



Welcome to the Underwater World of ESPN, the leader in television sports.

For almost two years, Diving Passport has been ESPN's exclusive scuba diving and tourism show. Thousands of people around the world, diving and tourism lovers, have found in this media the most vivid way to be transported to different places and learn more about scuba diving. Other people have been enthused by the show to take their first steps in this fascinating sport. Many families welcome this special TV cable programming to discover a new activity to do all together.

Diving Passport is a bridge that links the viewers to the undersea world, with its excitement and charm, colorful landscapes and fantastic underwater views.

It's a 30 minutes show with 4 segments separated by 2 minutes commercial breaks. We bring the viewers to different diving destinations. Starting on the surface and showing its highlights, landscapes, atmosphere, how they can have fun or relax. We provide them useful information to have a complete vacation experience.

When we jump into the water and start diving, we show different dive sites. Diving Tips, fauna and specialties are some of the themes we cover. With an exclusive music band and locution, Diving Passport is a sport and adventure program, covering different aspects of tourism. It's target are divers of every level and non-divers alike.

Television has the most powerful reaching amongst all type of media.

Scuba Diving magazines have been traditionally the preferred way to reach divers. Now that ESPN has entered into the diving and tourism market everything has started to change. Now the companies can reach the biggest market of divers untouched by the magazines. Those who will became divers very soon. Many of them will be seduced by this television program.

DIVING PASSPORT IN NUMBERS

- **More than 115MM potential viewers worldwide**
- **127 countries and territories**
- **More than 40 airing times per month**
- **Best Value for money AD opportunities**
- **Better rates and exposure than scuba magazines and newspapers**



Diving Passport is broadcasting in **127 countries and territories** through the following channels:

- ESPN Latin America
- ESPN DOS (Caribbean)
- ESPN Pacific Rim
- SPORTS-I (Japan)
- ESPN ATLANTIC (Africa & The Middle East)
- ESPN Deportes (USA.)

We have developed a wide range of advertising possibilities reaching the above areas. In total, our show is available for more than **110.000.000** people.

| America | |
|-----------------------------------|-------------------|
| ESPN Latin America (44 countries) | 58.050.752 |
| ESPN Dos (27 countries) | 12.626.852 |
| ESPN Brasil (1 Country) | 11.858.820 |
| Total | 82.536.424 |

| Pacific Rim | |
|---------------------------------|-------------------|
| ESPN Australia/Sports Australia | 1.782.236 |
| Sky Sport (New Zealand) | 1.580.000 |
| Sports-i ESPN (Japan) | 15.619.720 |
| Pacific Islands | 2.001.220 |
| Total | 20.983.176 |

| Africa & Middle East | |
|-------------------------------|------------------|
| Orbit-ESPN (Middle East) | 1.680.000 |
| ESPN Africa (Southern Africa) | 2.753.260 |
| ESPN Israel | 3.411.358 |
| | 7.844.618 |

| Total people | |
|-----------------------------------|--------------------|
| ESPN Networks (the above signals) | 111.364.218 |

Statistics from January 2002
Any questions on the following region, please contact us



Diving Passport Monthly Airing Times Separated by regions

| Programming | Openings | Repetitions | Total |
|--|----------|-------------|-----------|
| ESPN Latin America | 2 | 4 | 6 |
| ESPN DOS (Caribbean) | 2 | 4 | 6 |
| ESPN Pacific Rim | 2 | 4 | 6 |
| ESPN Deportes (USA.) | 2 | 4 | 6 |
| SPORTS-I (Japan) | 2 | 6 | 8 |
| ESPN ATLANTIC (Africa & The Middle East) | 2 | 4 | 6 |
| TOTAL | | | 38 |

Note: There are more airing times every month. Please check our TV Schedule at www.divingpassport.com



Diving Passport

List of Countries and Territories

CARIBBEAN

1. Anguilla
2. Antigua
3. Aruba
4. Bahamas
5. Barbados
6. Bermuda
7. Bonaire
8. British Virgin Islands
9. Cayman Islands
10. Cuba
11. Curaçao
12. Dominica
13. Dominican Republic
14. Grenada
15. Guadeloupe
16. Haiti
17. Jamaica
18. Martinique
19. Montserrat
20. Nevis
21. Saba
22. St. Barthelemy
23. St. Kitts
24. St. Lucia
25. St. Maarten
26. St. Vincent
27. Trinidad & Tobago
28. Turks & Caicos

CENTRAL AMERICA

29. Belize
30. Costa Rica
31. El Salvador
32. Guatemala
33. Honduras
34. Mexico
35. Nicaragua
36. Panama

UNITED STATES

37. United States
(available in Spanish through ESPN Deportes)

SOUTH AMERICA

38. Argentina
39. Ascension Island
40. Bolivia
41. Brazil
42. Chile
43. Colombia
44. Ecuador
45. Falkland Islands
46. French Guiana
47. Guyana
48. Paraguay
49. Peru
50. Suriname
51. Uruguay
52. Venezuela

MIDDLE EAST

53. Bahrain
54. Iran
55. Iraq
56. *Israel
57. Jordan
58. Kuwait
59. Lebanon
60. Oman
61. Palestine
62. Qatar
63. Saudi Arabia
64. Syria
65. United Arab Emirates
66. Yemen

PACIFIC RIM

67. American Samoa
68. Australia
69. French Polynesia
70. Futuna Islands
71. F.S. of Micronesia
72. New Zeland
73. Palau

ESPN JAPAN

74. Japan

NORTHERN AFRICA

75. Algeria
76. Chad
77. Djibouti
78. Egypt
79. Libya
80. Mauritania
81. Morocco
82. Somalia
83. Sudan
84. Tunisia

SOUTHERN AFRICA

85. Angola
86. Benin
87. Botswana
88. Burkina Faso
89. Burundi
90. Cameroon
91. Central African Republic
92. Comores
93. Congo
94. Cote d' Ivoire

95. Democratic Republic of Congo (Zaire)
96. Equatorial Guinea
97. Eritrea
98. Ethiopia
99. Gabon
100. Gambia
101. Ghana
102. Guinea
103. Kenya
104. Lesotho
105. Liberia
106. Madagascar
107. Malawi
108. Mali
109. Mauritius
110. Mayotte
111. Mozambique
112. Namibia
113. Niger
114. Reunion
115. Rwanda
116. São Tome & Principe
117. Senegal
118. Seychelles
119. Sierra Leone
120. South Africa
121. St. Helena
122. Swaziland
123. Tanzania
124. Togo
125. Uganda
126. Zambia
127. Zimbabwe

* The commercials of 30 seconds (advertiser segment) are not aired in Israel



ESPN Latin America

As the first — and most widely distributed — pan-regional cable network in the region, ESPN Latin America brings enthusiastic fans coverage of their beloved sports. ESPN Latin America provides targeted sports programming such as the U.S. Open, the Latin American X Games Qualifiers, World Cup Highlights, Formula One Updates and the NBA.

- **Region:** Latin America and the Caribbean
- **Distribution:** 58,050,052 peoples in 44 countries
- **Broadcast Languages:** Spanish, Portuguese and English
- **Programming Highlights:** The Masters, US Open, PGA Championship, PGA Tour, Senior PGA Tour, LPGA Tour, World Rally Championship, Spanish Primer League, UEFA Champions League soccer, NBA, MLB, IRL, MotoGP, National Football League, Australian & French Opens, ATP Tennis.

MC International Productions, Inc.
in association with ESPN

1120 West Lake St., Hollywood, FL 33019

Tel: 1-954-274-ESPN (3776)

Fax: 1-954-924-9023

www.divingpassport.com



ESPN DOS

Launched in Sept. 1996 in cooperation with PCTV.

- **Region:** Mexico, Central America & Caribbean
- **Distribution:** 12,626,852 peoples in 27 countries and territories
- **Broadcast Languages:** Spanish & English
- **Program Highlights:** Pacific League Baseball, boxing, Series, Caribbean College Basketball, College Football, Local sports & local, Sports news

ESPN DEPORTES

Launched in January 2004

- **Region:** The United States of America
- **Distribution:** Estimated in 5 million people for the beginning of 2004. With an estimated growth of 100% by the end of the year.
- **Broadcast Languages:** Spanish
- **Program Highlights:** NBA, Basketball, Football, Formula One, Baseball, Recreational Sports and local news.

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Pacific Rim & Japan

ESPN Australia delivers a vast lineup of international sports with the depth and innovation that mark all of ESPN's international Networks. Since its launch in 1996, ESPN has attracted men of all ages with its comprehensive coverage of major events like the National Basketball Association (NBA), Major league Baseball (MLB) and international soccer plus in-depth coverage of international sport news.

ESPN New Zealand brings the best international sports programming to New Zealand's shores. Also reaches men of all ages with a mix of comprehensive sports coverage and reliable international sports news.

Sports-i ESPN is distributed to more cable and satellite homes in Japan than any other sports networks. Local and international sports programming combine to bring viewers in Japan a lineup of great sports action, led by coverage of Japanese baseball, and international favorites like auto racing and the National Basketball Association (NBA)

- **Region:** Australia, New Zealand, Japan and Pacific Islands
- **Distribution:** 17,859,232 peoples in 10 countries.
- **Broadcast Language:** English
- **Programming Highlights:** The Masters, US Open, PGA Tour, PGA Championship, Senior PGA Tour, LPGA Tour, NBA, MLB, National Football League, National Hockey League, UEFA Champions League, Golf, X Games and Winter X Games, Sports Center

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ESPN Africa & Middle East

Distributed in the Middle East by Orbit, ESPN Middle East provides the region's most comprehensive lineup of international sports programming. Coverage of many of the world's most loved sports, makes ESPN the top choice for upscale viewers throughout the area.

- **Region:** Middle East, Northern Africa, South Africa & Israel
- **Distribution:** Middle East: 8,526,889 peoples
- **Broadcast Language:** English and Arabic
- **Programming Highlights:** The Masters, US Open, PGA Tour, PGA Championship, Senior PGA Tour, LPGA Tour, NBA, MLB, National Football League, National Hockey League, UEFA Champions League, Golf, X Games and Winter X Games, Sports Center

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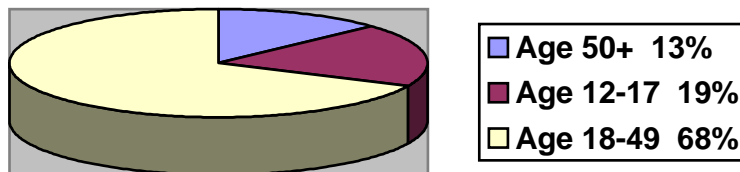
Fax: 1-954-924-9023

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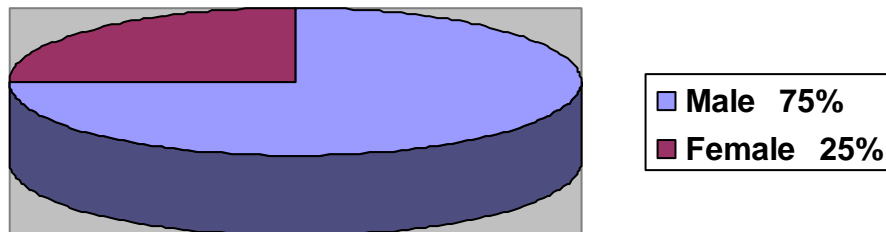


ESPN Viewer Profile

ESPN Composition by Age



ESPN Composition by Sex

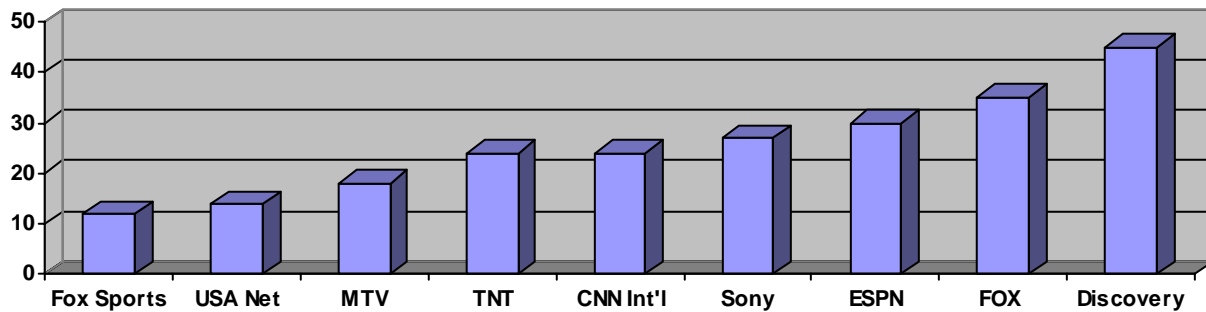




ESPN Viewers are Upscale & Well Educated!

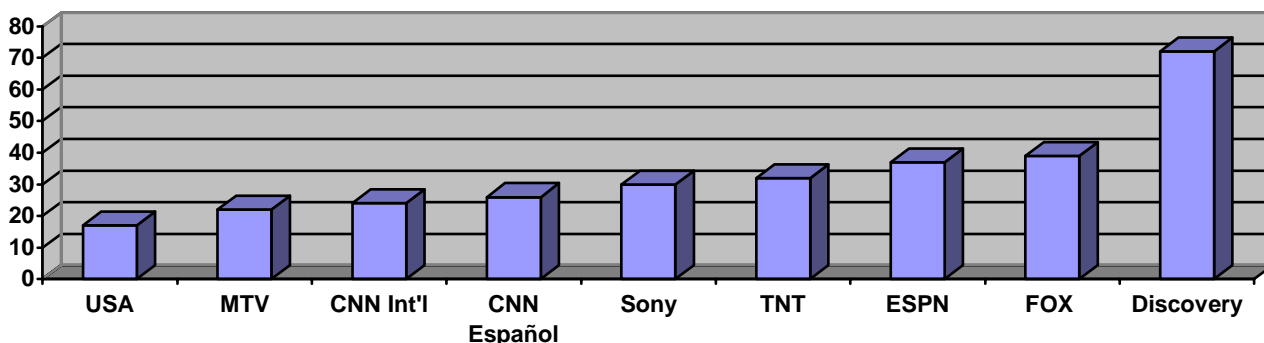
Category: College Graduates

ESPN viewers are more likely to be college graduates than viewers of many other cable & satellite channels!



Category: Upscale SES A & B

ESPN viewers are more likely to be part of the unified Social Economic Status group A and B than viewers of many other cable & satellite channels!



Source: TGI Latina Spring 2001 weighted to population (000)
Base: Men, 18-49

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CABLE MALE DEMO RATINGS (MULTI-COUNTRY) 2002 Saturday – Sunday 11 am.-7 pm.

Men 18-49

| RANK | NETWORK | Average Month | |
|------|-------------------|---------------|-------|
| | | Rating | (000) |
| 1 | TNT | 0,37 | 17,1 |
| 2 | ESPN | 0,28 | 12,6 |
| 3 | Discovery Channel | 0,23 | 10,5 |
| 4 | MTV | 0,22 | 9,8 |
| 5 | FOX | 0,18 | 8,3 |
| 6 | FOX Sports | 0,15 | 6,6 |
| 7 | Sony | 0,14 | 6,3 |
| 8 | CNN | 0,14 | 6,2 |
| 9 | USA Networks | 0,12 | 5,4 |
| 10 | AXN/Teleuno | 0,10 | 4,7 |

Source: IBOPE data, 4Q01

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