

CONFERENCE PLAY

TAKE IT ALL IN



Launching August 14, 2014



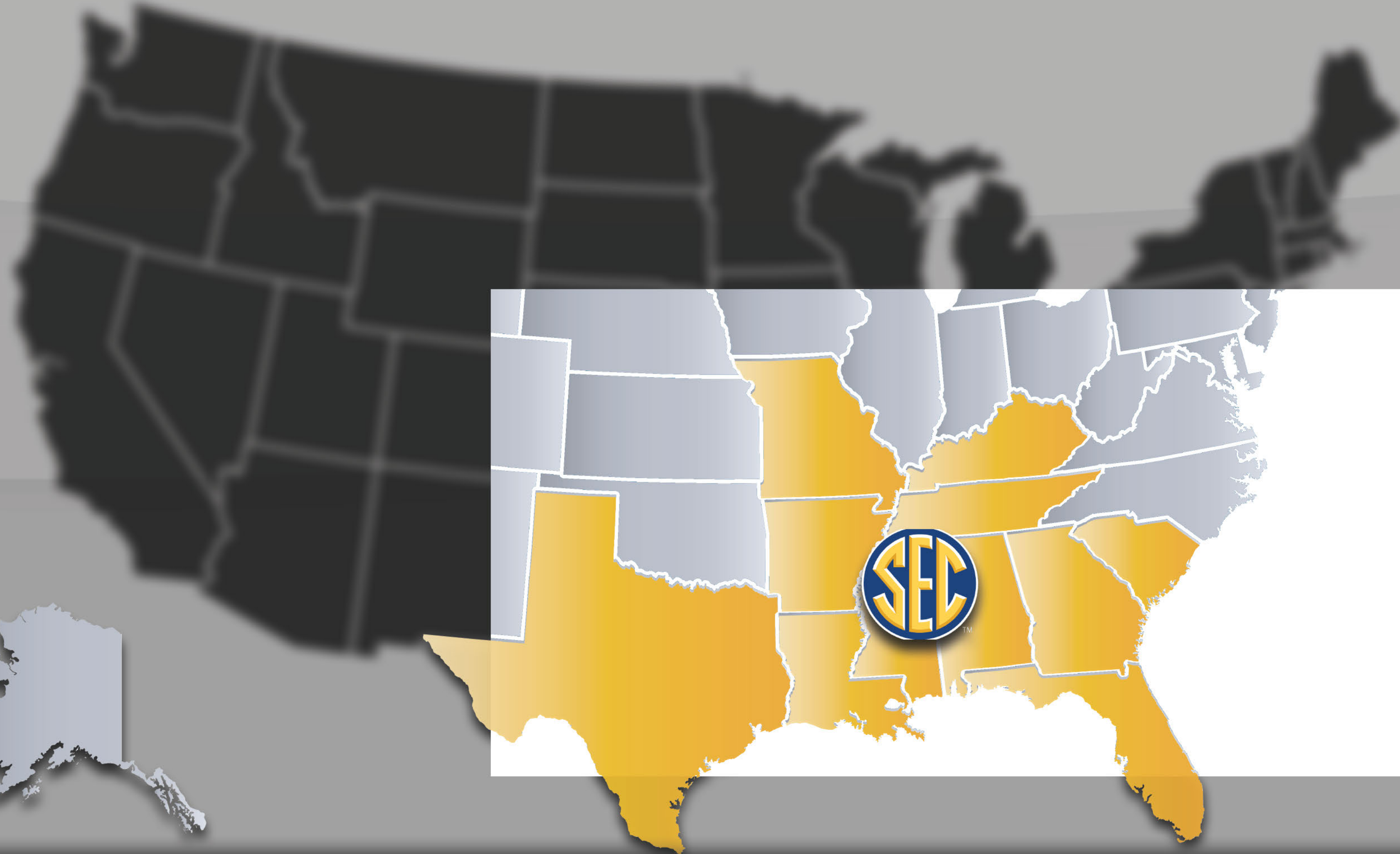
JUSTIN CONNOLLY

Senior Vice President
College Networks
ESPN

Boston Red Sox | New England Patriots | Harvard Crimson



THE SEC FOOTPRINT



THE 14 SEC SCHOOLS



WEST Division

EAST Division



THE 14 SEC SCHOOLS





The Times-Picayune
Greater New Orleans

Set your local edition to Baton Rouge



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Yankee in the land of cotton makes sure no SEC school is forgotten by the SEC Network

school is forgotten by the



@DISNEY









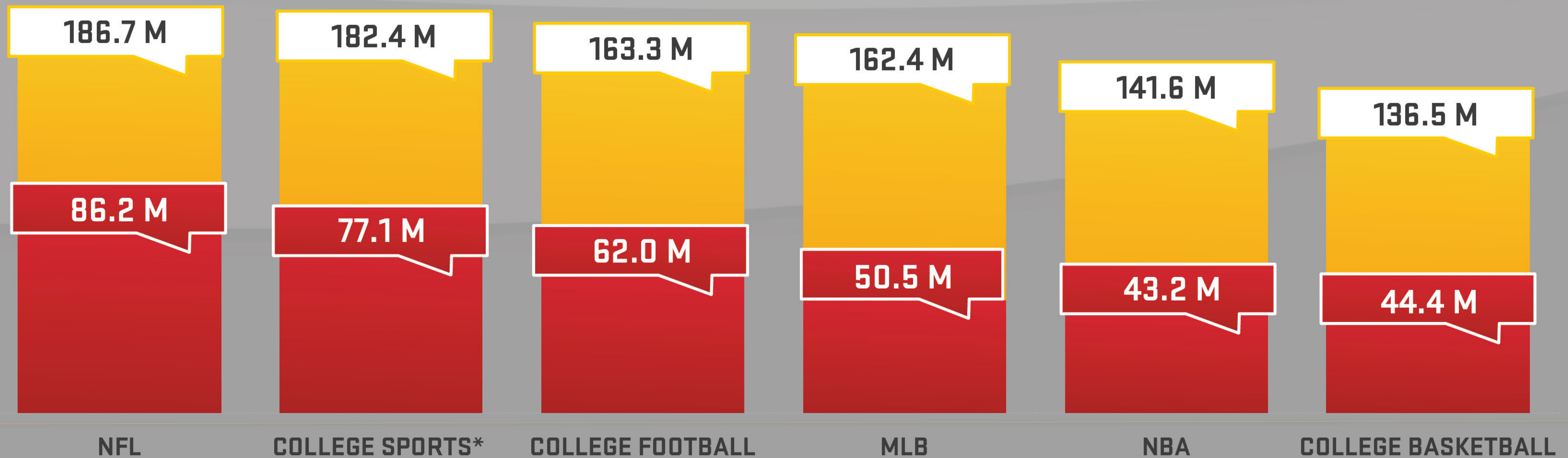
THE MARKETPLACE - OPPORTUNITY



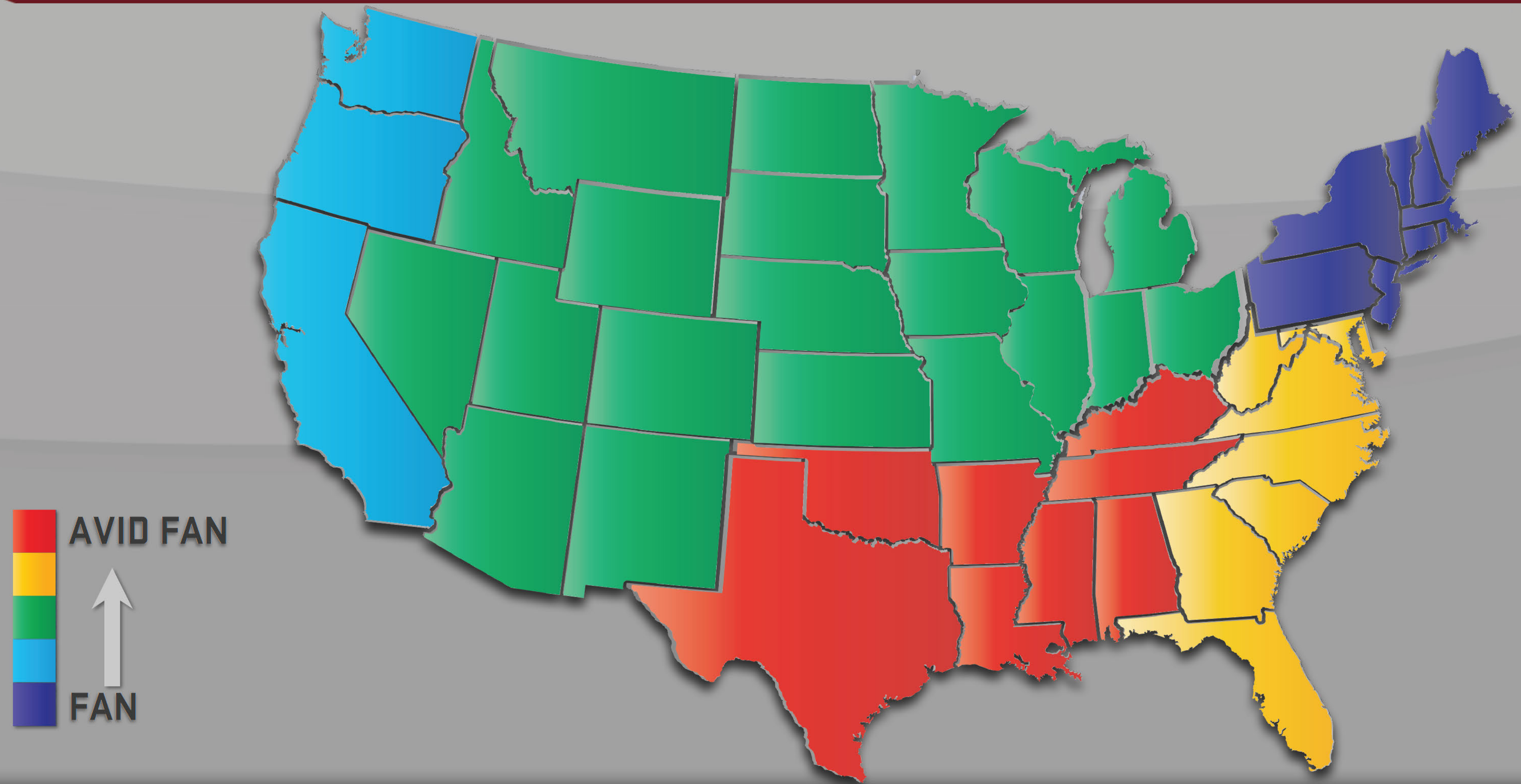
WE ARE A NATION OF COLLEGE SPORTS FANS

Fan Base by Sport (Base: USA Total Pop 12+)

FANS
AVID FANS



WHERE ARE THE AVID COLLEGE FOOTBALL FANS?



 AVID FAN



 FAN

Source: College Sports Fans on Conferences/Realignment - Jan/Feb 2013 - Hart Research for ESPN (1,500 college sports fans A18-54)

PASSION TRANSLATES INTO RATINGS AND ENGAGEMENT

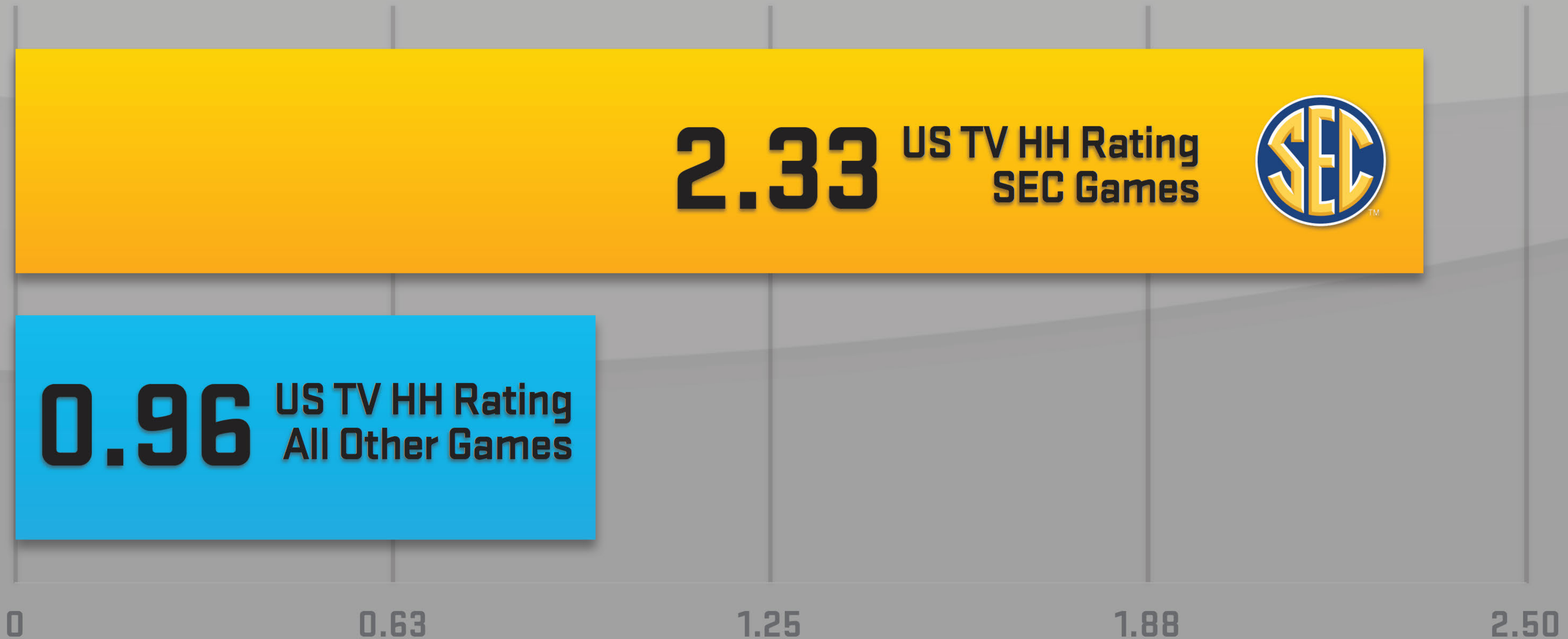
2013 ESPN College Football

		DMA AVG. RATING
1	Birmingham	9.22
2	Greenville-Sprtnburg-Ash	4.91
3	Knoxville	4.38
4	New Orleans	4.28
5	Nashville	3.33
6	Memphis	3.29
7	Columbus, OH	3.27
8	Jacksonville-N. Brunswk.	3.26
9	Louisville	3.22
10	Atlanta	3.19



SEC FOOTBALL RATINGS POWER

SEC RATINGS Season-to-Date



Source: Nielson Media Research 08/29/2013 - 12/07/2013. Allnational Broadcast and Cable FBS College Football games (not including inter-conference games, contested at a neutral venue or at broadcast network afternoon games on 12/07 "SEC Games" include: 61 Live games wherein SEC team is designated as the home team. "all Other Games" includes 267 games wherein the designated Home team is not a member of the SEC.

@DISNEY



BCS NATIONAL CHAMPIONSHIP DOMINANCE

2006



2010



2007



2011



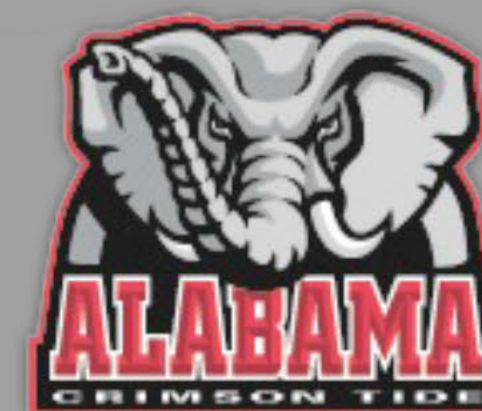
vs.



2008



2012



2009



2013



EXCELLENCE BEYOND THE GRIDIRON

Since 2000,
The SEC has Won 87
National Championships

46 Men's Titles



EXCELLENCE WELL BEYOND THE GRIDIRON

41 Women's Titles



RATINGS STRENGTH ACROSS ALL SPORTS

ESPN - 2013 TOTAL DAY

HH RATING

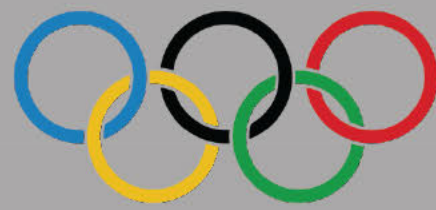
1	Birmingham	1.57
2	New Orleans	1.38
3	Memphis	1.22
4	Nashville	1.22
5	Greensboro-High Point	1.20
6	Greenville-Spartanburg-Asheville	1.15
7	Norfolk-Portsmouth-N. News	1.15
8	Louisville	1.12
9	Raleigh-Durham	1.10
10	Kansas City	1.08

THE MOST WELL-KNOWN BRAND IN SPORTS

Very/Somewhat Familiar



88%



83%



82%



81%



78%



THE RECOGNIZED LEADER IN COLLEGE SPORTS

Whom Do You Consider to be the Leaders in College Sports?

RANKING	COLLEGE SPORTS BRAND	ALL COLLEGE SPORTS FANS
1		27%
2		21%
3	Alabama	17%
4	Big 10	15%
5	Notre Dame	13%
6	NCAA	8%

QUALITY + EXPERTISE



STEPHANIE DRULEY

Vice President
College Networks Production
ESPN



Texas Longhorns | Houston Oilers

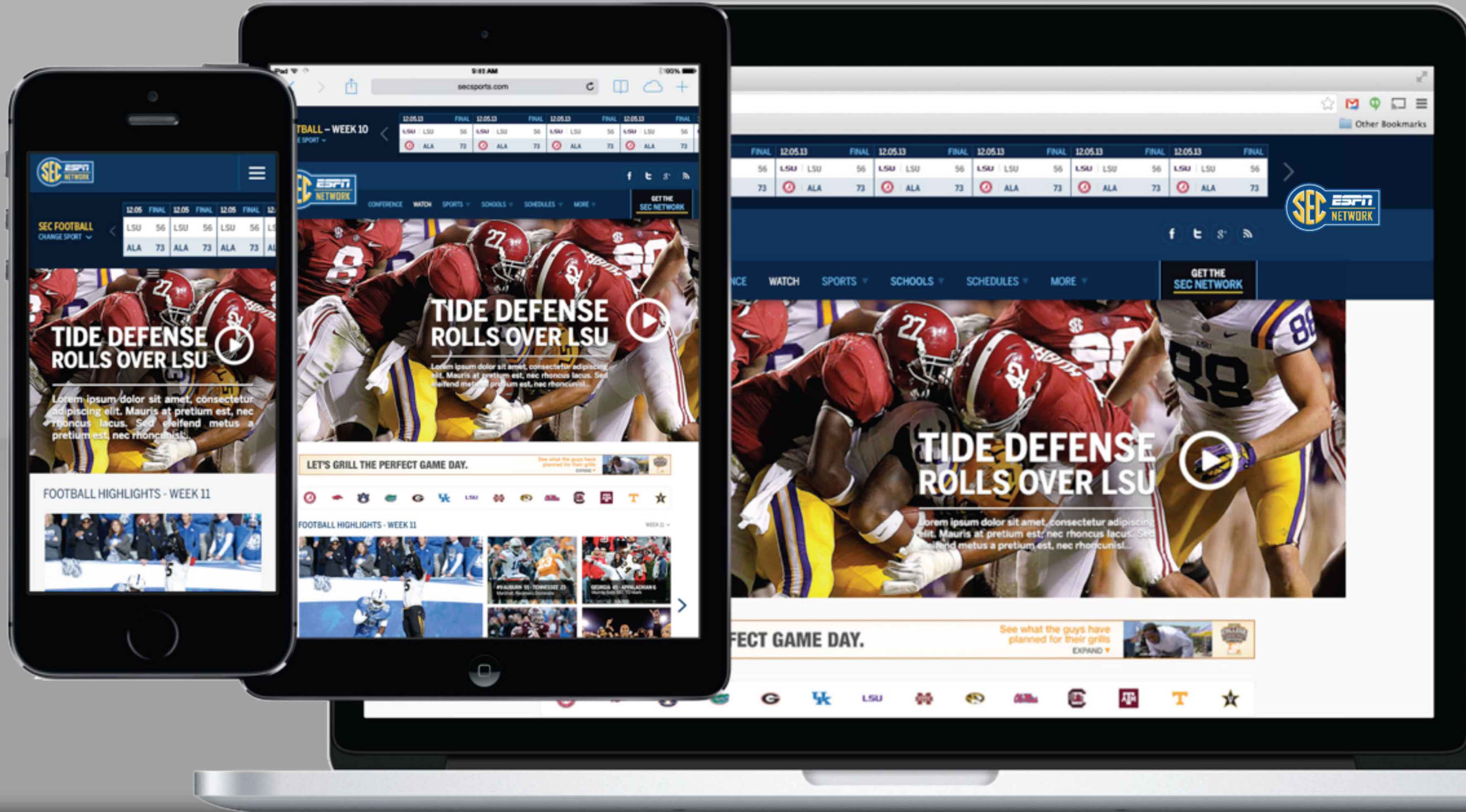


The Iguana - 2011 War Room League FF Champion

CONTENT PLAN



SURROUND FANS ON EVERY PLATFORM



LEAD WITH EXCLUSIVE LIVE EVENTS

1,000+ EACH YEAR

**450+
on TV**



**550+
Digital**



COVER THE BREADTH OF SEC COMPETITION





COVER THE BREADTH OF SEC COMPETITION

SEC TRIPLEHEADERS EVERY SATURDAY



NOON



4PM



8PM

A BIG THURSDAY NIGHT LAUNCH



ATM vs C

AUGUST 28, 2014

A yellow rectangular graphic containing the SEC ESPN NETWORK logo at the top. Below it, the logos for Texas A&M (ATM) and South Carolina (C) are shown with 'vs' between them. A horizontal line separates this from the logos for Texas Tech (TT) and Vanderbilt (V), also with 'vs' between them. At the bottom, the date 'AUGUST 28, 2014' is written in blue.

PRIMETIME FOOTBALL



Jesse Palmer

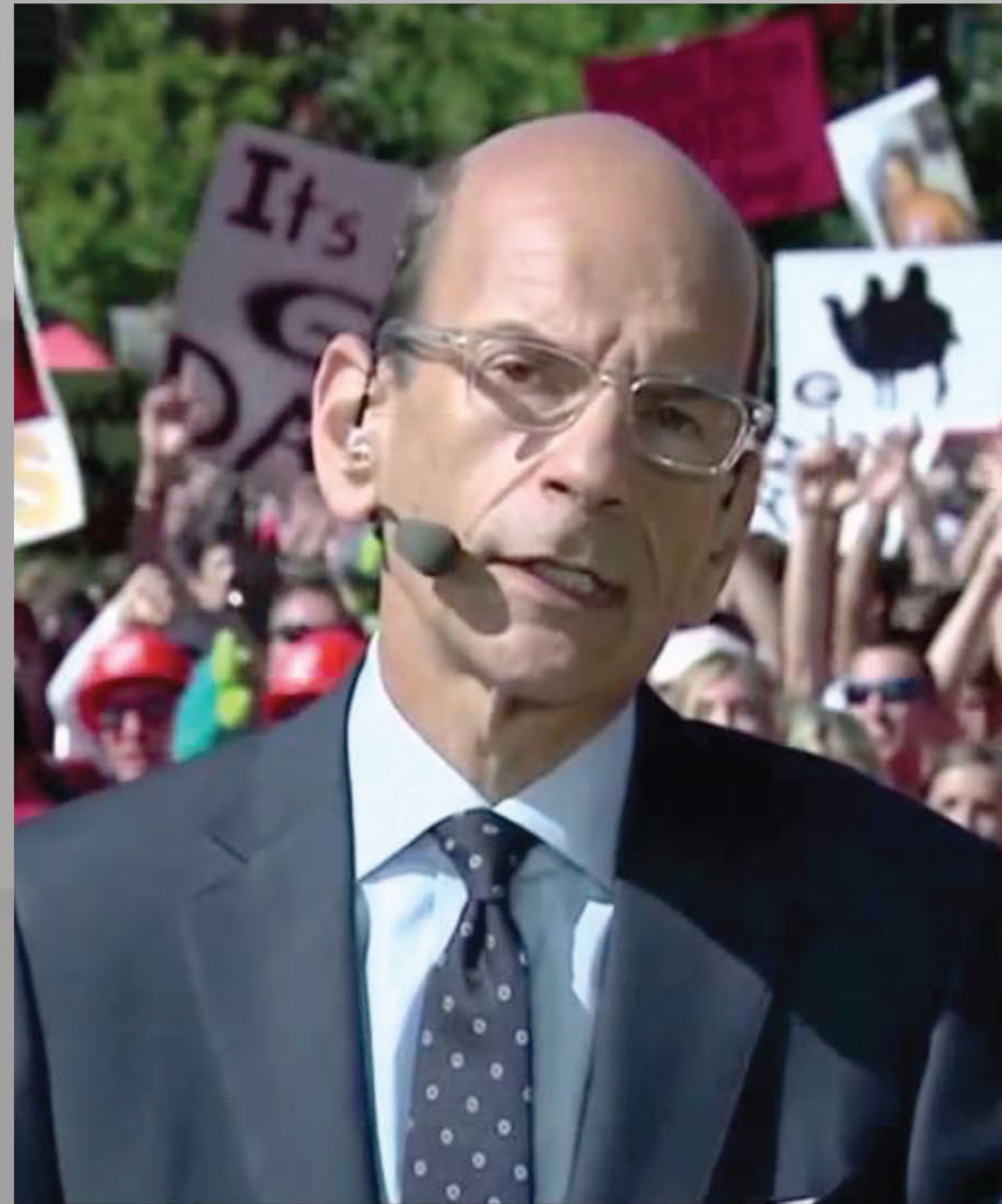


Brent Musburger

WEEKLY CAMPUS ROADSHOW



SEC EXPERT



Paul Finebaum

“The Voice of The South”

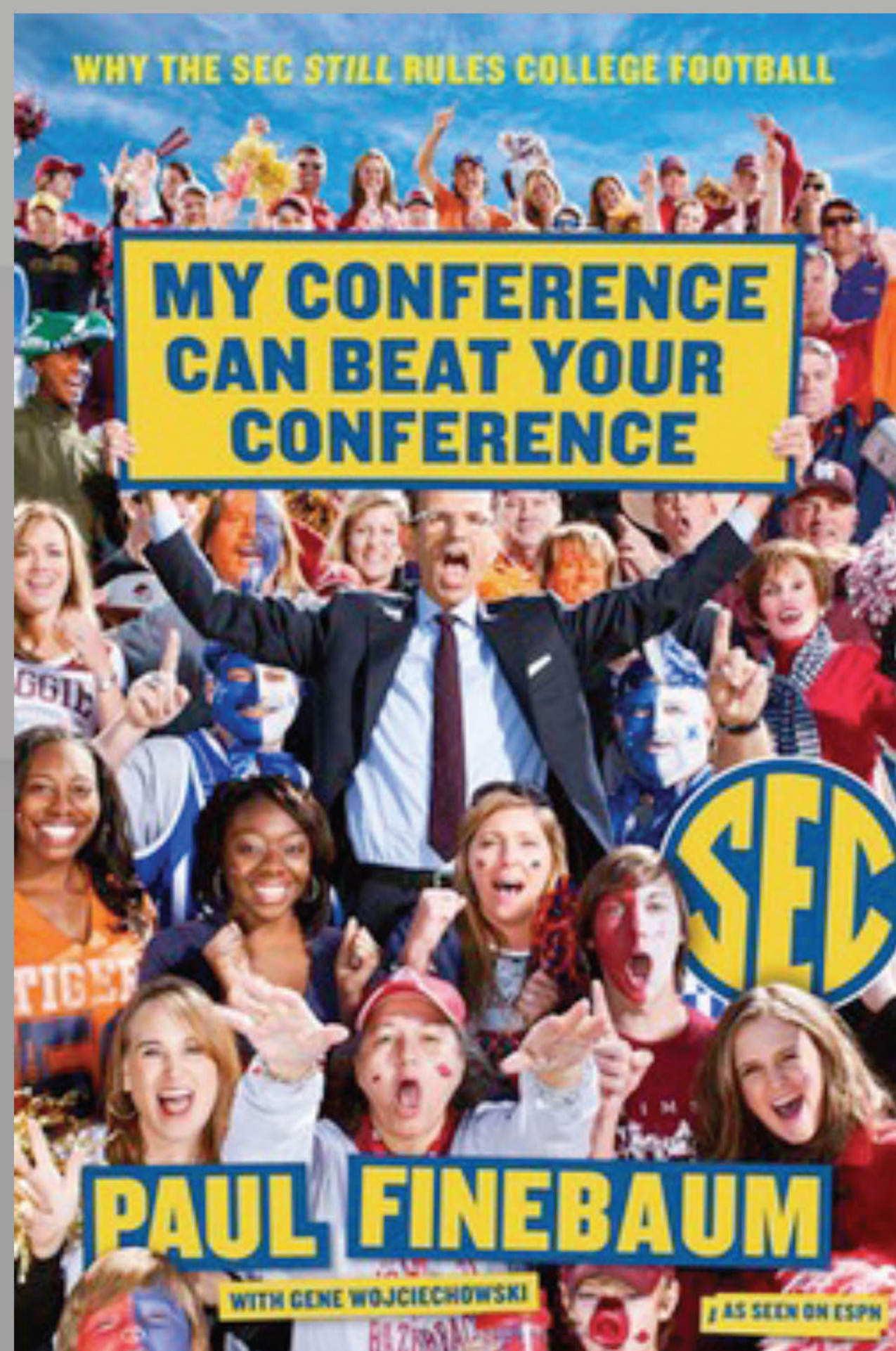
- The New Yorker Magazine



TIM TEBOW



SEC NATION

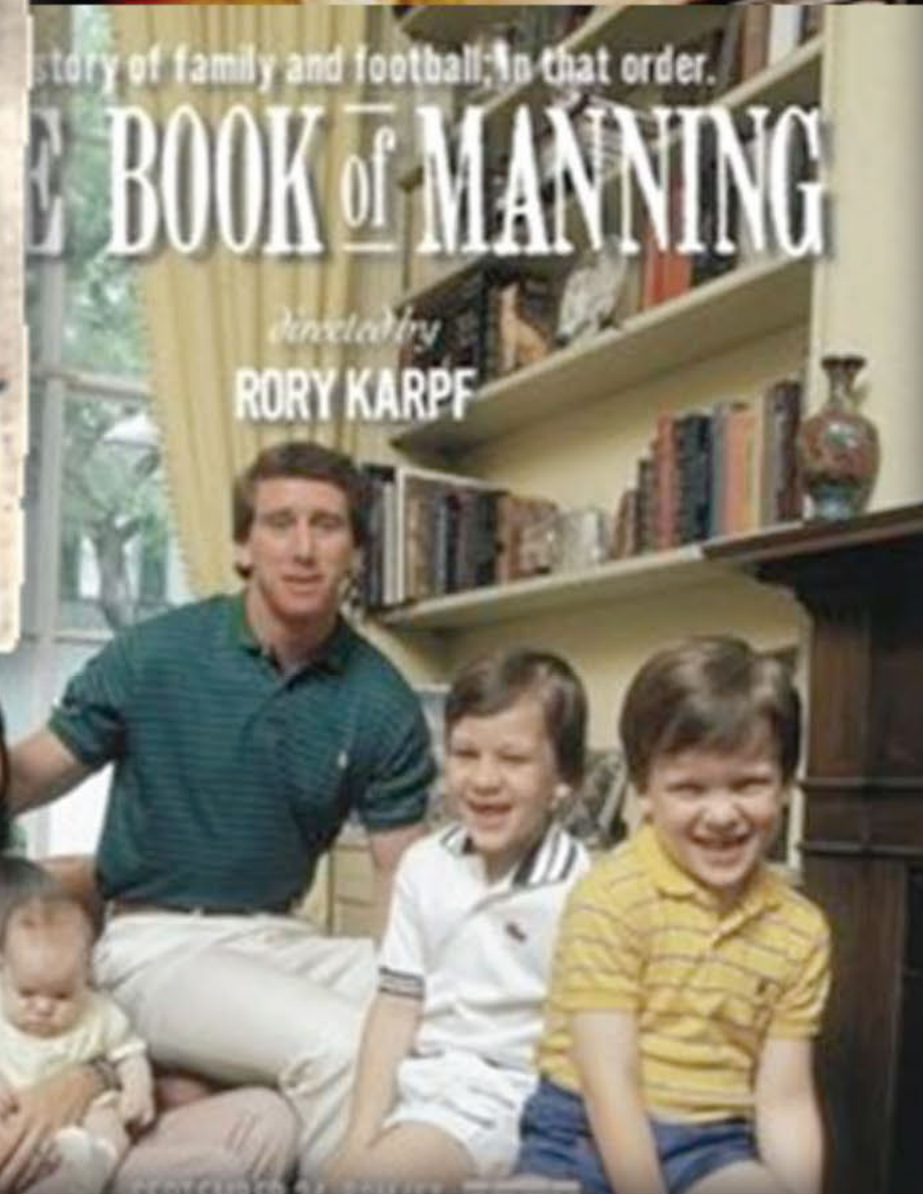


SEC NATION



RICH STORYTELLING

STORIED



EARLY RETURNS

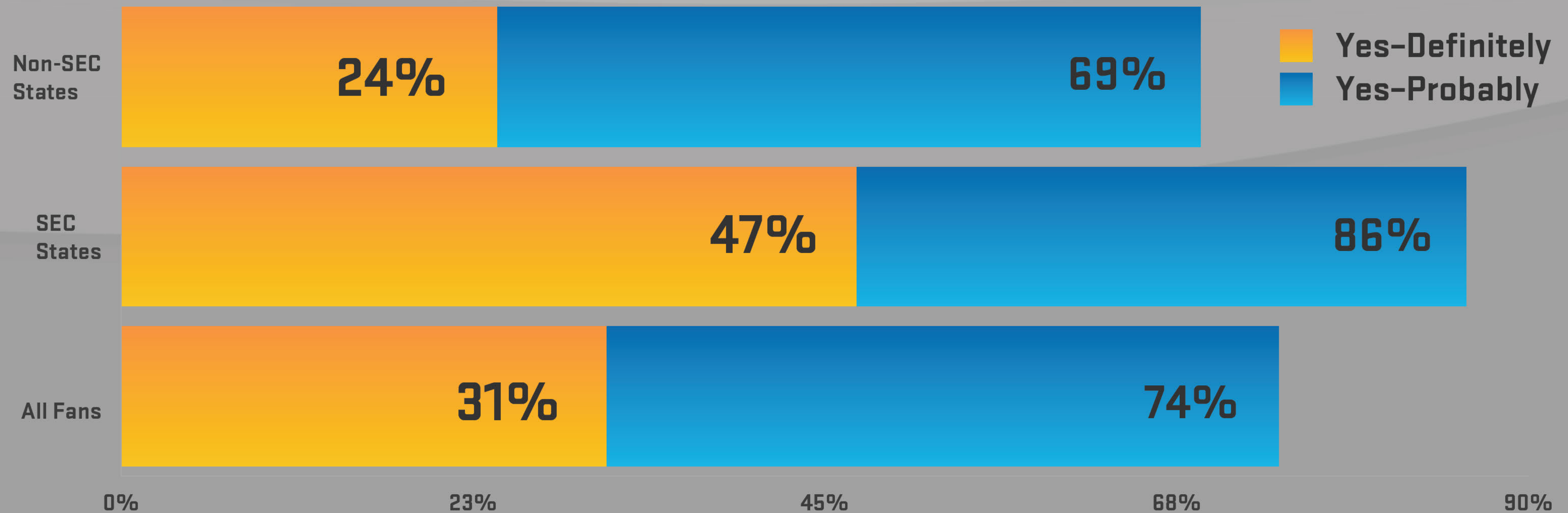


CONSUMERS AND FANS ARE EXCITED...



...AND THEY WANT THE SEC NETWORK

Would You Want Your TV Provider to Offer SEC ESPN Network in its Channel Lineup?



EARLY SUCCESSES AMONG DISTRIBUTORS



SEC ESPN NETWORK + AT&T U-verse®

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AVAILABLE TO AT&T U-VERSE CUSTOMERS**



SEC ESPN NETWORK + dish®

**THIS AUGUST
AVAILABLE TO DISH CUSTOMERS
COAST TO COAST**



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BUFFALO WILD WINGS
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