

OVERVIEW

CBS
COLLEGE
SPORTS

HD

ABOUT THE NETWORK

CBS College Sports Network broadcasts over 300 live games featuring 25 men's and women's sports. Available in HD, it is home to high profile college and high school sports from every corner of the country, a wide spectrum of video on demand and more. The network has seen nearly 200% subscriber growth in just over two years, making CBS College Sports available to 8 out of 10 multichannel video HH's in more than 34 million homes.

WHO'S WATCHING?

CBS College Sports

- Affluent, highly educated, tech-savvy audience
- Passionate sports fans with fierce spending power
- Viewers are 42% more likely to own an HD TV set and 24% more likely to watch online video*
- Leaders in delivering men 25-54 with an average income of \$100k or more*

* Source: MRI Fall 2008



COLLEGE BASKETBALL

CBS College Sports Network is the cable home of NCAA® March Madness®, with live NCAA® tournament games, the official NCAA® March Madness® Highlight Show, NCAA® tournament game encores and much more. The network also offers NCAA® VOD: The Best Of March Madness® in HD, the place for classic tournament memories and 2010 game highlights. Plus, we deliver a full schedule of games from Conference USA - featuring the Memphis Tigers, Mountain West, A-10 and more.



(((THE PULSE OF COLLEGE SPORTS)))

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COLLEGE FOOTBALL

In 2009, CBS College Sports Network delivered college football all week long with live games on Thursday nights and Saturday doubleheaders featuring nationally ranked Utah, TCU, BYU, Navy, Conference USA, the Mountain West, plus studio shows hosted by our crews of experts, in-depth SEC coverage and encores, and much more. The 2010 season is shaping up to be the network's biggest ever.



HIGH SCHOOL SPORTS

In conjunction with Max Preps, the premier site for high school sports, CBS College Sports Network is the best place for your local teams all year long with games, recruiting shows, game highlights and more; available On Demand.



CONTACT INFORMATION:

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