



## ABOUT US

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### Company Profile

Headquartered in Chicago, BTN is the first internationally distributed television network dedicated to covering one of America's premier collegiate conferences.

With nearly 1,000 sports events across all platforms in high definition, BTN is the ultimate destination for Big Ten fans and alumni across the country. The network is on the air 24 hours a day, 365 days a year.

### Where to Find Us

The network is in more than 52 million homes, through agreements with more than 300 cable, satellite and telco affiliates in all 50 states and Canada. That includes existing distribution agreements with each of the nation's 10 largest cable, satellite and telco providers (Comcast, DIRECTV, Dish Network, Time Warner Cable, Cox Communications, Charter Communications, Verizon FiOS, Bright House Networks and AT&T U-Verse).

### Media Contacts

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Customers of DIRECTV and DISH Network have access to the network regardless of where they live, while Verizon and AT&T continue to roll out their FiOS and U-Verse services across the country. The network is available on cable in 19 of the nation's 20 largest media markets, including New York City, Chicago, Philadelphia, Dallas, San Francisco, Boston, Atlanta, Washington DC, Houston and many more. To get the channel number specific to your area and provider, visit [www.BTN.com/channelfinder](http://www.BTN.com/channelfinder) (<http://btn.com/about/btn-channelfinder/>).

Cable subscribers inside the Big Ten states receive the network on either an expanded basic or digital basic level of service. Outside the Big Ten states, cable operators that carry the network make it available on a variety of packages.

### **BTN Programming**

BTN is on the air 24 hours per day, 365 days a year. The network annually televises more than 1,000 live events across all platforms. Each year's schedule is comprised of approximately 40 football games, 105 regular season men's basketball games, Big Ten Men's Basketball Tournament games, 55 women's basketball games, Big Ten Women's Basketball Tournament games, hundreds of additional Olympic sports events and dozens of Big Ten championship events.

Every BTN football game telecast is surrounded by Big Ten Football Saturday, the network's pre-game, halftime and post-game show hosted by Dave Revsine and analysts Gerry DiNardo and Howard Griffith.

In addition to live events, the network also airs coaches' shows and classic games. Each campus also has the opportunity to produce original, campus programming highlighting various aspects of campus life and the qualities that make each university unique.

Some of BTN's streamed events are also televised on delay as part of the network's Student U initiative. Big Ten students on each campus produce and announce these events, offering a unique opportunity to gain real-world television experience.

### **Why the Network Was Created**

BTN was created to provide the conference with more national exposure for Big Ten sports while enhancing its existing television agreements with its other television partners.

The conference wanted to control more fully the advertising environment in which its events were aired (the network accepts no alcohol or gambling advertising), dramatically increase exposure for women's sports and other NCAA sports that had not previously been widely televised and improve distribution for football and men's basketball games that were previously available only on a local or regional basis.

Considered to be one of the most successful launches in cable television history, BTN became the first network in cable or satellite television history to reach 30 million subscribers within its first 30 days on the air. BTN is a joint venture between subsidiaries of the Big Ten Conference and Fox Cable Networks.

### **BTN's Impact**

The network has provided an additional revenue source at a time of continued decreases in state support. The network has also provided significant and additional exposure for all Big Ten men's and women's sports, some of which previously received little or no television exposure. It also helps with recruiting in all sports as the ability for parents to watch their children compete from anywhere across the country is a major selling point.