

2008 YEAR IN REVIEW



- Jan. 15** POWERade Intramural Basketball begins on 50 campuses
- Feb. 6** CSTV Networks again offers the most extensive coverage of college football's National Signing Day, including a special live six-hour presentation of the network's weekly recruiting show *GENERATION NEXT*, plus all day interactive online coverage
- Feb. 21** CSTV wins a prestigious Gracie Award for Outstanding Sports Program for its original program, *One2One Kay Yow*
- Feb. 27** Billy Packer, CBS Sports' lead college basketball analyst and the voice of college basketball, calls CSTV's Conference USA (C-USA) broadcast of undefeated and # 1-ranked Memphis when they take on Tulsa
- Feb. 28** CSTV wins a Beacon Award, a top cable industry public affairs honor, for its "Women in Sports Trailblazers" initiative
- Mar. 16** CSTV Networks, Inc. is re-branded as the CBS College Sports Network
- Mar. 20** For the first time ever CBS College Sports Network re-airs all the NCAA® Men's Basketball Tournament games
- Mar. 20** CBS College Sports Network produces customized highlights of 63 tournament games beginning with the first-round games on Thursday, March 20th and historical NCAA March Madness® vignettes that for the first time ever are delivered to MSO partners and their Video-On-Demand customers nationwide
- Apr. 7** CBS College Sports Network airs over 100 hours of exclusive NCAA March Madness coverage with *NCAA March Madness Central*, the *NCAA March Madness Highlight Show*, games, live look-ins, press conferences, and more
- May 7** CBS College Sports Network is now available nationwide in high definition to all cable, satellite and video distributors
- May 15** CBS College Sports Network honors the legendary Pat Summitt with a "Women in Sports Trailblazers" award
- May 15** CBS College Sports expands carriage in Texas with digital basic launches in Corpus Christi and Harlingen as well as expanded basic carriage in El Paso
- July 1** CBS College Sports Network officially launches on Cablevision's iO Sports Pak
- July 15** CBS College Sports Network partners with 23 video providers to deliver wide-ranging Video-On-Demand content dedicated to the Collegiate Nationals, the first-of-its kind event featuring a festival of collegiate championships
- June 4** CBS College Sports Network hires NBA TV veteran Steve Herbst as EVP & General Manager
- Aug. 11** Former Notre Dame and NFL offensive lineman Aaron Taylor rejoins the network as a game and studio analyst
- Sept. 15** CBS College Sports Network honors 2008 NCAA Men's Tournament Champion Coach, KU's Bill Self, in Orchard Park, KS

2008 YEAR IN REVIEW



- Sept. 16** First-ever CBS SEC Football Game of the Week re-airs begin with Georgia @ South Carolina game
- Sept. 18** CBS College Sports Network extends its agreement with Navy to serve as the exclusive broadcast partner for Navy home football and various neutral site games through the 2017-18 season
- Sept. 25** CBS College Sports Network officially launches in Dallas on Time Warner Cable
- Sept. 27** The 2nd longest field goal in D1 history was seen on CBS College Sports Network in 2008 (UTEP vs. UCF) - 64 yards, 2nd only to Martin Grammatica's 65 yards
- Oct. 23** CBS College Sports Network again serves as the home of Memphis basketball, the 2008 National Championship runner-up, with eight Tigers games, as well as the C-USA Men's Championship semifinal tournament games
- Nov. 1** Navy football coach Ken Niumatalolo wears a wireless microphone throughout the Navy vs. Temple Senior Day game, giving CBS College Sports Network exclusive access to the never before broadcast sounds from Navy's sideline
- Nov. 6** Top ranked TCU (#11) vs. Utah (#10) football game airs exclusively in high definition on CBS College Sports Network
- Nov. 15** CBS College Sports Network begins nationwide rollout on Verizon FiOS platform
- Nov. 17** CBS College Sports Network adds nearly 2 MM subs with launches on digital basic in various Comcast markets including Atlanta, Boston, Minneapolis and Baltimore
- Dec. 1** CBS College Sports Network is rolled out in all Charter Communications systems in the southeast
- Dec. 20** CBS College Sports Network aired eight different live college football games featuring the #1 offense in the country (Tulsa) and the #1 defense in the country (TCU). The top two scoring college football teams in the country - Tulsa and Houston - were featured on CBS College Sports Network a combined nine times
- Dec. 15** CBS College Sports Network is migrated to digital basic in Bright House Network's systems in Orlando and Tampa, Florida, increasing its subscriber base by over 1 MM subs. The deal provides C-USA's University of Central Florida increased visibility, including additional football and basketball television production
- Dec. 30** CBS College Sports Network covers the T-Mobile High School Invitational and provides the games to local cable operators to air on Video-On-Demand
- Dec. 31** CBS College Sports Network ends the year with very strong distribution growth, adding 4.5 MM new subs in fourth quarter, closing out the year with more than 29 MM subs. The network is now available to 84 MM homes nationwide
- Jan. 2** Utah beats Alabama capping a 13-0 season and finishing #2 in the AP Poll. CBS College Sports Network, as the proud rights holder of the Mountain West Conference, runs an ad in Sports Business Journal congratulating Utah