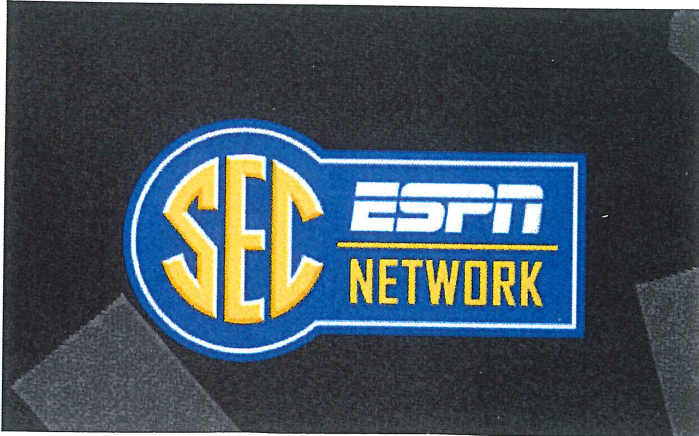




COLLEGE FOOTBALL

SEC Network announced: Launching in 2014, AT&T already on board

 By [Steven Muma](#) [@akulawolf](#) on May 2 2013, 11:27a 113


The SEC formally announced its new 24-hour television network at noon ET Thursday in Atlanta. You should soon be able to re-watch the presentation via the embed above. Some notes below, and [head to SEC blog Team Speed Kills for analysis](#) on what comes next. Also, let us [evaluate the poses of each SEC coach](#) in Thursday's photo op.

- Mike Slive indeed refers to it as the SEC Network, not the SEC ESPN Network. The network's logo had some concerned.
- The whole thing will launch Aug. 6, 2014 and be based out of ESPN's Charlotte studio, supplemented by Bristol.
- AT&T U-verse, for one, has already agreed to distribute the network. (Certain other conference networks have struggled to land distribution.) If you don't have U-verse, you can go bother someone about it at [getsecnetwork.com](#).
- Slive: "For the first time, a conference will launch a network in partnership with its primary overall media partner."
- 1,000 live sporting events each year, with 450 on the network and the rest digital. 45 football games a year, including three conference games a week, with one game in the morning, afternoon and night windows on Saturdays.
- CBS will still have the game-of-the-week pick, but it will no longer have an exclusive time window. After that, SEC and ESPN will do the divvying between ESPN, ESPNU and the SECN.
- Some original programming will be produced by schools themselves. The network will work with university journalism departments and shoot on campuses.
- ESPN's Justin Connolly, in charge of the network's day-to-day, says the target distribution will be heavy in the 11 SEC states, with ESPNU-like coverage everywhere else.
- "We're a Saturday league," says Slive about Thursday games. Two annual Thursday games "won't change."
- No announcements regarding nine-game scheduling. Slive anticipates more discussion.
- Asked about whether all this SEC Network money will mean paying players, Slive reiterated the SEC is in favor of full-cost scholarships.
- The SEC's traditional pay-per-view football games will now be "in the mix" for SECN games.

SEC Network announced: Launching in 2014, AT&T already on board... <http://www.sbnation.com/college-football/2013/5/2/4293400/sec-net...>

The digital platform will include an outlet, similar to ESPN3, for the other 550 games and a live linear stream of the television network. This content will be available to Network subscribers across a range of devices.

Will each school have a block of time to program as they see fit?

This is a conference-wide network. The goal is to provide equitable exposure for each of the SEC member institutions. The Network will achieve this goal without each school having its own block of time to program.

Will the Network show breaking news or investigative pieces about the conference similar to ESPN?

The Network will cover and report on sports news and information in an objective manner, but the basic premise is the Network will represent the conference and its member institutions. The Network has created a Content Board which has equal representation from the SEC and ESPN. The Board will work collaboratively on the programming and presentation. The Network, along with its digital extensions, will serve SEC sports fans and sports fans more broadly.

Will there be academic programming?

We have 16 months between now and the launch. We will continue to build out the full scope of the Network which will include content beyond live events. The Content Board will continue to build out the programming schedule for the Network and its digital extensions.

What access and programming is each school obligated to provide to the SEC Network?

Outside of the rights in the existing CBS and ESPN agreements, each school provides the rights and access to all other live events for the SEC Network.

Will the SEC Network air high school football games?

No.

Will the SEC Network be able to re-air games shown on other ESPN networks? CBS?

Yes.

Will the conference staff be on air or have any regular shows?

No.

Will the SEC Network air bowl games? SEC Conference Championships?

There are no current plans to air bowl games on the Network. The Network will televise the SEC Championships for all sports other than football.

Will the Network include new personalities or use existing ESPN personalities for the games and studio shows?

A mix of both existing ESPN personnel and new on-air staff will be present on the Network.