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ACC To Surpass \$100M In Annual Revenue

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The Greensboro NEWS & RECORD's Rob Daniels reports that the ACC is "likely to surpass the \$100[M] mark in annual revenue when the fiscal year ends June 30. Thanks largely to relatively new [TV] contracts, the league's income has jumped 44[%] in the past five years." The ACC "doled out roughly \$9.7[M] to each of its nine member schools last year," the highest per-school figure in any of the 31 leagues in NCAA Div. I. The conference's financial strength is due to Commissioner John Swofford's "decision to get to the bargaining table for a new basketball [TV] rights contract" in '99. The 10-year agreement with Raycom Sports increased the rights fee from \$17M in '00-01 to \$28M in '01-02. Raycom distributes the games to ABC, ESPN, CBS as well as Fox, who made the contract economically viable for Raycom by broadcasting games nationally on Sunday nights. In '01-02, football brought in \$48.7M from TV rights, postseason games and a portion of gate receipts, while basketball generated \$48.9M from the same sources (*Greensboro NEWS & RECORD*, 3/16).

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