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ESPN and ESPN HD Australia bring Australian Sports Fans the BEST of International Sports as well as unique news and information, lifestyle and original entertainment programs.

ESPN Australia is well known for its unmatched coverage of U.S. Sports, NFL football, Super Bowl, NBA Basketball, Major League Baseball, Major League Soccer, Indycar Series Racing, as well as NCAA American College Football, College Basketball, Breeders Cup, X Games and high quality studio shows. ESPN's European football coverage brings aussie fans UEFA champions league, UEFA Europa League, Spanish Football and Italian Serie A Football.

SportsCenter AUS/NZ with Andrew Orsatti and Jason Bennett and PTI Australia with Sam Kekovich and Russ Barwick, increase local relevance with news and information on local events such as cricket, AFL, NRL and rugby. The shows also highlight Australians competing at the highest international levels.

Profile

ESPN reaches 706,000 different people on average each week
49% of ESPN viewers are men 25-54

62% of ESPN viewers are people 25-54
ESPN fans earn 13% more than the general population

Source: OzTAM, National STV Homes, Wks 1-13 2010, 0600-2400, Reach, Profile. NMR, Panorama, Jan-Dec 2009.

Key programs



NATIONAL FOOTBALL LEAGUE (NFL)

The NFL Playoffs – LIVE on ESPN

The *National Football League (NFL)* closes the regular season on January 3, making way for the *NFL Playoffs* beginning January 10 on ESPN with LIVE coverage of the NFC and AFC Wild Card games. It's hard to believe the NFL is on the verge of crowning a new champion as another dramatic regular season ends and top squads fight for a shot at the biggest prize of all, a Super Bowl title. The defending champion *Pittsburgh Steelers* started the season slowly in the tough AFC; with only 16 games to make your mark, that can be deadly for a team with playoff aspirations.



NFL coverage this month includes the AFC and NFC Wild Card games, the AFC Divisional Playoffs and the AFC Championship game. Stay tuned in February for the *2010 Pro Bowl* and the "Big Show" itself, *Super Bowl XLIV* from Miami, Florida.

RUGBY- THE HEINEKEN CUP

Elite European rugby union continues in January – the Heineken Cup airing LIVE on ESPN

The top European club competition in rugby union, the *Heineken Cup*, continues LIVE on ESPN in January with coverage from Rounds 5 & 6. Now in its 15th season, the strongest teams from the Six Nations - England, France, Scotland, Wales, Ireland and Italy - yearly put on an electrifying show in this hard-fought tournament, with this month's action setting the stage for April's Quarterfinals.



A new arrival to watch this season is Springbok star Jean de Villiers, who brings his considerable talents to Ireland's *Munster*, title winners in 2006 & 2008. Last year, De Villiers played a key role in South Africa winning its first Tri Nations title since 2004. In addition to *Munster*, favorites in the new season include another Irish team, defending champions *Leinster*, last year's runners-up, England's *Leicester*, and Welsh power *Cardiff Blues*.

The competition features six rounds of pool stages ending this month, followed by the knock-out stages beginning in April. The sport's championship event, the Heineken Cup Final, will be played at the Stade de France on May 22. ESPN's coverage features two games per round airing LIVE, on short-turnaround or taped throughout the season.

WINTER X GAMES