



For Immediate Release

February 7, 2006

EVERY ESPN OUTLET TO OFFER COVERAGE OF NORTH CAROLINA AT DUKE MARCH 4

NEW *FULL CIRCLE* FRANCHISE TO LAUNCH WITH RIVALRY GAME ON ESPNU'S FIRST ANNIVERSARY

ESPN, Inc. will unveil a new company franchise when every ESPN entity – from multiple TV networks using different camera angles to Internet to cell phones -- will present coverage of a single event for *ESPNU Full Circle: North Carolina at Duke* on Saturday, March 4 (and the surrounding days). For example, ESPN will showcase traditional game coverage of the top men's college basketball rivalry, while ESPN2 will present the game from the "Above the Rim" camera and ESPN360 will offer a stats-driven game presentation via broadband.

The new *Full Circle* concept is designed to utilize ESPN's collection of multi-media platforms to provide fans everywhere with wide-ranging coverage of a major event. The date -- Saturday, March 4 -- coincides with the first anniversary of college sports network ESPNU, which will present the game from cameras on and within the "Cameron crazies" (Duke students) section. While the game tips off at 9 p.m. ET, the extensive coverage plans for *ESPNU Full Circle* are divided into three stages – pre-game, in-game and post-game.

"First and foremost, The *Full Circle* initiative demonstrates ESPN's commitment to serving fans however and wherever they consume sports," said John Skipper, ESPN executive vice president, content. "It also offers a wonderful showcase of the collective exposure we can provide, particularly for a big event like North Carolina-Duke, which appropriately takes place on the first anniversary of ESPNU. In time, we plan to build the *Full Circle* concept by applying similar blanket coverage to future events."

Following are some of *Full Circle* specifics. Additional plans are still being developed.

In-Game Plans for *ESPNU Full Circle: North Carolina at Duke*

- **ESPN:** traditional game telecast with commentators Brad Nessler (play-by-play), Dick Vitale (analyst) and reporter Erin Andrews (reporter) plus "look-ins" to how other entities are covering the game
- **ESPN2:** entire game action live from "Above the Rim" camera (traditional feed during deadballs)
- **ESPN and ESPN2 HD:** both ESPN HD and ESPN2 HD will offer high definition presentations of game coverage; the widescreen view provided by HD's 16x9 aspect ratio will offer a unique glimpse into offensive and defensive strategy, particularly for ESPN2 HD's Above the Rim telecast
- **ESPNU:** entire game live from cameras on and within famed "Cameron crazies" (Duke student fans) section, split screen with traditional feed
- **ESPN360:** live traditional game feed on ESPN's customized broadband service enhanced with extra stats not featured on telecast, hosted by ESPN Radio's Jeff Rickard
- **Mobile ESPN:** game alerts, live updates and in-game polling for a replay of a classic UNC-Duke matchup (see ESPN Classic below)

- **ESPN International:** coverage offered to approximately 120 countries worldwide, including on ESPN Taiwan, ESPN Israel, ESPN Mas (South America), ESPN Philippines, ESPN Atlantic, ESPN Pacific Rim, ESPN Dos, J-Sports (Japan) and more
- **ESPN.com:** live chats, in-game polling for a replay of a classic UNC-Duke matchup (see ESPN Classic below) and highlights on ESPN Motion
- **ESPNEWS:** frequent updates and analysis
- **ESPN Zones:** viewing parties with fans wearing North Carolina or Duke colors and watching on ESPN HD and ESPN2 HD

Pre-Game & Post-Game Plans for ESPNU Full Circle: North Carolina at Duke

- **ESPN:** *College GameDay Fueled by Diet Dew* on location in Durham for multiple shows and daily reports, plus *SportsCenter* coverage and related guests on numerous talk shows such as *Jim Rome is Burning*
- **ESPN2:** *The U* studio show on location in Chapel Hill for live pre-game program, plus *K-Ville* documentary about Duke students who camp out for games
- **ESPNU:** Duke and North Carolina *Cram Session* (programming theme block), plus several related specials, including *K-Ville*, *Faces of Sport* and *Honor Roll: Fiercest Rivalries*
- **ESPN Classic:** replays of top North Carolina-Duke games over the years, related specials, plus a replay telecast of one of the best games in the rivalry's history (voted by fans on ESPN.com and Mobile ESPN) immediately following the live game
- **ESPN.com:** ESPN Motion video previews from ESPN experts plus post-game highlights, video blog by ESPN.com senior writer Andy Katz, SportsNation polling related to North Carolina and Duke fans, topical chat sessions and post-game column from Katz
- **ESPN360:** a dedicated North Carolina-Duke channel featuring condensed versions of the top five games between the two teams, a music video retrospective on the two teams, plus a condensed version of the March 4 game and multiple-part series on top North Carolina-Duke moments and teams
- **ESPNEWS:** pre-game segments on *The Pulse*, including fan polls and emails, plus live post-game press conferences
- **ESPN International:** theme block of top North Carolina-Duke games on ESPN Classic Europe
- **ESPN Radio:** live presence in Durham for weekly *College GameDay* radio program (Saturday), plus frequent guests and commentary in the days surrounding to the game
- **ESPN Wireless:** North Carolina-Duke trivia tidbits with *Stump The Schwab* star Howie Schwab
- **Mobile ESPN:** features on top college basketball players
- **ESPN on Demand:** replays of the March 4 game and the top five North Carolina-Duke matchups
- **ESPN The Magazine:** preview coverage, including *GameNight* piece with North Carolina and Duke players plus Senator John Edwards in a game of H-O-R-S-E (also on ESPN.com) with the corresponding video of *GameNight* presented through ESPN Motion and ESPN360