ESPNSTAR.COM

2009/2010 Digital Media Planning Calendar

Opportunities

Sport/Event	Web Regulars	Web Specials	2009 Q1 Jan	Feb	Mar	Q2 Apr	May	Jun	Q3 Jul	Aug	Sep	Q4 Oct	Nov	Dec	2010 Q1 Jan	Feb	Mar	Q2 Apr	May	Jun	Q3 Jul	Aug	Sep	Q4 Oct	Nov	Dec
Football																										
Barclays Premier League																										
- LIVE Score																										
- Fantasy Football																										
- Predictions Game																										
- Player Rater																										
- Scorecast/Match Centre																										
- Newsletter																										
- Countdown Clock																										
- The BIG One																										
(selected big game feature editorial)																										
- Post match interviews																										
(Media Player)																										
- SMS News Alerts (selected Clubs)																										
- In match SMS Competitions																										
UEFA Champions League																										
- LIVE Score																										
- Player Rater																										
- Scorecast/Match Centre																										
- The BIG One																										
(selected big game feature editorial)	Updated Scores, Results, Standings,News and Reports, Photo Gallery and Polls, Opinion pieces	Latest News, Schedule & Results, Team & Player Profiles, Stats & History of event.																								
- SMS News Alerts (selected Clubs)																										
Other European Leagues (Spain & Italy)																										
- LIVE Score																										
- Player Rater																										
- Scorecast/Match Centre																										
- The BIG One																										
(selected big game feature editorial)																										
- SMS News Alerts (selected Clubs)																										
FA Cup																										
- LIVE Score																										
- Scorecast/Match Centre																										
- Goal of the Round Competiiton																										
(rights restricted regionally)																										
- Post match interviews																										
(Media Player)																										
FIFA World Cup																										
(Qualifiers)																										
- LIVE Score																										
AFC Club Football																										
(AFC Champions League)																										
- Livescore																										
Motorsports																										
Formula 1																										
- LIVE Race Centre / LIVE Score																										
- F1 Fantasy																										
- Podium Performer	Updated Scores, Results, Standings,News and Reports, Photo Gallery and Polls, Opinion pieces	Latest News, Schedule & Results, Team & Player Profiles, Stats & History of event.																								
- Moment of the Race																										
- Pre & Post Race Newsletter																										
- SMS News Alert																										
Motorsports (various)									eg: GP2 Asia, GP 2, A1 GP, Dakar Rally,																	
Golf																										
Majors																										
- Count down clock																										
- SMS News Alert																										
Professional Tours (USPGA, Euro, Asian)																										
- Fantasy Golf	Updated Scores, Results, Standings,News and Reports, Photo Gallery and Polls, Opinion pieces	Latest News, Schedule & Results, Team & Player Profiles, Stats & History of event.																								
- Count down clock																										
- Asia Tour Media Player HL																										
Other Golf										Solheim			Lexus													
- Count down clock to events																										
Tennis																										
Australian Open																										
*- *LIVE Score*																										
- Countdown clock																										
- Daily Newsletter																										
- Predictor Online Contest																										
- Profiles of Top 8 seeds																										
- SMS News Alert																										
French Open																										
- LIVE Score	Updated Scores, Results, Standings,News and Reports, Photo Gallery and Polls, Opinion pieces	Latest News, Schedule & Results, Team & Player Profiles, Stats & History of event.																								
- SMS News Alert																										
Wimbledon																										
*- *LIVE Score*																										
- SMS News Alert																										
US Open																										
- LIVE Score																										
- SMS News Alert																										
ATP/WTA																										
- Fantasy tennis																										
**** Non-sponsorable: part of JV.***																										
Cricket																										
Major Events (ICC, CLT20)				ICC			ICC 20:20				CLT20															
- LIVE Score																										
- Online Games																										
- Countdown Clock																										
- Match Highlights																										
(Media Player)																										
- Post match interviews																										
(Media Player)																										
- Advertorial (Top performer)																										
(selected big game feature editorial)																										
- Super Selector (Fantasy)																										
- Audio Commentary																										
- SMS News Alerts (selected Clubs)																										
- In match SMS Competitions																										
Major Tours	Updated Scores, Results, Standings,News and Reports, Photo Gallery and Polls, Opinion pieces	Match Centre: Graphs Wagon Wheels: LiveScoreLatest News, Schedule & Results, Team & Player Profiles, Stats & History of event.								Aus Tour																
- England vs Australia																										
US Sport																										
NBA	Results, Standings,News and Reports, Photo Gallery and Polls,	Latest News, Schedule & Results, Team Profiles, Stats & History of event.																								
Major League Baseball																										
NFL																										
Other Sports																										
IOC (Winter Olympics)	TBA	TBA																								
Media Player																										
Cricket	N.A	N.A																								
- Match Highlights																										
(rights permitting)																										
- Cricket feature items																										
- Interviews (exclusives)																										
- Top Plays/Top Videos																										
Football																										
- Match Highlights																										
(rights permitting)																										
- News & Feature items																										
- Interviews (exclusives)																										
- Top Plays/Top Videos																										
Motorsport																										
- F1 Highlights																										
- News & Feature items																										
- Interviews (exclusives)																										
- Top Plays/Top Videos																										
SportsCenter																										
- Daily News Updates																										
- Your View/Pardon the Interruption																										
Other Items																										
- Golf/tennis Tips																										