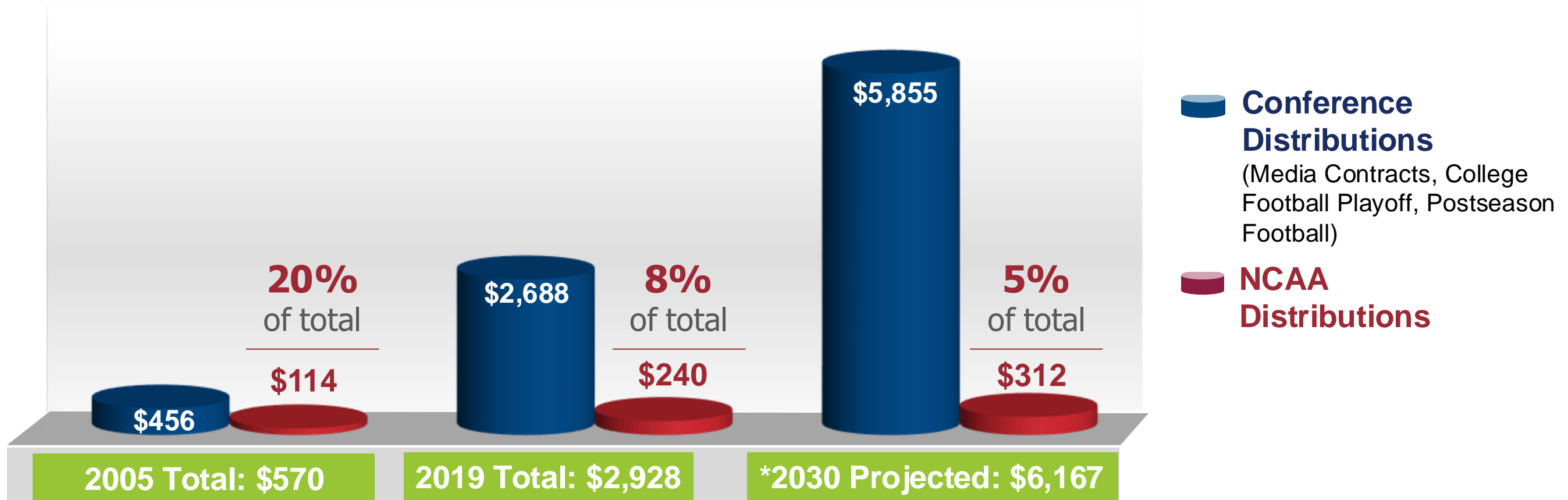




# Power 5 Conference Revenues from Two Major Sources

(ACC, Big 10, Big 12, \*PAC-12, SEC)



Shown in \$Millions

Data Sources: 2005 and 2019 data are based on Conference 990 forms and NCAA Distribution by Conference Reports. 2030 NCAA projection based on growth in March Madness media contract. 2030 Conference revenue projections based on expanded College Football Playoff estimate, new media contracts, and escalating growth. \*PAC-12 does not exist after FY24.