

# BCS Games Beating 2011 on ESPN & Online

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## Young Demos Up Double Digits; January 2 a Banner Day in ESPN History

After three of the five BCS contests on ESPN – the Rose Bowl Game Presented by VIZIO, Tostitos Fiesta Bowl and Allstate Sugar Bowl – the network is averaging a 9.5 household coverage rating, based on Nielsen’s Fast National ratings, up three percent from last year’s 9.2 for the first three games on ESPN. All key male and adult demos are up, led by Adults 18-34 and Men 18-34 up 14 and 11 percent, respectively.

The three games BCS bowl games to date on ESPN3 online have averaged 288,000 unique viewers and 23.1 million minutes (up 31 percent and 73 percent, respectively), with an average time spent of 79.8 minutes (up 33 percent) and an average minute audience of 106,000 viewers (up 66 percent).

Across the two days of BCS bowl games to date, the college football section on ESPN.com has averaged 13.6 million page views (up six percent) and 22.5 million minutes (up eight percent) with an average minute audience of 16,000 (up eight percent). Fans on the go relied on their mobile devices, as college football content on the ESPN mobile Web generated an average of 2.6 million visits (up 11 percent), 7.4 million page views (up 17 percent) and logged 20.7 million minutes with an average minute audience of 14,000 (both up 36 percent).

## January 2, 2012 – Banner Day in ESPN History

When ESPN’s complete ratings for Tuesday, Jan. 2, 2012, arrive on Thursday, the day and the equivalent day a year ago (January 1, 2011) will rank as the top two highest-rated and most-watched days in ESPN history.

## Allstate Sugar Bowl

Tuesday night’s Allstate Sugar Bowl on ESPN averaged a 7.0 rating. On ESPN3 online, viewers logged a total of 17.2 million minutes and an average time spent of 76 minutes, up six percent and 26 percent, respectively, from 2011. For the whole day, fans on the go relied on their mobile devices most, as college football content on the ESPN mobile Web generated 3.6 million page views (up 33 percent) and 1.5 million visits (up 35 percent) with an average minute audience of almost 10,000 (up 68 percent).

## ESPN & the BCS

ESPN's second year of exclusive coverage of the five BCS matchups will continue tonight with the Discover Orange Bowl (Wednesday, Jan. 4, West Virginia vs. Clemson) and Allstate BCS

National Championship (Monday, Jan. 9, LSU vs. Alabama). ESPN, ESPN Radio and ESPN3 will present all five BCS Bowl games with ESPN Deportes and ESPN 3D also televising Allstate BCS National Championship Game.

In addition, ESPN is providing extensive on-site studio programming and reports across multiple shows and platforms, dedicated web pages for each bowl, re-airs of classic BCS games, international telecasts of all five games, encore presentations of the National Championship and more. ESPN's year-round commitment to college football includes more than 400 games, culminating with 33 bowls.