

SEAN BRATCHES

**Executive Vice President
Sales and Marketing
ESPN**

Hertha Berlin | Arsenal | NY Yankees | NY Giants



MONEYBALL - DISTRIBUTION

A hand holding a black remote control is positioned in the foreground on the left side of the frame. In the background, a television screen displays the ESPN logo, which is slightly out of focus. The overall scene is set in a dimly lit room, possibly a living room, with a white surface visible in the lower-left corner.

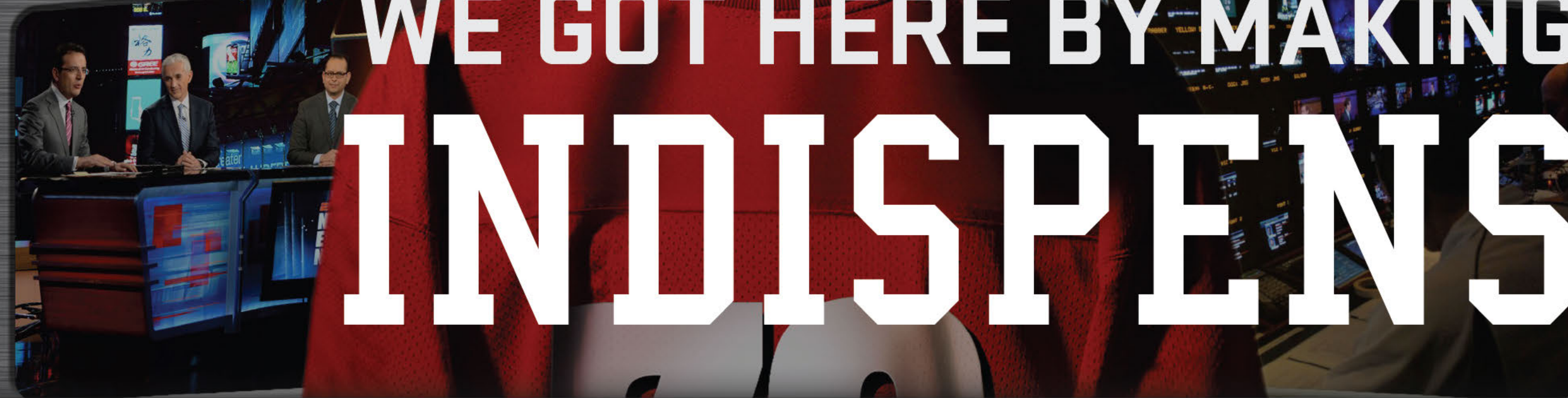
ESPN COMMANDS

INDUSTRY
LEADING
RATES

ESPN



WE GOT HERE BY MAKING OURSELVES
INDISPENSABLE



WHAT MAKES US
INDISPENSABLE

LIVE SPORTS

96% of ESPN Content
is Viewed **LIVE**



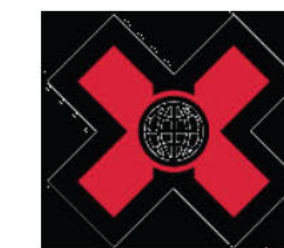
Source: Nielsen Media Research 12/31/2012-12/29/2013, Live vs. Live+7 HH impressions

WHAT MAKES US
INDISPENSABLE

LIVE SPORTS

**EXCLUSIVE
BIG EVENTS**

The Industry's **BROADEST & DEEPEST
EVENT PORTFOLIO**



WHAT MAKES US
INDISPENSABLE

LIVE SPORTS

EXCLUSIVE BIG EVENTS

FAN PASSION



#1 REASON CITED TO
SUBSCRIBE TO PAY TV

Source: Disney & ESPN Media Networks MVPD Research/November 2012 - Hart Research

WHAT MAKES US
INDISPENSABLE

LIVE SPORTS

EXCLUSIVE BIG EVENTS

FAN PASSION

AFFILIATE VALUE

BETA RESEARCH ANNUAL POLL
OF CABLE OPERATORS

#1

MOST
IMPORTANT
NETWORK

10

STRAIGHT
YEARS
AT THE TOP

#1

VALUE FOR
LOCAL
AD SALES

Source: Beta Research Study of Cable Operator Evaluation Study, 2014

LONG-TERM DEALS

AT&T U-verse

 Charter

 verizon

 Time
Warner
Cable®

 COX

 dish

 comcast®

 **CABLEVISION**



WE'RE WELL-POSITIONED FOR THE
FUTURE

WE'VE BUILT A CULTURE OF
INNOVATION

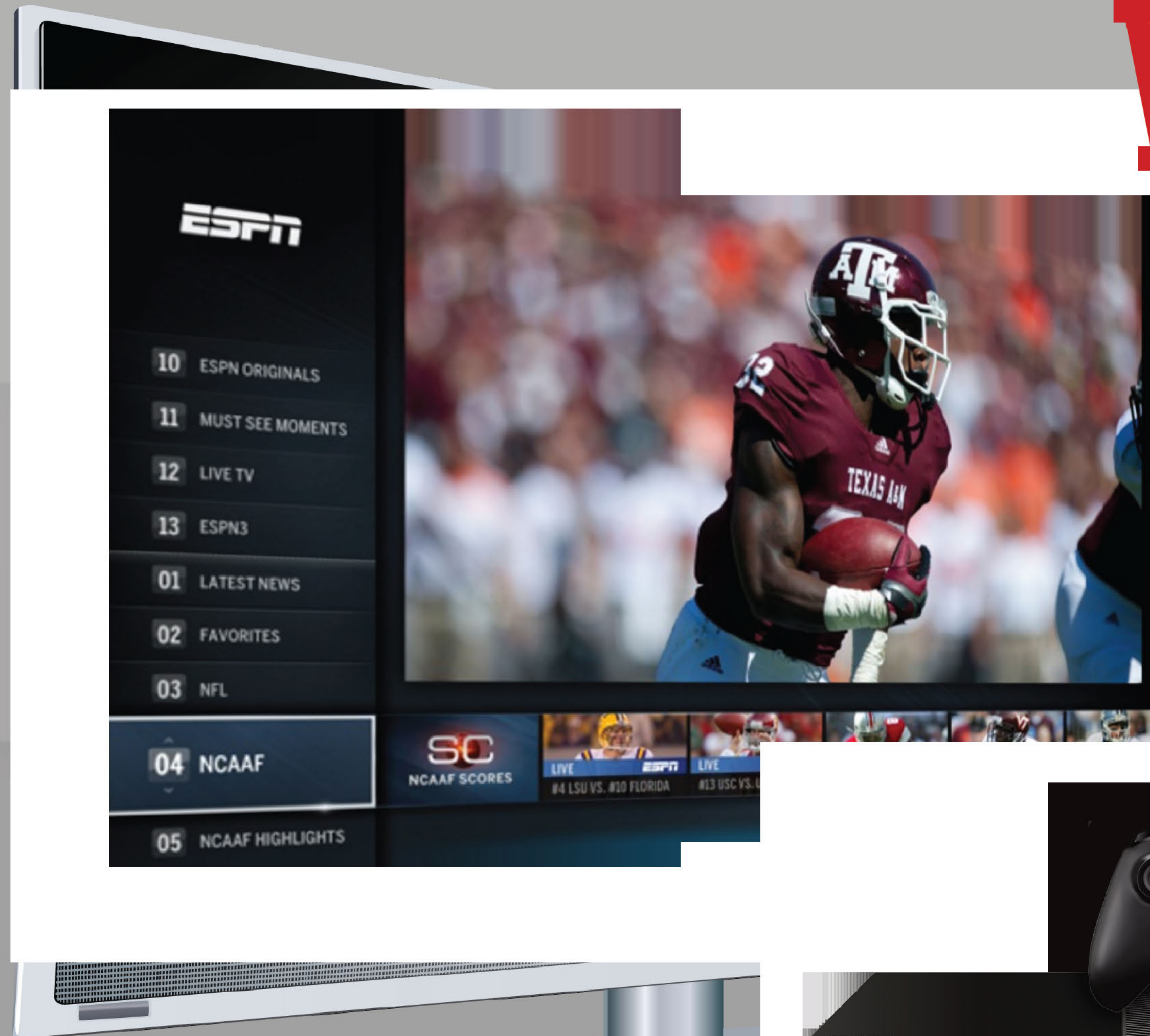


WATCHESPN ON XBOX ONE



WATCHESPN ON XBOX ONE

- Interactive Channel Guide



WATCH ESPN ON XBOX ONE

- Interactive Channel Guide
- Companion Video Viewing



WATCHESPN ON XBOX ONE



- Interactive Channel Guide
- Companion Video Viewing
- Snap Mode



ESPN3





ESPN

dish

ESPN2

WORLD-CLASS AFFILIATE

RELATIONSHIPS

ENSURE OUR SUCCESS



PAT ESSER
PRESIDENT
COX COMMUNICATIONS, INC



**INDISPENSABLE
MARKET LEADING RATES
LONG-TERM DEALS**

ESPN

Investment Triple Crown