

Violet = Brand  
Green = Channel

Brand or Channel	Unique Audience [000]	Active Reach (%)	Universe Reach (%)	Rank	Total Sessions [000]	Sessions Per Person	Total Minutes [000]	Time Per Person (hh:mm:ss)	Total Web Page Views [000]	Web Pages Per Person
<b>Sports</b>	77,515	47.54	34.58	n/a	757,709	9.78	6,341,838	1:21:49	9,346,310	121
<b>Yahoo! Sports</b>	26,003	15.95	11.6	1	201,759	7.76	1,231,197	0:47:21	1,888,048	73
<b>ESPN</b>	22,834	14.01	10.19	2	176,712	7.74	1,347,625	0:59:01	1,942,453	85
<b>FOX Sports on MSN</b>	16,023	9.83	7.15	3	99,029	6.18	466,483	0:29:07	755,668	47
<b>NFL Internet Network</b>	15,037	9.22	6.71	4	53,742	3.57	440,429	0:29:17	544,296	36
<b>CBS Sports</b>	13,278	8.14	5.92	5	78,271	5.89	637,234	0:48:00	847,209	64

^ Home and Work audience duplication projections did not meet minimum sample size standards. Combined home and work audience estimates for these sites may exhibit increased variability month-to-month as a result.

- A Client-specified custom aggregation of this site is available. Data visible in the Standard Metrics, Trend, and Audience Profile Reports.

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