

Masters Live Coverage on ESPN/ESPN3.com to Expand One Hour on Thursday/Friday Coverage

ESPN Expands Masters Coverage

ESPN's live coverage of the first two rounds of the 2011 Masters Tournament has been expanded by one hour each day and will air Thursday, April 7, and Friday, April 8, from 3 p.m.-7:30 p.m. on ESPN and ESPN3.com. ESPN also will air the Par 3 Contest and SportsCenter at the Masters preview show the day preceding the Tournament, along with live look-ins, highlights, news and information and analysis on a variety of ESPN platforms. "ESPN is proud and excited to partner with the Masters to bring this additional live Tournament coverage to golf fans," said George Bodenheimer, president of ESPN & ABC Sports. "We look forward to again presenting the tradition and beauty of the Masters next April."

ESPN3.com Brings Same-Day Coverage of WSOP-Europe to U.S Viewers for First Time

ESPN3.com, ESPN's 24/7 sports broadband network, will feature the final two days of the World Series of Poker-Europe on Monday, Sept. 27, and Tuesday, Sept. 28 at noon, from the Casino at the Empire in London. For the first time, the WSOP-Europe will be seen in the U.S. with same-day timing. ESPN3.com will show players' hole cards with a five-hour delay, also a first. Coverage of the event starts with showcasing 27 players Monday, with action continuing until nine players remain at a final table. Coverage of the final table will begin Tuesday and continue until the event champion is crowned. Veteran poker insider Dave Tuchman will host the coverage on ESPN3.com.

ESPN Presents Multiplatform Coverage of 2010 Australian Rules Football Grand Final in U.S.

ESPN will bring the action of Australian Rules Football to the U.S. on multiple platforms Friday during live coverage of the AFL Grand Final, featuring Collingwood vs. St. Kilda live in the U.S. on ESPN2, ESPN3.com and ESPN Classic from Melbourne Cricket Ground in Melbourne, Australia. Full coverage – including prematch festivities, match and postmatch celebrations and the medal presentation – will be carried live on ESPN3.com and ESPN Classic at 11:30 p.m. ESPN2 will pick up live coverage of the match in progress, as well as postmatch celebrations and the medal presentation early Saturday morning at 1 a.m. Additionally, ESPN International will carry the match on ESPN networks in the United Kingdom, Canada, Africa, Israel and Caribbean territories. ESPN3.com, ESPN's 24/7 live broadband sports network, has carried 69 regular-season matches live this year, as well as five postseason matches. ESPN2 has aired four live matches, including the Grand Final.

Monday Night Football: Green Bay Packers at Chicago Bears on Sept. 27

In a matchup of undefeated NFC North teams, Aaron Rodgers and the Green Bay Packers travel to the Windy City to play Jay Cutler and the Chicago Bears this week on ESPN's Monday Night Football, September 27 at 8:30 p.m. on ESPN and ESPN HD. The telecast will begin with a Frank Gifford vignette highlighting the memorable 1985 Packers-Bears game when William "The Refrigerator" Perry scored his first rushing touchdown, leading the Bears to a 23-7 victory. Monday's telecast will also include special graphic integrations and features, as well as Hank Williams Jr. singing some lyrics in Spanish during the show's opening video, in support of the NFL's celebration of Hispanic Heritage Month. Additionally, the commentator team for ESPN Deportes, the official Spanish-language television home for all MNF games, will feature Spanish-language Emmy-nominated play-by-play voice Álvaro Martín, analyst and former NFL kicker Raúl Allegre and sideline reporter John Sutcliffe.

Saints-49ers MNF Game Wins Night in Key Male, Adult Demos

ESPN's Monday Night Football this week -- a thrilling 25-22 victory for the New Orleans Saints over the San Francisco 49ers -- led all programs (broadcast and cable) in all key male and adult demos and helped ESPN win the night among all networks in those same categories. The telecast earned a 10.9 household coverage rating, representing an average of 10,904,000 households (15,120,000 viewers – P2+), the second-biggest cable television audience of the year.