

HIGHLY AFFLUENT & EDUCATED PROFESSIONAL ALUMNI

CATEGORY	INDEX	% of VIEWERS
HHI \$75K+	130	51%
HHI \$150K+	139	14%
Men 18-34	163	25%
Men 18-49	165	48%
Management/Business Occupation	146	13%
Home value: \$500K+	89	6%

AUDIENCE COMPOSITION

- Mean household income: \$88,200, #1 national sports network
- CBS Sports Network ranks #1 amongst viewers in Professional & Related occupations (110 index)
- Over 63% of the CBS Sports Network audience has a college education or higher (114 index)
- Our audience is composed of 77% male and 23% female viewers
- 39% of our viewers have a home value of over \$200K (115 index, #5)

DISTRIBUTION GROWTH

- Available to over 98 million homes
- Over 44 million subscribers
- 65% growth since 2009
- 94% distribution in digital cable homes

AUDIENCE GROWTH

- Football's total audience grew by over 20%
- Men's and women's basketball total audience grew by over 70%
- *Inside College Football Live* has seen tremendous growth, over 140%
- Since moving to Wednesday, *Inside College Basketball* has increased over 100%

Source: MRI Spring 2011 Index is based on Adults 18+. Ratings are based on reported cable sports networks.