ESPN RADIO - RAPID CITY
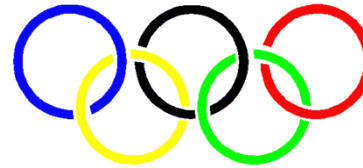# 1340AM AND 105.7FM

RAPID CITY'S <u>ONLY</u> AND <u>BEST</u> SPORTS TALK RADIO!

The ESPN Brand

95% of Americans are aware of the ESPN brand and 86% are familiar with it (know something about it beyond just the name). This level of familiarity is among the highest in the sports genre. The other leaders include:

ESPN (95%)

The Olympics (90%)

NFL (81%)

Nike (80%)

Gatorade (78%)

Adidas (77%)

NBA (75%).

The ESPN Brand

1.

The World's Top Sports Brands

ESPN takes the top spot among sports businesses. Business brands are valued based on the amount by which their market value exceeds their book value relative to the industry norm.

ESPN's estimated market value of $22 billion is $7.5 billion more than a network without the ESPN name would be worth.

2.

Nike comes in second among sports business brands. The 2008 Olympics in Beijing allowed Nike to show off its swoosh logo and enhance its brand in Asia, which represents a huge opportunity for growth.

The Power of the ESPN Radio Listener

- Radio reaches 93% of all consumers every week and 72% of all consumers every day

- Persons 12-64 spend 24% of their Time Spent with All Media Listening to Radio
  - 2:11 (Persons 12-64, Daily)

Sports Fan*

	ESPN Radio	Avid	Passive	Non-Fans
Affluent (Median HHI)	**$85,100**	$62,700	$60,900	$56,900
Educated (% College)	**74%**	56%	56%	53%
Good Jobs (% P/Ms)	**37%**	25%	24%	23%

ESPN Radio Weekly Listening

- HHI $75K+ listeners
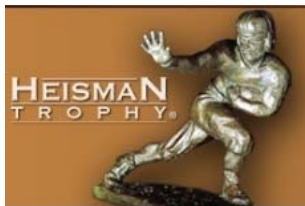 - 45 Minutes
- Fans of the "Big" Sports & Fantasy Fans
  - 2 Hours

Home of Championship Sports

*Regular Season
& Bowl Games*

Advantages to Having ESPN Radio on TV

- **ESPN, ESPN2, ESPNEWS and ESPN Deportes in over 98 million homes. 210 Million fans access ESPN content weekly**
- **ESPN Radio personalities available on multiple platforms increasing demand for radio content**
- **ESPN is the #1 favorite cable network among adults***
- **ESPN is the #1 favorite TV network overall among men***
- **TV Negotiated content rights oftentimes include audio rights- More high-valued content and play by play**