

JOHN WILDHACK

**Executive Vice President
ESPN Programming & Production**

Syracuse Orange | Buffalo Bills



ROB KING

**Senior Vice President
ESPN SportsCenter & News**



Washington Redskins | Washington Nationals
Washington Wizards



JOHN KOSNER

**Executive Vice President
ESPN Digital & Print Media**

Stanford Cardinal | Phoenix Suns | San Francisco 49ers



OUR PLAYBOOK



ESPN

HANNAH STORM

Anchor

Notre Dame Fighting Irish





VITAL SIGNS ARE ROBUST



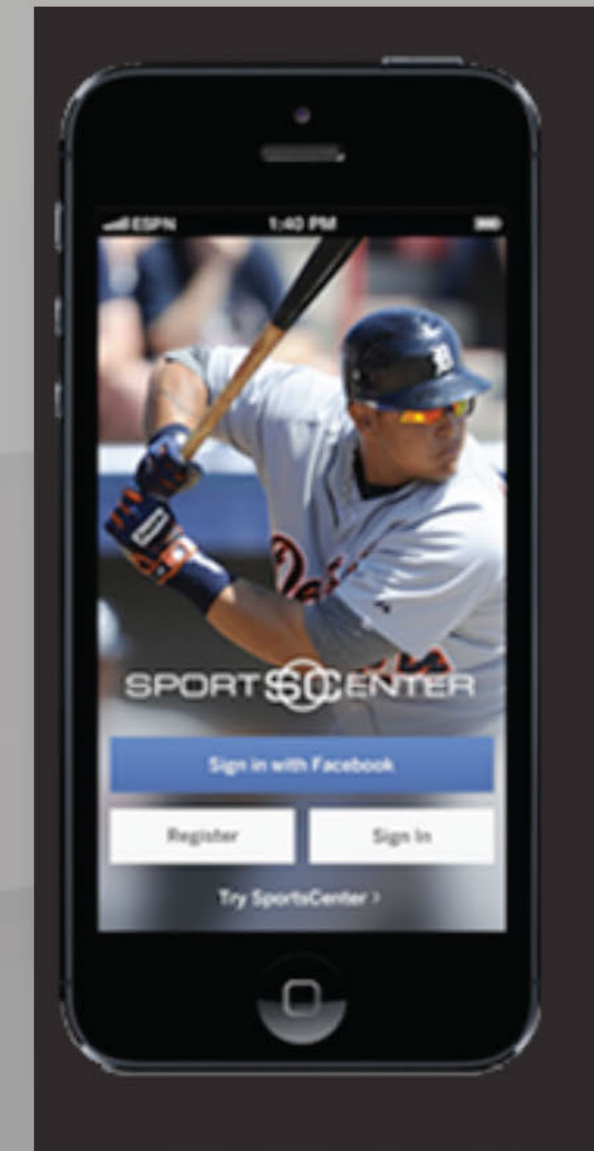
84%

... watch SC in a week



88%

... say SC is a trusted authority for covering sports



53M

... total downloads

A HIGHLY DESIRABLE AUDIENCE



SPORTSCENTER

NATIONAL TV AVG.

MEDIAN AGE

35

47

MEN 18 - 34

32%

8%

MEDIAN INCOME

\$63,300

\$48,100

IF SC WERE A CABLE NETWORK

It Would Be the **5th** Most-Watched
Network Among Men 18 - 34



1



2



3



4



5

SC LEADS THE COMPETITION

Men 18 - 49 Total US Rating

The ESPN logo is displayed in a bold, red, italicized font. It features a stylized 'E' with a horizontal bar across the top, and the letters 'S', 'P', 'N' are also in a bold, italicized font. The logo is centered on the page and has a slight reflection below it.

0.9

SC LEADS THE COMPETITION

Men 18 - 49 Total US Rating



0.48



0.11



0.06



0.05



0.04



0.03



0.03

THE UNDISPUTED DESTINATION

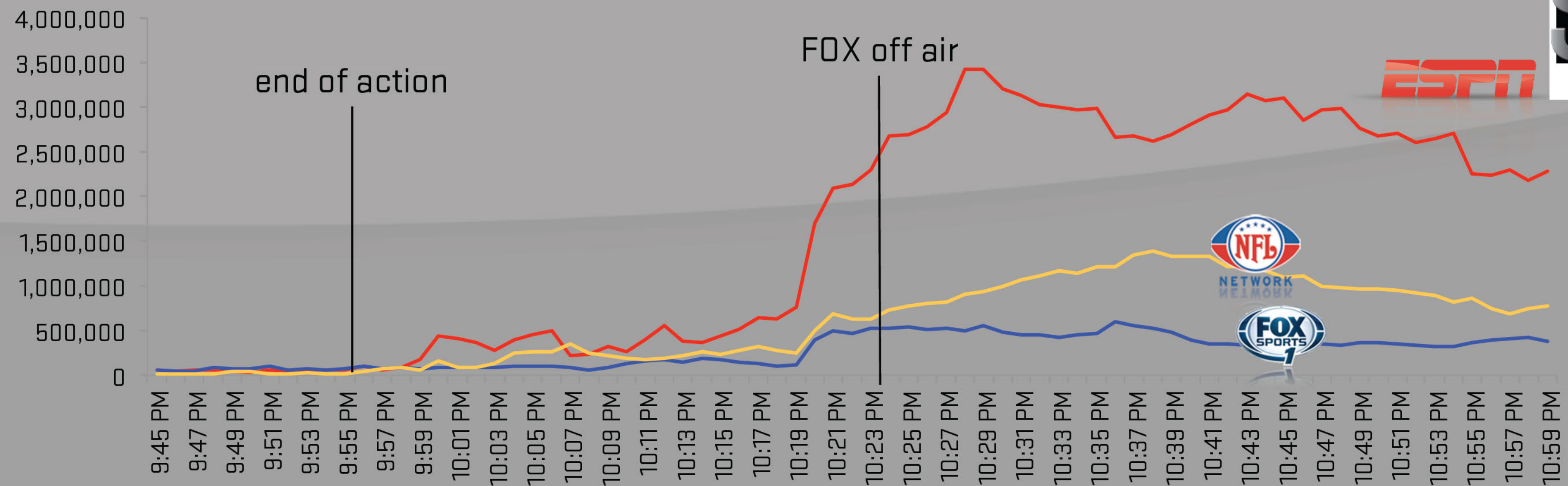
2013 WORLD SERIES POST-GAME COVERAGE



- FOX aired the final game of the World Series
- Following the game, **VIEWERS Chose ESPN Over FS1**
- SportsCenter's viewership was **9x LARGER** than FOX Sports Live's

THE UNDISPUTED DESTINATION

Following Fox's broadcast of Super Bowl XLVIII...
Once again VIEWERS TURNED to ESPN



ESPN



~8x
Over FOX Sports Live

POWER OF SPORTSCENTER



15 Million People Watch Every Day

**Men 18-34 Viewed
62 Billion Minutes in 2013**

MIKE TIRICO

Monday Night Football Announcer

Syracuse Orange | Detroit Tigers



“AMERICA’S SPORTS PAGE”

EDITIONS: [USA](#) [ESPAÑOL](#) [More](#) CITIES: [BOSTON](#) [CHICAGO](#) [DALLAS](#) [LOS ANGELES](#) [NEW YORK](#) [Sign In](#) or [Register](#)

ESPN [SHOP](#)

NBA [Full Scoreboard](#) » **NHL** **MLB** **Soccer** [All Scores](#) » **Regular Season: April 16, 2014**

| F/OT | Final | F/OT | Final | F/OT | Final | F/OT | Final | F/OT | Final | F/OT | Final | F/OT | Final |
|----------|-----------|-----------|-----------|------------|----------|-----------|-----------|-----------|-----------|-----------|---------|---------|---------|
| CHI 86 | ▶ IND 101 | DAL 105 | ▶ ATL 111 | ▶ UTAH 136 | HOU 100 | DET 111 | ▶ LAL 113 | ▶ WSH 118 | BKN 85 | ▶ PHI 100 | TOR 92 | LA 92 | ▶ NY 95 |
| ▶ CHA 91 | ORL 86 | ▶ MEM 106 | MIL 103 | MIN 130 | ▶ NO 105 | ▶ OKC 112 | SA 100 | BOS 102 | ▶ CLE 114 | MIA 87 | ▶ NY 95 | ▶ NY 95 | ▶ NY 95 |

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ENTER A STARING CONTEST WITH A WOLF
TLX / IT'S THAT KIND OF THRILL [V](#)

SC TOPICS [Griz Claim 7-Seed](#) | [West Matchups Set](#) | [Felix-Yu Duel](#) | [KD's 42 Lifts OKC](#) | [CJ2K To Jets](#)

Pens Stay Cool, Then Soar
Justin K. Aller/Getty Images
Pittsburgh fell behind early in its playoff opener, but experience won out as it seized the lead in the series.
[Scott Burnside](#) » [Pens rally past Jackets](#) » [Ducks hold off Stars](#) » [Habs top Lightning in OT](#) » [More](#)

- Durant's 42 help OKC to 2 seed [📺](#) | [Matchups](#)
- Former Titans RB Johnson joins Jets [📺](#) | [Cimini](#)
- Griz edge Mavs in OT to seize No. 7 [📺](#) | [Dime](#)
- Thompson likens Griffin to 'bull in china shop' [📺](#)
- Bale's goal gives Copa to Real Madrid | [Delaney](#)
- Zeroed in: Tanaka, Pineda fuel NYY [📺](#) | [Howard](#)
- Down 2, Pens rally to nip Jackets [📺](#) | [Burnside](#)
- Sources: Kobe to begin workouts after trip [📺](#)
- Source: WR Rice returns to Seattle | [Blount](#)
- Live video coverage: Oscar Pistorius trial [📺](#)
- Yates: Jets' new offense with Chris Johnson [📺](#)

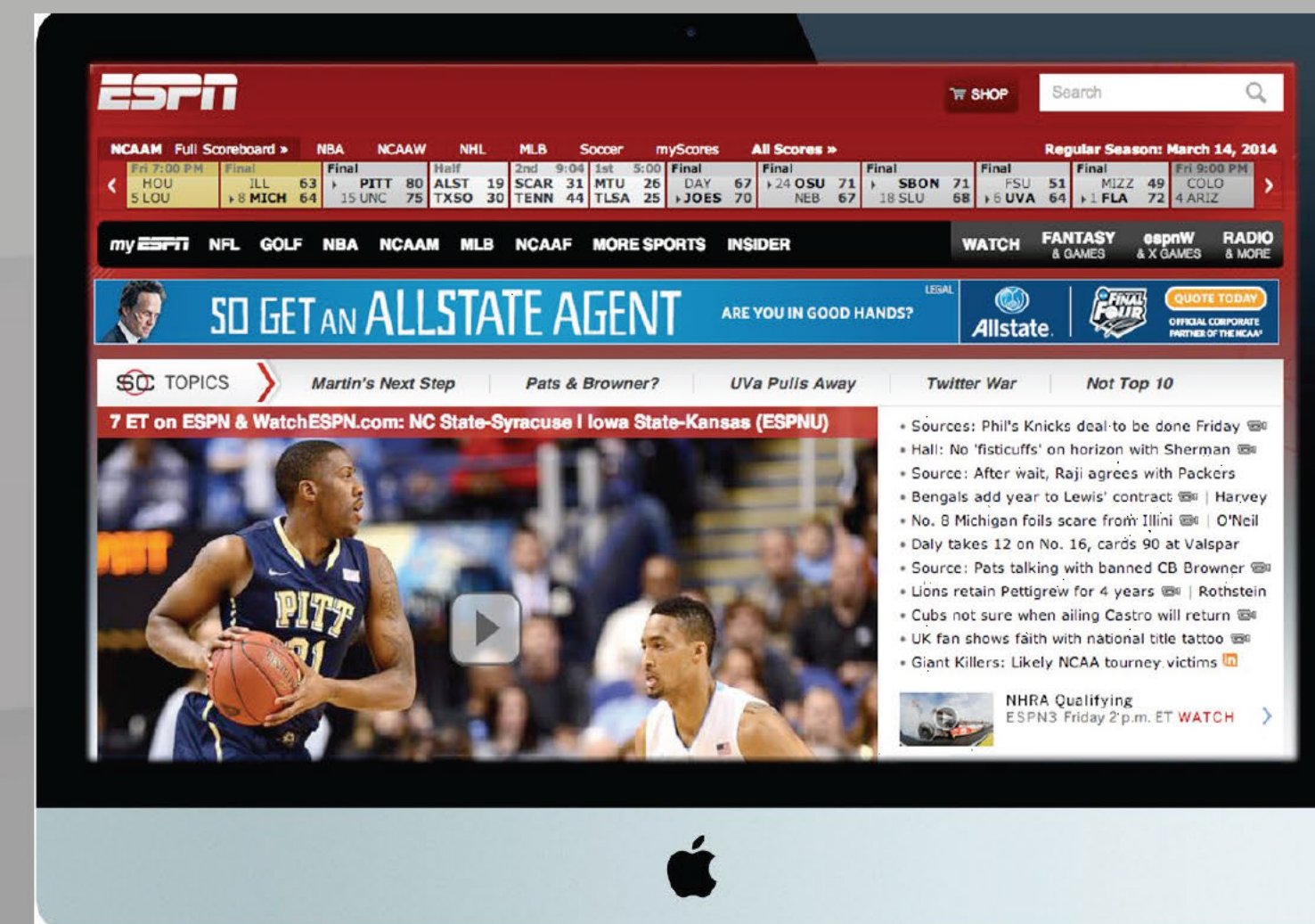
FSU: Spring Game
ESPNU Thursday 7 a.m. ET [WATCH](#) [>](#)

THE ALL-NEW 2015 / **TLX**



HOW WE SUPER-SERVE FANS

① @ Work:ESPN.com Desktop



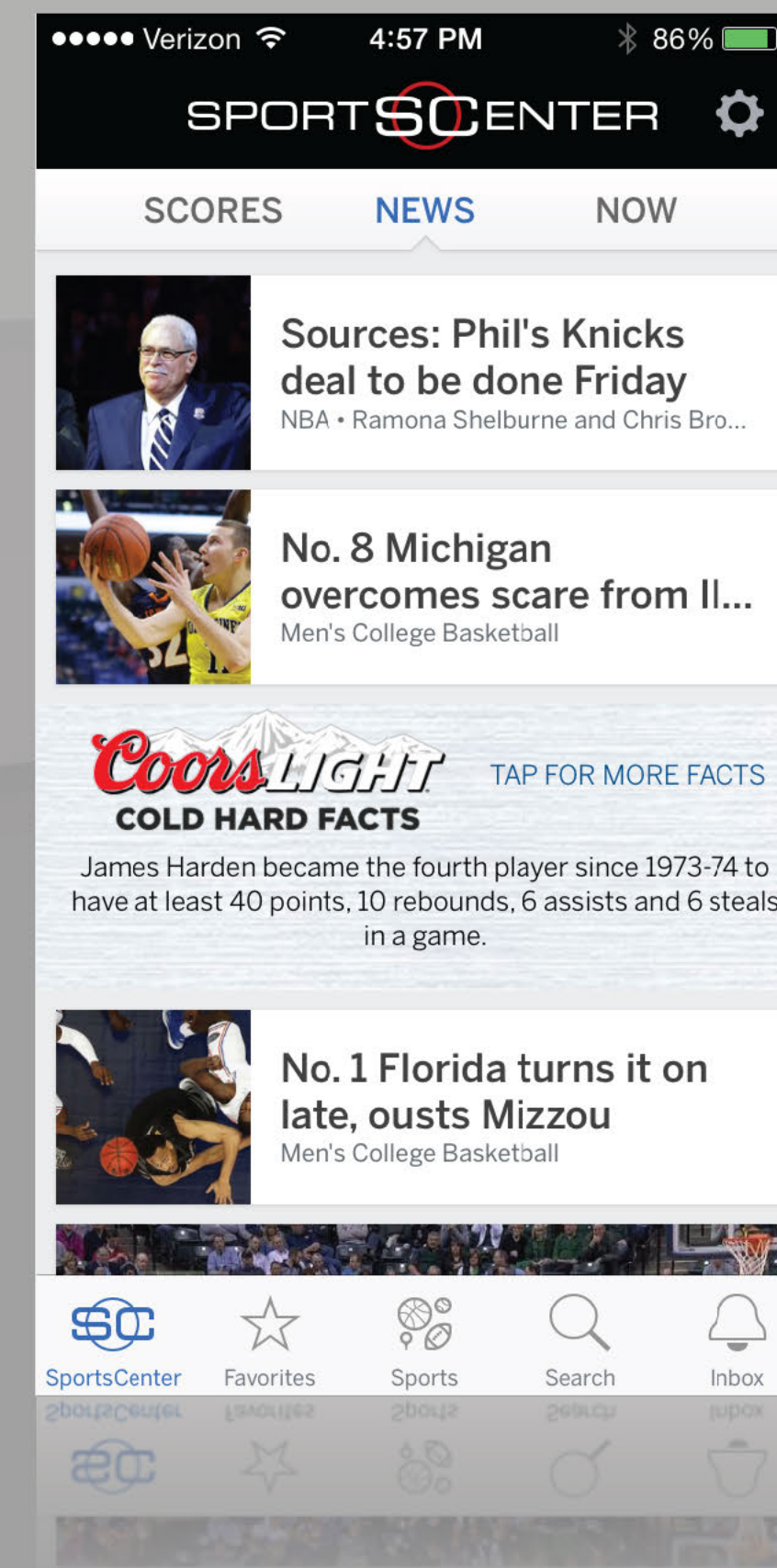
HOW WE SUPER-SERVE FANS

- ◉ @ Work: ESPN.com Desktop
- ◉ @ Home: WatchESPN on the iPad



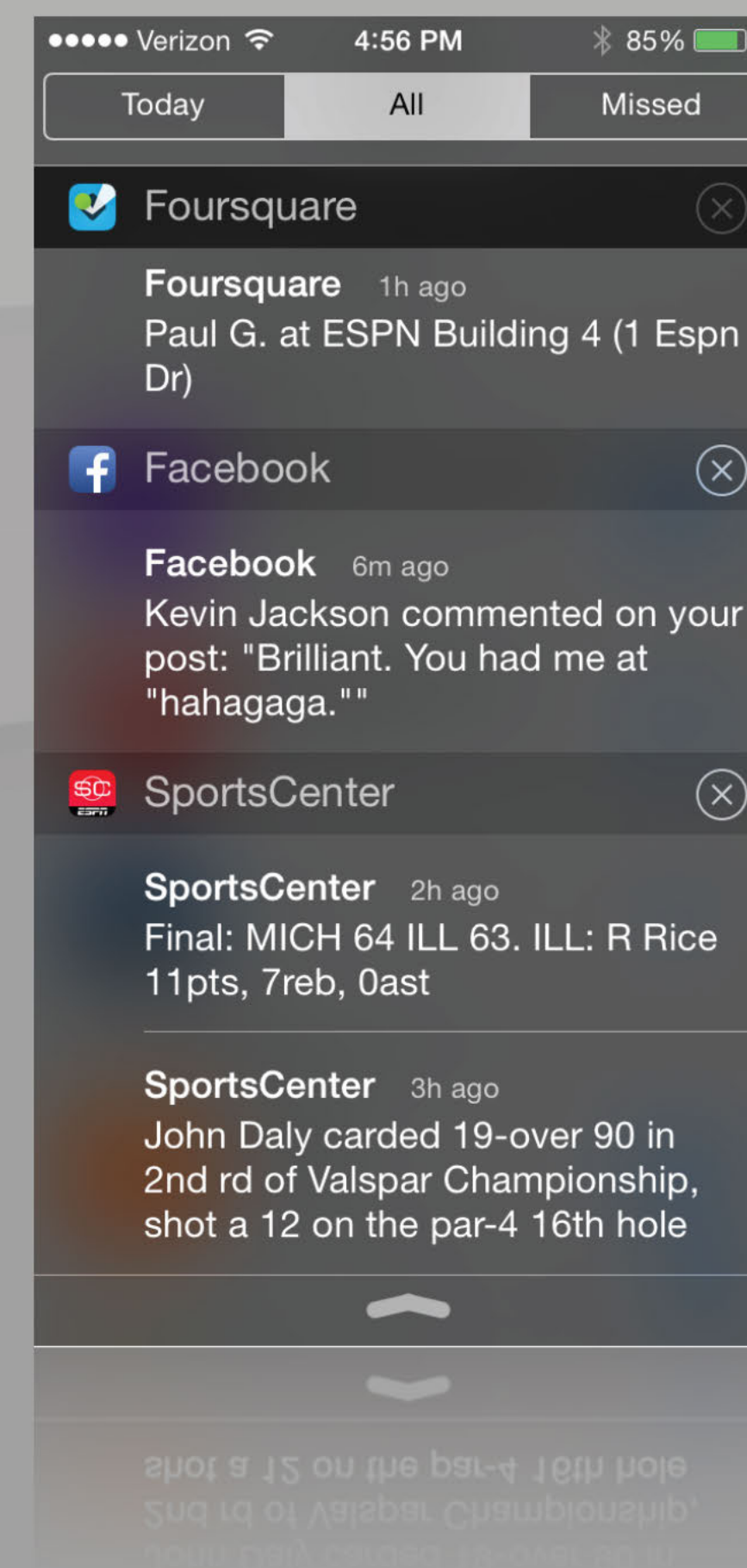
HOW WE SUPER-SERVE FANS

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- @ Home: Watch ESPN on the iPad
- @ Starbucks: SportsCenter App



HOW WE SUPER-SERVE FANS

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- @ Starbucks: SportsCenter App
- On the Go: Mobile Alerts



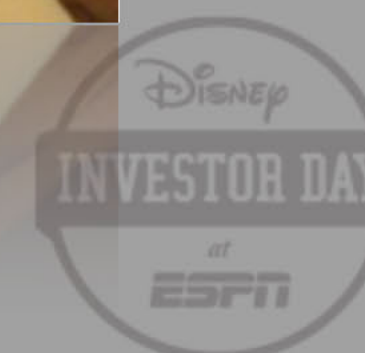
HOW WE SUPER-SERVE FANS

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- @ Home: WatchESPN on the iPad
- @ Starbucks: SportsCenter App
- On the Go: Mobile Alerts
- In the Car: ESPNRadio.com



HOW WE SUPER-SERVE FANS

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- ◉ @ Home: WatchESPN on the iPad
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- ◉ On the Go: Mobile Alerts
- ◉ In the Car: ESPNRadio.com
- ◉ Max Scherzer at his friend's wedding reception: WatchESPN on his phone



5-YEAR DIGITAL GROWTH

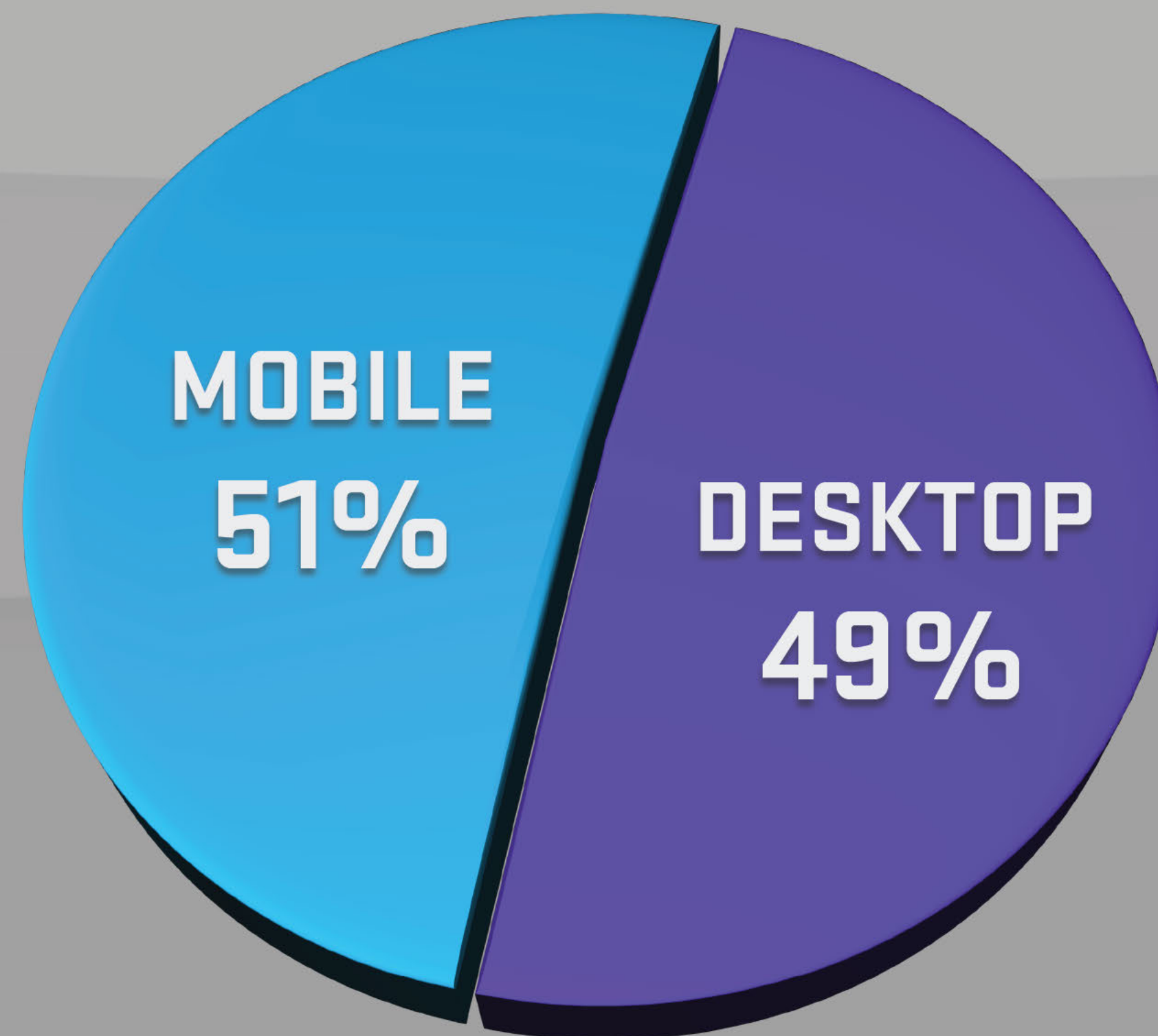
| | Q4 2008 | Q4 2013 | Growth |
|-------------------------|---------|---------|--------|
| Monthly Unique Visitors | 21M | 67M | 3x |
| Monthly Total Visits | 146M | 763M | 5x |
| Monthly Total Minutes | 1.2B | 7.7B | 6x |

EXTENDING OUR LEAD

| | Q4 2008 Share | Q4 2013 Share | Share Change | ESPN Rank |
|-------------------------|------------------|------------------|-----------------|--------------|
| Monthly Unique Visitors | 27% | 39% | +12pt | #1 |
| Monthly Total Visits | 22% | 30% | +8pt | #1 |
| Monthly Total Minutes | 21% | 34% | +13pt | #1 |

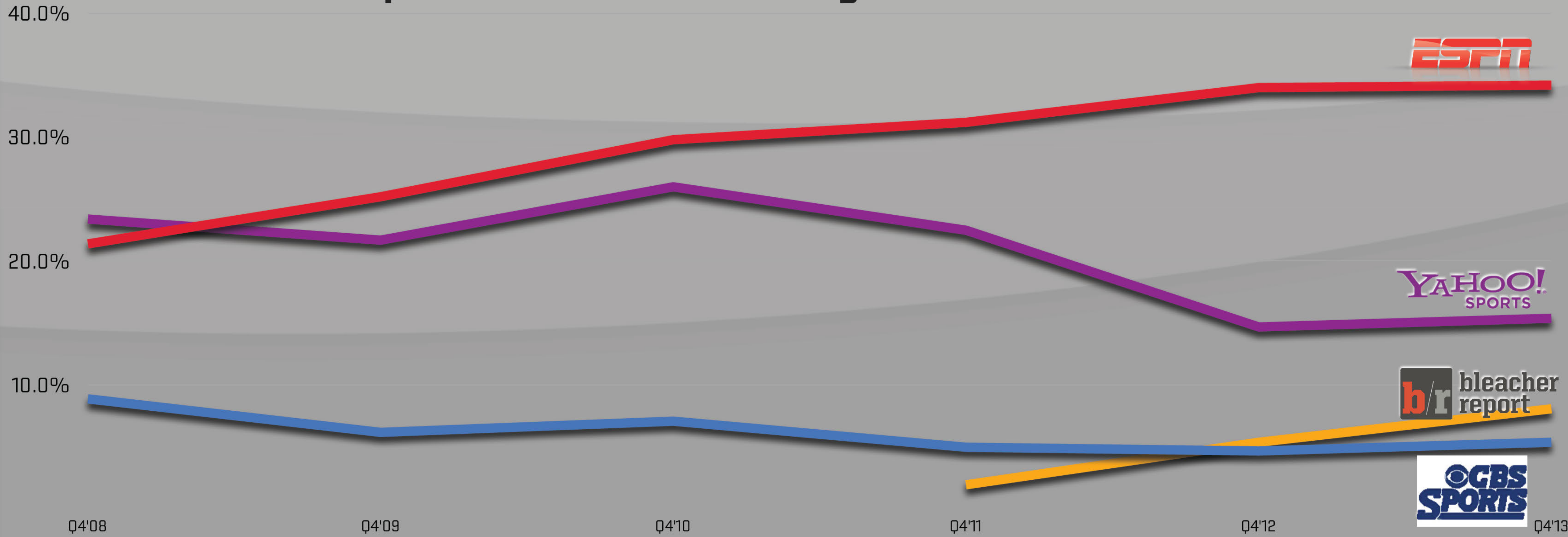
ESPN DIGITAL USAGE: GROWING MOBILE

As of January 2014



#1 AND EXTENDING OUR LEAD

Sports - Share of Average Minute Audience



Q4'08-Q4'11 = comScore Media Metrix (PC only) | Q4'12-Q4'13 = comScore Multi-Platform (PC, Smartphone, Tablet) | Yahoo! Sports includes NBC Sports Network in Q4'13 | Bleacher Report included Turner Sports Network (which includes NBA) in Q4'12

THURSDAY, JUNE 12TH



FIFA WORLD CUP
Brasil

