



ESPN NEWS



ESPN 2 LIVE



ESPN CLASSIC



Brands We Know

ESPN





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take flight with **Pilot** books.
Your journey will take you on
high-energy adventures as you
learn about all that is wild,
weird, fascinating, and fun!**

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What Is ESPN?

It is game day! A group of sports fans tunes in to ESPN to watch a football game. If the friends miss an important play, they can catch all the highlights on *SportsCenter*. This show offers news on football, basketball, and other favorite sports. Sports fans count on ESPN to keep them up-to-date!

ESPN, Inc. is an American sports entertainment company. Its **headquarters** is in Bristol, Connecticut. ESPN is one of the most popular cable **networks** in the world. Millions of people listen to ESPN radio stations every day. Its **apps** help fans stay connected to sporting events. ESPN publishes a sports magazine called *ESPN The Magazine*. It has won many awards. The company also owns a large sports **complex** in Florida. People all over the world recognize the ESPN **logo**. Today, the ESPN **brand** is worth nearly \$17 billion!



ESPN The Magazine

By the Numbers

more than
32
ESPN television
networks

about
8,000
ESPN employees

more than
64,000
hours of programs
produced
in 2016

20 million
ESPN Radio listeners
each week

64 million
visitors to ESPN.com
every month

16.5 million
readers per issue of
ESPN The Magazine



ESPN
NORTH CAMPUS

ESPN headquarters in Bristol, Connecticut

ESPN Kicks Off

Bill Rasmussen and his son, Scott, started ESPN in 1978. Bill was a former sports announcer. He thought television news spent too little time on sports. He wanted to find a way to bring more television sports to fans. Bill and Scott realized that **satellite** technology was the answer. It could be used to air sports on cable television. The men decided to use satellites from a company called RCA.

However, the satellites cost about \$35,000 a month. Bill and Scott needed money to pay for them. Bill began asking companies to put money into ESPN. But many doubted that ESPN would work. Most companies turned the men down. Finally, an **advertiser** gave money. Then, the **NCAA** agreed to provide programs to the network. This led a company called Getty Oil to take a risk. It gave \$10 million to the company. ESPN was up and running!

Naming A Network

ESPN was first called ESP Network. The name changed to ESPN in 1979. It is short for Entertainment and Sports Programming network.

The Radio Corporation of America Tells What **TELEVISION** will mean to you!



On April 30th RCA television was introduced to the New York metropolitan area. Television programs, broadcast from the John N. S. room at the top of the Empire State Building, cover an area approximately 100 miles in all directions from the building. Programs from NBC television studios are now not limited to an hour or a day, but a week. In addition, there will be pick-ups of news events, sporting events, interviews with visiting celebrities and other programs of wide interest.

How Television will be received!

The growth of the reception of television programs, RCA's Laboratory has developed several receiving sets which are now ready for sale. These instruments, built by RCA Victor, include those suitable for reception of television programs and sound, as well as regular radio programs. There is also an attachment for present radio sets. This latter permits the viewing television programs, while the normal is heard through the radio horn. The picture area on these various models will differ only in size.

Television - a new substitute for the theater and concert hall

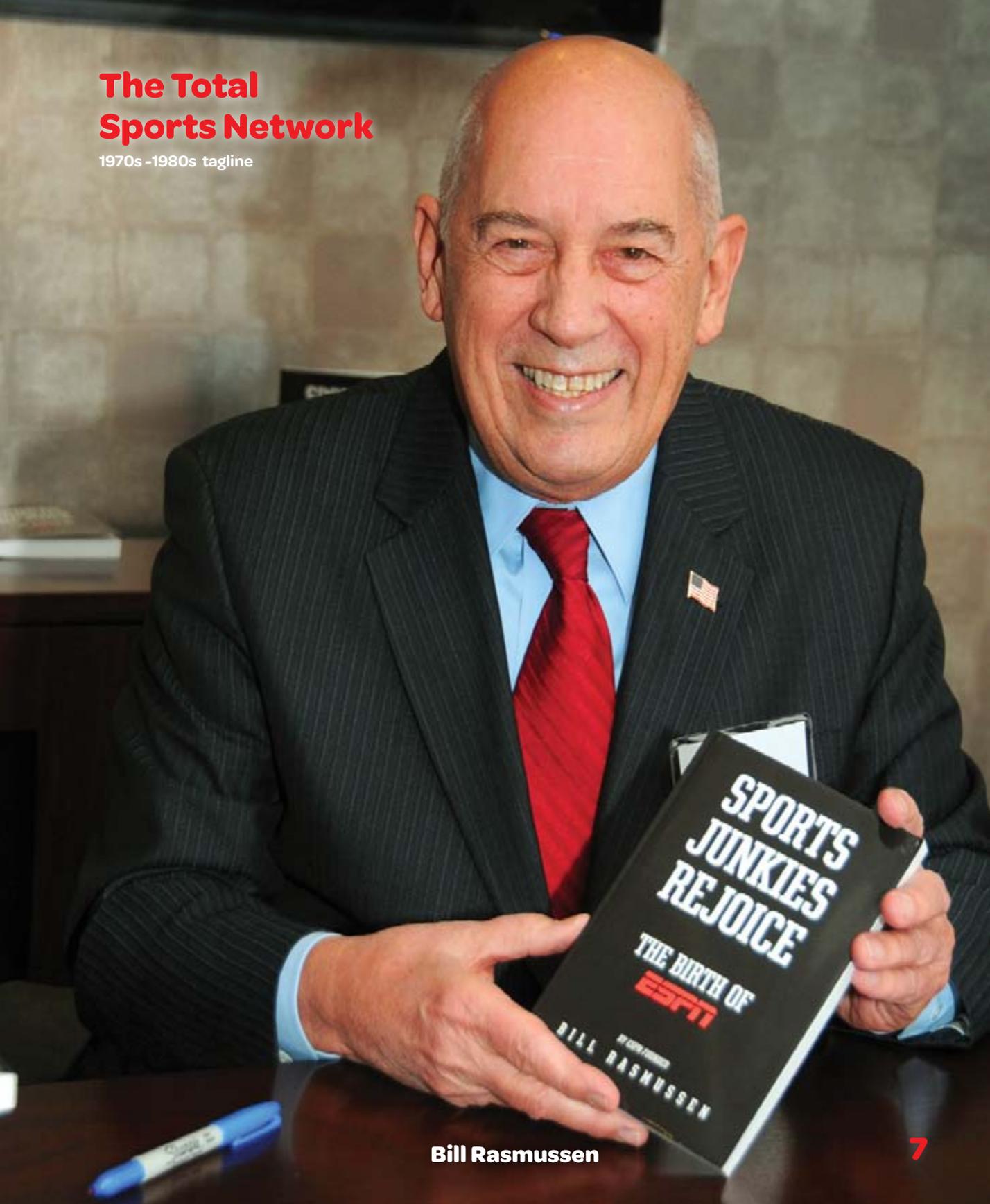
RCA believes that as television grows it will offer theater and concert fans an ever expanding opportunity for profit. Those who are in a position to cash in on its present developments, will find that television goes hand in hand with the radio business of today.

In Radio and Television - P. 102, RCA Victor



The Total Sports Network

1970s -1980s tagline



Bill Rasmussen

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