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**AUDIENCE DEMOGRAPHICS FOR SPORTS MOBILE WEBSITE VISITORS VARY
DRAMATICALLY FROM SITE TO SITE, ACCORDING TO TELEPHIA**

Telephia Data Shows Ethnic Differences Among Audiences Of Top Sports Mobile Websites: CNN-Sports Illustrated's Audience Has a High Concentration of African-Americans; CBS Sportsline Visitors Skew More Hispanic; and the Yahoo! Sports Audience Is Equally Strong In African-American and Hispanic Segments

SAN FRANCISCO—November 2, 2005—Telephia, the leading provider of performance measurement information to the mobile industry, reports that the demographic audience for Sports mobile websites vary significantly from one website to another. Visitors to CNN-Sports Illustrated were two times more likely to be African-American when compared to all Sports website visitors, while the CBS Sportsline audience was 2.4 times more likely to be Hispanic (see Table 1). The Yahoo! Sports audience indexed higher for both African-American visitors (146) and Hispanics (171). ESPN, the most visited sports site by mobile users, reported an index number of 104 for Caucasian visitors, 57 for African-American visitors, and 118 and 110 for Asian/Pacific Islander and Hispanic visitors, respectively.

“Website brand recognition and sports content coverage drives appeal within one reader segment versus another, and clearly different sites have developed unique ethnic readership profiles,” said Kanishka Agarwal, Vice President of New Products, Telephia. “Carriers and content owners have long recognized that sports fans have a strong interest in mobile content applications that allow them to follow their teams while they are on the go. To further develop their offerings marketers will need detailed understanding of their current and potential audiences.”

“The industry is now seeing the value of mobile sports-related content, as validated by recent partnerships between the carriers with both the college and professional football and basketball leagues,” added Agarwal. “Companies that can tap into this group effectively have the potential to cultivate long-lasting customer relationships with a very loyal audience.”

Table 1. Telephia Race and Ethnicity Demographic User Profile of Top Sports Sites (U.S.)

Mobile Website	Index Number			
	Caucasian	African-American	Asian / Pacific Islander	Hispanic
ESPN	104	57	118	110
CNN-Sports Illustrated	83	204	54	46
CBS Sportsline	56	70	156	244
Yahoo! Sports	89	146	74	171

Source: Telephia Mobile Internet Report, August 2005

**Note: Telephia's demographic user profile on Sports sites is benchmarked off an index number of 100, representing the average usage patterns of mobile visitors to Sports sites as whole.*

For more audience demographic and user profiling for mobile websites, games, and ringtones, please contact Jerry Rocha at jrocha@telephia.com.

About Telephia

Founded in 1998, Telephia provides syndicated performance measurement information to the leaders of the mobile industry. Telephia serves more than 50 mobile industry clients, including carriers, device manufacturers, content and application providers, retailers, infrastructure vendors and investment analysts. Telephia is the industry standard measure of subscriber share, customer satisfaction, device share, network quality, revenue share, advertising effectiveness, content audience and many other key performance indicators. Telephia helps clients use information to drive superior business results by providing high-quality measurement products and integrated analysis.

For further information, please visit our website at www.telephia.com or call 415-395-0500.

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