

Media Contracts for 5 Major Conferences in Place by or before 2012-13 (as of 10/18/11)

Conference	Carrier	Term/Years	Revenue	Average annual revenue	Annual revenue per school*
ACC	ESPN/ABC	12 (2011-12 through 2022-23)	\$1,860,000,000	\$155,000,000	\$12,916,667
<i>Note: To be renegotiated with additions of Pittsburgh and Syracuse by 2013-14</i>					
Big Ten	ESPN/ABC	10 (2007-08 through 2016-17)	\$1,000,000,000	\$100,000,000	\$8,333,333
	Big 10 Network [†]	25 (2007-08 through 2031-32)	\$2,800,000,000	\$112,000,000	\$9,333,333
	CBS*	10 (2006-07 through 2015-16)	\$200,000,000	\$20,000,000	\$1,666,666
	<i>Note: new CBS contract from 2011-12 through 2016-17 not available</i>				
Total			\$3,820,000,000	\$232,000,000	\$19,333,332[†]
Big 12	ESPN/ABC	8 (2009-09 through 2015-16)	\$480,000,000	\$60,000,000	\$6,000,000
	FOX	14 (2012-13 through 2025-26)	\$1,170,000,000	\$90,000,000	\$9,000,000
	Total			\$1,650,000,000	\$150,000,000
Pac 12	ESPN & FOX	12 (2011-12 through 2022-23)	\$3,000,000,000	\$250,000,000	\$20,833,333
SEC	CBS College	15 (2009-10 through 2023-24)	\$825,000,000	\$55,000,000	\$4,583,333
	ESPN/ABC	15 (2009-10 through 2023-24)	\$2,250,000,000	\$150,000,000	\$12,500,000
	<i>Note: To be renegotiated with addition of Texas A&M by 2012-13</i>				
Total			\$3,075,000,000	\$205,000,000	\$17,083,333
BCS Guaranteed[#]	ESPN	4 (2010-11 through 2013-14)	\$424,000,000	\$106,000,000	
Total for top 5 conferences		Guaranteed over life of contracts		Annual revenue guaranteed	
		\$13,829,000,000		\$1,098,000,000	

*For purposes of the per school calculations, the ACC and SEC calculations do not include recent conference additions since those contracts will be renegotiated and media reports indicate that the projected per school amounts will increase. The actual annual revenue per school may be different than the average shown due to escalator clauses in some of the contracts and the phase-in period for distribution shares to some newer conference members. The amounts also do not reflect the values of separate institutional media contracts like the University of Texas' 20 year, \$300 million deal with ESPN for The Longhorn Network.

[†]The Big Ten Network is a published projected amount. The amount grows if expectations are exceeded. Media reports indicate the Big Ten per school average is close to \$21 million annually as a result of the renegotiated CBS contract and additional Big Ten Network revenues.

[#]The BCS Guaranteed amount counts only the guaranteed shares for the 5 major conferences given their automatic qualification status into the BCS games. The total ESPN/BCS 4-year contract is worth \$500 million and expires in 2014.

Source: Sports Business Journal reports