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**BIG TEN NETWORK**  
\*\*\*\*\*

**Michigan Football Season Opener** **M**  
Watch U-M vs. Appalachian  
State on the BTN Sept. 1

Last week, Big Ten Network President Mark Silverman and Big Ten Commissioner Jim Delany visited Ann Arbor to respond to the questions in the community about the launch of the Big Ten Network.

The Big Ten Network, which will launch August 30th, is a first-of-its-kind partnership between the eleven Big Ten universities and a major television provider. Through the network, fans will get to see an unprecedented number of Big Ten sporting events, including football and basketball. The University of Michigan and the other Big Ten universities will receive increased regional and national exposure while also establishing a stable source of funding to supplement our existing Big Ten contracts with CBS (basketball) and ABC/ESPN (football). Please click the following links for more information:

- \* [Free video replay of Delany/Silverman town hall meeting](#)
- \* [Big Ten Network frequently asked questions](#)

As a supporter, the most important thing you can do to get the network is to contact your cable or satellite company to ask that the Big Ten Network be added to your basic package. Please call 1-866-WANT-B10 to tell your cable operator that you want the Big Ten Network on your basic cable package.

The wide appeal of U of M sports calls for widespread distribution of the Big Ten Network. If you live in the state of Michigan, then you should receive the Big Ten Network among the 70 or so channels included with your standard or basic level of service. That service typically includes channels such as the Travel Channel, the Jewelry Channel, the Food Channel, the Golf Channel, Versus and a regional sports network. Many cable operators own these regional sports networks and all of them are carried on the basic level of service.

The network is in discussions with all cable and satellite providers nationwide. National agreements have been reached with DirecTV and AT&T, and regional agreements are in place with more than 75 other cable providers. All agreements call for the network to be offered on the standard or basic level of service. DirecTV has designated 220 as the Big Ten Network's channel, and also has committed "overflow" channels at no additional charge to subscribers to accommodate the many occasions when the network produces multiple games

simultaneously.

As a strong supporter of Wolverine sports, it's important that your voice be heard. Call 1-866-WANT-B10, and then go to [www.BigTenNetwork.com](http://www.BigTenNetwork.com) to join Fans First, our fan loyalty program, to receive regular updates on the Big Ten Network.

Go Blue!



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