

# FOOTBALL EVERYDAY

Over 12 hours of studio programming dedicated to college football every week



	10AM-1PM	7PM	8PM	9PM	10PM	11PM	12AM					
MONDAY	TIM BRANDO SHOW		ORIGINAL PROGRAMMING									
TUESDAY			INSIDE COLLEGE FOOTBALL									
WEDNESDAY			THE TONY BARNHART SHOW	TACKLING THE TRENDS								
THURSDAY		INSIDE COLLEGE FOOTBALL (ICF)	LIVE FOOTBALL GAME				INSIDE COLLEGE FOOTBALL					
FRIDAY			MAXPREPS LEMMING REPORT									
	12PM	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM
SATURDAY	LIVE FOOTBALL GAME		ICF or SEC TODAY	LIVE FOOTBALL GAME				ICF or SEC TONIGHT	LIVE FOOTBALL GAME			ICF
SUNDAY	SEC EXPRESS STARTING AT 10AM											



# CBS SPORTS NETWORK HAS **EVERYTHING** A COLLEGE FOOTBALL FAN WANTS

## WITH TONS OF LIVE GAMES...

- Over 25 hours weekly dedicated to SEC football
- Exclusive rights to CBS SEC Game of the Week
- 16 bowl teams in 2010-2011
- Live games in HD from top schools and conferences including
  - Teams on 2011 preseason Top 25 watch lists – TCU, Boise State, and Virginia Tech
  - UCF, Tulsa, San Diego State, Purdue, Houston, Syracuse, Boston College, and more
  - 7 BCS teams: 2011 Rose Bowl Champions, 2011 Orange Bowl, 2010 Fiesta Bowl Champions, 2010 Fiesta Bowl, 2009 Orange Bowl Champions, 2008 Orange Bowl, 2007 Fiesta Bowl Champions
- Pre-season Heisman front-runners Kellen Moore and Case Keenum on 7 times
- Primary rights holder for the MWC, C-USA, as well as the home for Army and Navy Football, and the Patriot League
- Thursday Primetime Games and Saturday Doubleheaders featuring the MWC and C-USA

## EXPERT ANALYSIS

Talent includes:

- Hall of Famer Randy Cross
- Former All-American and NFL player Aaron Taylor
- Former Michigan head coach Rich Rodriguez

## WEEKLY PROMOTION DURING THE CBS SEC GAME OF THE WEEK:

- Studio “throws” with graphic to CBS Sports Network programming
- CBS Sports Network promo spots with sponsor integration
- Live read, drop-in and ticker copy in SEC Games on CBS

