



FINAL

SCORE

BY

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Anupong Ananluksakarn



# FINAL SCORE

Final Score is not only a television show, but a company that wants to bring you all the important news, talk, and much more that no other sports show will cover.

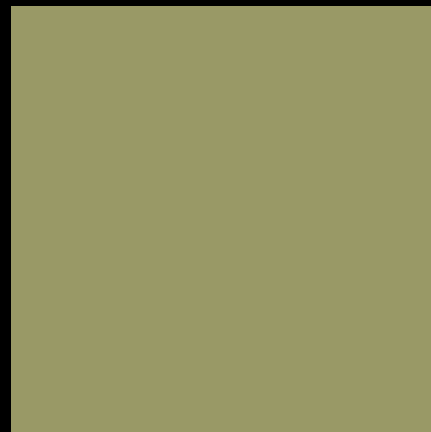
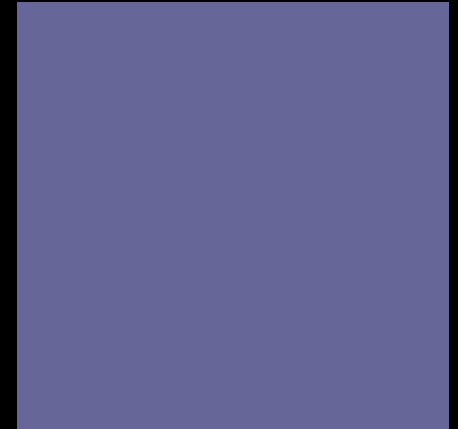
We have 3 media tools necessary to reach our audience, under one name brand so the logo and name will be easily recognizable within the United States. We provide up to date information daily on ESPN, cover the television and other information on our website, and have a monthly magazine!! 3 areas to fit everyones lifestyle !

So come on a take a look at what final score has to give you at the buzzer.!





**FINAL SCORE**



# Television

# FINAL SCORE

With John Starks



WEEKNIGHTS @ 11:30PM  
ONLY ON

**ESPN**

Where the talk isn't over at  
the buzzer !



# What is Final Score ?

**Final Score**

Style

Culture

Fashion

Health

When the buzzer hits, its time to go home! Well in most cases, but with Final Score there's a reason. Here we expose the real aspects of sports, athletes and their lives on bench not in the game.!

Final score is a late night talk show hosted by former NBA All – Star John Starks.

Featured weeknights at 11:30pm, on ESPN.

- This show will bring together comedy plus the latest juicy gossip about the games, the players, the teams etc.
- This show leaves behind the tactic and game , and gets personal.
- With a new guest nightly, we are your perfect source for all the sports gossip!



# Target Audience &

# A **ON AIR** e



**APPLAUSE**

- ✓ Target Audience is the male genre between the ages of 18- 54yrs.
- ✓ We are trying to attract the late night and after game viewers. This category would be Jon Stewart, Jay Leno, Sports Center, etc.
- ✓ Final Score is to be aired Monday-Friday @ 11:30pm eastern.
- ✓ This will be filmed in front of a live studio audience in Los Angeles California, and sometimes on location.
- ✓ Tickets are available on a first come first serve basis.
- ✓ Running time is 30 min total, where the format is 20 min show time and 10 minutes commercials.



## Final Score

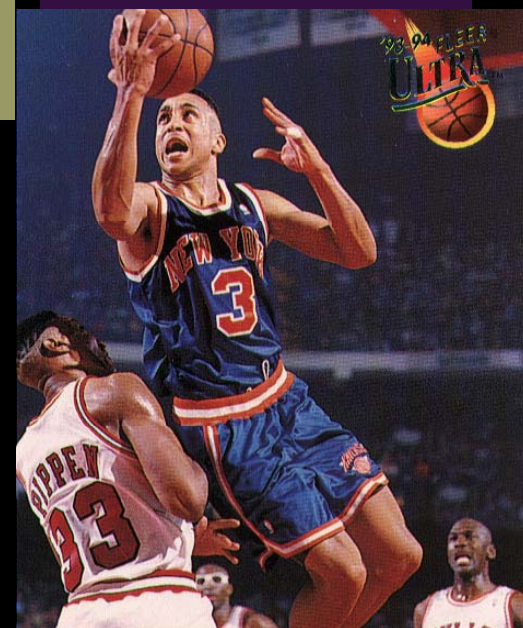
Style	1.1
Culture	1.3
Fashion	1.5
Health	1.7



# ABOUT THE HOST

**John Levell Starks** (born August 10, 1965) is a retired American professional basketball player who gained fame while playing at shooting guard for the New York Knicks of the National Basketball Association in the 1990s

Our reasoning for choosing John is the fact that he has great public presence and is currently involved in the Garden of Dreams foundation. John strives to maintain his relationships with the community and athletes from his past and present. He is charismatic and personable which makes a complete success for a host.



# Commercials and Endorsers



We have chosen endorsers and sponsors that our target audience is familiar ..

These brands are well known and promote a sense of action while not being costly.

For one thing all sport shows need a power drink endorser.

Since the target audience is for a late night show, we try to promote something available that late , as a food option as well.

Commercials should take up about 10 min of the shows airtime.





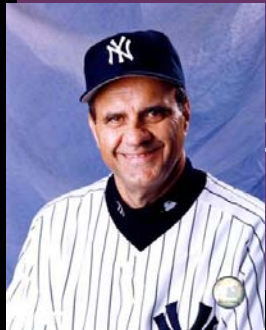
# Celebrity Round Table & Guest Appearance



➤ Our celebrity round table lasts for about 10 minutes, and consists of John, and 3 other panelists who gather around and talk about the days gossip of athletes and the world of sports.

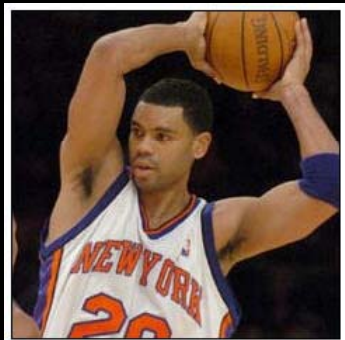
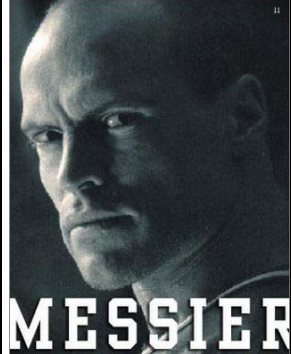
➤ These panelists may be athletes, musicians, journalists, sports casters etc.

➤ This is a time to vent on the top stories and speak your mind.



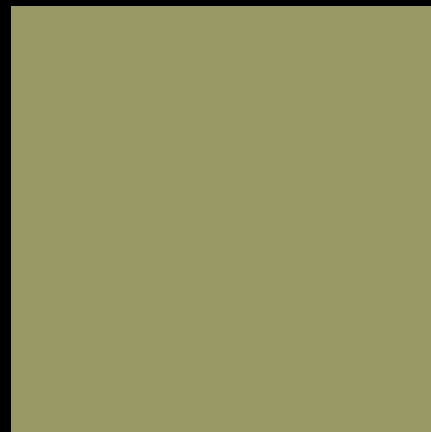
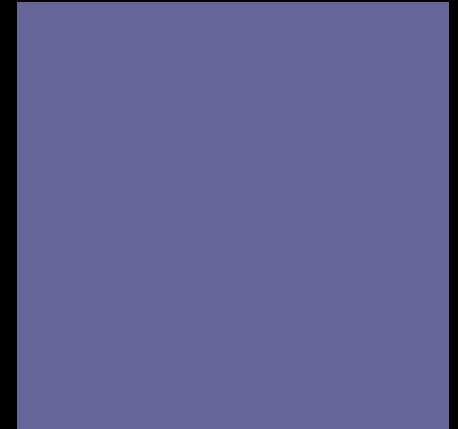
➤ After the round table we come back to one special guest per show. Here gives us a chance to talk to the athlete, coach, manager etc, so they can give us the inside scoop on their lives and how they feel about what's 'going on in today's sports world.

➤ The guests on the show are recent, past, or even upcoming athletes on any sport.





FINAL SCORE



Magazine

# Final Score

## DAMN YANKEE!

Alex Rodriguez

THE GAME  
All Score Report

Special Teams

Mariners Behind  
the Scenes

The Record

A Visit at the homes of  
New York's hottest  
Residences

It's a Must:  
The one must-see  
game



## Final Score Magazine

FINAL SCORE is the authority on sport. For over the years FINAL SCORE has been the premiere sport's magazine, providing definitive coverage of sport's style and culture. With its unique and powerful design with the best photographers.

Each issue, full of insightful profiles & provocative photography, features interviews with Athlete and gossip, game reviews, and special team sections. Covers topics ranging from sport's celebrity relationships to the latest trends in sport fashion, health, and entertainment.



# Final Score

Style 11

Culture 0

Fashion 19

Health Off +19

SPECTRUM

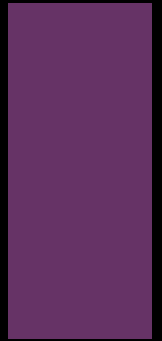
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## Final Score

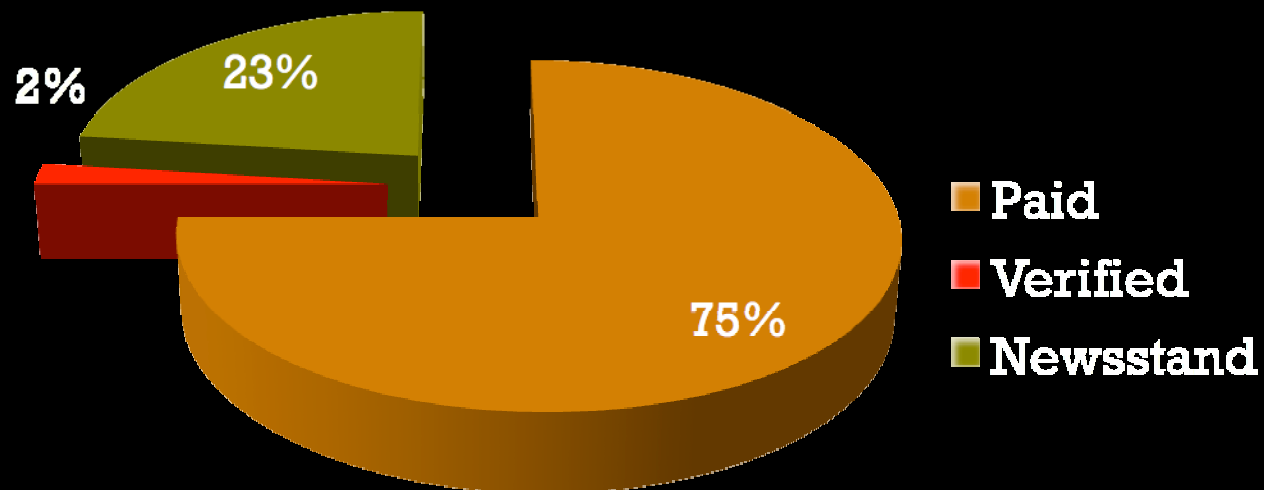
reaches millions of leading men each month. FINAL SCORE is the only publication that speaks to all sides of the sport equation. FINAL SCORE is simply sharper and smarter.



# Reader Demographics

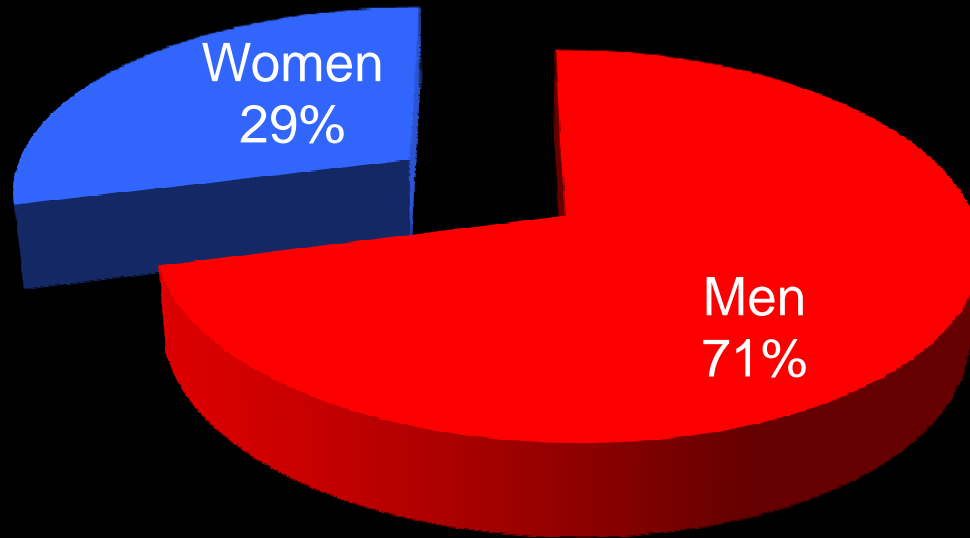
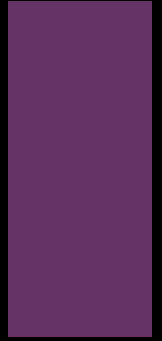


## Subscriptions





# TOTAL ADULTS



■ Men ■ Women



# AGE

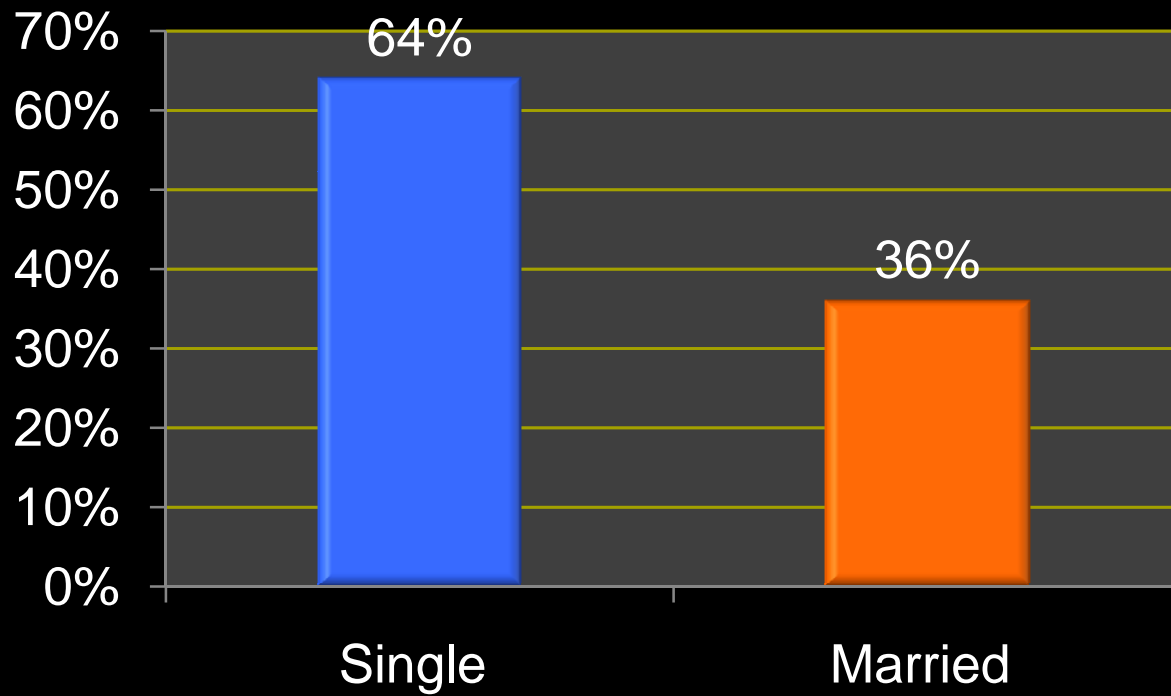
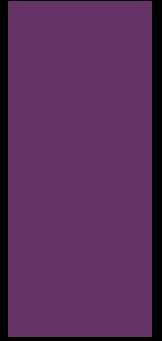
18-24	22%
18-34	52%
18-49	86%
21-34	41%
25-34	30%
25-49	61%

Median Age : 34.3



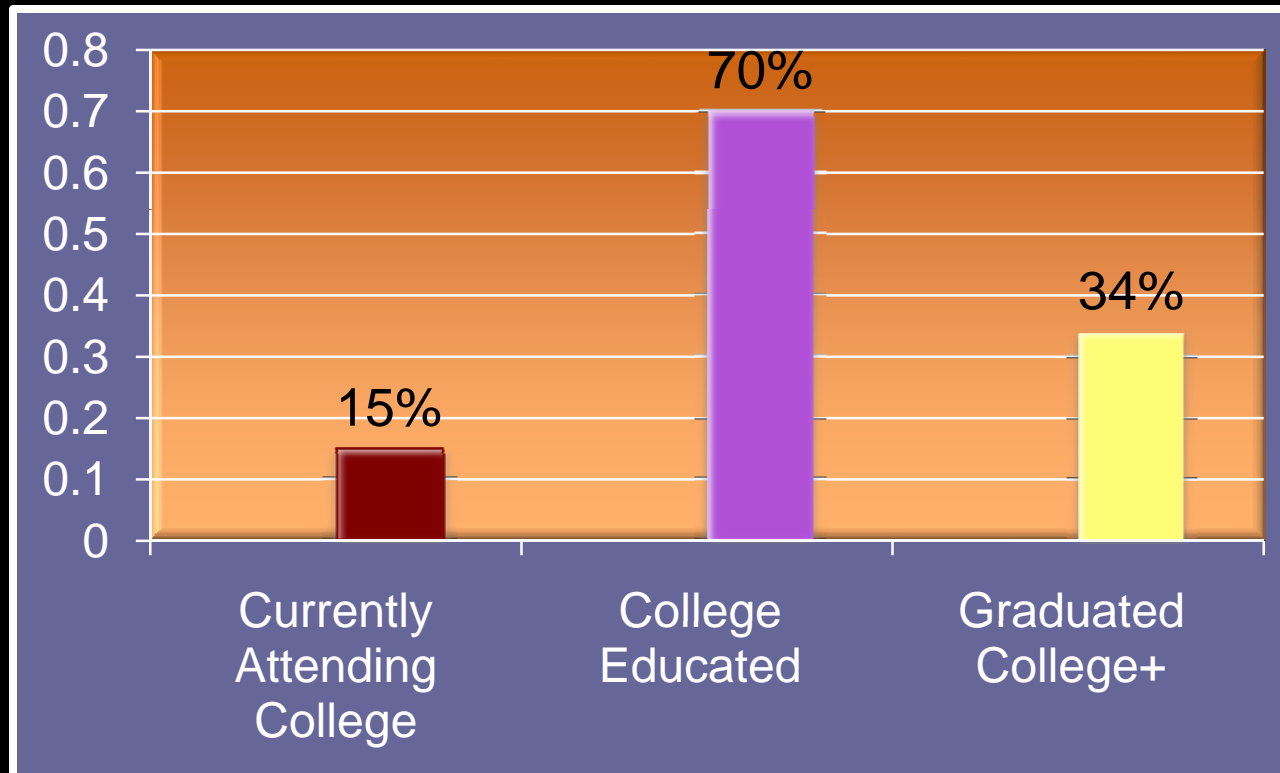
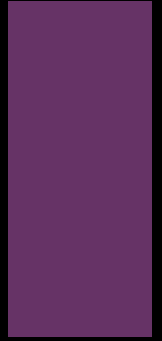


# MARITAL STATUS



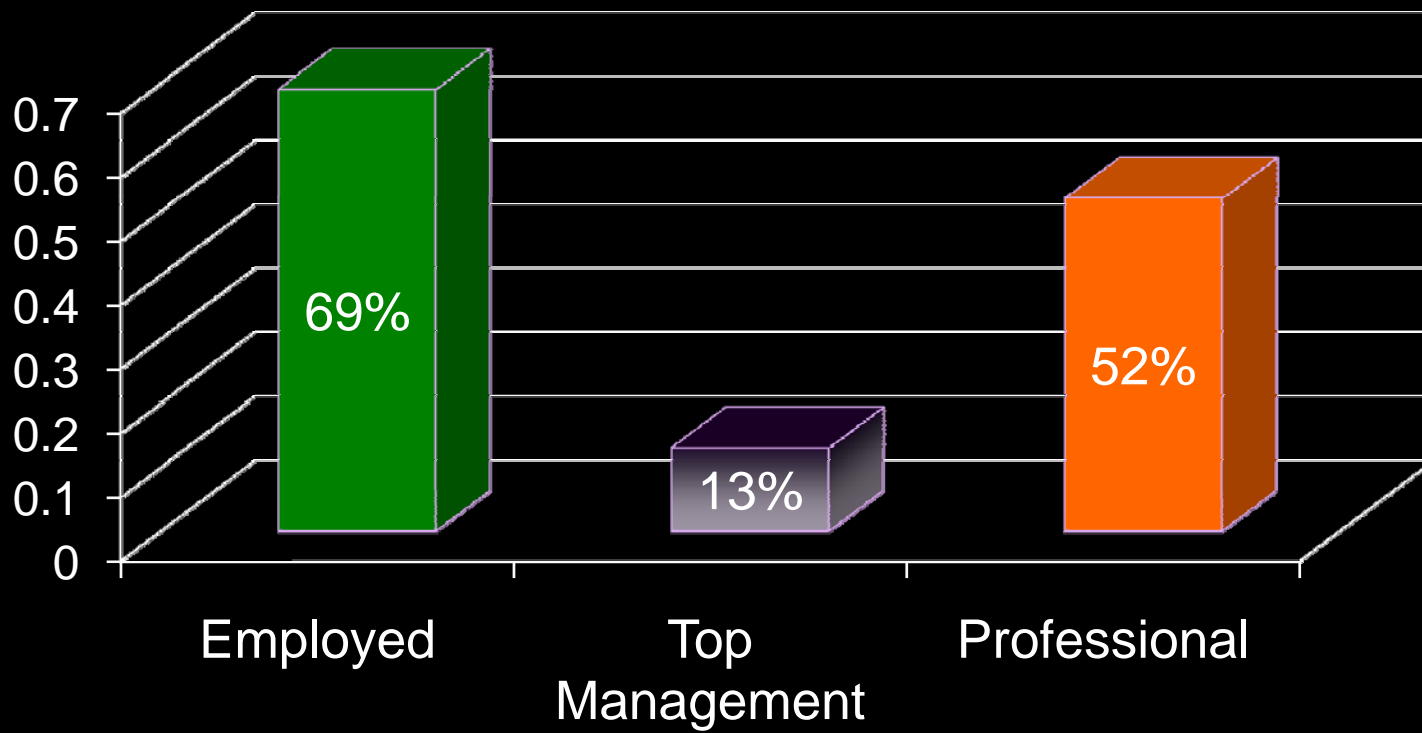
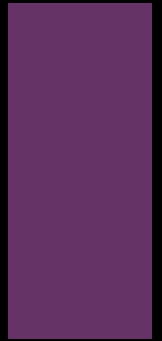


# EDUCATION



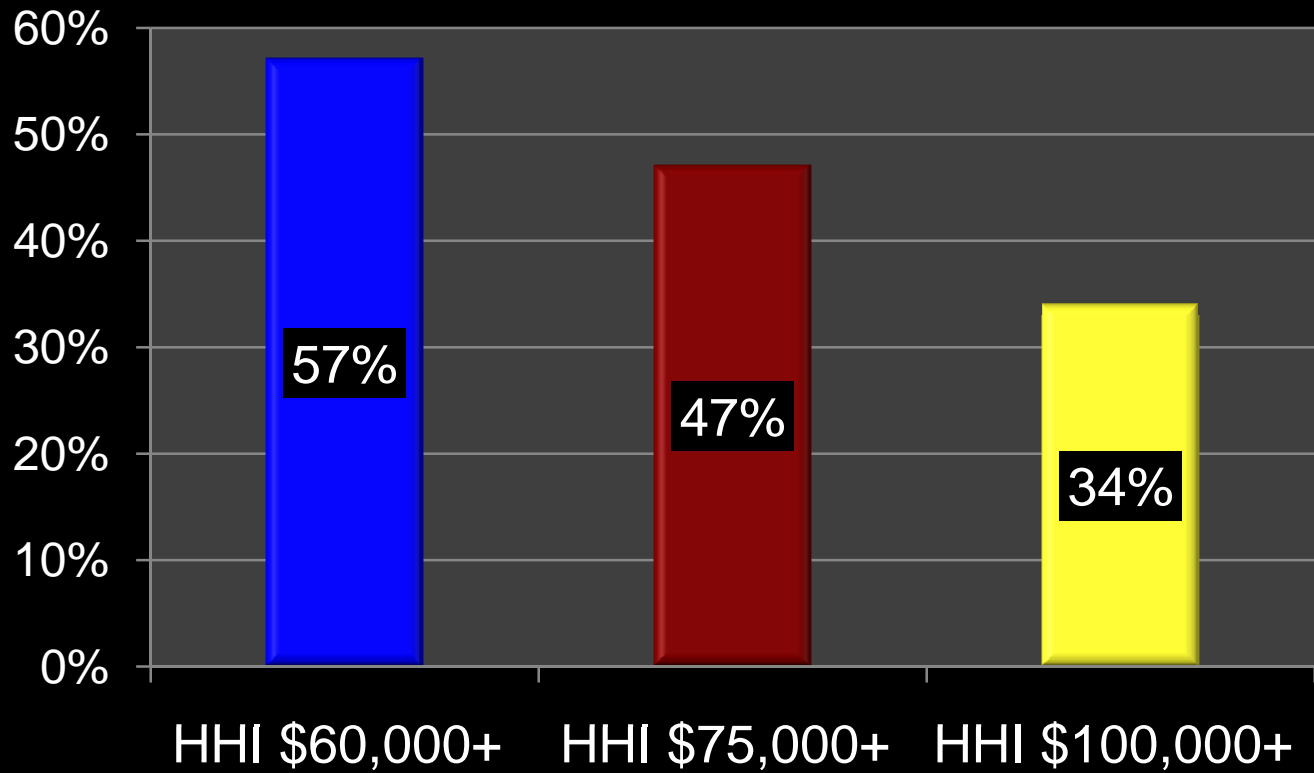


# OCCUPATION

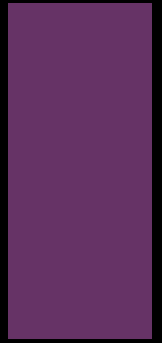




# INCOME

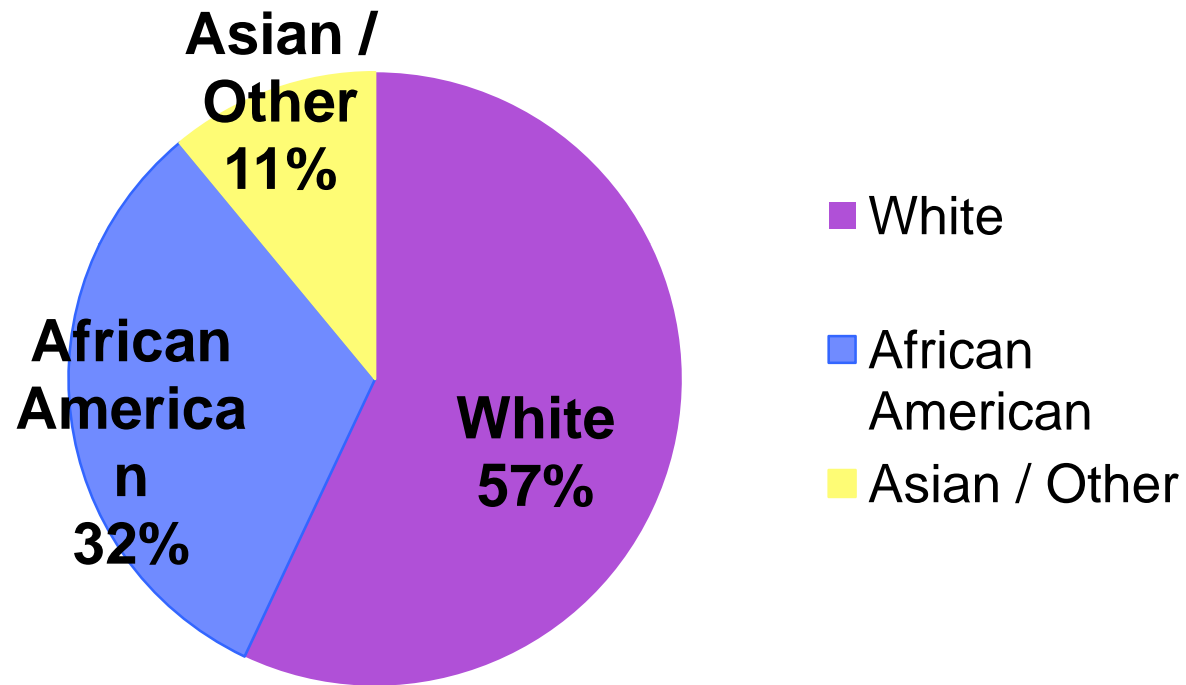
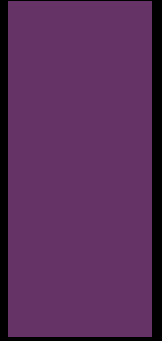


**Median HHI: \$70,732**





# RACE



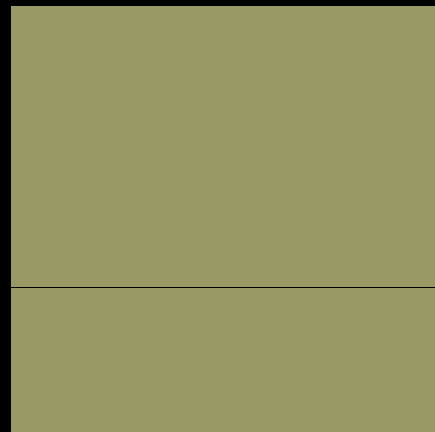
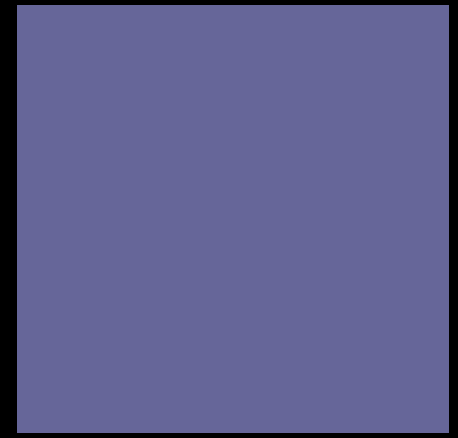


# SECTIONS OF THE MAGAZINE

The Game: all score report

Special Team: in-depth on sports team (change by season)

They Just Like Us: photos of sport's celebrities doing things everyday people do.





Who Play It Best? :  
reader polls of which  
player performed better  
in the game.



+ Hot Stuff: the latest gossip  
from inside the fields.

Hot Pics: Sport's  
celebrity sightings of  
stars around the globe.



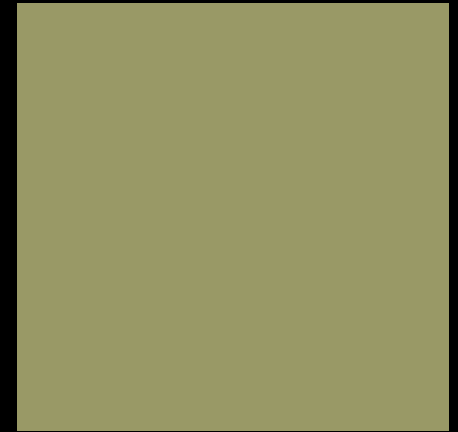
**Fashion Police:** famous comedians cite the fashion disasters of the sport's celebrity, and the best "look of the week"

**The Record:** a roster of changes in the lives of sport's celebrity: births, marriages, divorces, change team, etc.

**FYI:** quotes from the sport's celebrity

**It's a Must:** according to Final Score Magazine, the must-see game that you cannot





+  
**EDITORIAL CALENDAR**

January- Super Bowl

Key Stories: Fun take on preparing for the big game



# EDITORIAL CALENDAR

February- Valentine's Day  
Center

+ March-Spring Style

April-Baseball Issue

May-The Adventure Issue

# + EDITORIAL CALENDAR

- June-Fathers & Sons,  
The U.S. Open Preview



- July-Your Best Summer  
Ever

- August- PGA  
Championship Preview  
Issue



- September-Football  
Issue

# + EDITORIAL CALENDAR

October-The Sports Issue

November- Top Athletes

December-The Best Issue





# KEY ADVERTISERS

**Acura**  
**Accelerade**  
**Adidas**  
**American Airlines**  
**AT&T**  
**Aztra Zeneca**  
**Bausch & Lomb**  
**Chevrolet**  
**Coca-Cola**  
**Charles Schwab**

**Gatorade**  
**GOLDTOE**  
**Glaxo Smith-Kline**  
**HD DVD**  
**Hilton**  
**Honda**  
**I.N.C.**  
**Infiniti**  
**Invisalign**  
**Jeep**

**Olympus**  
**Pioneer**  
**Philips**  
**Norelco**  
**Redkin**  
**SONY**  
**Sony PlayStation**  
**Porsche**  
**PowerBar**  
**Saab**



# KEY ADVERTISERS

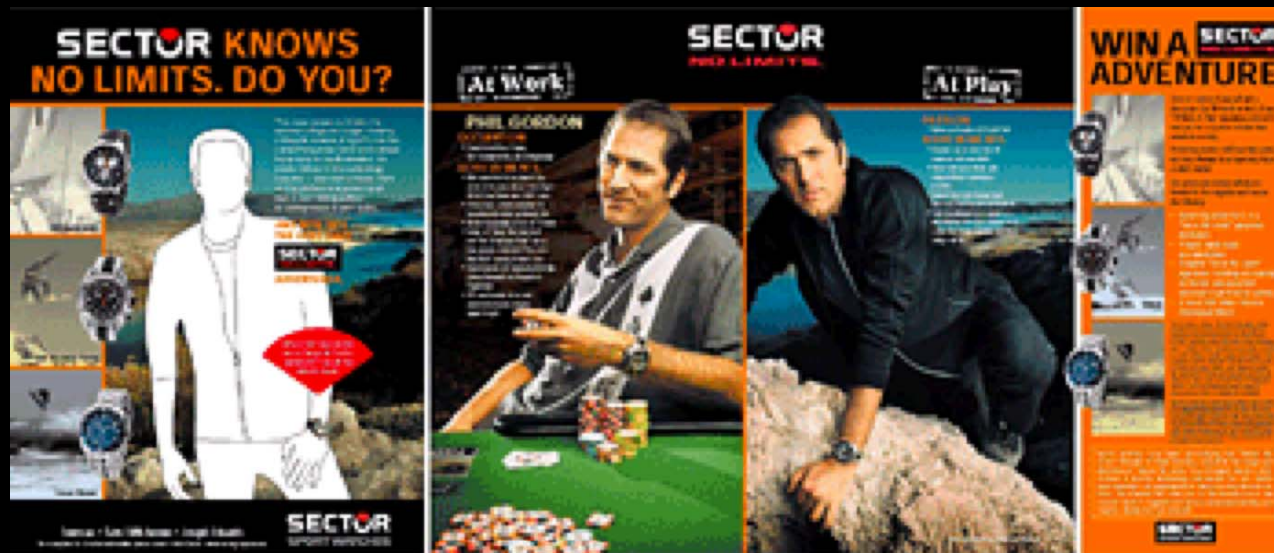
**Church & Dwight**  
**Delta Airlines**  
**Discovery**  
**Channel**  
**DIY Networks**  
**Dodge**  
**Dockers**  
**Eddie Bauer**  
**Ford**  
**Gillette**  
**General Motors**  
**GNC**

**KRAFT**  
**L'Oreal**  
**Land Rover**  
**Lexus**  
**Levis**  
**Mazda**  
**Mitchum**  
**Nissan**  
**Nexium**  
**NIKE**  
**North Face**

**Saturn**  
**Sony**  
**TIMEX**  
**Toyota**  
**Trojan**  
**Triumph**  
**VW**  
**Zest**  
**Oakley**  
**OLN**



# EXAMPLE OF SPECIAL ADS



- Communicate Sector as a versatile brand by showcasing sport watches that are as relevant in the boardroom as they are on the face of a mountain.
- Focus placed on multiple Sector products and Sector's brand ambassador, poker guru and world explorer Phil Gordon, to create a continuity program that FINAL SCORE readers find compelling and useful.
- Contest component encouraged readers to enter online to win a "No Limits" adventure for two.



# EXAMPLE OF SPECIAL ADS



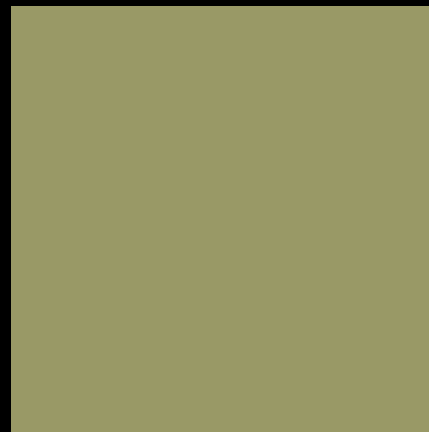
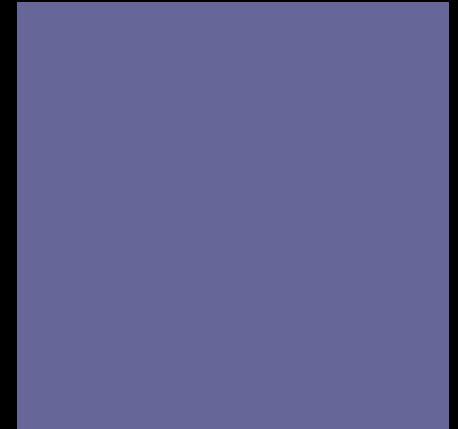
## TWINLAB: "FUEL THE EXTREME WORKOUT"

Emphasize the benefits of Twinlab products and explain how they can help the active male reach his ultimate fitness goals.

- Showcase how Twinlab products (energy and fitness nutrition supplements) can enhance indoor training and help men prepare for outdoor sporting activities by matching a different exercise routine and Twinlab product to an extreme sport.



**FINAL SCORE**



**Internet**

# + FINALSORE.COM



FINALSCORE :: - Windows Internet Explorer provided by Yahoo!

http://www.finalscore.com

File Edit View Favorites Tools Help

Search

Google

Amazon.com: sata hdd 2.5... Apple Mac Memory Upgra... Apple

FINALSCORE ::

TV RADIO MAGAZING INSIDER SHOP

En Italian Register Now Finalscore (Sign In)

ALL SPORTS COLUMNISTS FANTASY & GMCS VIDEO SPORTSNATION THE LIFE FINALSCORE TV FINALSCORE MAGAZINE

HEADLINES MY HEADLINES

- Kalas dies at 73; was Phils, NFL Films voice
- Steelers' star LB Harrison cashes in
- Manny talks of return to Tribe before retirement
- A-Rod in Florida for on-field phase of rehab
- Bills' Whitner facing 2 charges after altercation
- Rockets' Yao cleared for Monday vs. Hornets
- Cavs' Wallace has tendon strain; status unclear
- Avs oust GM to conclude 'unacceptable season'
- Mickelson unaffected by fan on 17 at Masters
- Insider: How Citi Field will hurt David Wright

Timeless Battle

FANTASY PODCASTS

FANTASY BASEBALL

BIG TIME

50 CENT

TOP STORIES TOP VIDEOS: Featuring Masters Highlights

Memorable In Defeat

Tickets: A Luxury?

ESPNCChicago.com

GOVERNMENT Can you find the differences? Play Now!

Motorcycle Jump Straight Up! Land three practice jumps to make it to Vegas and the big jump! Play Now!

TC Poker Club Play Now!

TC Men's Tourney Challenge Sign up now!

HC Hardcourt Challenge Sign up now!

FINALSCORE MAGAZINE

SECTOR KNOWS NO LIMITS DO YOU?

WIN A SECTOR ADVENTURE

SECTOR

SECTOR

FINALSCORE NEWS

Rank: MLB Ranker The baseball season is underway and we want SN to submit its power rankings.

Rank: NHL Playoffs The NHL has 16 teams vying for the Stanley Cup. How would you rank them?

Vote: NHL Playoff Picks Which team will win each first-round NHL playoff matchup? Make your pick!

Vote: NFL Offseason It's the offseason, but we don't stop asking questions. Check the NFL PollCenter!

Chat: Duke Robinson He's related to Simoney Robinson. He doesn't use Twitter. This guy is awesome.

Chat: Mel Kiper Will OT Andre Smith fall out of the Top 10? Our draft guru shares his thoughts.

RUMOR CENTRAL INSIDERS GET IT FIRST

FINALSCORE TODAY

Replacement Owner Needed Latest post: 4/13/2009 at 11:21 AM

Need 3 More Owners for 10 Team League Latest post: 4/13/2009 at 11:21 AM

Late comers, NO PROBLEMS Latest post: 4/13/2009 at 11:21 AM

Just to let you guys know... Latest post: 4/13/2009 at 11:20 AM

New H2H league, seeking active owners to join. Latest post: 4/13/2009 at 11:20 AM

Make this trade? Latest post: 4/13/2009 at 11:20 AM

DIFFICULT CHOICE

Say you love Brandon Roy and the Blazers. Say you just lost your job. Do You Keep your season ticket? Jim Caple

INSIDE ESPN

BU hockey found its national treasure thanks to a last-minute surge against Miami. David Albright =

Only fatigue or injury can halt Rafael Nadal's domination on clay. What are the odds? Joel Drucker =

ESPN RISE hangs with national hoops champs and goes all-access at WrestleMania. Watch! The Show =

When push comes to shove, the rivalry between the Dodgers and Giants is for real. Photos = Story =

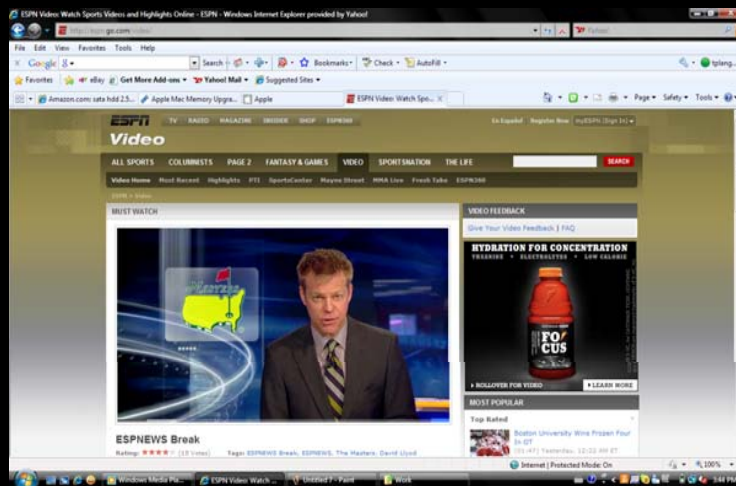
Three members of the Chicago Fire traveled very long roads to Major League Soccer. Maria Burns Ortiz =

What's the best NFL draft class of all time? That is all up to you. Fill out your bracket. Vote! =

Internet | Protected Mode: On

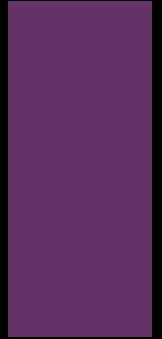
# + Final Score Website

1. Final score.com is the official website of final score, the website has developed numerous sections which are Sports Nation, Final score TV, and Final score Magazine.
2. It also has partnership with ESPN.com. The website is a leader in online sport. It's a provider of sport on the internet. Also, it offers informational incentives to the articles from Final Score magazine, and Final score sport talk show.





## About us

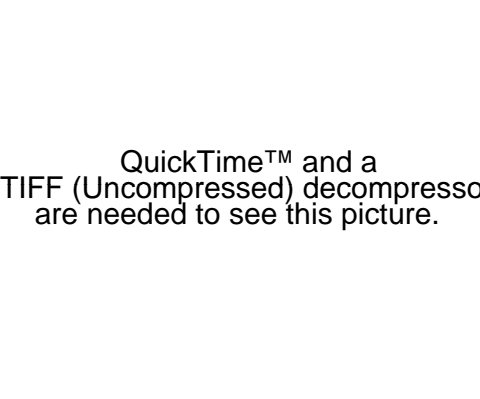



- Final Score.com sections devoted to certain sports including: The NHL, NFL, MLB, NBA, NASCAR, IRL, College, Golf and soccer. Each section contains pages devoted to: Game cast, Score, Teams, Schedules, Standings, Players, Transactions, News, Statistics, Columnist pages, and Player updates. In addition to up to the minute sports score from live events.
- The website is also about the show and magazine. It will bring everything about Final Score together such as: who will come as a guest in the Final Score show or about the content in the Final Score magazine, so people who miss to follow them, then they can review in the website.




# TARGET GROUP

- Target group is between people from ages 13-45
- People who don't have too much time to watch the TV show or sit down to read the magazine. This is for people who like to find out a lot of information by themselves.
- We are trying to appreciate people who are interesting in sport field, enjoy trying new things and tend to be active.
- Male sport fans



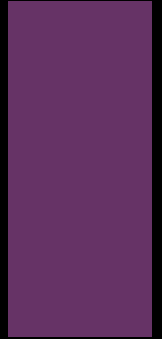
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TIFF (Uncompressed) decompressor  
are needed to see this picture.



QuickTime™ and a  
TIFF (Uncompressed) decompressor  
are needed to see this picture.



# Key Advertiser, and competitors



## Advertising

- We have chosen advertising that our target group is familiar
- These brands are well known sport brand such as: Adidas, Nike, Puma, Reebok, Diadora, K-swiss, North Face.
- Also the beverage brands for the target who play sport: Coca Cola, Pepsi, Red bull, Gatorade.
- As the target group is for a high technology people, so we try to promote some technology brand as well: Apple, Acer, Sony, Samsung, Toshiba.

## Competitors

- Foxsport.com, CBSSports.com, NBCSports.com, SL.com, and SportingNews.com