

UM Financial Benefit to Big Ten Conference

1989:

Conference Payments to UM

Television	\$1,800,000
Football Gate Receipts	\$1,575,000
Bowl Distribution	\$1,000,000

Receipts \$4,375,000

UM Payments to (or Revenue Generated for) Conference

Television:

Football: 7 ABC/CBS @ \$1 M, 1 ESPN	\$7,200,000
Basketball: 3 ABC, 5 Big Ten, 3 ESPN	\$1,200,000
Football Gate Receipts	\$2,850,000
Rose Bowl:	\$6,000,000
NCAA BB Tournament:	\$1,000,000

Payments \$18,250,000

Net Financial Benefit to Big Ten Conference \$13,875,000