

BUSINESS BOX SCORES

COMPILED BY KEITH DUNNAVANT

College Basketball TV Analysis

Though ratings remain flat, the proliferation of college basketball on television continues unabated, especially on the regional level. And even the term "regional" is almost inadequate in describing some of the 13 Division I conference packages. Games of the Big East Conference, for instance, will reach 19.8% of U.S. TV households, more than some national cable channels. Raycom now controls six conferences.



SUSAN DAHL

CONFERENCES IN SYNDICATION

Conference	Syndicator	Outlets	Games	TV Homes*	Cost of a 30-sec spot
Atlantic Coast	Raycom/Jeff. Pilot	32	44	8.8	\$14,850
Atlantic 10	Creative Sports	25	18	14.5	1,250
Big East	Big East Network	17	80	18.0	2,500†
Big Eight	Raycom	24	29	7.0	5,000
Big Ten	Raycom	43	22	15.5	11,385
Big West	Creative Sports	11	21	4.5	1,250
Metro	Raycom	20	21	8.5	4,375
Missouri Valley	Creative Sports	12	14	3.5	1,250
Pac-10	Raycom	17	34	12.3	5,175
Southeastern	Jefferson Pilot	59	21	14.9	12,000
Southwest	Raycom	20	18	6.8	2,875
Sunbelt	Creative Sports	15	31	6.0	1,250
Western Athletic	TSI Sports	25	11	NA	NA

* In millions

† Spots sold only in 12-unit packages

Source: conferences, syndicators



NCAA BASKETBALL PAYOFFS

What participating teams earn in the NCAA men's Division I basketball tournament:

Round	1988	1989*
First round	\$ 239,635	\$ 250,200
Second round	479,269	500,400
Reg'l semifinals	718,904	750,600
Reg'l finals	958,539	1,000,800
Final Four	1,198,173	1,251,000

Source: NCAA

* Projected

1987-88 ATTENDANCE LEADERS

College	G	Total	Average
Syracuse	16	461,223	28,826
Kentucky	17	393,725	23,160
N. Carolina	11	223,146	20,286
BYU	18	363,602	20,200
Louisville	16	309,148	19,322
UNLV	15	264,508	17,634
Indiana	19	242,824	16,188
New Mexico	21	333,368	15,875
Kansas	14	219,548	15,682
Illinois	16	245,895	15,368

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THE ECONOMICS OF BOXING'S ROUND-CARD GIRLS

November 28, 1988

\$2.50

Sports inc.

The Sports Business Weekly

Patron, HRH Prince Philip, The Duke of Edinburgh KG KT



The BOC Challenge single-handed round-the-world yacht race is a major classic international sailing adventure, representing the finest combination of technical skills, stamina and personal character.

The Third BOC Challenge will start September 15th, 1990 and conclude in May 1991. The 27,000-mile course will take skippers from and back to Newport, Rhode Island by way of Cape Town, Sydney and Punta del Este.

This racing event supports the endeavours of the Worldwide Fund for Nature and the World Wildlife Fund which are planning many new educational programs in relation to the oceans of the world.

Capital Sports, Inc., the Stamford, Connecticut-based sports marketing firm, is the exclusive world-wide marketing and television agent for The BOC Challenge 1990-91.

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