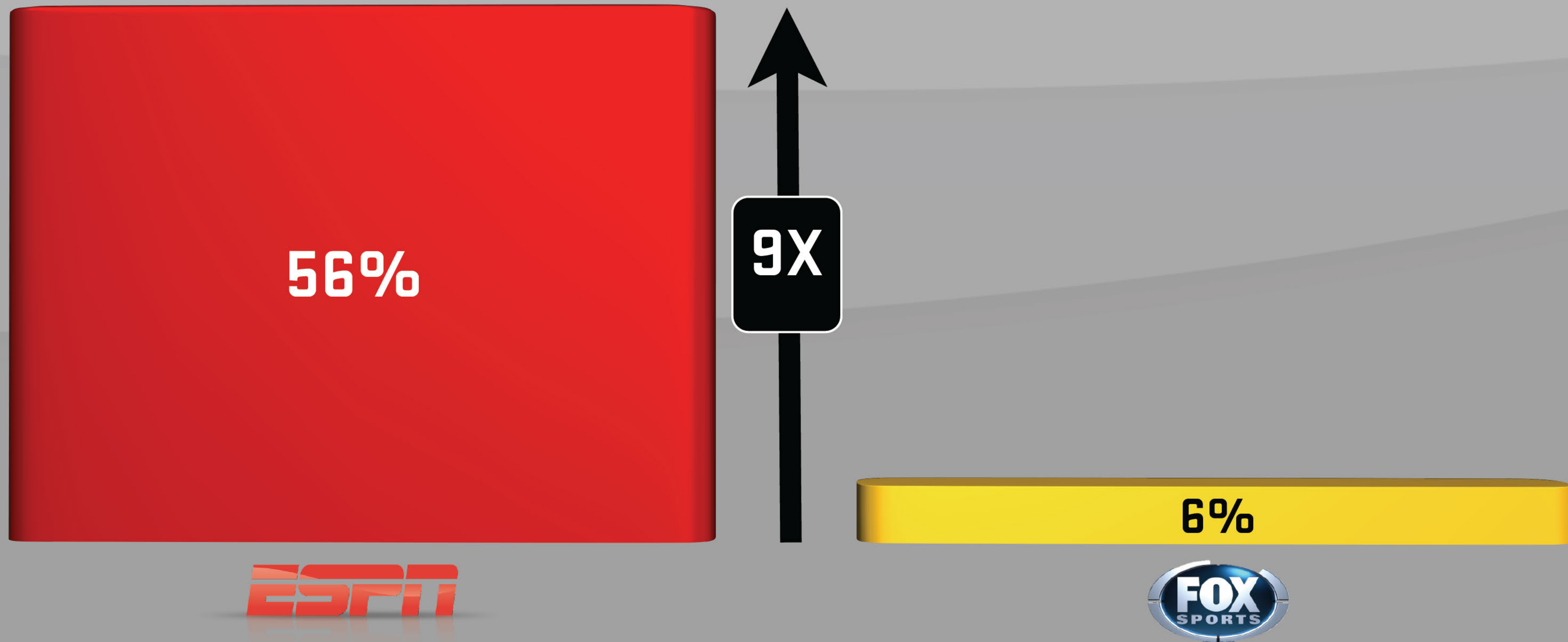


Source: "TV Branding in the Multichannel Universe" (Abt SRBI) September 2013
"Thinking about all of your television viewing, including both the broadcast networks or channels and all the cable networks or channels, which networks or channels are your top three personal favorites overall?"

THE CLEAR CHOICE FOR SPORTS NEWS

Favorite Network for Watching Sports News

(Among P12+ with an opinion: 75%)



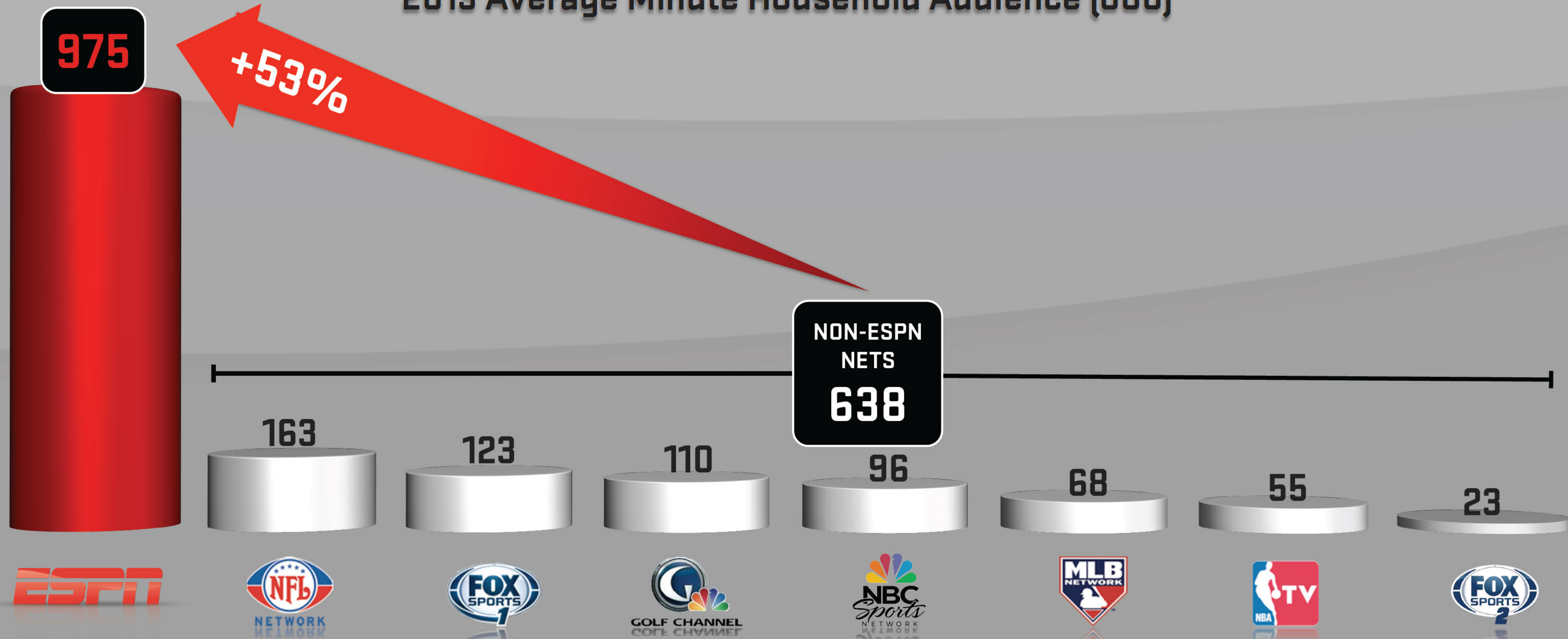
Source: ESPN Sports Poll 2013

THE LEADING SPORTS TV NETWORK



ESPN IS THE MOST-WATCHED SPORTS NETWORK

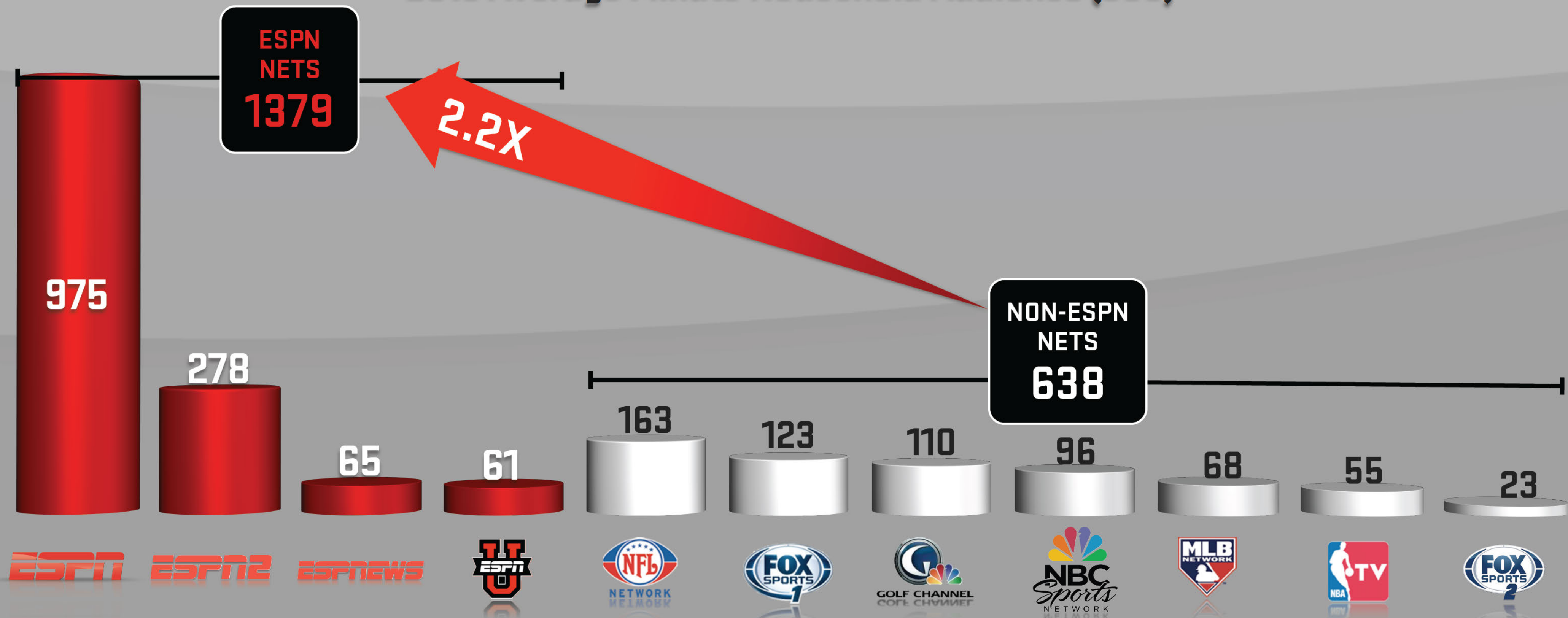
2013 Average Minute Household Audience (000)



Source: Nielsen 2013-Total Day Average Audience of 24-hour Sports Networks

ESPN IS THE MOST-WATCHED SPORTS NETWORK

2013 Average Minute Household Audience (000)



Source: Nielsen 2013-Total Day Average Audience of 24-hour Sports Networks



ESPN IS #1 IN DAYS VIEWED

U.S. HOUSEHOLDS - 4th Quarter 2013

ESPN vs. Other Sports Networks

Rank	Network	Days Viewed
1	ESPN	23
2	ESPN2	12
3	NFLN	10
4	NBA-TV	7
5	Fox Sports 1	7
6	Golf Channel	6
7	NBC Sports Network	6
8	MLBN	5
9	Univision Deportes	4
10	Fox Sports 2	4

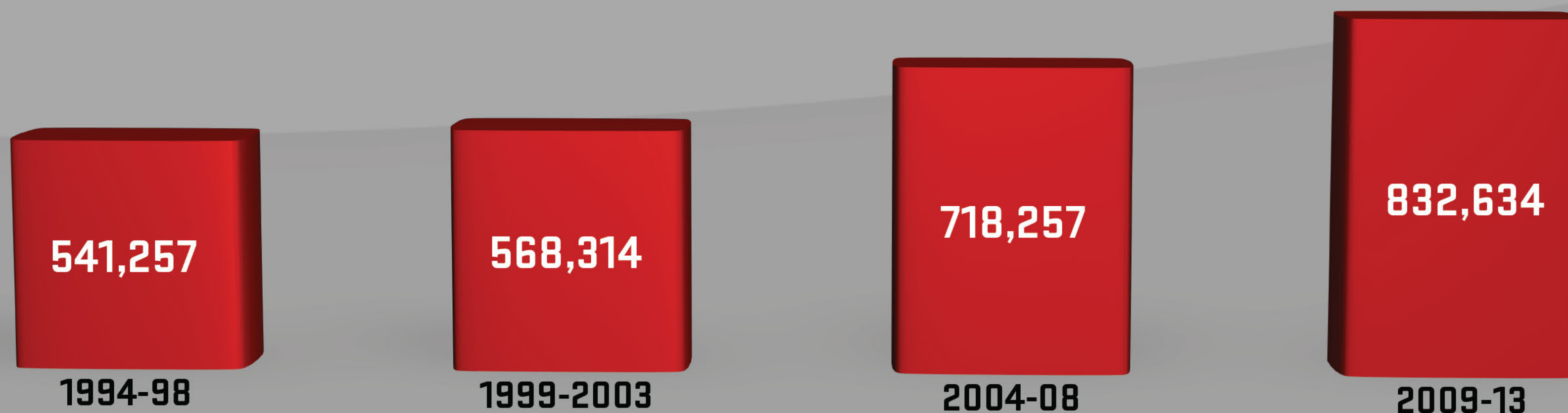
ESPN vs. Top Cable Networks

Rank	Network	Days Viewed
1	ESPN	23
2	Fox News	18
3	TBS	17
4	Disney Channel	17
5	USA	16
6	History	16
7	HGTV	15
8	TNT	15
9	Nickelodeon	15
10	FX	14

Source: Nielsen Media Research 09/30/2013-12/29/2013

OTHER ESPN NETS HAVE GROWN INCREMENTALLY

US Average Minute HH Delivery
(5-Year Averages)



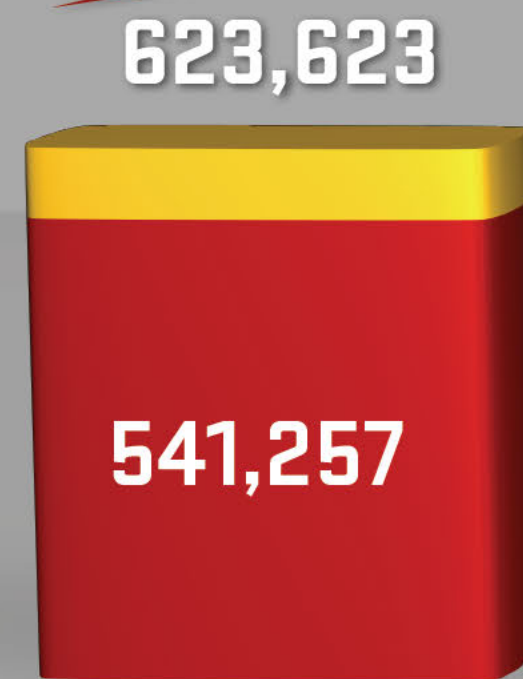
Source: Nielsen US HH AA [Calendar Years]

OTHER ESPN NETS HAVE GROWN INCREMENTALLY

US Average Minute HH Delivery
(5-Year Averages)

127%

- ESPN Deportes
- ESPN Classic
- ESPNU
- ESPNEWS
- ESPN2
- ESPN



+ 15%



+ 32%



+ 44%



+ 46%

Source: Nielsen US HH AA [Calendar Years]

SPORTS TAKES PRECEDENCE FOR LIVE VIEWING

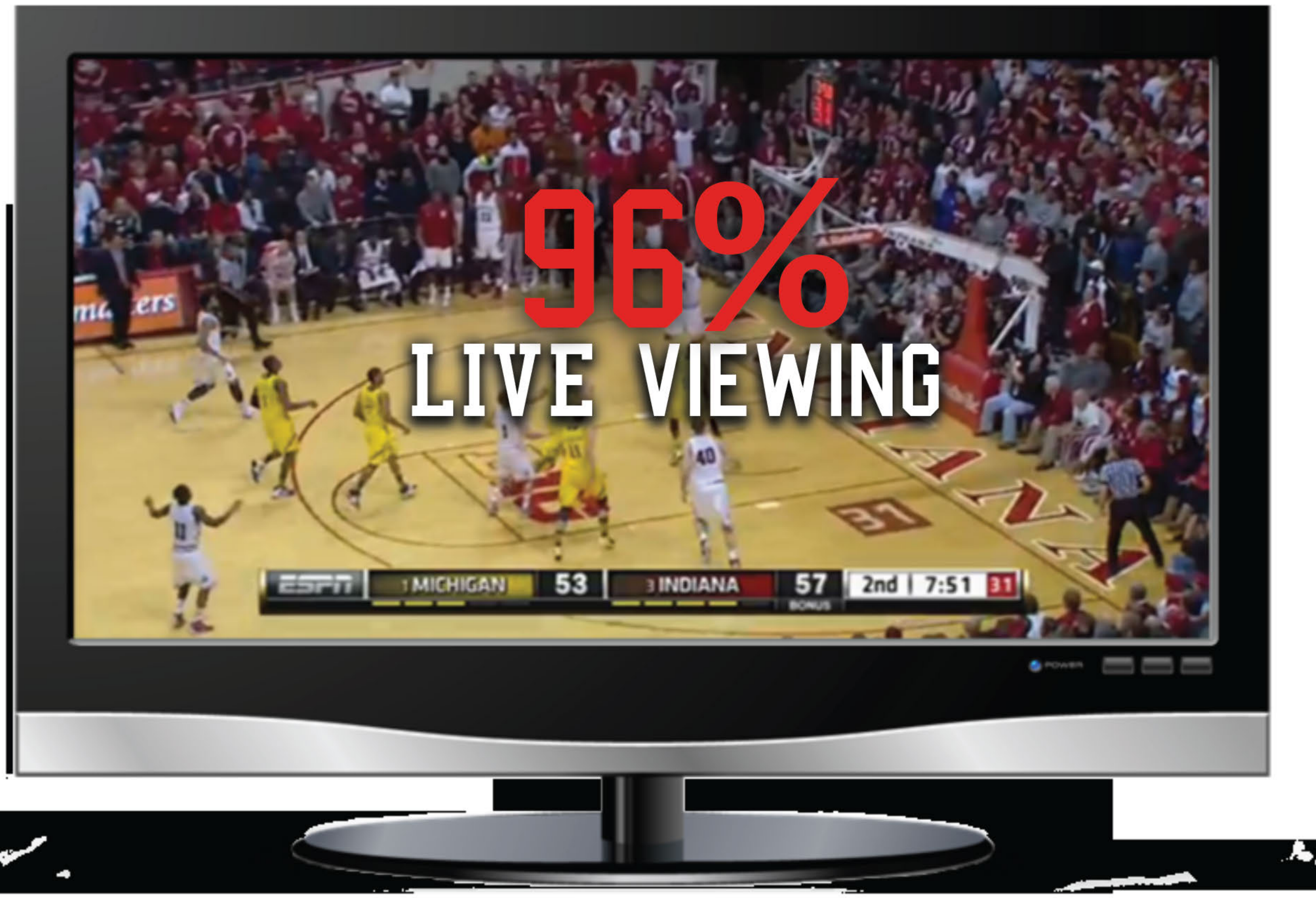
Adults 18-49: September - February



Sources: Nielsen Media Research; % of A18-49 viewing (Live + 7) that is live- each broadcast season thru first week of February

SPORTS TAKES PRECEDENCE FOR LIVE VIEWING

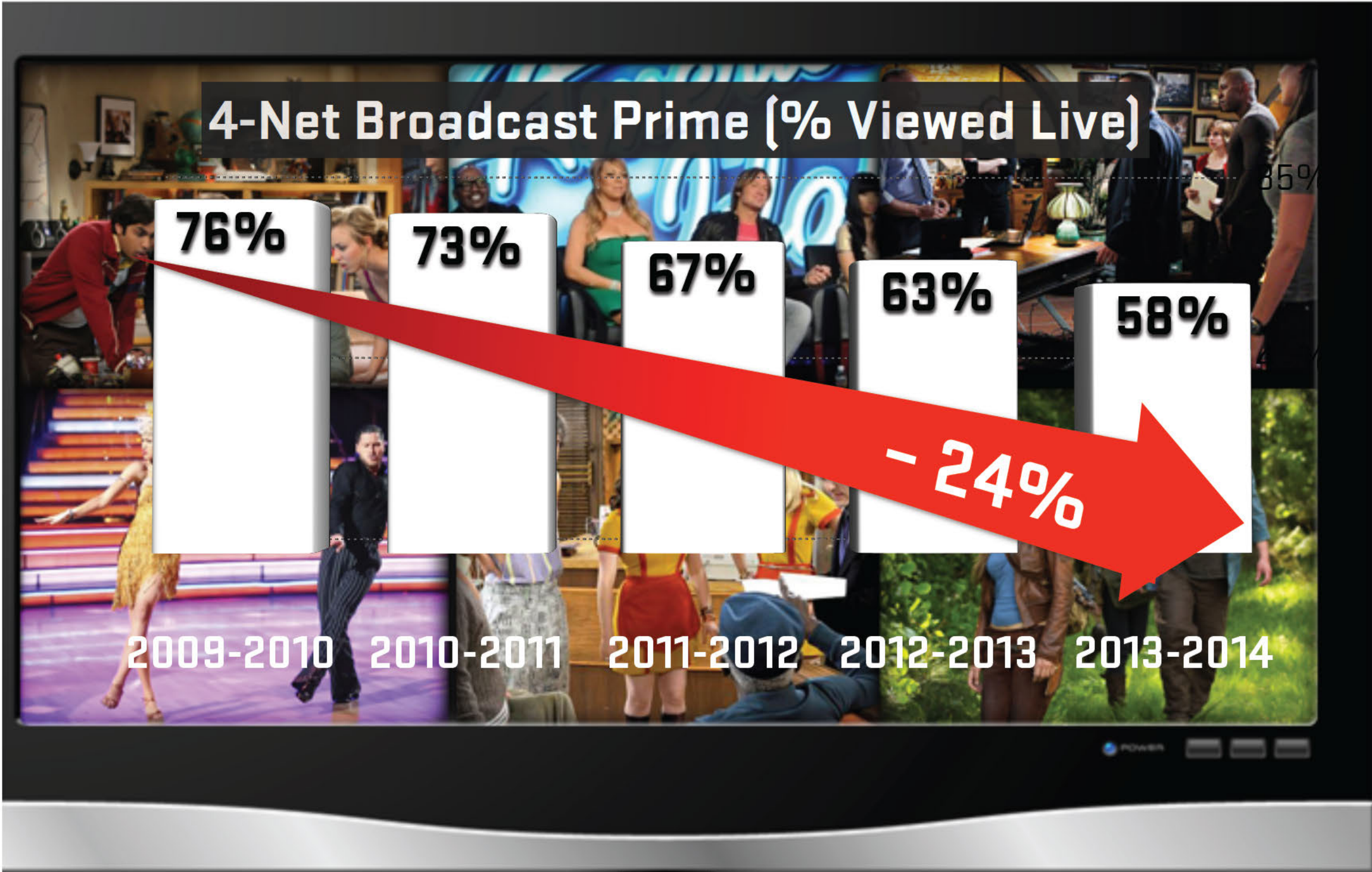
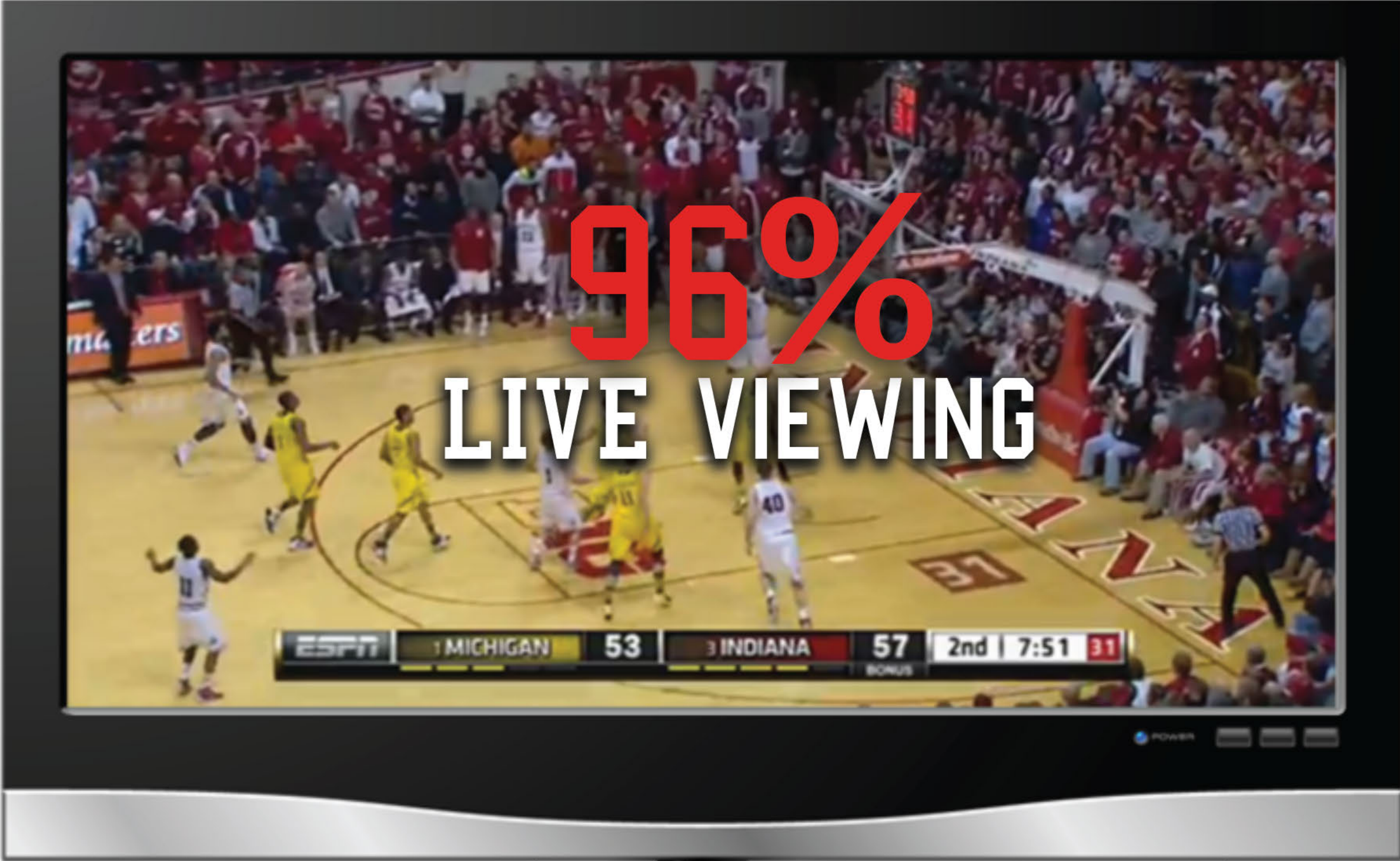
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Adults 18-49: September - February



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ESPN DIGITAL LED SPORTS CATEGORY IN 2013 ACROSS EVERY KEY METRIC

2013 Average Month

- 31 percent share of the digital sports audience
- Larger than the next three competitors combined
- Twice the time spent vs. other sports properties

Rank		% Share	Minutes Per User
1	ESPN	31.2	99.4
2	Yahoo Sports-NBC Sports Network	15.2	49.6
3	Bleacher Report-Turner Sports Network	8.8	44.9
4	NFL Internet Group	6.7	42.5
5	Sporting News Media/Perform Sports	6.4	46.3
6	MLB	5.9	46.5
7	FOXSports.com on MSN	5.2	24.3
8	CBS Sports	4.7	32.0

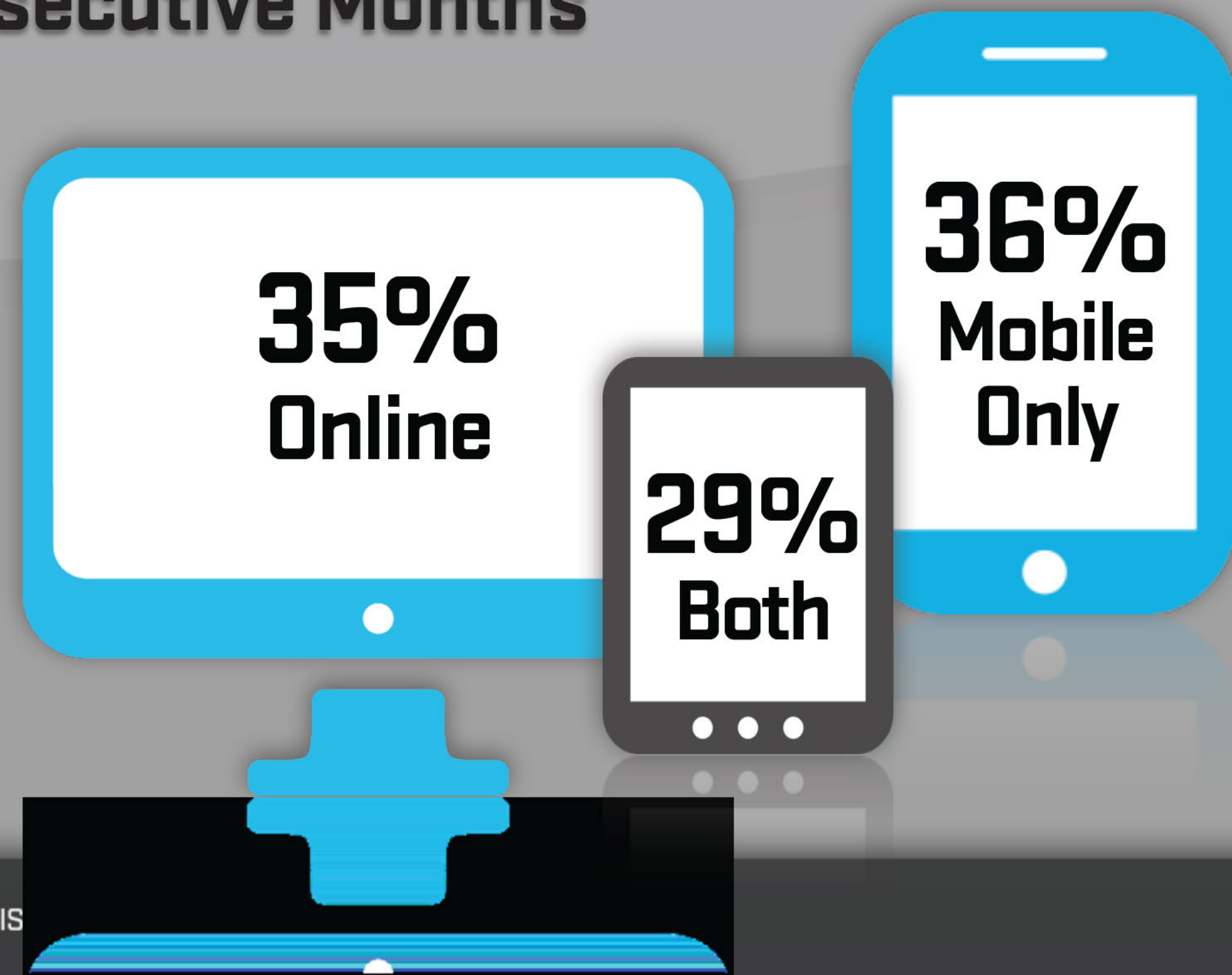


ESPN DIGITAL SET SPORTS CATEGORY RECORDS IN REACH

- **ESPN Digital Media Set a Record**
September 2013 – January 2014

+60M Unique Visitors over 5 Consecutive Months

- **September 2013**
All-Time High for Single Month
73M Unique Visitors



Source: ESPN Research & Analytics analysis of comScore Multi-Platform data, Jan-Dec 2013

ESPN DIGITAL MEDIA OUTDELIVERS CABLE TV SPORTS NETWORKS

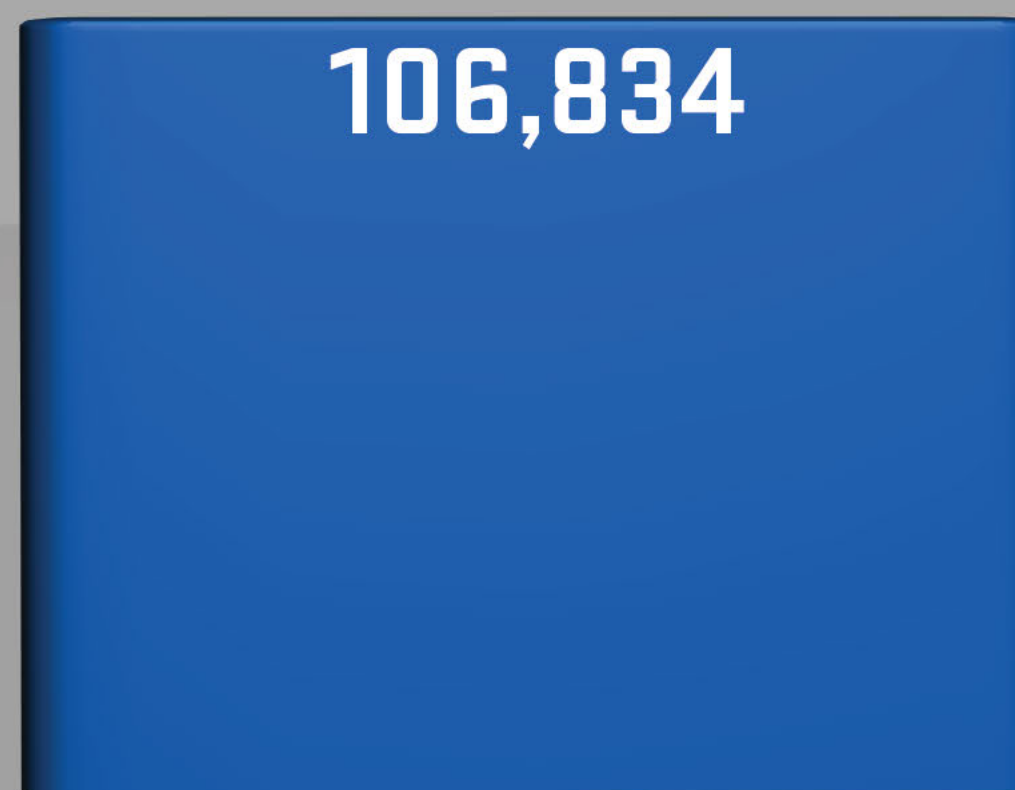
Total Day Persons 2+ Average Minute Audience

8/26/13 - 12/29/13

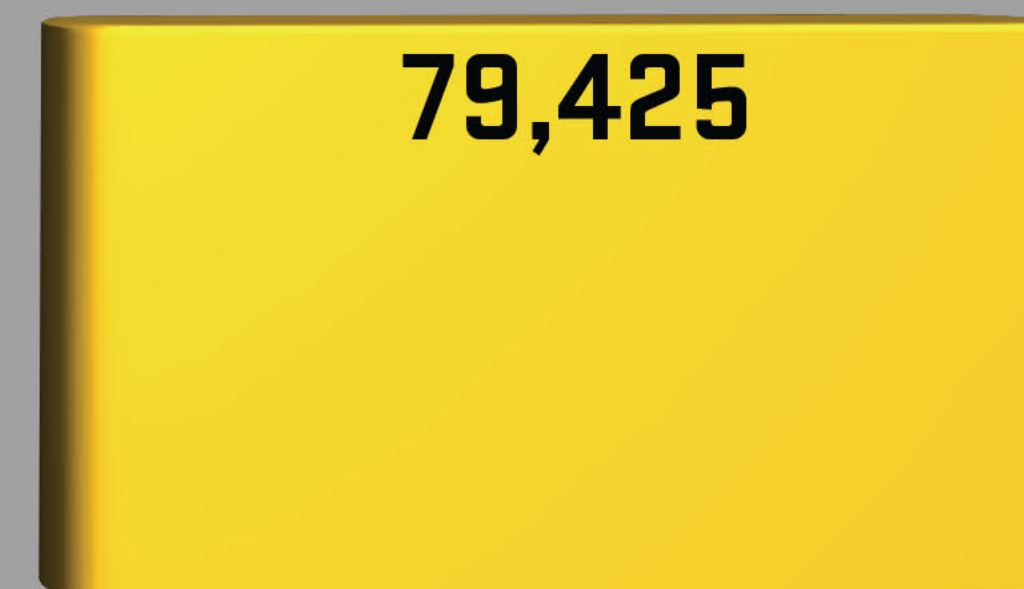
172,660



106,834



79,425



Digital Source: comScore Multi-Platform
TV Source: Nielsen, 8/26-12/29/13, Live + Same Day

ESPN DIGITAL MEDIA OUTDELIVERS CABLE TV SPORTS NETWORKS

Total Day Persons 2+ Average Minute Audience

8/26/13 - 12/29/13

172,660



ESPN Digital vs. FS1

+38%

ESPN Digital vs. NBCSN

+54%

106,834



79,425



Digital Source: comScore Multi-Platform
TV Source: Nielsen, 8/26-12/29/13, Live + Same Day

WATCHESPN IS GROWING

ESPN's Mission:
"To serve sports fans.
Anytime. Anywhere."



WATCHESPN IS GROWING

- Viewing of ESPN Linear Networks (ESPN, ESPN2 & ESPNU) **+200%**
- WatchESPN Engagement Levels Up
- **Apple TV** and **Roku** have high engagement levels: **Roku - 848 minutes per viewer!**
- **Ad starts up +91%**
- **Median age = 29**
- **Median income = \$74,000**

September 2013 – March 2014





ESPN's Mission:
"To serve sports fans.
Anytime. Anywhere."



MEASUREMENT = MONETIZATION

Project Blueprint



*"Cross platform measurement...
how ESPN is moving the chains"*

*Cross-Platform Measurement's
Leap Forwards*

*Nielsen Must Let ESPN Project Continue
Under FTC Approval of Arbitron Acquisition*

**"Measurement is the biggest issue that will influence the
rate of growth for multi-screen advertising,"**

Bill Duggan, Group Executive Vice President of the ANA.



In the average MONTH,
ESPN properties reach...

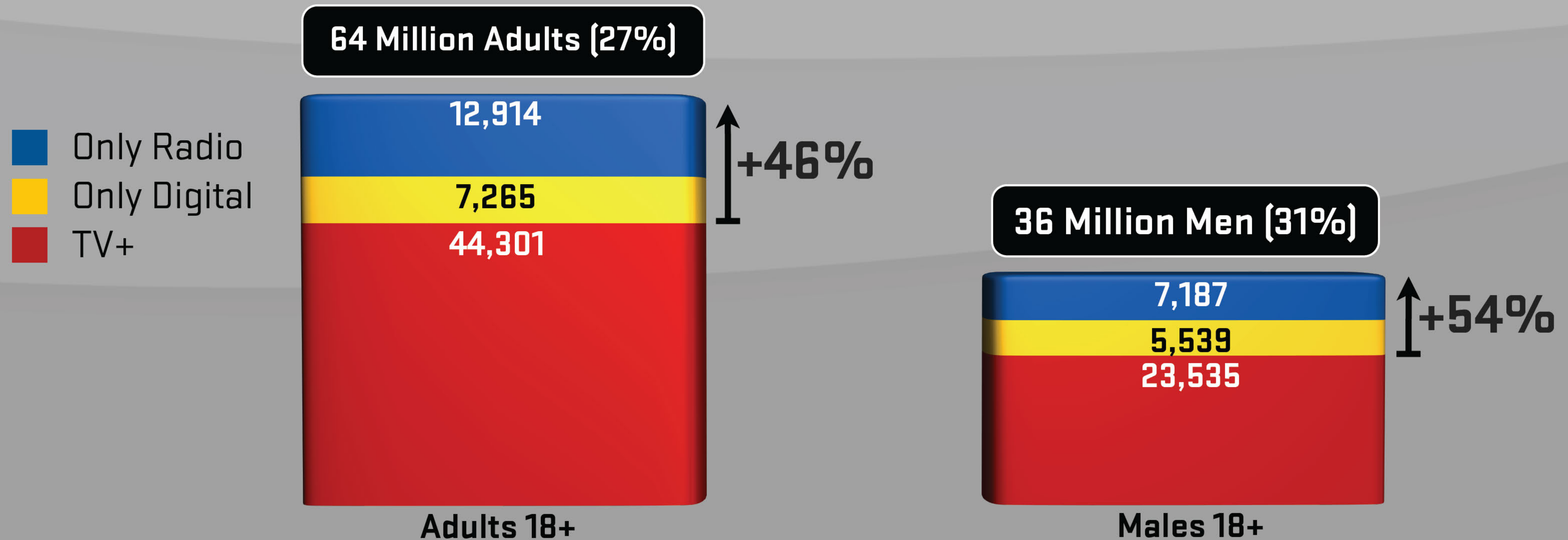
191 million adults / **79%** of adults

101 million men / **86%** of men

Source: Project Blueprint (comScore/Arbitron) Average May 2013-August 2013

ESPN'S AVERAGE DAY REACH IS SIGNIFICANT

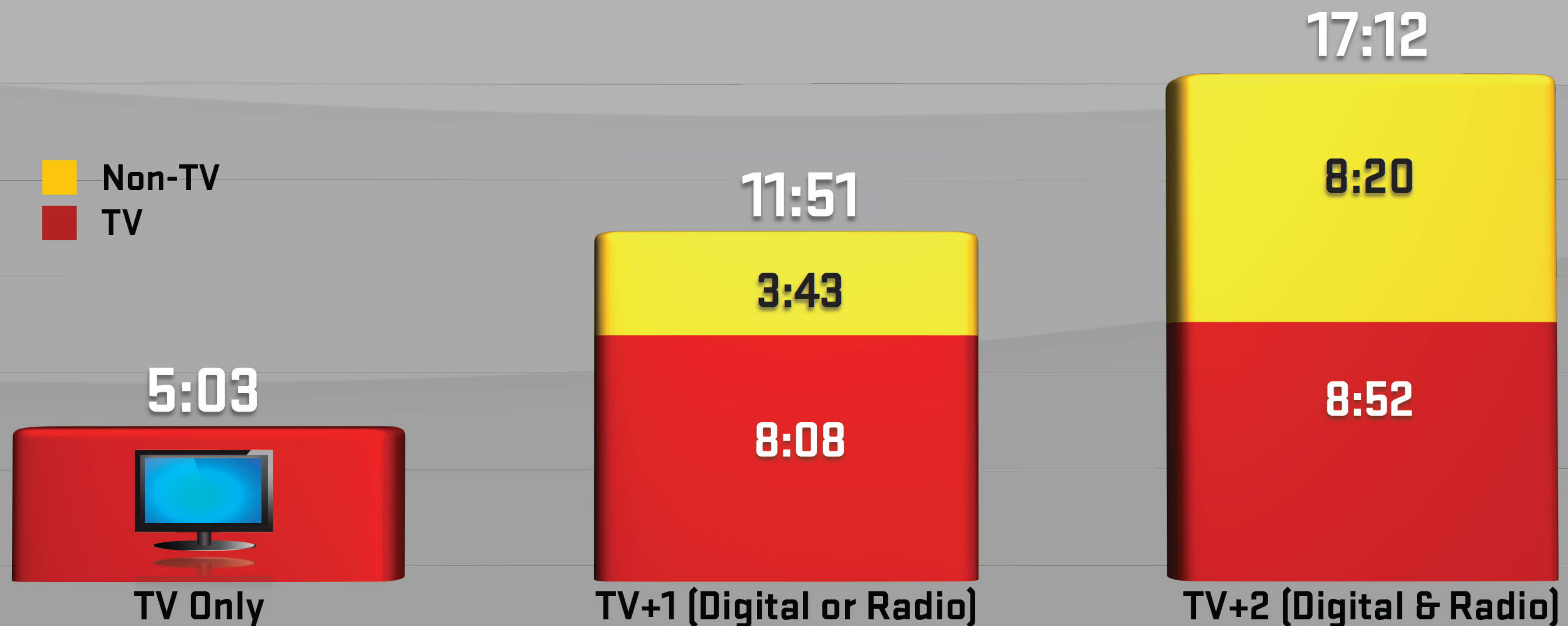
Total Unduplicated Reach (Millions)



Source: Project Blueprint (comScore/Arbitron) Average May 2013-August 2013

MORE PLATFORMS = MORE TIME = MORE AUDIENCE

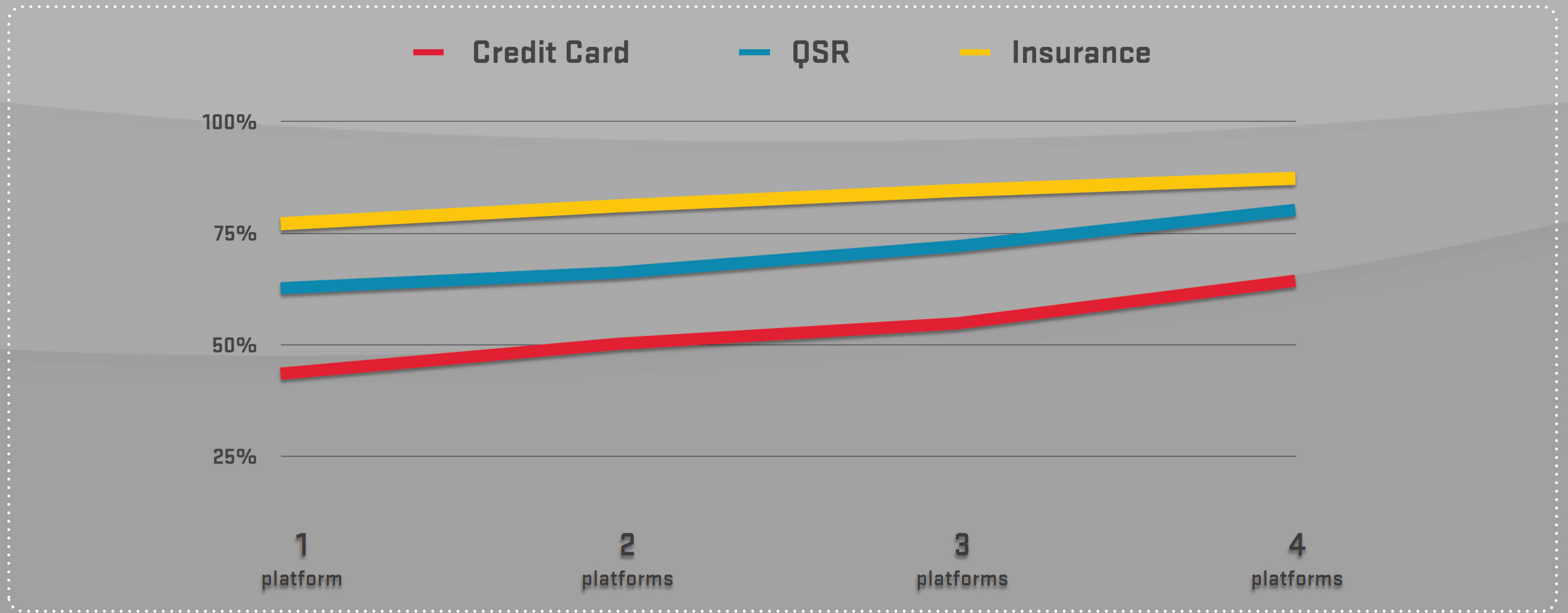
Time Spent with ESPN Media Per Adult User in the Average Month



Source: Project Blueprint May 2013-August 2013 (Avg. Month) based on TV-Digital-Radio Groups

CROSS-PLATFORM MAKES AN IMPACT

Ad Awareness



Source: 2012-2013 ESPNXP Tracker; August '12-June '13; Total Awareness

THE BIG FINISH

1. **MULTICHANNEL** subs remain near historic highs
2. The **ESPN BRAND** has never been stronger
3. ESPN is the clear leader in sports **TELEVISION**
4. ESPN is growing **ACROSS MEDIA** platforms
5. ESPN is a premium **ADVERTISING** environment

FENWAY PARK										AMERICAN LEAGUE						NATIONAL LEAGUE										
P	1	2	3	4	5	6	7	8	9	10	R	H	E	P	IN	R	P	IN	R	P	IN	R	P	IN	R	
CHI	SEP	TE	MB	ER							5			SEA			NY			STL			PIT			ATL
BOSTON				2	0	0	6							DET			KC			WAS			CHC			NYM
														CLE			TEX			ARI			HOU			COL
														TOR			OAK			FLA			PHI			SD
																			LA			SF				

Disney

INVESTOR DAY

at

ESPN