

ED ERHARDT

**President
Global Customer Marketing & Sales
ESPN**

nielsen | Close Games

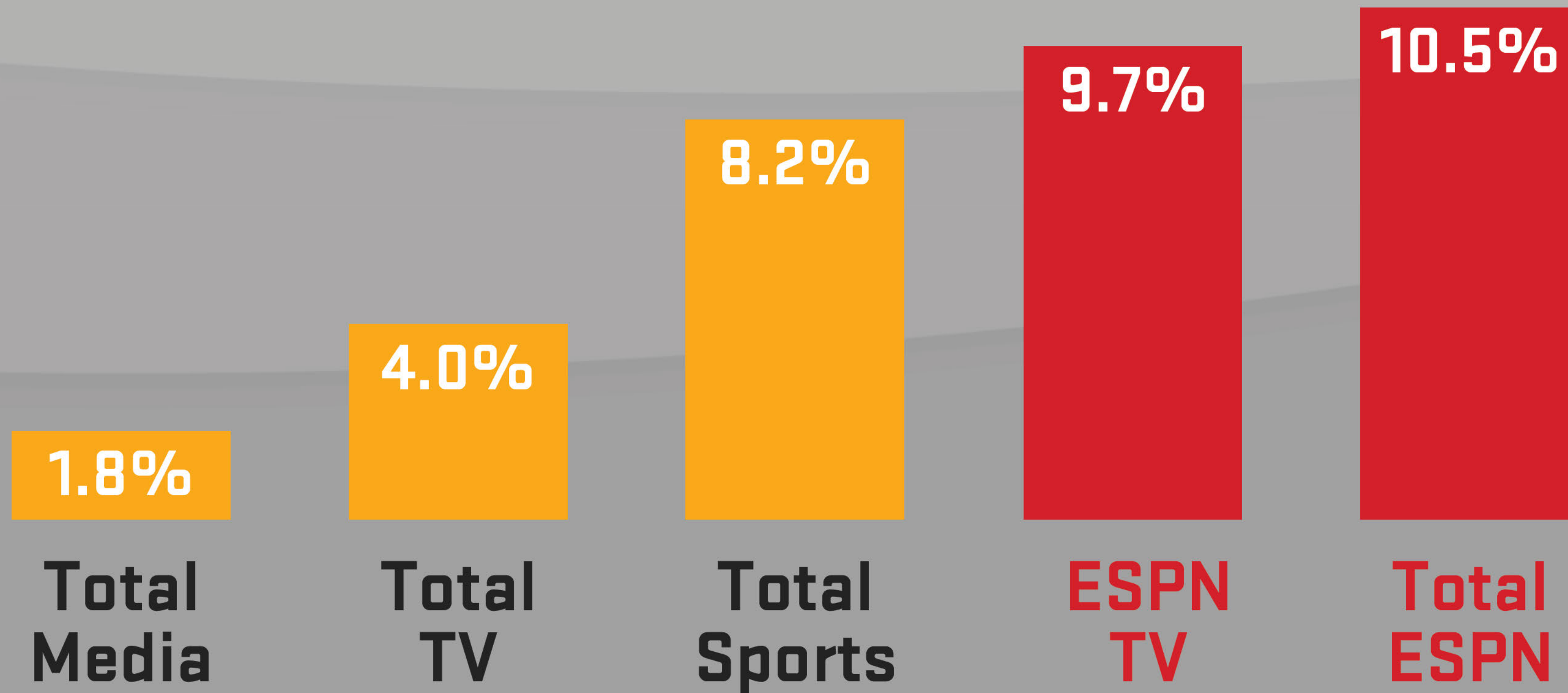
MONEYBALL - ADVERTISING

ESPN

**CUSTOMER
MARKETING
AND SALES**

ESPN OUTPERFORMED THE MARKET

2009-2013 Advertising Revenue CAGR



Source: Nielsen Monitor-Plus, Magna Global US Media Forecast Dec 2013

What Our Customers
Care About

Audience Fragmentation

Ad Model Disruptions

Macro Demographic Trends

What Our Customers
Care About

Capitalize on
Audience Fragmentation

Ad Model Disruptions

Macro Demographic Trends

ESPN is **Live** across **Every Screen** at **Scale**

ESPN ALWAYS ON

96%

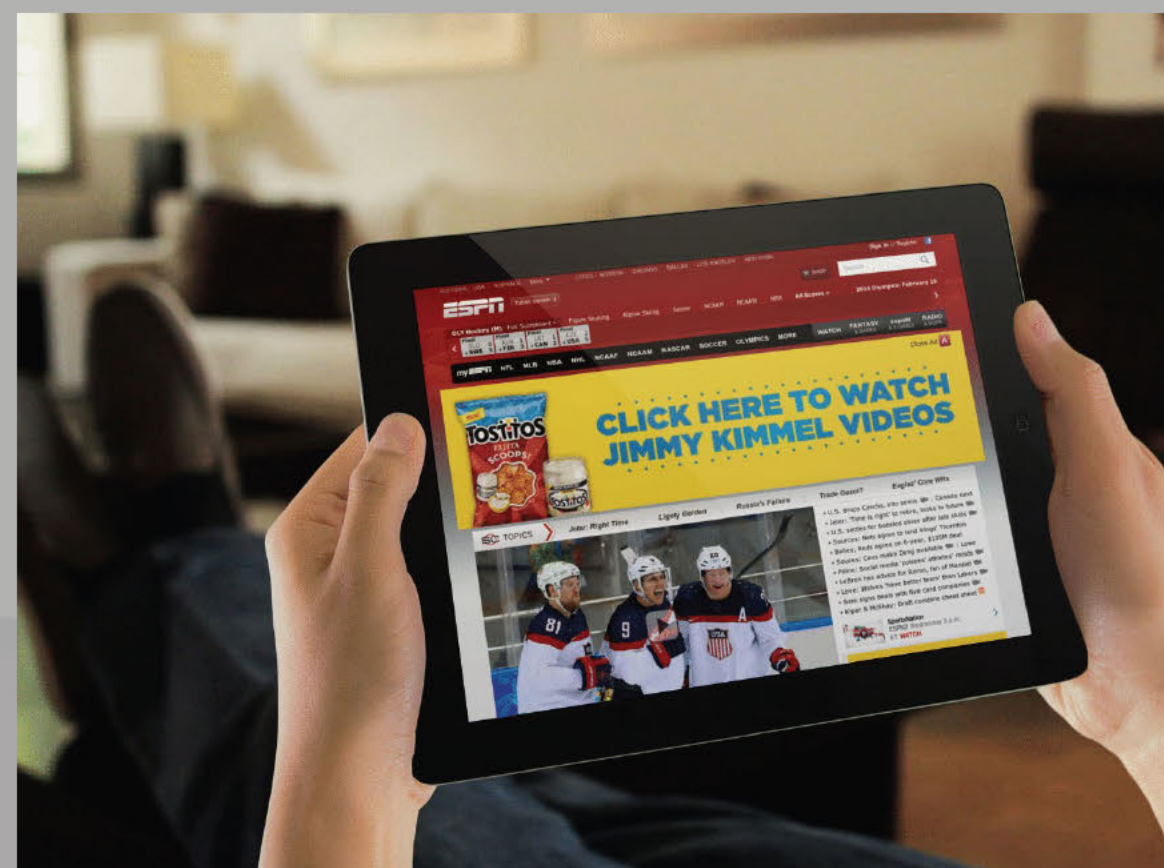
of ESPN Viewing is Live



Sources: Nielsen Media Research; % of A18-49 viewing (Live + 7) that is live

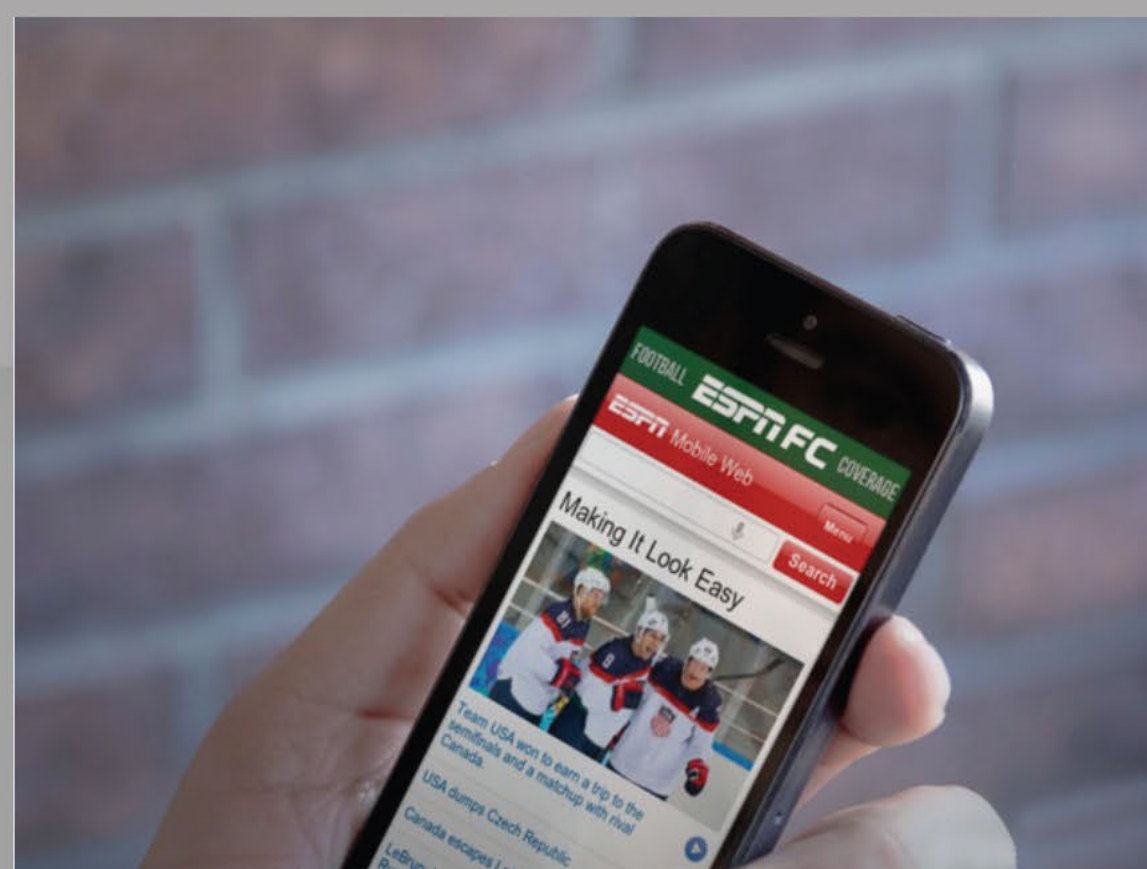
@DISNEY



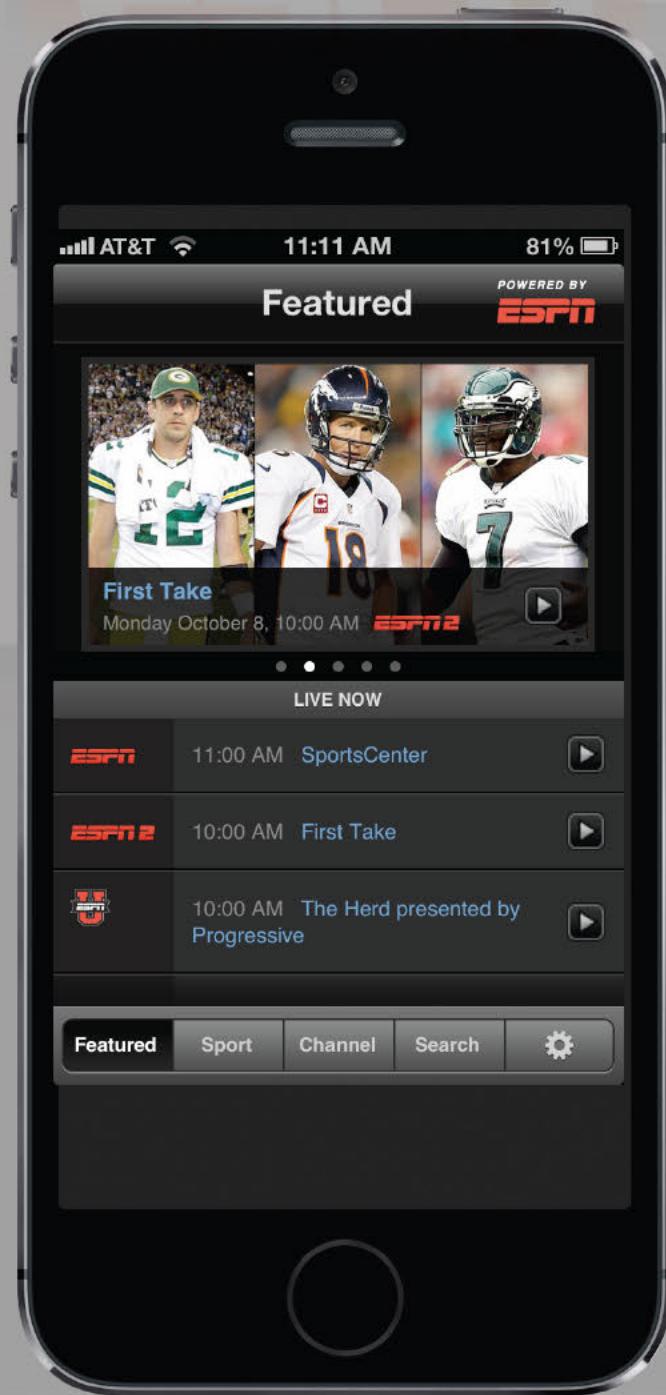


22%

of Revenue
is Non-linear



Non-linear = ESPN Digital, ESPN Audio, ESPN The Magazine, ESPN International



- Unique Stream
- Dynamic Ad Insertion
- Higher CPMs
- Increases Ad Effectiveness



Growth is Fueled by Over-the-Top Devices

Minutes Per Device

PC & Mobile	+30%
All Usage Incl. OTT	+77%

Source: Adobe Analytics

@DISNEY





Users are More Desirable to Advertisers

	Watch ESPN	ESPN Linear	U.S.
Median Age	28	42	47
Avg. HHI	\$74.3K	\$63.8K	\$48.1K

Source: Adobe Analytics

80%

of our advertisers buy ESPN on **multiple screens**



Among advertisers spending \$2 million or more

@DISNEY



MULTIPLATFORM MEASUREMENT

advances continue



Project
Blueprint

“ESPN Takes on 21st-Century
Audience Measurement”

“...showed what can be learned
from understanding media usage
on multiple platforms...”

ESPN **XP**
CROSS-PLATFORM RESEARCH

THE INDUSTRY demands more

- Mobile
- Out of Home Usage
- Audio

MediaPost News Events Awards More

4As' Top Media Priorities: Multimedia Measurement, Addressable, Mobile Readiness

by Steve McClellan, Mar 23, 2014, 8:03 PM

Comment Recommend (1) Like Share { Share 48 +1 0



Cross-media measurement, addressable communication and mobile readiness are the three key areas that the 4A's Media Leadership Council will focus on in the coming months and possibly years ahead.

That's according to John Montgomery, COO of GroupM Interaction and chairman of the 4As' Media Leadership Council, who outlined the council's priorities at last week's 4As Transformation Conference in Los Angeles.

The decision to focus on the three areas came after a canvassing of the 4As' membership, said Montgomery. The members, he added, identified nearly two dozen potential strategic priorities in the media sector.

But the council decided to focus on three, he said, "because we want to make a difference, and we feel that the best way to do that is to focus. We know if we tried to be all things to all people, we would probably end up spinning our wheels and getting nowhere fast."

Cross-media measurement is critical, Montgomery said, "because there has never been more pressure on marketers to prove ROI. Cross-platform exposure demands that we understand consumer behavior in this environment."

Addressable communication has been a possibility for some time, said Montgomery, noting that TV, radio and out-of-home all have addressable platforms. That said, it's still an area that "requires much

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TAGS
ad technology, advertising, media, media measurement, mobile

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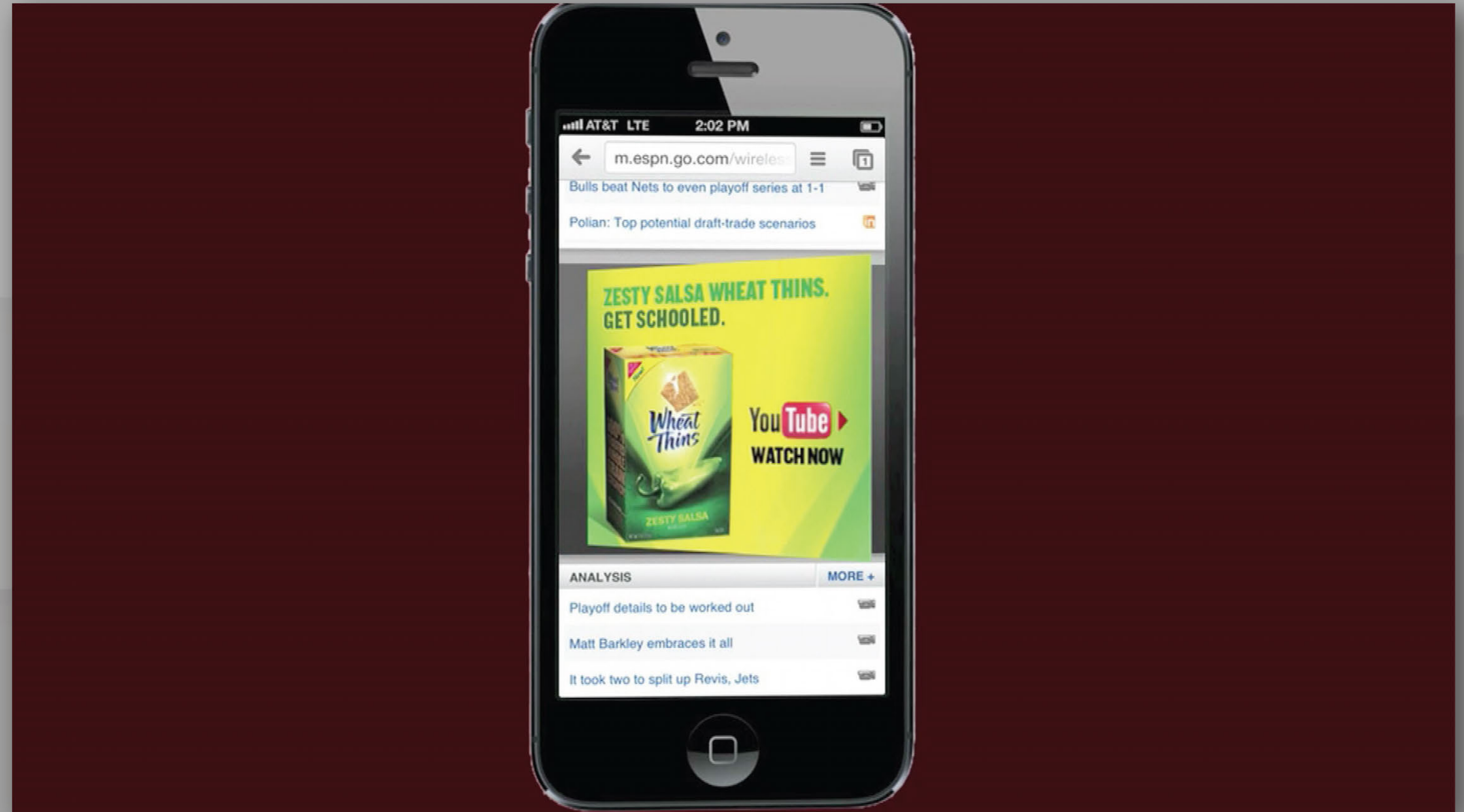
Macro Demographic Trends

ADVERTISING FORMAT Innovations



The Transition Unit

ADVERTISING FORMAT Innovations



The Flip Unit

ADVERTISING FORMAT Innovations



ESPN The Magazine
Branded Integration Unit

COLD HARD FACTS

PRESENTED BY



A funny thing happened on the way to the Bulls' demise: Joakim Noah got serious. In 31 games since the Luol Deng trade [and in Derrick Rose's ongoing absence], Noah has put up 13.5 ppg, 12.5 rpg, 6.2 apg, 1.8 bpg and 1.0 spg—an unprecedented stat combo over a season. Joakim Noah is no joke. —ANTHONY OLIVIERI

BRANDED Innovations

Branded Integrations



BRANDED Innovations

Branded Creative

SPECIAL ADVERTISING SECTION

ESPN GRABS A SEAT WITH



Brooklyn Nets Guard JOE JOHNSON

WHO GIVES US A LITTLE FIRST-PERSON PERSPECTIVE ON NUMBER TWO.

As much as we adore them, athletes are known with very human secrets. Read like the rest of us, their bodies are in tune with nature - and nature's call. How all, the words, "When you get on the grass you get a bit... you know how that feels, after you finish the game."

Do you take someone to another world that you see in your most comfortable clothing space?

Do you take someone to another world that you see in your most comfortable clothing space?

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Do you take someone to another world that you see in your most comfortable clothing space?

#TWEETFROMTHESEAT



NUMBER 1 AT NUMBER 2

Charmin softly soft

ESPN SPORTSNATION

myESPN NFL MLB NBA NHL NCAAF NCAAAM NASCAR SOCCER MORE SPORTS WATCH FANTASY ESPINW RADIO

SPORTSNATION HOME Chat Homepage Chat Archive Polls Quizzes Rank 'Em

THE NEW TOYOTA TUNDRA

TOP TRENDING TEAMS

1. NEW YORK METS

2. NEW YORK METS

3. NEW YORK METS

SEE IT

TOP STORES SPORTSCENTER VIDEOS

WEEKDAYS 3 P.M. ET ON ESPN2

9:43 ET LIVE

COMING UP

7 OT THRILLER

ADVICE FOR ROOKIE

DARREN WOODSON LIVE

GENO SMITH RESPONDS

NATE THE GREAT

OUT OF THIS WORLD

STAR TREK INTO DARKNESS MAY 17th

NHL LA Williams: GW Goal with 11:30 left

ESPN

OVERTIME

POWERED BY DURACELL

CLICK HERE FOR MORE COLLEGE BASKETBALL

CURRENT SCORES

3:30	OT	8:41	4th	Final	Final
7 FLA 67	PUR 43	15 CREI 77	12 MICH 34		
1 UK 67	3 OSU 49	EVAN 69	OKST 82		

The Headliners

ESPN

ESPN SPORTSNATION

myESPN NFL MLB NBA NHL NCAAF NCAAAM NASCAR SOCCER MORE SPORTS WATCH FANTASY ESPINW RADIO

SPORTSNATION HOME Chat Homepage Chat Archive Polls Quizzes Rank 'Em

WHICH TEAM HAS THE FIERCEST OFFENSIVE LINE?

PHILADELPHIA

PITTSBURGH

BIHIT

THE ALL-NEW 2014 COROLLA

LEARN MORE

TOP STORES SPORTSCENTER VIDEOS

WEEKDAYS 3 P.M. ET ON ESPN2

GI JOE RETALIATION NOW PLAYING



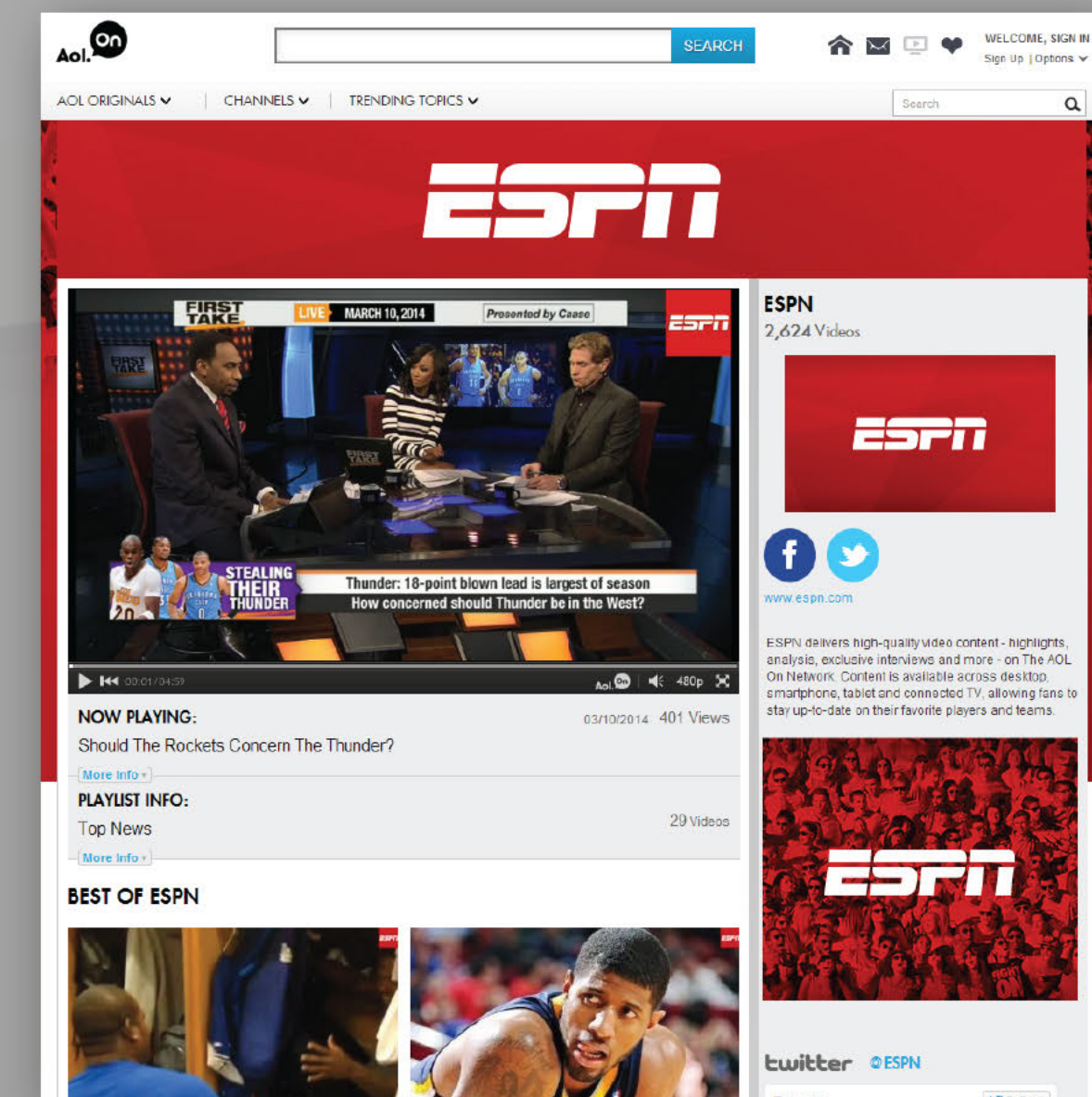
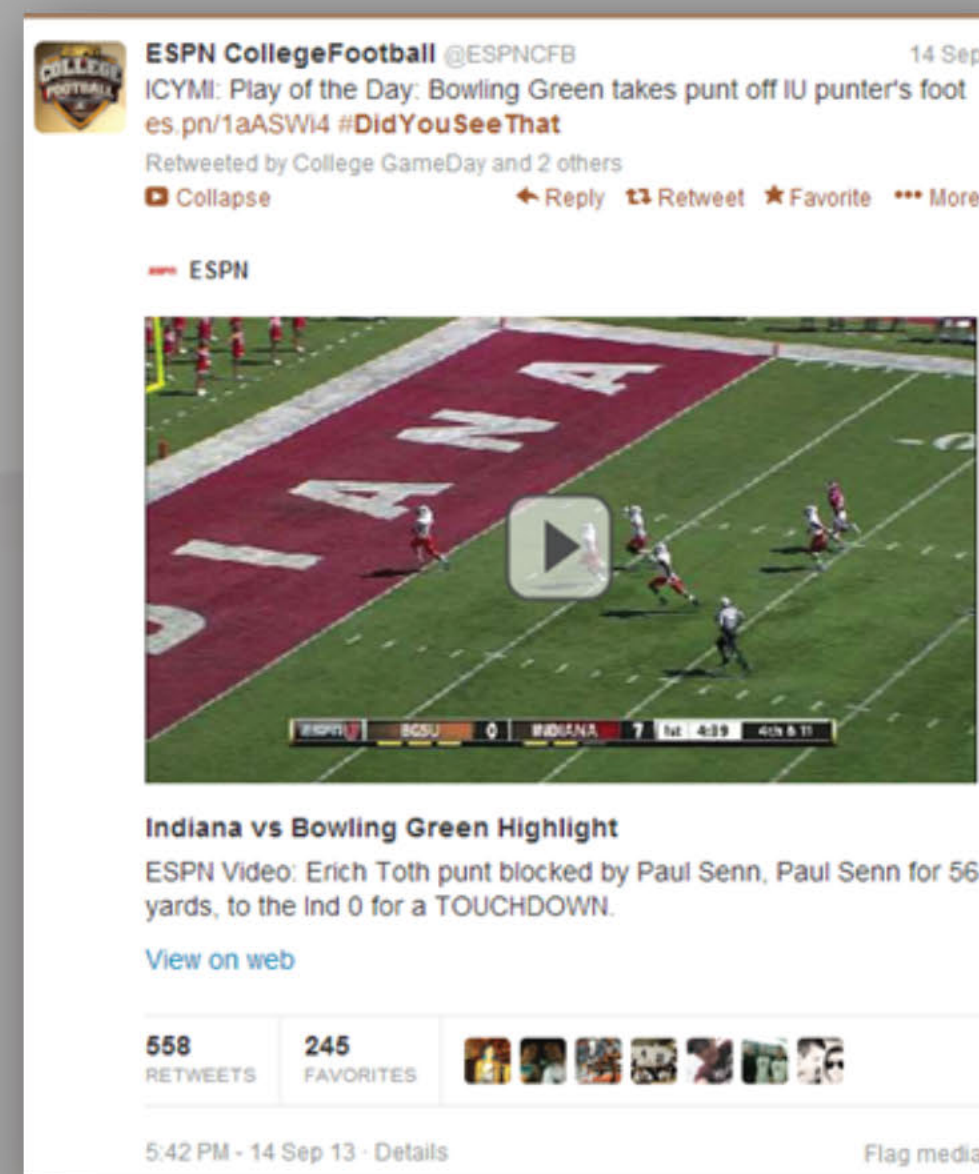
BRANDED Innovations

Branded Content



Levi's Branded Content

SALES CHANNEL Innovations



SALES CHANNEL ^xInnovations



ESPN TWEETS REAL-TIME HIGHLIGHTS

Verizon Did You See That Platform

SALES CHANNEL Innovations



Dunkin Donuts Vine Program

NUMBERS . NEVER . LIE
 NUMBERS . NEVER . LIE
 NUMBERS . NEVER . LIE

ESPN Presents

NFL

NUMBERS . NEVER . LIE



STARTERS	REB	AST	STL	BLK	TO	PF	FTMA	OFEB	DFEB	PTS
Andree Bargnani, PF	28	5-11	1-4	5-6	4	5				18
9	2	0	2	2	-16	16				7
Carmelo Anthony, SF	34	8-21	1-4	6-7	5	7				28
12	2	1	0	1	4	-2	0-0	0	0	4
Raymond Felton, PG	38	3-8	1-4	0-0	7	7				5
4	5	1	1	4	-15	2				6
J.R. Smith, SG	36	3-18	1-9	0-0	3	2				5
1	0	0	1	3	-13	7				6
Iman Shumpert, SG	34	4-8	3-3	0-0	1	6				11
7	3	1	0	2	2	-10				

C/ATT	YDS	AVG	TD	INT	SACKS	QBR	RTG
R. Wilson 13/18	230	12.8	2	0	1-6	98.5	151.4

STARTERS	REB	AST	STL	BLK	TO	PF	FTMA	OFEB	DFEB	PTS
Andree Bargnani, PF	28	5-11	1-4	5-6	4	5				18
9	2	0	2	2	-16	16				7
Carmelo Anthony, SF	34	8-21	1-4	6-7	5	7				28
12	2	1	0	1	4	-2	0-0	0	0	4
Raymond Felton, PG	38	3-8	1-4	0-0	7	7				5

850

Integrated
Sponsorships

23,000

On-air
Features

9,000

Proposals

100

Co-branded
Promotions

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Play to Our Strengths



- **Growth is Bicultural, English-Dominant**
- **29MM Hispanics – 60% English Only**
- **Bridge Across Language & Culture**



SportsNation presented by Toyota



Nación ESPN presentado por Toyota

ESPN

**ESPN
DEPORTES**



T-Mobile dual language spot

- **Male Societal Roles**
- **Men as Shoppers**
- **Opens New Categories:
Fashion, CPG, Men's Grooming,
Retail, Digital Commerce**



2009



Old Spice

Gillette®

2014



Old Spice

Gillette®

[DOVE]
MEN+CARE

AXE



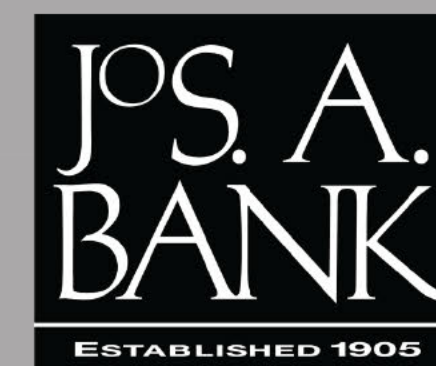
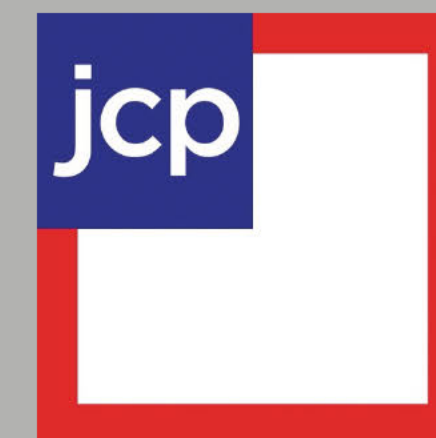
DOLLAR SHAVE CLUB
SHAVE MONEY. SHAVE TIME.™

✓ Degree men



44%

Retail Category
Growth



MARKETS

video display prime
Hispanic
programmatic mobile
audio print news social

CATEGORIES

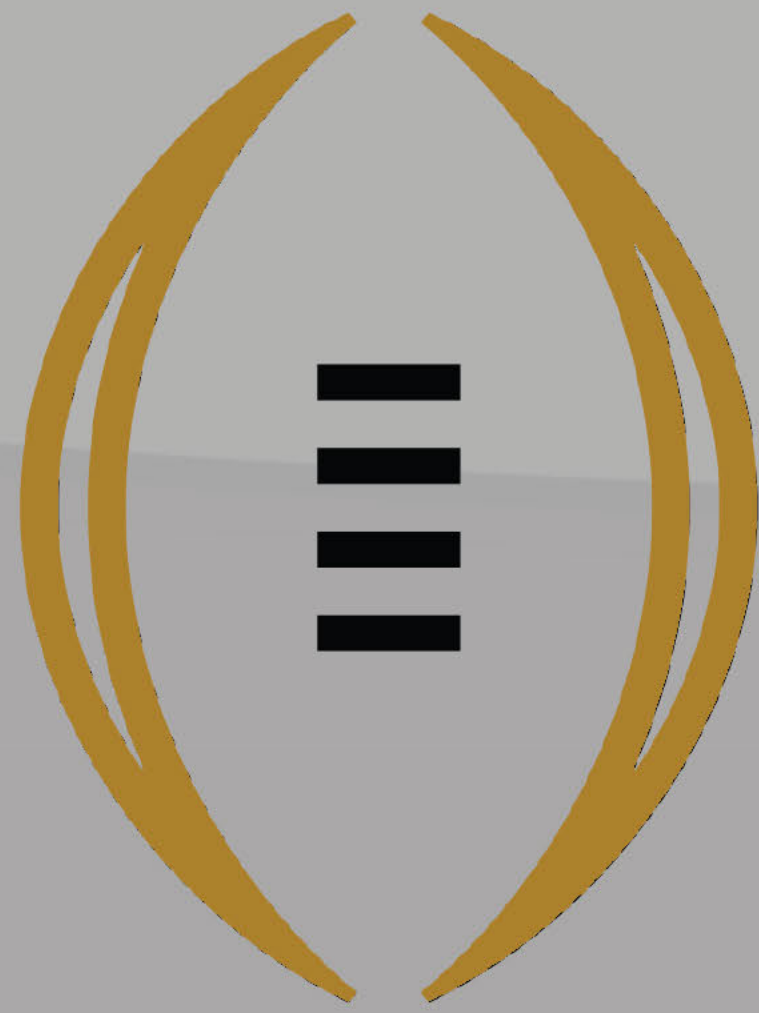
movies
education travel
toys family luxury
CPG retail

630

new advertisers

\$200K

average deal size



COLLEGE FOOTBALL
PLAYOFF

Crowning a true
national champion,
while reinventing the
New Year's big bowl
tradition to unite our
country around a sports
holiday on a holiday.

ESPN IS #1...

...in providing creative/innovative multiplatform opportunities

...in providing strategies to retain audience during commercial breaks

...in increasing viewer engagement through the use of social media

...in advertiser plans to increase advertising on network

Source: Beta Research

@DISNEY



ESPN

**CUSTOMER
MARKETING
AND SALES**