

## SoCon Enhances ESPN3 Agreement

Written by SoCon Sports  
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The Southern Conference announced today (May 24) that the league has reached an agreement to provide a minimum of 40 exclusive events to ESPN3 each of the next three years. The new agreement amends the deal signed between the

two parties last August.

"ESPN3 is a big part of our strategy to provide SoCon events to as wide an audience as possible, in whatever platform the consumer wishes," said Commissioner John Iamarino.

"Viewers will be able to watch these games on smart phones, tablets, computers and through Xbox LIVE. And we'll have a section on the website designed to assist fans in making the right software connections."

ESPN3 is currently available to 73 million homes through computers, tablets, smart phones and Xbox gaming consoles. SoCon fans will be able to access ESPN3's menu from a video player located on the conference's website ( [www.soconsports.com](http://www.soconsports.com) ).

"This extension with the Southern Conference strengthens ESPN3's commitment to serving fans with more live college sports events that may otherwise not have been seen on television," said Damon Phillips, Vice President, ESPN3.com. "The multi-screen sports network continues to prove itself as a leading destination and key distribution outlet for exclusive events, and we look forward to delivering them across all platforms whenever and wherever fans are."

The 40 exclusive events will come from eight different league sports, including football, men's and women's soccer, volleyball, men's and women's basketball, baseball and softball. Both regular season contests and championships events will be distributed through ESPN3, including the league's eight-game football package.

In addition, every game of the men's basketball tournament will be available through ESPN3, with the championship game also set to be televised by either ESPN or ESPN2. The women's basketball tournament semifinals and championship game will also be delivered live on ESPN3. The full season schedule and specific events will be announced at a later date.

ESPN3 is available online at WatchESPN.com, through the Xbox LIVE platform to Gold level members and on the mobile and tablet devices via the WatchESPN app. More and more fans are going to ESPN3 for their college sports, with more than 6.1 million unique viewers that generated 11.6 million total hours consumed during the 2011 regular college football season on computers, up 19 percent compared to the previous year.