





BIG TEN NETWORK

Big Ten Network is dedicated to capturing the passion and tradition of the Big Ten Conference and its 11 storied universities. Showcasing over 400 live sporting events each year in stunning high-definition and original campus programming, Big Ten Network is the go-to destination for Big Ten fans and alumni across the nation.

NETWORK PROGRAM FORMAT

Local Avails: 1-minute per half-hour

Times: Varies

Insertion Hours: 24 hours per day

NETWORK INFORMATION

Subscribers: Over 30 million cable and satellite subscribers nationally

Source: Nielsen Media Research

Service Type: Basic, Digital, VOD

Satellite Feed: Live

Launch Date: August 2007

Ownership: News Corporation, Big Ten Conference

BENEFITS TO ADVERTISERS

- Over 400 live Big Ten Conference sporting events cablecast in high-definition, plus other Big Ten programming including Coaches' shows, *Big Ten Tonight*, women's sports, classic games and campus programming.
- Hard-to-reach demographics with less commercial clutter than most cable networks.
- Live event programming, which is less likely to be recorded.



BIG TEN NETWORK

RESEARCH

VIEWER TARGETED

Please contact your FCN representative for information.

VIEWER PROFILE

Please contact your FCN representative for information.

VIEWER LIFESTYLE

Please contact your FCN representative for information.

DAYPART VIEWING

Please contact your FCN representative for information.



BIG TEN NETWORK

PROGRAMMING

Programming Genres: Sports: Big Ten Conference sporting events, Sports news/Information.

VIEWER TARGETED PROGRAMMING

Please contact your FCN representative for information.

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

MARQUEE PROGRAMMING

BIG TEN TONIGHT '08 (airs year-round); 1 hour. Bringing the viewer Big Ten highlights, analysis, features, historical segments, interviews and breaking news, *BIG TEN TONIGHT* has unprecedented access that sets it apart from all other sports highlight shows. No other show has a mini-studio at each campus, providing nightly interviews with coaches and players. Hosted by Dave Revsine, *BIG TEN TONIGHT* offers lively segments mixed with features honoring the conference's illustrious history.

THE BIG TEN WOMEN'S SHOW '08 (airs year-round); 30 min. *THE BIG TEN WOMEN'S SHOW* is dedicated to showcasing the best of Big Ten women's athletics. Viewers can catch highlights, previews, analysis and features dedicated only to the female athletes and the coaches, administrators and university staffs comprising the world of Big Ten Women's athletics.

FRIDAY NIGHT TAILGATE '08 (airs seasonally); 1 hr. *FRIDAY NIGHT TAILGATE* lets viewers catch all the passion and fervor when Big Ten campuses come alive as players, students, fans, and faculty get ready for Saturday's football game. Capping a week of in-depth football analysis, *FRIDAY NIGHT TAILGATE* uses the studio as well as campus presence to provide an unparalleled look at the next day's games, as well as the excitement and anticipation that surround Friday night.

BIG TEN EXTRA POINTS '08 (airs seasonally); 30 min. Miss that amazing game? *BIG TEN EXTRA POINTS* delivers all of the scoring and action from Saturday's Big Ten games, showcasing every touchdown, field goal, extra point and safety as well as the big plays that led to getting these points on the board.

Football

- Over 40 live, exclusive football games
- Each Big Ten football team will make 2-6 appearances on the Big Ten Network with one guaranteed conference game.

Men's Basketball

- 140 live, exclusive regular season men's basketball match-ups, including 65 conference matchups.
- 10-20 appearances from each Big Ten men's basketball team
- Three Big Ten Men's Basketball Tournament games

Women's Basketball

- 55 live, exclusive regular season games
- Nine of the Big Ten Women's Basketball Tournament games

NCAA Sponsored Sports

170 NCAA-sponsored events such as hockey, baseball, wrestling, softball, soccer, volleyball, track and field, swimming and diving.



BIG TEN NETWORK

LEADING NATIONAL ADVERTISERS

Please contact FCN representative for information.

NETWORK CONTACTS

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WEB SITE INFORMATION

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Affiliate Web site: www.foxcable.com