

**Unit 1****Lesson 1.2 - ESPN Coverage**

History and Evolution of Sports &amp; Entertainment Marketing

**INTERNET ACTIVITY****Instructions (Part one):**

We already know that ESPN broadcasts coverage of a wide range of sports and entertainment related content, ranging from NBA basketball to fishing and spelling bees. In this exercise, you will attempt to discover what other television networks are providing sports coverage and WHAT sports they are covering. In the spaces below, identify FIVE (5) different television networks other than ESPN that provide at least some coverage of sporting events. You must also indicate what type of coverage they provide.

1) NETWORK:

SPORTS COVERED:

2) NETWORK:

SPORTS COVERED:

3) NETWORK:

SPORTS COVERED:

4) NETWORK:

SPORTS COVERED:

5) NETWORK:

SPORTS COVERED:

**Activity Instructions (Part two):**

In the space below, identify a TV network that dedicates a significant amount of programming to coverage of the sports / entertainment industry.

1) NETWORK:

SPORTS / ENTERTAINMENT PROGRAMMING OFFERED:

**Activity Instructions (Part three):**

1) Why do television networks feature sports related content?

2) Why do television networks feature entertainment related content?