

Monday, October 10, 2011

ACC expansion means growth for viewership



The Roanoke Times

By [Mark Berman](#)
981-3125

The addition of Syracuse and Pittsburgh to the ACC could make the league more of a TV draw in the Northeast.

Raycom, which syndicates ACC football and basketball games, certainly hopes so.

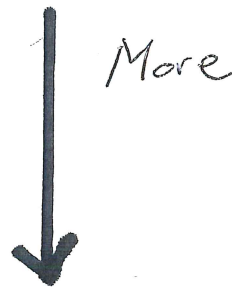
→ Raycom president Ken Haines said the ACC's newest members will bring Raycom additional TV households and the potential to attract more sponsors in the Northeast.

"I'd call it a significant addition," Haines said. "In the core markets of the ACC, we've been in around 26 million homes. This will bring us the potential to be in 42 million homes [in ACC states], which is a sizable jump that would put us in 37 percent of the households in the country -- just in the ACC region."

This is the first year that Raycom is allowed to syndicate ACC football and basketball throughout the country, not just in ACC territory. Haines said ACC expansion will give Raycom the potential to go from 58 million households nationwide to 65 million households.

<http://m.roanoke.com/mapp/story.aspx?arcID=299498>

10/11/2011



Pittsburgh is the No. 23 TV market in the country. Raycom has an affiliate in Philadelphia -- the nation's No. 4 market -- but not in Pittsburgh. That will likely change when the Panthers join the ACC in the 2014-15 school year (or perhaps earlier).

But will many folks in Pittsburgh tune in to ACC football, or is it more of an NFL city?

"We feel Pittsburgh, given their history, will be significant eyeballs for us," Haines said. "It especially becomes attractive if that adds to our ability -- which we think it will -- to bring some additional homes in Philadelphia."

Raycom football games are carried on SportsNet New York, a cable channel carried in New York City, Syracuse and elsewhere in that state. But Raycom does not have an over-the-air affiliate in that state. Haines said the addition of Syracuse will greatly enhance Raycom's chances of landing over-the-air affiliates in the state.

Syracuse is the No. 84 market in the nation -- 18 spots behind the Roanoke-Lynchburg market.

New York City, on the other hand, is the No. 1 market.

Syracuse president and chancellor Nancy Cantor trumpeted last month that Syracuse will add "a New York City dimension to the ACC, a region in which we have built strong identity and affinity, and we look forward to bringing ACC games to the Big Apple."

Many New York City residents care more about the NFL than a college football team in central New York, though.

They might also care more about St. John's basketball and the NBA than Syracuse basketball.

But Haines still expects the Orange to help Raycom.

"We stand a better chance of penetrating New York City with Syracuse," Haines said.