Television Sports Broadcasting Agreements.

THE GOLDEN AGE OF SPORTS TELEVISION

SPORT	**NETWORK**	DEAL **[in millions]**	**INCREASE**
NBA	NBC (1990-94)	$600 (4 years)	241%
	TBS (1990-94)	$275 (4 years)	175%
NFL	ABC, CBS, NBC (1990-93)	$2,702 (4 years)	60%
	ESPN (1990-93)	$450 (4 years)	83%
	TBS (1990-93)	$450 (4 years)	
NCAA Basketball Tournament	CBS (1991-97)	$1,000 (7 years)	158%
ML Baseball	CBS (1991-93)	$1,100 (4 years)	50%
	ESPN (1990-93)	$400 (4 years)	
NHL	SCA (1991-92)	$5.5 (1 year)	-68%
CFA Football	ABC (1991-95)	$175 (5 years)	119%
Notre Dame Football	NBC (1992-95)	$38 (5 years)	
Big 10/Pac 10 Football	ABC (1990-96)	$115 (7 years)	30%

* Sports Illustrated, Mar. 19, 1990, at 12; *Notre Dame's TV Deal,* USA Today, Feb. 6, 1990, at 1C; *ABC Sweeps Colleges with CFA Deal,* Jan. 18, 1990, at 1C.

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