

ESPN DEPORTES



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ESPN Deportes is the #1 Hispanic Sports Network.

NETWORK PROGRAM FORMAT

Local Avails: 2 minutes per hour
Times: Vary by program
Insertion Hours: 24 hours per day

NETWORK INFORMATION

Subscribers: 5.1 million Hispanic Homes
Source: Nielsen National Hispanic People Meter Sample
Service Type: Basic
Satellite Feed: Live (Single)
Launch Date: January 2004
Ownership: Disney-ABC/ESPN

BENEFITS TO ADVERTISERS

1. **ESPN Deportes** was the most-watched Spanish language sports network in 2010.
Source: Nielsen Media Research, 12/28/09 - 12/26/10.

2. **ESPN Deportes** was the 2nd most-watched Spanish language cable network among Hispanic men in 2010.
Source: Nielsen Media Research, 12/28/09 - 12/26/10.

3. **ESPNEWS** currently covers 5.1 million households (38% of U.S. Hispanic TV households).
Source: Nielsen National People Meter Sample.

4. **ESPN Deportes** had 2 of the top 10 most-watched telecasts on Spanish language cable in 2010.
Source: Nielsen Media Research, 12/28/09 - 12/26/10.

RESEARCH

VIEWER TARGETED

Persons: 18-49, 25-54

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

VIEWER PROFILE

| <u>Total Day</u> | <u>Total Hispanic TV % Comp</u> | <u>ESPN Deportes % Comp</u> | <u>ESPN Deportes Index</u> |
|------------------|-------------------------------------|---------------------------------|--------------------------------|
| Men | 51.3% | 77.9% | 152 |
| Women | 48.7% | 22.1% | 46 |
| Men 18-34 | 21.5% | 36.8% | 171 |
| Men 18-49 | 34.2% | 58.4% | 171 |

Source: Nielsen Media Research, 12/28/09 - 12/26/10. Base: Hispanic P12+.

VIEWER LIFESTYLE

Please contact ESPN Deportes directly for information.

DAYPART VIEWING

| <u>Total Day</u> | <u>ESPN Deportes Male Viewers</u> | | | |
|---------------------|-----------------------------------|---------------|---------------|---------------|
| | <u>M18+</u> | <u>M18-34</u> | <u>M18-49</u> | <u>M25-54</u> |
| Composite PRJ (000) | 22 | 11 | 17 | 15 |
| VPVH (per thousand) | 928 | 473 | 750 | 650 |
| <u>Prime Time</u> | | | | |
| Composite PRJ (000) | 28 | 13 | 21 | 18 |
| VPVH (per thousand) | 921 | 433 | 690 | 593 |

Source: Nielsen Media Research, 12/28/09-12/26/10.



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PROGRAMMING

PROGRAMMING GENRES: Sports: Baseball, Soccer, Boxing, Football, Tennis,
Ethnicity: Hispanic

VIEWER TARGETED PROGRAMMING

Men 18-34, 18-49, 25-54: *La Liga, Mexican League Soccer, Major League Baseball, NFL, SportsCenter, International Baseball (Caribbean & Dominican)*

NEW PROGRAMS FOR 2011/POPULAR ESTABLISHED PROGRAMS

ESPN Deportes offers exclusive and extensive live programming throughout the year covering the most important sports events such as *Concacaf (U-17 & U-20), Sudamericano(U-20) Championships, FIFA Friendlies, EURO Qualifiers, La Liga, Mexican League Soccer, Dominican League Baseball, Caribbean World Series*, a diversified pool of American sports including the NBA, MLB, NFL, and more. In addition, ESPN Deportes has news and information programs including its own Spanish language production of *SportsCenter* and other studio shows that include *Nacion* (new for 2011), *Jorge Ramos y Su Banda, Futbol Picante, Fuera de Juego, Beisbol Esta Noche, Cronometro and NFL Semanal*. In total, ESPN Deportes has more than 2000 live hours of live sports and news programming throughout the year.



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WEBSITE INFORMATION

Consumer Website: www.espn.com

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

National Ad Sales Website: <http://www.espnportessales.com/>