





ESPN CLASSIC

ESPN Classic is the only 24-hour television network featuring the greatest games, most memorable stories and biggest names in sports history. The network's programming includes vintage games, rare sporting events, films, interview, series, documentaries and original productions that complement today's live sports calendar. ESPN Classic has long-term partnership agreements with the most important sports leagues in the world, including NFL and MLB. ESPN Classic also offers classic Olympics, college football, golf, tennis, figure skating, boxing, and auto racing, all hosted by major sports personalities.

NETWORK PROGRAM FORMAT

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

NETWORK INFORMATION

Subscribers:	62.8 million <small>Source: Nielsen National People Meter Sample</small>
Service Type:	Basic
Satellite Feed:	Single
Launch Date:	October 1997
Ownership:	Disney-ABC/ESPN

BENEFITS TO ADVERTISERS

1. **ESPN Classic** is an all-sports network devoted to telecasting the greatest games, stories, heroes and memories in the history of sports, while adding a current perspective. ESPN Classic presents programming from the NFL, MLB, NBA, NHL, NASCAR, boxing, tennis, golf, Olympics, and others. ESPN Classic is also the home of live Hall of Fame Induction Ceremonies, live college basketball and college football games of historical significance, Instant Classics, and Reel Classics.
2. **ESPN Classic** currently covers 62.8 million households (56% of U.S. TV households).
Source: Nielsen National People Meter Sample
3. Adults 18-49 represent over 48% of **ESPN Classic's** average audience.
Source: Nielsen Media Research, 2006
4. For the 5th straight year, **ESPN Classic** ranked within the top two mid-sized networks for high interest in watching among Men 18-34. Over half (59%) of men ages 18-34 expressed high interest in watching **ESPN Classic**, ranking it 2nd.
Source: Beta 2007 Cable Subscriber Interest in Emerging/Digital/Mid-sized/VOD Networks Study
5. Among all ad-supported cable networks, **ESPN Classic** and ESPNEWS rank just below BET and TV One in delivering the highest concentration of African-American men.
Source: Nielsen Media Research, 12/26/05 - 12/31/06



ESPN CLASSIC

RESEARCH

VIEWER TARGETED

Persons: 18-49, 25-54

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

VIEWER PROFILE

Base: Persons 12+

	ESPN		U.S.		ESPN Classic		
	Total Day	Classic	Avg.	Index	Total Day	Classic	
Men	74.9	45.0	166	HHI \$75,000-\$99,999	15.3	11.2	137
Women	25.1	55.0	46	HHI \$75,000+	29.5	25.2	117
Men 18-34	17.8	10.5	170	HHI \$100,000+	14.2	14.0	101
Men 18-49	37.1	22.5	165				

Source: Nielsen Media Research, 12/26/05 - 12/31/06

VIEWER LIFESTYLE

Base: Adults 18+

Category	Men 18-49 Consumer	ESPN Classic*	
		Viewer	Index
Sports Activities:	Participate in Fantasy Sports Leagues	11.4	444
	Participate in Football	17.2	325
	Participate in Basketball	27.1	312
	Participate in Baseball	12.9	271
	Participate in outdoor sports/recreation on vacation	6.4	130
Internet Activities:	Downloaded podcasts/podcasting	5.3	236
	Downloaded music	28.3	197
	Played games online	35.2	195
	Watched video online	22.5	193
TV Activities:	Watched any pay-per-view/past 12 months	35.5	212
	Watched any programs with Video On Demand/past 12 months	22.2	207
Social Scene:	Go to bars/night clubs	30.8	169
	Drink imported beer/ale	31.9	163
	Drink low calories domestic beer	31.4	158
	Attend the movie, 2-3 times a month	9.2	145
Luxury Items:	Household own timeshare residence	6.4	160
	Own full sports/utility vehicle	10.7	158
	Owens a PDA	10.8	154
Financial Activities:	Tracked investments/stocks/bonds or mutual funds online	13.5	142
	Have 401K retirement savings	22.4	138

Source: MRI Spring 2007. *Viewed Network in Past Week; Men 18-49 viewing indexed to Adult 18+ viewing

DAYPART VIEWING

Total Day	ESPN Classic Male Viewers			
	M18+	M18-34	M18-49	M25-54
Composite PRJ (000)	40	10	20	20
VPVH (000)	804	196	411	409
Prime Time				
Composite PRJ (000)	70	12	30	32
VPVH (000)	857	147	362	384

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



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PROGRAMMING

PROGRAMMING GENRES: Sports: Baseball, Basketball, Bowling, Boxing, Documentary, Figure Skating, Football, Golf, Tennis

VIEWER TARGETED PROGRAMMING

Men 18-34: *Darts, ESPNs 2 Minute Drill, Classic College Basketball, Faces of Sports, Classic NBA*

Men 18-49: *Sportscenter Flashbacks, Teammates, ESPNs 2 Minutes Drill, ESPN Chronicles, Basketball Documentary*

Men 25-54: *Sportscenter Flashbacks, ESPN Chronicles, Teammates, Classics NFL Title, Classics Week in Pro Football*

Men 35-64: *Baseball HOF Induction, Basketball HOF Induction, Classic NFL Game of Week, Classic Now, Who's #1*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

SportsCentury (Mon-Fri at 4pm)

Boxing (Mon-Fri at 8pm & 12am)

Ringside (Sat at 8pm)

60 Minutes on Classic (Fridays at 10pm)

Who's #1 (Mon & Wed at 10pm)

Top 5 Reasons You Can't Blame (Tues & Thurs at 10pm)

Sunday Night Reel Classic (8pm)

Poker (Mon, Wed-Fri at 9pm)

Stump the Schwab (Mon-Fri at 1pm, 1:30pm & 7pm)

All Night Poker (Sat 11pm-6am)

Bowling (Mon-Fri at 12pm)

ISKA Karate (Tue-Sat at 1am)



ESPN CLASSIC

LEADING NATIONAL ADVERTISERS

Avis Budget Group Inc.	Nutri/System Inc.
Bayer AG	Procter & Gamble Co.
Berkshire Hathaway Inc.	Quicken Loans Inc.
Diageo PLC	Royal Dutch Shell PLC
e-Harmony.com Inc.	SAB Miller PLC
Fatheads LLC	Sprint Nextel Corp.
General Motors Corp.	State Farm Automotive Ins. Co.
Honda Motor Co. Ltd.	Time Warner Inc.
Kraft Foods Inc.	TAYCO Int'l Ltd.
Merck/Schering-Plough Pharmaceuticals	Volkswagen of America Inc.
Motel 6	Vontage Holdings Corp.
Nautilus Inc.	

NETWORK CONTACTS

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WEBSITE INFORMATION

Consumer Website: www.espn.com
Affiliate Website: www.affiliate.disney.espn.com