

IT'S A BRAND NEW NFL.COM!

Fans logging on to NFL.com this season will be in for a new experience.

NFL.com, the most popular sports league website, will roll out a new look this fall. The first thing fans will notice is a home page that is easier to read and navigate. And prominently placed on that page...a new Flash video player which will be one of the largest on the web (in picture size) and will deliver a crisp video picture.

The video player will be put to good use, as the new NFL.com will feature more video content than ever before. The exclusive video clips will include both individual and team-specific highlights.

A new Game Center application will feature a video preview of every game, real-time statistics, game charts, game recaps and game highlights after they are completed.

In addition, fans can "scout" players, teams and potential fantasy matchups with a new video search function. Want to see **PEYTON MANNING**'s 2006 highlights against the Tennessee Titans or **LA DAINIAN TOMLINSON** facing the Denver Broncos last season? Now you can. NFL.com also will feature historical and searchable statistics, photo galleries available after each game and free fantasy content.

HARRIS POLL: NFL CONTINUES 42-YEAR RUN AS MOST POPULAR SPORT

The Harris Poll attests to it again. This year, professional football is the favorite sport of nearly as many people (29 percent) as the combined total of the next three professional sports – baseball (14 percent), auto racing (nine) and men's pro basketball (seven). College football ranked as America's third favorite sport (13 percent).

The figures were contained in the results of a recent interactive Harris Poll. For more than four decades (since 1965), according to Harris, the NFL has been the most popular sport in America. Pro football has gained in popularity more than any other sport over the past 20 years.

"The NFL is well beyond sports," says **JOHN RASH** of the Campbell-Mithun media-buying agency. "It is a national phenomenon."

The top five most popular sports in America:

SPORT	POPULARITY %
Professional Football	29
Baseball	14
College Football	13
Auto Racing	9
Men's Pro Basketball	7

SUPER BOWL TOPS FORBES' MOST VALUABLE BRANDS

Forbes.com -- "the home page for the world's business leaders" – has chosen the Super Bowl as the world's most valuable sporting events brand.

Yes, that's the *world's* most valuable, not just America's. "In cold, hard dollars, nobody throws a party like the National Football League," wrote Forbes recently.

The magazine's website cited television rights fees, stadium signage sponsorship revenue, ticket receipts and licensing revenue in calculating an event's value.

With Super Bowl XLII scheduled for next February 3 in Arizona, here are the top 10 sports brands:

FORBES TOP 10 SPORTS BRANDS

1. Super Bowl
2. Summer Olympics
3. FIFA World Cup
4. Daytona 500
5. Rose Bowl
6. NCAA Men's Final Four
7. Winter Olympics
8. Kentucky Derby
9. World Series
10. NBA Finals