

VII. STANDING COMMITTEES

A. Academic and Student Affairs Committee

Update on Pac-12 Networks

INFORMATION ONLY

Oral presentation with video.

# Pac -12 Networks



# Pac-12 Networks Overview

- **What it means for UW**

*Randy Hodgins*

*VP External Affairs*

- **What it means for UW ICA**

*OD Vincent III*

*Senior Associate Athletic Director*

- **What it means for UWTV**

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*Associate VP/GM UWTV*



# Pac-12 Networks Overview

- Pac-12 Enterprises is the new media and content company for the Pac-12 Conference.
- Headquartered in San Francisco, the new company was created to develop and launch the Pac-12 Networks and to control the distribution of the Pac-12 intellectual property rights.
- The Pac-12 Networks launched nationally on August 15<sup>th</sup>, 2012.



# Pac-12 Networks

- The Pac-12 Networks is a full-time television network available on major cable and satellite providers and is dedicated solely to the Pac-12 and its members.
- The networks will televise more than 800 live sporting events annually and will showcase 12 Conference Championship events each year.
- Far more events than have been available in the past.



# Pac-12 Networks

- The network consists of a national network and six regional networks that provide 24/7 access to content about Pac-12 teams and the member universities.
- The Pac-12 Digital group encompasses the digital network, mobile applications, university websites, social media, and other emerging digital programs.



# What it means for UW

- More exposure for our athletic programs and student athletes.
- A national television platform for our Olympic sports.
- A national syndication platform for non-sports content.
  - Campus Tour video
  - Hope Solo video
- We are well positioned to take advantage of this opportunity.
  - UWTV



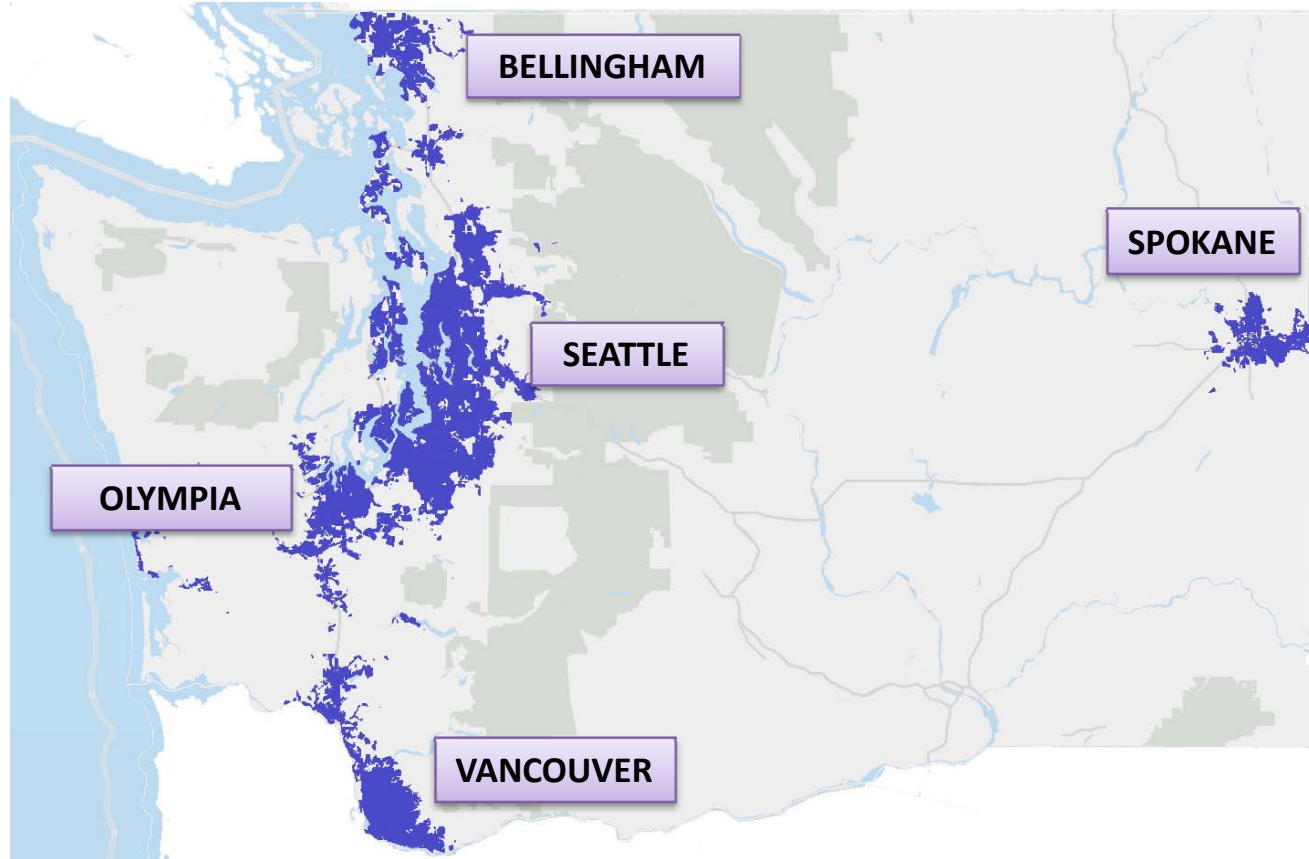
# What it means for UW fans

- More content, more access.
  - Connects our fans to the school in new and richer ways
- Changes in where/when/how they watch Husky sports.
  - ESPN/FOX
  - Pac-12 Network
  - Pac-12 Digital
  - Days/times (changes due to TV schedule)
- Access still a problem for some as the Enterprise builds its distribution network.
  - DISH Network came on board just last week





## Where to Watch



### PROVIDERS

- Comcast Cable (see map)
- Click!Network
- Coast
- DISH Network
- FiOS by Frontier
- J&N Cable
- Localtel
- Northland St.
- John Cable Co.
- Wave Broadband



# What it means for UW ICA

- Increased exposure for all of our 21 sports teams.
- Ability to showcase our student athletes and coaches via sports feature stories.
- Enhances our ability to be in front of more prospective student-athletes.



# What it means for UW ICA

- As the network grows we anticipate increase in revenue.
- Improved online presence and fan experience with Pac-12 Digital group.
- Significantly improved events with Pac-12 properties.



# What it means for UWTV

- A new platform for creation and distribution of video content.
- Ability to leverage the increased collaboration with UW ICA over past two years.



# What it means for UWTV

- UWTV will provide LIVE event crew for Pac-12 Network:
  - Olympic sports
  - Football and MBB in future years
  - Student involvement as crew
- 45-60 events this season
  - New work supporting jobs/families
- Provides a new source of revenue to the station



# What it means for UWTV

- Repurpose existing content
- Create compelling and consistent stories/messages across multiple distribution channels:
  - UWTV
  - Pac-12 Network
  - KOMO
  - Digital platforms



Hope Solo on UWTV – UW Athlete Alum Profile



# Q/A?

