



CBS Sports Network has over 300 live games, groundbreaking studio programming and everything fans need to keep their blood pumping.

It's all the action – all the passion – all the time.

- Available to 98 million homes
- 2,000+ hours of live programming
- 65% growth since 2009
- The ability to utilize CBS ASSETS
- Over 300 LIVE EVENTS

Who's Watching?

- Affluent, highly educated, tech-savvy audience
- Passionate sports fans with fierce spending power
- Men 18-49 with an average income of \$100K or more
*Source: MRI Spring 2011

ON-AIR PROGRAMMING

CBS Sports Network, available in HD, covers more than 30 men's and women's college sports from all year long.

Groundbreaking Studio Programming

We bring fans inside the scores, highlights, and beyond with *Inside College Football*, *The Tony Barnhart Show*, *MaxPreps Lemming Report* and Pre-game and Post-game shows on CBS Sports Network.

And starting August 29, the Tim Brando Show every weekday morning.



Football - NCAA And High School

- **Our entire D1 schedule in HD** including top schools such as Boise State, TCU, Houston, and more
- **Thursday night games and Saturday doubleheaders** featuring the Mountain West Conference, C-USA, Army, and Navy
- **SEC Today** – A look at the day in SEC Football live from our studio
- **SEC Tonight** – Wraps up Saturday's action in SEC football recapping the CBS SEC Game of the Week, as well as all the action across the SEC Conference
- **SEC Express** – Full games and cut-downs the following day
- **The Tony Barnhart Show** – A different guest joins Tony every week to debate the hot topics in college football
- **Tackling the Trends** – Examines the trending topics across college football through a variety of interactive platforms
- **MaxPreps Lemming Report** – Weekly recruiting show

NCAA College Basketball

- Over 140 live regular-season games nearly every night of the week, featuring ranked teams and 12 schools that participated in the 2011 NCAA Tournament
- **Bracket Week** – Eight days of live games and studio coverage with exclusive rights to three conference tournaments – Mountain West, C-USA, and A-10. Sponsorships include courtside signage, in-arena activation, tickets, hospitality and more
- **In-depth tournament studio coverage** with 90 hours of comprehensive highlights, features and behind-the-scenes content from our NY studio

**AT A
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- **Inside College Basketball** – Join Wally Szczerbiak, Adam Zucker, and the crew as they look at all the latest news, including breakdowns of the week's games with extensive analysis of players and coaches.
- **Courtside with Seth Davis** – Seth Davis offers in-depth and lively discussions with a variety of high-profile guests from the college basketball world including coaches, writers, broadcasters and former players.

CBS SPORTS NETWORK PROPERTIES & EVENTS

Conference & Team Rights

- On-air, digital, and on-the-ground opportunities
- Marketing and promotional rights



thealtgames

The Alt Games: College Action Sports Championships

- 6th annual first-of-its-kind event to crown national college champions in action sports
- Thousands of college athletes from around the country compete for their sport's national title in dozens of sports, including snowboarding, wakeboarding, beach volleyball, and more



Customized Multi-Platform Programs and On-the-ground activation

- Tailgate tours putting your brand and product on campus at the top games and events in the space
- On-campus activation includes programs such as the CBS Sports Intramurals, a season-long 50-campus flag football and basketball program



Campus Rep Program

- Grassroots marketing on over 200 campuses
- On-the-ground and online activation including sampling, branding, poster, and more



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