

**SEASON  
TICKET** SM



**A WINNING PACKAGE OF LIVE ACC  
BASKETBALL CABLE PROGRAMMING.**

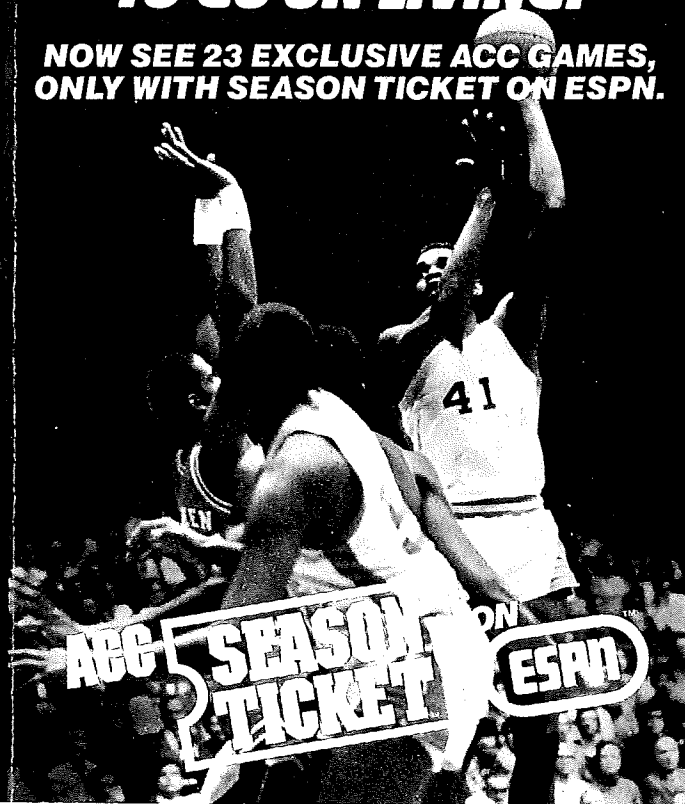


TO GET YOUR ACC SEASON  
TICKET, CALL YOUR CABLE  
OPERATOR:



**FOR EVERYONE WHO  
LIVES ACC BASKETBALL,  
23 MORE REASONS  
TO GO ON LIVING.**

**NOW SEE 23 EXCLUSIVE ACC GAMES,  
ONLY WITH SEASON TICKET ON ESPN.**



# **1983 SEASON TICKET ACC BASKETBALL SCHEDULE:**

*Season Ticket on ESPN brings you 23 live ACC games that no college basketball fan should live without. Games like NC State at Virginia, North Carolina at Maryland, and more. All in your own home, and all for about three dollars a game.*

*Remember, these games are not available on any other network. Call your cable system now and get in on some of the hottest ACC action of the season!*

*ACC Season Ticket on ESPN—it's basketball worth living for.*

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*Nov. 26 Vanderbilt at Duke 7:00pm*

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*Nov. 26 Missouri at North Carolina 9:00pm*

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*Dec. 21 Dartmouth at North Carolina 7:00pm*

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*Dec. 27 Villanova at Jacksonville 7:00pm*

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*Dec. 27 Wake Forest at Auburn 9:00pm*

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*Dec. 28 Championship-Gator Bowl 9:00pm*

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*Jan. 4 Virginia at Va. Tech 7:00pm*

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*Jan. 5 Boston University at North Carolina 9:00pm*

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*Jan. 11 NC State at Virginia 7:00pm*

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*Jan. 12 North Carolina at Maryland 8:00pm*

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*Jan. 17 Duke at Wake Forest 7:00pm*

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*Jan. 21 North Carolina at Duke 7:00pm*

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*Jan. 26 Clemson at Ga. Tech 7:00pm*

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*Feb. 2 Ga. Tech at Wake Forest 9:00pm*

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*Feb. 8 Maryland at Wake Forest 7:00pm*

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*Feb. 8 Clemson at NC State 9:00pm*

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*Feb. 9 North Carolina at Virginia 8:00pm*

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*Feb. 16 S. Carolina at Ga. Tech 9:00pm*

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*Feb. 18 Maryland at Clemson 1:30pm*

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*Feb. 18 Wake Forest at Duke 7:00pm*

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*Feb. 23 Duke at NC State 7:00pm*

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*Feb. 23 Ga. Tech at Maryland 9:00pm*

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*Feb. 29 Wake Forest at Virginia 7:00pm*

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# DOCUMENTED INTEREST.

During the two and a half years of preparation for the launch of *Season Ticket*, a number of research studies were commissioned to determine subscriber and cable operator interest in a regional pay service.

Carroll Bowen Associates of Cambridge, Massachusetts contacted over 8,000 households in North Carolina, South Carolina, Virginia, Maryland and Georgia in a survey to determine interest in a *Season Ticket* service involving ACC basketball. Detailed questions concerning cable programming and sports were asked of all the cabled households (approximately 31%).

Bowen also commissioned personnel at Boston University to survey 105 cable operators in the five-state area to determine interest and the potential market viability of *Season Ticket* concept.

Earlier in the year, Raycom selected Dr. Frederick A. Russ of the Graduate School of Business at the University of North Carolina to conduct research into selected area markets to determine viewer interest in a sports pay service.

Results from these studies indicate:

More than 20% of non-subscribers replied that the availability of the new service would increase the likelihood of their subscribing to cable TV.<sup>1</sup>

The college basketball audience makes up 71% of all sports watching cable households.<sup>2</sup>

Three out of every four operators said that sports was either a *very important* or *important* part of their programming mix.<sup>3</sup>

Research indicated that a 20-25 game package was the most popular with potential subscribers.<sup>2</sup>

Based on the survey, the consumer price to receive the most favorable reaction was the \$50 or under price. However, a detailed analysis of the "inner ACC" markets indicates that package prices could be successful in excess of \$50.<sup>2</sup>

Couple this strong interest in sports with college basketball's number one Conference and the cable operator has a proven success story.

1. Russ, Frederick A., "An Investigation Of Interest In A New Cable Service", Graduate School of Business, University of North Carolina, Chapel Hill, 1982
2. Carroll Bowen Associates, "The Market For An ACC Basketball Pay Television Service", Cambridge, Massachusetts, 1983
3. Carroll Bowen Associates, "Cable Operator Interest In An ACC Basketball Pay Television Service", Cambridge, Massachusetts, 1983



# FOR CABLE TV VIEWERS IN THE DARK ABOUT THE "SEASON TICKET" ACC BASKETBALL SCHEDULE.

Dear ACC Basketball Fans:

The purpose of this letter is to explain why the "Season Ticket" package of 21 ACC basketball games is being offered on a pay-television basis to ESPN viewers through participating cable systems.

First, a word of background. Last season ESPN telecast 38 ACC basketball games nationwide. ESPN was required to black out these games in the ACC region so that the games could be offered on over-the-air television. In total, 38 games were offered over-the-air. No other college conference in the country offers this many televised games to its regional fans. Nevertheless, viewers have requested more ACC basketball games on television.

With this in mind, we met this past September with the television syndicators (Raycom/Jefferson) of your conference to discuss how we collectively might make more games available to the ACC basketball enthusiast, and provide an alternative to ACC black-outs on ESPN. From these discussions, the "Season Ticket" package emerged.

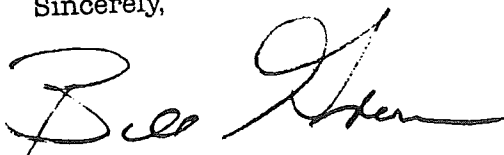
Let me summarize the key facts of "Season Ticket":

- The "Season Ticket" games are offered in addition to the 38 game over-the-air schedule. Without "Season Ticket," no more than 38 games would be seen this season.
- In order to comply with the agreement protecting the interests of local television stations in the ACC region, ESPN is required to restrict the additional games to pay-cable viewers. We believe that the price of about \$3.00 per game is appropriate; the only other way to see a "Season Ticket" game would be to go to the arena and spend considerably more, assuming tickets were available at all. Importantly, the ACC fan should be given the opportunity to buy additional games if desired.
- "Season Ticket" has the support of ACC schools, in part because they will share in the revenues which are needed to support their athletic programs. "Season Ticket" also helps the ACC make more games available to its fans, and the conference receives additional national ESPN exposure for each of its teams.

We feel that "Season Ticket" provides ACC fans with the opportunity to see more great basketball at a fair price, without impairing the extensive over-the-air schedule. We hope you agree. There are 16 great games remaining, so please call your participating cable operator.

We at ESPN would like to extend our best wishes for the New Year.

Sincerely,



J. William Grimes,  
President and Chief Executive Officer  
ESPN





## Fans Can Now Buy An ACC Season Ticket

This season, for the first time, the ACC basketball fan will be able to watch almost every ACC game played.

Thanks to an innovative and pioneering effort by the Atlantic Coast Conference, Raycom Sports, Jefferson-Pilot Teleproductions and ESPN, over 20 more games involving ACC teams will be made available to most of the region.

Recognizing that it is difficult to place additional games on broadcast television since TV stations are reluctant to disrupt their network programming for any more than 38 games that are presently offered, Raycom Sports created a unique concept called *ACC Season Ticket* that has drawn national attention.

ACC basketball fans are known to have insatiable appetites when it comes to watching their teams play on television. Each season, colleges and television stations are beset by ACC fans wanting to know why more games are not being telecast.

It is a plan that offers the fan an added bonus of games and does not affect in any way the 38 game regional TV package or the network (NBC, CBS) offering of games.

### Here's how it works:

A cable TV viewer who receives ESPN contacts the local cable company and requests the *ACC Season Ticket*. If the local cable company is participating in the program (most of them are), then the cable company will sign-up the home for *Season Ticket* and will instruct the viewer on what needs to be done to receive the extra games.

The cost for the *Season Ticket* games will be determined by the local cable company. The price will probably be between \$50 and \$75, or less than \$3 per game. However, the games must be purchased as a complete package. The games will be available on *Season Ticket* and will not be on broadcast TV.

The fan does not have to worry about missing an ACC game on broadcast TV while watching another ACC game on *Season Ticket*. The schedule has been arranged so that games are never played at the same time.

Last season, ESPN had to black-out all ACC games that were being carried by broadcast TV stations in the area.

However, with the advent of *Season Ticket*, ESPN viewers will be able to watch ACC games that are exclusive to ESPN and will not have to contend with so many blacked-out games.

On most cable systems there will be a restriction on the number of viewers who can take advantage of *Season Ticket* during the first year. Due to a limited number of decoders that can be ordered, it has been necessary to allocate to each participating cable system a set number of decoders.

Maryland will be on *Season Ticket* four times this year, with fans having the added bonus of being able to watch the Terrapins against North Carolina, Wake Forest, Clemson and Georgia Tech.

The *Season Ticket* package includes 14 appearances by 1983 national top ten teams. Below is the entire Season Ticket Schedule.

### 1983/1984 "ACC SEASON TICKET" BASKETBALL SCHEDULE

Sat.	Nov. 26	7 PM	Vanderbilt at Duke
Sat.	Nov. 26	9 PM	Missouri at UNC
Wed.	Dec. 21	7 PM	Dartmouth at UNC
Wed.	Dec. 21	9 PM	Wake Forest at Marquette
Tues.	Dec. 27	7 PM	Villanova vs. Jacksonville
Tues.	Dec. 27	9 PM	Wake Forest vs. Auburn
Wed.	Dec. 28	7 PM	Consolation—Gator Bowl
Wed.	Dec. 28	9 PM	Championship—Gator Bowl
Wed.	Jan. 4	7 PM	Virginia vs. Va. Tech
Wed.	Jan. 11	7 PM	NC State at Virginia
Thurs.	Jan. 12	8 PM	UNC at Maryland
Tues.	Jan. 17	7 PM	Duke at Wake Forest
Sat.	Jan. 21	7 PM	UNC at Duke
Thurs.	Jan. 26	7 PM	Clemson at Ga. Tech
Thurs.	Jan. 26	9 PM	NC State at Duke
Thurs.	Feb. 2	9 PM	Ga. Tech at Wake Forest
Wed.	Feb. 8	7 PM	Maryland at Wake Forest
Wed.	Feb. 8	9 PM	Clemson at NC State
Thurs.	Feb. 16	9 PM	S. Carolina at Ga. Tech
Sat.	Feb. 18	1:30 PM	Maryland at Clemson
Sat.	Feb. 18	7 PM	Wake Forest at Duke
Thurs.	Feb. 23	7 PM	Duke at NC State
Thurs.	Feb. 23	9 PM	Ga. Tech at Maryland
Wed.	Feb. 29	7 PM	Wake Forest at Virginia



# FOR EVERYONE WHO LIVES ACC BASKETBALL, 21 MORE REASONS TO GO ON LIVING.

**NOW SEE 21 EXCLUSIVE ACC GAMES, ONLY WITH SEASON TICKET ON ESPN.**

Season Ticket from ESPN on Cablevision brings you 21 live ACC games not shown anywhere else. Not shown on the regular ESPN channel. The Season Ticket package cost is only \$64.95. To receive the Season Ticket package the Satellite Services with the new channel selector are required at additional cost. For more information call 864-8327 between 8-5, M-F.

**ACC Season Ticket from ESPN**  
...it's basketball worth living for.

Dec. 21 Dartmouth at North Carolina 7:00PM  
Dec. 27 Villanova at Jacksonville 7:00PM  
Dec. 27 Wake Forest at Auburn 9:00PM  
Dec. 28 Championship-Gator Bowl 9:00PM  
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Season Ticket is sold only as a package and must be purchased before December 21 to see all 21 games. No refunds will be given once the season starts.

**Call 864-8327**

**Cablevision**

**ACC SEASON TICKET** ON **ESPN**  
RAYCOM SPORTS  
Jefferson Pilot Teleproductions

Season Ticket is not available in public places, such as restaurants, etc.