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ESPN's Coverage of President's Cup Golf

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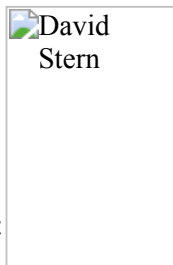
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Friday, Dec. 11 8:26pm ET

## NBA should take lessons from NFL

There was a time that NBA commissioner David Stern had all the answers, his marketing acumen lifting the league to unparalleled levels. But with the lockout threatening to wipe out the season, ESPN.com's Greg Garber says Stern ought to remember [the lessons learned by the NFL](#) from its crippling strike in 1987.



Stern faces a tough fight with the players union.

♦ [Top negotiators hold secret NBA labor talks](#)

## DiMaggio out of coma

Joe DiMaggio has [awakened from the coma](#) he lapsed into Friday morning, just hours after his doctor said a lung infection had worsened and his chances of recovery were slim. "It's still a very dire situation. The whole thing could change in 15 minutes," Dr. Earl Barron said.

DEPARTMENTS

- LIVE RADIO/TV**
- TV LISTINGS**
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EVENTS

- COLLEGE BOWLS**
- PRESIDENTS CUP**

SPECIAL SECTIONS

- SPORTSCENTURY**
- TRAINING ROOM**
- VID GAME REVIEWS**

SITE TOOLS

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### HEADLINE NEWS

- ♦ [International team takes charge at Presidents Cup](#)
- ♦ [Indiana, Stanford to meet for NCAA men's soccer title](#)
- ♦ [Report: Reds sign left-hander Avery to one-year deal](#)
- ♦ [Pin inserted into Bledsoe's broken finger](#)
- ♦ [It's Williams' night to run away with awards](#)
- ♦ [IOC questions Salt Lake officials about alleged bribes](#)
- ♦ [Sosa's 66th HR ball to be auctioned off next month](#)
- ♦ [Eckersley retires after 24 years in big leagues](#)
- ♦ [Baseball's winter meetings make a comeback](#)
- ♦ ['Aloha' Chargers: Jones takes Hawaii coaching job](#)
- ♦ [Mariners reportedly make Griffey, Rodriguez big offers](#)
- ♦ [Raiders coach respects his elder, Wilson, as QB](#)
- ♦ [The Wire](#)

### TODAY'S BEST

**ESPN.com's Presidents Cup coverage**  
 ESPN.com heads to Australia as the U.S. tries to defend against an elite group of international golfers.

**Week 15 previews -- Game of the Week**  
 The race for wild-card spots in the AFC gets even wilder as the Raiders visit the Bills in Orchard Park.

**Marrapese: New CBA or bust!**  
 With one eye on the NBA, NHL brass convened with a lot to discuss, writes ESPN.com's Nancy L. Marrapese.

**Wojnarowski: For Giants, it's Super Bowl Sunday**  
 New York is headed nowhere, but ESPN.com's Adrian Wojnarowski says Denver brings motivation.

**NCAA West: Baron has Bruins bouncing**  
 It's a whole new ballgame at UCLA now that Baron Davis is playing again, says ESPN.com's Andy Katz.

[More Features/Columns](#) | [Daily Line](#)

### NFL.COM

[Showdown Spotlight: Keyshawn Johnson](#)  
[Try the Team vs. Team Matchup tool](#)  
[Click here for NFL.com](#)

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### ESPN STORE



### INSIDER EXTRA BECOME AN INSIDER

Chris Mortensen

[At receiver, Moss is the boss](#)

George Johnson

[Breakup of a Calgary marriage](#)

### FANTASY

[NFL: Stock Watch](#)  
[NFL: Eye on GameDay](#)

### THE MAGAZINE

RISK-FREE ISSUE

[Outtakes](#)

Troy Aikman is a good match for Dan Patrick.

### TICKETING

[ORDER TICKETS NOW](#)  
**NEW!** You can buy tickets online to watch your favorite teams in action!



**Chat: Heisman Trophy presentation**

ESPN.com's chat room will be up and running a few hours before the Heisman Trophy presentation.

**Poll: ESPNEWSmaker of the week**

The stir caused by the Bowl Championship Series' games landed the BCS this week's title.

**TV LISTINGS****ESPN shows Heisman Trophy presentation**

Make sure to tune in at 7:30 p.m. ET Saturday to see who finishes second to Ricky Williams.

**ESPN and ESPN2 show big Saturday games**

Maryland-Kentucky and Michigan-Duke are among four college hoops games you can watch.

**SPECIAL SECTIONS****Then and Now: The puck stops here**

Week 7 of this special photo feature honors hockey legend Jacques Plante and his modern-day counterpart.

**SportsCentury: Lawrence Taylor**

ESPN's look at sports in the 20th century examines the career of a linebacker who changed the game.

**CONTESTS****Play College Bowl Pick 'em**

Win a computer, TV or more by selecting the winners of the 21 major bowl games. It's free and easy.

**Watch ESPN's Big Monday and win big**

Enter the ESPN Big Monday Sweepstakes for a chance at a home-entertainment center with big-screen TV.

**ESPN** [Fantasy Games](#) | [ABCSPORTS.com](#) | [NFL.com](#) | [NBA.com](#) | [NASCAR Online](#)

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Tuesday, September 21

# ESPN.com Facts

## ESPN.com

The most popular sports site on the web

### THE BASICS

Stories, scores and statistics	Online sports event ticketing service with Ticketmaster
Previews and analysis	<i>Outside The Lines</i> series in conjunction with ESPN's award-winning series
On-site coverage from major sporting events	ESPN GameCast (real-time statistical and graphical updates of MLB, NFL, NBA and NHL games, and NASCAR Winston Cup events)
Daily audio and video highlights	ESPNstore.com, offering golf equipment, footwear, team-, league- and ESPN-branded goods, athletic equipment and memorabilia
Analysis from ESPN experts	Message boards
Topical surveys and polls	Careers In Sports section
GameSpot section consisting of PC and video game reviews, demos and tips	Search capabilities
ESPN Radio live audio	Scorepost desk-top scores
Training Room section	Community section
Sports-themed Shockwave games	Sony Sports Jeopardy! Presented by ESPN.com

### ESPN INSIDER PREMIUM AREA

SportsCenter on Demand	Sortable statistics
Columns from as many as 70 ESPN experts, including Dick Vitale and Peter Gammons	MLB <i>Batter vs. Pitcher</i> and <i>Hit Charts</i> features
Daily ZoneMail	NBA Game Flow charts
Insider community features	Fantasy Game discounts
ESPNEWS, ESPN Radio Live Audio	Exclusive ESPN analyst chats
"Members only" benefits such as discounts on various ESPN online and off-line products	And <i>more . . .</i>

### ESPN.COM NETWORK NAVIGATIONAL BAR

ESPN.com	NHL.com
NFL.com	NBA.com
NASCAR Online	Fantasy Games
ABC Sports Online	ESPN Insider
EXPN.com	WNBA.com

### ESPN.COM ASSOCIATE PARTNERS

Tennis.com	U.S. College Hockey Online
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**Launched:**

September 3, 1998, as the successor to ESPN SportsZone, which debuted April 1, 1995

**Production:** ESPN.com is a production of ESPN Internet Group, part of Walt Disney Internet Group (NYSE:DIS)

**Other EIG productions:**

- NFL.com (launched September 1, 1996)
- NBA.com (launched November 3, 1995)
- NASCAR Online [nascar.com] (launched February 14, 1996)
- WNBA.com (launched May 14, 1997)
- Socccernet [socccernet.com] (launched August 20, 1999)
- ABCSports.com (launched Aug. 26, 1998)
- Monday Night Football Online [espn.com] (launched Sept. 1, 1997)
- Bowl Championship Series Online [espn.com] (launched Aug. 26, 1998)

**Revenue streams:**

- Advertising and sponsorship sales
- ESPNstore.com
- ESPN Insider subscriptions
- Sport-specific premium services
- Fantasy games
- NASCAR Online Store

**Honors, awards, etc.**

- 2000 Webby Award and People's Voice Webby Award, sports, International Academy of Digital Arts and Sciences, May 2000
- Creative Excellence Award, International Web Page Awards, April 2000
- "Best Overall Quality," (Sports), Brill's Content, April 2000
- "Best Sports Hub," Yahoo! Internet Life's 100 Best Sites For 2000, January 2000
- Streaming Media West's People's Choice Award for the "Company Using Streaming Media To Bring Sports To The Global Audience," December 1999
- Highest-Rated Sports Site, #5 overall Web Site, P.O.V. Magazine's Top 100 Web Sites, November 1999
- Top-ranked sports site in terms of unaided awareness, Zona Research, Second Quarter, 1999
- Most popular site among college students, Student Monitor study, 1999
- Most popular sports site among women, NPD Online Research survey, 1999
- Second-most well-known Web brand, CBS MarketWatch.com poll, 1999
- "Best Sports Hub," Yahoo! Internet Life, July 1999
- "Top Sports Site Of The Year," Yahoo! Internet Life, December 1998
- "Best Sports News," Yahoo! Internet Life, December 1998
- "Top 100 Web Sites," PC Magazine, 1998
- "Top 100 Web Sites," (#8 overall), P.O.V. Magazine, November 1998
- "Best Sports Site," (People's Voice) Webby Awards, 1998
- One of top corporate Web sites, Fortune, Winter 1998
- "Best Web Site Of The Year," GQ, December 1997
- "Top Sports Site Of The Year," Yahoo! Internet Life, December 1997
- New York Public Library's Best Of Reference List, 1997
- "Best Sports Site," (Judges' Choice and People's Voice) Webby Awards, 1997
- "Best Sports Fantasy Game (Fantasy Football)," Prodigy Internet Sports Awards, February 1997

## Choice Awards, December 1996

**Fantasy leagues and free games:**

In the past 12 months, ESPN.com's free and premium games have attracted more than 3.5 million signups.

**Fee-based Fantasy Leagues**

- Fantasy football, baseball, basketball, hockey and golf leagues (with regular, mid- and late season games)
- Fantasy Basketball and Football Playoff Challenges (post-season version of Fantasy Basketball and Football)

**Free Games**

- ESPN.com 3 Play
- NCAA Men's Tournament Challenge presented by Pizza Hut and Compaq
- NCAA Women's Tournament Challenge presented by Buick Regal
- ESPY Challenge presented by GM and Pennzoil
- X Games Challenge presented by Starburst
- Gridiron Challenge presented by Visa
- Pigskin Pick 'em presented by Pizza Hut
- Baseball Challenge presented by Pizza Hut
- Super Bowl Over/Under
- Pick 'n' Roll (NBA Playoffs)
- College Pick 'em (football)
- Bowl Pick 'em (college football)
- NASCAR Challenge presented by Ford Racing (NASCAR Online)
- And more . . .

**Milestones:****Editorial**

- A live chat with ESPN.com senior baseball writer Jayson Stark drew more than 8000 user questions in one hour (June 2000).
- As part of college basketball's "Midnight Madness," the service boasts chats with head coaches Tubby Smith (Kentucky, Steve Fisher [San Diego State], Steve Lavin [UCLA], Kelvin Sampson [Oklahoma], Pete Guillen [Virginia] and Quinn Snyder [Missouri], as well as All-Americans Mateen Cleaves [Mich. State], Scoonie Penn [Ohio State], Mark Madsen [Stanford] and others (October 15, 1999)
- ESPN.com investigative reporter Tom Farrey breaks story about alleged academic fraud within Tennessee's football program (September 26, 1999)
- ESPN.com re-launches (September 1999)
- Soccernet launches (August 20, 1999)
- ESPN.com is the only sports site to have a staff reporter filing on-site updates from Yankee Stadium during David Cone's perfect game (July 1999)
- ESPN.com and GOLF Magazine's GOLFOonline join forces to launch ESPN Golf Online, a comprehensive source for golf news and features (April 1999)
- ESPN.com managing editor John Marvel travels to Cuba to cover the historic Orioles-Cuban National baseball game (March 1999)
- ESPN.com breaks the Rick Neuheisel-to-Washington college football coaching story (January 1999)
- The only online sports service with a reporter on-site when the NBA lockout ends, ESPN.com conducts interviews and chats with 10 NBA players as they leave the meetings in the GM Building in New York, including Charles Barkley, David Robinson and Steve Kerr (January 6, 1999)

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