

ESPY AWARDS

ESPY AWARDS				HOUSEHOLDS		DEMO COVERAGE RATINGS								IMPRESSIONS							
DATE	DAY	START	END	RTG	IMPS	M18+	M1834	M1849	M2554	P18+	P1834	P1849	P2554	M18+	M1834	M1849	M2554	P18+	P1834	P1849	P2554
3/4/1993	THU	9:00P	12:01A	2.55	1,576,447	1.95	2.89	2.17	1.74	1.41	2.06	1.58	1.31	1,165,401	645,467	884,314	639,874	1,744,133	924,999	1,307,778	982,034
2/28/1994	MON	9:01P	11:41P	2.60	1,644,207	2.34	3.70	2.85	2.20	1.73	2.64	2.02	1.55	1,416,885	831,403	1,174,017	813,560	2,161,492	1,170,786	1,674,689	1,171,587
2/13/1995	MON	9:00P	11:26P	2.69	1,719,108	2.57	3.87	3.07	2.75	1.62	2.37	1.94	1.82	1,567,560	832,386	1,266,290	1,039,156	2,045,585	1,012,288	1,608,309	1,390,321
2/12/1996	MON	8:00P	10:40P	3.11	2,119,690	2.59	3.58	2.94	2.60	1.79	2.41	2.01	1.93	1,713,205	833,981	1,314,047	1,072,844	2,444,235	1,116,307	1,802,848	1,602,636
2/10/1997	MON	8:00P	11:37P	2.89	2,054,954	2.36	3.37	2.80	2.58	1.64	2.23	1.91	1.81	1,611,854	778,546	1,265,851	1,101,572	2,323,061	1,034,643	1,750,604	1,570,202
2/9/1998	MON	8:00P	10:36P	2.12	1,541,898	1.65	2.56	1.93	1.82	1.11	1.68	1.31	1.22	1,151,775	596,574	896,241	792,738	1,621,814	781,347	1,224,846	1,087,444
2/15/1999	MON	8:00P	10:37P	2.23	1,681,740	1.61	1.63	1.64	1.65	1.26	1.32	1.25	1.30	1,184,459	388,692	783,195	749,433	1,906,690	620,127	1,190,992	1,185,625
2/14/2000	MON	8:00P	10:38P	2.21	1,706,461	1.80	2.53	2.00	1.74	1.40	1.88	1.42	1.31	1,343,947	601,820	956,898	786,792	2,156,683	880,466	1,365,547	1,202,261
2/12/2001	MON	9:00P	11:37P	1.97	1,593,000	1.54	2.56	1.92	1.50	1.16	1.86	1.41	1.21	571,772	265,896	382,797	279,720	844,858	306,446	516,142	405,929
7/10/2002	WED	9:00P	11:12P	1.99	1,719,338	1.67	2.02	1.83	1.95	1.28	1.47	1.34	1.47	1,198,268	632,598	952,889	710,244	1,872,696	911,185	1,410,427	1,167,080
7/16/2003	WED	9:00P	11:12P	1.76	1,520,330	1.65	2.57	2.11	1.90	1.13	1.82	1.47	1.36	1,347,716	666,712	1,099,425	922,512	1,932,565	948,662	1,544,629	1,341,049
7/18/2004	SUN*	9:00P	11:09P	2.46	2,170,269	1.89	2.73	2.39	2.20	1.55	2.17	1.96	1.80	1,587,623	709,407	1,252,158	1,077,788	2,712,203	1,115,842	2,059,640	1,798,599
7/17/2005	SUN*	9:00P	11:14P	2.58	2,326,047	2.11	2.53	2.34	2.38	1.63	2.03	1.80	1.77	1,808,306	659,819	1,233,971	1,179,790	2,908,126	1,063,232	1,924,347	1,790,391
7/16/2006	SUN*	9:41P	11:41P	2.78	2,532,243	2.15	2.49	2.34	2.35	1.72	1.97	1.91	1.91	1,864,512	660,547	1,238,406	1,172,819	3,103,895	1,046,960	2,041,920	1,940,373
7/15/2007	SUN*	9:11P	11:20P	2.08	1,962,868	1.70	2.14	1.95	1.95	1.29	1.65	1.50	1.48	1,528,736	595,163	1,063,250	998,135	2,420,753	926,934	1,660,962	1,553,175
7/20/2008	SUN*	9:00P	11:21P	2.34	2,245,488	1.89	2.45	2.04	1.91	1.54	2.14	1.76	1.61	1,738,956	688,916	1,126,824	992,435	2,943,902	1,198,436	1,970,614	1,701,573
% DIFFERENCE 08 vs. 06				+13%	+14%	+11%	+14%	+5%	-2%	+19%	+30%	+17%	+9%	+14%	+16%	+6%	-1%	+22%	+29%	+19%	+10%
% DIFFERENCE 08 vs. 06				-16%	-11%	-12%	-2%	-13%	-19%	-10%	+9%	-8%	-16%	-7%	+4%	-9%	-15%	-5%	+14%	-3%	-12%

*Recorded on Wednesday