

# Sports

www.charlotte.com

THURSDAY, MAY 20, 2004

SYNDICATORS ALSO OWN BASKETBALL RIGHTS

## ACC reaches regional TV deal

*Raycom, JP-Sports  
to carry football games*

BY KEN TYSIAC  
Raleigh Bureau

GREENSBORO — Commissioner John Swofford said the ACC will benefit from the expansion of the partnership between Charlotte-based Raycom Sports and Jefferson-Pilot Sports.

Raycom/JP have teamed to win the ACC basketball rights and football syndication rights through 2010-11. Swofford said the league "listened to about half-dozen different proposals."

"Having the two together is the best of all worlds for the rights holder, and therefore for

the conference," Swofford said Wednesday at a news conference to announce the deal.

The deal consolidates rights the two companies have owned for more than 20 years. Raycom/JP has owned the basketball rights since 1982-83 and subcontracts ACC games to outlets such as ESPN, CBS and Fox Sports Net in addition to syndicating its own broadcasts regionally.

Raycom already had a contract in place for ACC basketball through 2010-11. It was worth about \$30 million a year, according to a source.

JP previously owned the regional football syndication rights since 1984 and had two more years remaining on its contract with the ACC. It was

SEE TV 1 7C

## ACC reaches regional deal

TV from 1C

worth about \$1 million a year, a source said.

Syndicated rights allow Raycom/JP to broadcast football games regionally, choosing from available ACC games after national rights holder ABC/ESPN fills its broadcast schedule.

Raycom Sports is a sports marketing firm that owns and operates two LPGA tournaments and the Continental Tire Bowl in Charlotte. Jefferson Pilot Sports is a sports TV production and syndication company.

ACC negotiator Barry Frank of IMG said last week the deal will increase the ACC's revenue for football and basketball by close to \$5 million a year.

Last week, the ACC announced a national football deal with ABC/ESPN through 2010-11 worth an average of more than \$37 million a year, according to a source. The ACC has expanded to include Miami and Virginia Tech in 2004 and will add Boston College to become a 12-team conference in 2005.

It also helps the ACC and Raycom/JP maximize exposure and advertising revenue. If a network affiliate in, say, Miami, wants to carry ACC football, Raycom/JP

now has leverage to require that station to carry ACC basketball, too.

And if a company wants to advertise on ACC basketball broadcasts, Raycom/JP can encourage spending on football, too.

JP Sports president Ed Hull said there is no minimum requirement for a number of football games from a given school that must be televised. The same is true for the ABC/ESPN deal.

Raycom/JP will expand its broadcast schedule to include 10 games in 2004 and 11 each season after that. Previously, JP televised eight football games a year.

The Raycom/JP football games will be televised at noon on Saturdays, as in the past.

Raycom president and CEO Ken Haines, said expansion will allow more basketball games to be televised, though he can't set a number on the amount of the increase.

He said 71 of the 72 conference games were televised last season.

"We're certainly going to make an effort to get as many on as we can," Haines said. "There is limited airtime, and at some point you run the risk of saturating the market. And we don't want to do that."

— THE ASSOCIATED PRESS CONTRIBUTED TO THIS ARTICLE.