



HUSKERS PART OF NATION'S

On July 1, 2011, the University of Nebraska became an official member of the Big Ten Conference, increasing the Big Ten's membership to 12 institutions for the first time in conference history. The addition of Nebraska marked the Big Ten's first expansion since Penn State University joined the conference in June of 1990. The Big Ten Conference is a union of 12 world-class academic institutions – who share a common mission of research, graduate, professional and undergraduate teaching and public service. The conference's 100-plus years of history, strong tradition of competitive intercollegiate athletic programs, vast and passionate alumni base, and consistent leadership in innovations position the Big Ten and its entire community firmly on the Big Stage.

The Big Ten has sustained a comprehensive set of shared practices and policies that enforce the priority of academics and emphasize the values of integrity, fairness and competitiveness in all aspects of its student-athletes' lives, with the ultimate goal of ensuring that each individual has the opportunity to live a Big Life.

BIG TEN CONFERENCE HIGHLIGHTS

- Big Ten universities provide approximately \$136 million in direct financial aid to nearly 10,000 men and women student-athletes who compete for 25 championships.
- Conference institutions sponsor broad-based athletic programs with 298 teams. Other than the Ivy League, the Big Ten has the most broad-based athletic programs in the United States.
- Big Ten fans are some of the nation's most supportive, with nearly 10 million patrons attending conference home contests for football, men's and women's basketball and volleyball during 2011-12. In 2011, the Big Ten set new records for overall football attendance and surpassed the six-million mark for all games for the first time. During the 2011 volleyball campaign, the Big Ten led the nation with a total attendance of nearly 420,000. The Big Ten led the country in average attendance for the 36th straight season.
- Over the last 33 seasons, the conference has ranked either No. 1 or No. 2 nationally in football, men's basketball and wrestling attendance.
- The Big Ten leads all conferences with more than 4.5 million living alumni and 320,000 undergraduate students
- Based on the U.S. Census projected population for 2010, the nine-state Big Ten region accounts for approximately 70 million people, which ranks second only to the Big East and well ahead of the ACC, SEC, Pac-10 and Big 12.

FOOTBALL FACTS

- Nebraska competes in the Legends Division, which includes Iowa, Michigan, Michigan State, Minnesota and Northwestern, while the Leaders Division includes Illinois, Indiana, Ohio State, Penn State, Purdue and Wisconsin.
- Including Nebraska (846 wins), four of the eight schools with 800 all-time wins are members of the Big Ten. Other Big Ten schools with 800 wins include Michigan (895), Ohio State (825) and Penn State (817). Since 1970, Nebraska leads the nation with 412 wins, while Michigan ranks third with 378 wins. Penn State is fourth with 375 wins while Ohio State is fifth with 372 wins.
- Two Big Ten schools were selected for BCS games in 2011 for the 10th time in the 14-year history of the system. The Big Ten leads all conferences with 24 BCS berths and ranks second with 11 BCS wins.
- The Big Ten split a pair of BCS games last season to improve to 3-2 in BCS contests over the last three years, the conference's most BCS victories over three seasons since going 3-2 from 2003-05.
- The Big Ten is one of two conferences to win at least three BCS games the last three seasons. The Big Ten leads all conferences with seven wins against BCS top-16 teams over the last three years.
- In the 33 seasons the NCAA tracked attendance, the Big Ten led the nation 15 times.
- Seven Big Ten teams (including Nebraska) averaged more than 80,000 fans per home game in 2010, including Michigan, Penn State, Ohio State, Wisconsin, Michigan State and Iowa.

BIG TEN NETWORK



Headquartered in Chicago, the Big Ten Network is the first internationally distributed television network dedicated to covering one of America's premier collegiate conferences.

With more than 350 live sports events, and virtually all of them in high definition, the Big Ten Network is the ultimate destination for Big Ten fans and alumni across the country. The network is on the air 24 hours a day, 365 days a year.

The network is available to an estimated 80 million households, through agreements with more than 300 cable/satellite affiliates.

In 2011, every Big Ten home football game was nationally televised. Including road and neutral games, 98 percent (94 of 96) of Big Ten games were televised nationally and the other two road games appeared on ESPN3.com

LEGENDS



BIG

LEADERS





MOST HISTORIC CONFERENCE

BIG TEN NETWORK FACTS MORE TELEVISION EXPOSURE

- The Big Ten's media agreements with CBS, ABC/ESPN, Fox and BTN provide the conference with its greatest television exposure ever.
- In 2006, the Big Ten created the first national conference-owned television network devoted to the athletic and academic programs of a single conference. The Big Ten Network launched on Aug. 30, 2007, and became the first new network in cable or satellite television history to reach 30 million homes in its first 30 days.
- Since the current media agreements began in 2007-08, every home football and men's basketball game has been produced while women's basketball has received more coverage than any other conference.
- The Big Ten's new media agreements have resulted in the broadcast of nearly 1,000 events nationally and regionally on an annual basis, compared to 300 events in the final year of the previous agreements.

Opposite page: Chancellor Harvey Perlman, Athletic Director Tom Osborne and Big Ten Commissioner Jim Delany announced Nebraska's historic move to the Big Ten Conference at a June 2010 press conference in Lincoln.

Top: The annual Big Ten Football Media Day and Kickoff Luncheon draw more than a thousand fans from all over the conference to Chicago.

Middle right: The Big Ten Network was the first network of its kind in collegiate sports. The network is headquartered in Chicago and produces more than 350 live sports events a year. In addition, BTN has numerous studio shows both from Chicago and on-campus such as BTN's visit to Lincoln last August.

Bottom: Head Coach Bo Pelini and three of his student-athletes attend the Big Ten Football Media Day each year in Chicago.

Right: The Big Ten footprint includes nine states and accounts for nearly 70 million people.

