**ESPN Plans for a Post-TV World**

Within a few minutes that LeBron James announced he was leaving the Miami Heat, an ESPN notification typed on a desktop computer in Bristol, Connecticut, was sent to more than 6.5 million people in the United States. “For the next two or three hours after that story broke, there were more people on our website [and app] than were watching SportsCenter,” said Patrick Stiegman, the vice president and editorial director of ESPN Digital & Print Media.

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<http://www.theatlantic.com/business/archive/2015/07/espn-strategy-mobile-after-tv/397928/>