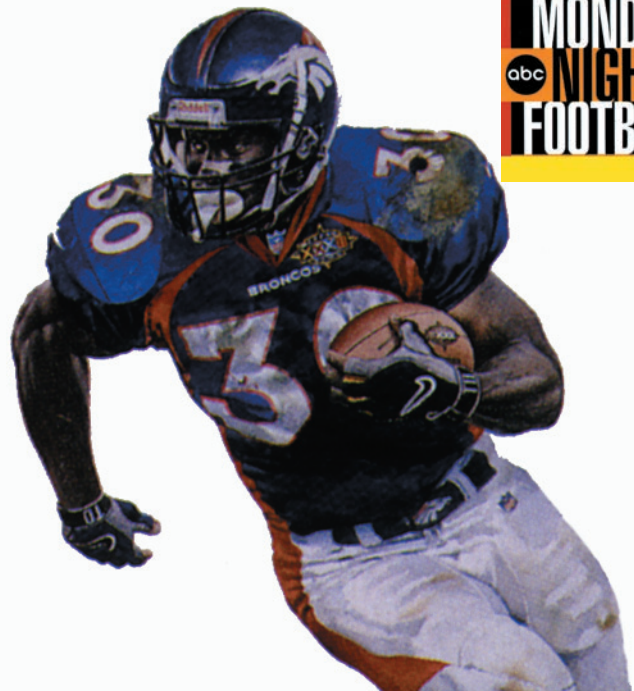




KNXV-TV abc15 Phoenix, Arizona and Monday Night Football 2004 kicks off it's 35th season with a special Thursday night season opener; Colts vs. Patriots September 9th.

The elite teams in the NFL will have multiple appearances on "Monday Night Football," this fall including three each by the Super Bowl champion New England Patriots, the NFC Central champion Green Bay Packers, the NFC East champion Philadelphia Eagles, the AFC West champion Kansas City Chiefs, the NFC West champion St. Louis Rams and the resurgent Dallas Cowboys who, under Bill Parcells, qualified for the playoffs last season for the first time since 1999. Every playoff team from last season will appear on MNF this year.



Monday Night Football vs. Olympic Viewers Profile

Description	Monday Night Football Viewers Index	Olympic Viewers Index
Adults 25-49	101	85
Adults 25-54	100	88
Men 25-49	125	85
Men 25-54	125	90
Household Income \$50,000 +	122	111
Household Income \$75,000 +	129	111
Household Income \$100,000 +	122	114
Plans to pay \$30-35k for new vehicle this year	193	62
Plans to buy/ease new mid-size car in next year	130	67
Plans to buy/lease new sport utility vehicle next year	148	120
Plans to buy/lease new van or mini van in the coming year	105	84
Plans to but furniture in the coming year	1109	86
Plans to buy a major appliancein the coming year	142	80
Plans to buy pest control service in the upcoming year	114	73
Plans to buy new/existing primary home in the coming year	107	94
Plans to buy a 2nd or vacation home in the coming year	182	90
Plans to buy a satellite TV in the coming year	148	93

Fall '04 Estimates

Program	HH	A18-49	A25-54	M25-54
MNF-Pre-Season	7.0/12	2.8	6.1	6.1
MNF-Regular Season	12.8/18	6.4	7.2	10.3
The Game	1.8/4	1.0	1.0	1.5

Rationale: Feb/Nov actual pj