

COVERAGE GUIDE: FIRST- AND SECOND-ROUND REGIONALIZATION REGIONALIZATION AND HOME MARKET PROTECTION

National Coverage:

- For the first two rounds of the tournament, multiple games will begin within one telecast window on ESPN or ESPN2. (ex: At 12:00pm as many as 4 games can be in action)
- The national broadcast will allow the viewer to see to the most compelling action from multiple games.
- The networks plan frequent switches to and updates from other games as action dictates.
- ESPNU will also select up to 12 first- and second-round games to be shown in its entirety. **NOTE:** These games are simulcasts from ESPN/ESPN2 for ESPNU network.

Regionalization/Home Market Protection:

- In the home markets of the competing teams, ESPN or ESPN2 will televise the game of local interest. While constant updates from the other games will be provided, the networks, for the most part, will not switch to another game during live action, thereby establishing home market protection.
- **Cable Users - Home Market Protection**
 - Each team has a designated home market protection as determined by programming on Selection Monday, March 17.
 - Colored Maps are located on ESPN.com – key word “maps”

Direct TV and DISH Network (DBS) - Home Market Protection

- Each team will have designated home market protection which are by state only
- Direct TV Channels
 - ESPN Channel #206 Whip feed
 - Home Market Protected game located in the 210's
 - ESPN2 Channel #209 Primary Game
 - Home Market Protected game located in the 210's

NOTE: DTV will use ESPN Primary and alternate Channels as well as ESPN2 Primary and alternate channels for all home market protection. All four games in each window will be available on ESPN Full-Court on channels 782-785.

- DISH Network Channels
 - ESPN Channel #140 Whip feed
 - Home Market Protected game located on ESPN Alt Channel
 - ESPN2 Channel #144 Primary Game
 - Home Market Protected game located in the ESPN2 Alt Channel

NOTE: Dish Network will use ESPN Primary and alternate Channels as well as ESPN2 Primary and alternate channels for all home market protection. All four games in each window will be available on ESPN Full-Court on channels 459-464.

High Definition Subscribers:

Note: If you are tuned to your ESPNHD or ESPN2HD channel you will be watching the national telecast that will allow the viewer to see the most compelling action from multiple games. If you wish to watch your local home market protected game in its entirety, you must tune to your regular Standard Definition ESPN or ESPN2 Channel. Contact your cable operator regarding your Standard Definition and High Definition ESPN channel designation or your satellite provider regarding your alternate channel assignments.

- **ESPN FULL COURT To Feature All Early-Round Action: \$69.00**
 - Viewers who want all early-round games in their entirety can receive them through ESPN FULL COURT, the out-of-market pay-per-view package.
 - ESPN FULL COURT, available to cable and satellite customers, plans to showcase every first- and-second-round game.
- **ESPN360** to feature all 63 games of the NCAA Division I Women's Basketball Championship. Call your local high-speed Internet provider to determine if ESPN360 is available.