

# WPSU Programs on Big Ten Network

## Penn State is Big Ten country

The Big Ten Network (BTN) aired more 600 hours of Penn State programming during 2007, its inaugural year, and underwriters of WPSU programs have a chance to be part of the action.

BTN featured the Nittany Lions during approximately 200 nights of prime time programming on the Network in 2007-08. The vast majority of Penn State's 29 varsity sports were featured, in addition to at least 60 hours of institutional, non-athletic programming. The non-athletic programming that WPSU-TV contributes to the network is available for underwriting opportunities.

Currently, WPSU-TV offers "Courtside with Coquese" and "Penn State Universe" as regular series on the Big Ten Network.

The Big Ten Network has signed national agreements with DIRECTV and AT&T U-VERSE in addition to more than 75 agreements with smaller cable providers. Each of these contracts call for the network to be carried on basic packages ensuring broad distribution. The network is also carried on university cable systems in all the Big Ten campus dorms.

With so much carriage across the nation, The Big Ten Network became the first new network in cable or satellite television history to reach 30 million subscribers within its first 30 days.

## Be part of this nationwide network:

- Links your business with Penn State to millions of Big Ten fans
- High visibility embedded within Penn State programs
- Great way to target a very specific audience



PENNSTATE



**WPSU**

**PENN STATE PUBLIC BROADCASTING**

WPSU-TV WPSU-FM

Educational Services

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