

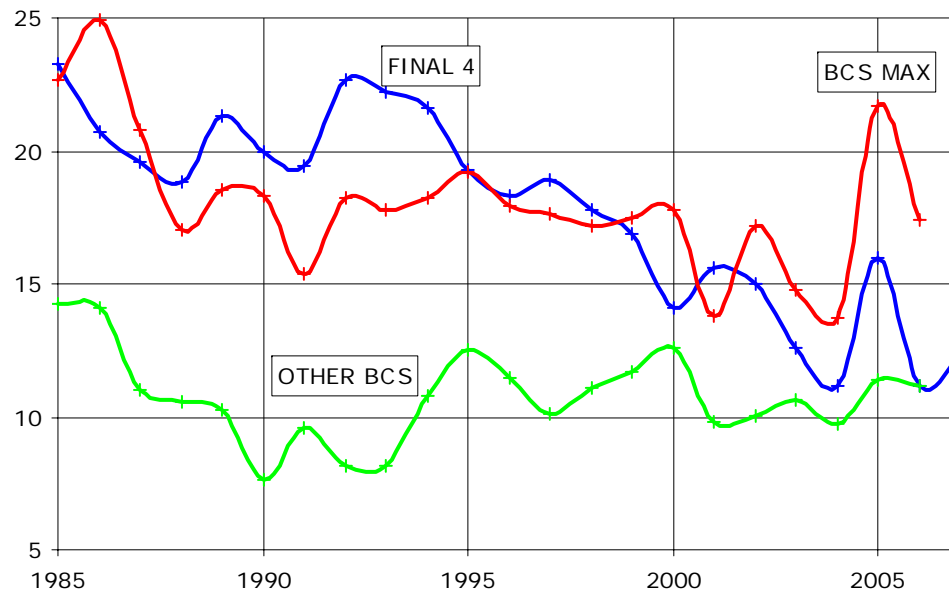
The BCS Mess: March Madness in NCAA D1 Football

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BCS V. FINAL FOUR RATINGS



Source: John Vrooman

NCAA FINAL FOUR AND BCS RATINGS COMPARED

SEASON	NCAA CHAMPIONSHIP	RATING	HIGHEST RATED	BOWL TEAMS	RATING	DIF
1985-86	Louisville 72-Duke 69	20.7	Rose*	UCLA-Iowa	22.7	2.0
1986-87	Indiana 74-Syracuse 73	19.6	Fiesta	Penn State (2)-Miami (1)	24.9	5.3
1987-88	Kansas 83-Oklahoma 83	18.8	Orange	Miami (2)-Oklahoma (1)	20.8	2.0
1988-89	Michigan 80-Seton Hall 79 OT	21.3	Fiesta	Notre Dame (1)-West Virginia	17.0	-4.3
1989-90	UNLV 103-Duke 73	20.0	Orange	Notre Dame-Colorado (1)	18.5	-1.5
1990-91	Duke 72-Kansas 65	19.4	Orange	Colorado (1)-Notre Dame‡	18.3	-1.1
1991-92	Duke 71-Michigan 51	22.7	Rose*	Washington (2)-Michigan‡	15.4	-7.3
BOWL COALITION						
1992-93	N. Carolina 77-Michigan 71	22.2	Sugar	Miami (1)-Alabama (2)	18.2	-4.0
1993-94	Arkansas 76-Duke 72	21.6	Orange	Florida State (1)-Nebraska (2)	17.8	-3.8
1994-95	UCLA 89-Arkansas 78	19.3	Rose*	Penn State (2)-Oregon	18.2	-1.1
BOWL ALLIANCE						
1995-96	Kentucky 76-Syracuse 67	18.3	Rose*	USC-Northwestern	19.2	0.9
1996-97	Arizona 84-Kentucky 79 OT	18.9	Sugar	Florida-Florida State (1)	17.9	-1.0
1997-98	Kentucky 78-Utah 69	17.8	Rose	Michigan (1)-Washington State	17.6	-0.2
BOWL CHAMPIONSHIP SERIES						
1998-99	UConn 77-Duke 74	16.9	Fiesta	Tennessee (1)-Florida State (2)	17.2	0.3
1999-00	Michigan St. 89-Florida 76	14.1	Sugar	Florida State (1)-Virginia Tech (2)	17.5	3.4
2000-01	Duke 82-Arizona 72	15.6	Orange	Oklahoma (1)-Florida State	17.8	2.2
2001-02	Maryland 64-Indiana 52	15.0	Rose	Miami (1)-Nebraska‡	13.8	-1.2
2002-03	Syracuse 81-Kansas 78	12.6	Fiesta	Ohio State (2)-Miami (1)	17.2	4.6
2003-04	UConn 82-Georgia Tech 73	11.2	Sugar	LSU (2)-Oklahoma‡	14.8	3.6
2004-05	N. Carolina 75-Illinois 70	16.0	Orange	USC (1)-Oklahoma (2)	13.7	-2.3
2005-06	Florida 73-UCLA 57	11.2	Rose	Texas (2)-USC (1)	21.7	10.5
2006-07	Florida 84-Ohio State 75	12.2	Fiesta	Florida (2)-Ohio State (1)	17.4	5.2

AP rank (1) and (2). *Non-championship games. ‡Split championships: 1990-91 Colorado (1) 11-1-1 won Orange Bowl and Georgia Tech 11-0-1 (UPI) won Citrus Bowl; 1991-92 Miami (1) 12-0-0 won Orange Bowl and Washington 12-0-0 (USA/CNN) won Rose Bowl; 1997-98 Michigan 12-0 (1) won Rose Bowl and Nebraska 13-0 (USA/ESPN) won Orange Bowl; 2003-04 LSU 13-1 (BCS) won Sugar Bowl and USC 12-1 (1) won Rose Bowl. Source: John Vrooman.

NIELSEN RATINGS FOR POST-SEASON BCS BOWLS

YEAR	ROSE	FIESTA	SUGAR	ORANGE	GRP	ARP
1985-86	22.7	14.7	6.8	21.3	65.5	16.4
1986-87	17.7	24.9	8.6	16.0	67.2	16.8
1987-88	16.5	8.7	7.9	20.8	53.9	13.5
1988-89	10.8	17.0	8.1	12.9	48.8	12.2
1989-90	14.6	8.8	7.4	18.5	49.3	12.3
1990-91	11.9	6.2	4.9	18.3	41.3	10.3
1991-92	15.4	7.0	10.8	11.0	44.2	11.1
BOWL COALITION						
1992-93	14.3	6.2	18.2	4.0	42.7	10.7
1993-94	11.3	7.9	5.2	17.8	42.2	10.6
1994-95	18.2	6.0	14.9	11.4	50.5	12.6
BOWL ALLIANCE						
1995-96	19.2	18.8	6.3	12.5	56.8	14.2
1996-97	16.5	10.0	17.9	7.8	52.2	13.1
1997-98	17.6	5.8	11.2	13.3	47.9	12.0
BOWL CHAMPIONSHIP SERIES						
1998-99	13.3	17.2	11.5	8.4	50.4	12.6
1999-00	14.1	9.6	17.5	11.4	52.6	13.2
2000-01	14.0	10.7	13.0	17.8	55.5	13.9
2001-02	13.8	11.3	8.6	9.5	43.2	10.8
2002-03	11.3	17.2	9.2	9.7	47.4	11.9
2003-04	14.3	8.5	14.8	9.1	46.7	11.7
2004-05	12.4	7.4	9.5	13.7	43.0	10.8
2005-06	21.7	12.9	9.0	12.3	55.9	14.0
2006-07	13.9	8.4/ 17.4	9.3	7.0	56.0	11.2

Source: John Vrooman and Nielsen Media Research. Games involving AP (1) in bold.

NCAA BASKETBALL TOURNAMENT TV RIGHTS (\$M)

YEAR	NETWORK	TOTAL CONTRACT	YEARS	ANNUAL FEE
1982-84	CBS	48.0	3	16.0
1985-87	CBS	96.0	3	32.0
1988-90	CBS	166.0	3	55.3
1991-97	CBS	1,000.0	*7	142.9
1995-02	CBS	1,725.0	8	215.6
2003-13	CBS	6,000.0	11	545.5

* Last 3 years rolled into new contract. 2003-13 contract escalates from \$360M in 2003 to \$764M in 2013.
Source: John Vrooman

BCS TELEVISION RIGHTS (\$M)

YEAR	NETWORK	TOTAL CONTRACT	YEARS	ANNUAL FEE	GAMES	FEE/GAME
1999-02	ABC	314.4	4	78.6	4	19.7
2003-06	ABC	408.0	4	102.0	4	25.5
2007-14	ABC	240.0	8	†30.0	1	30.0
2007-10	FOX	330.0	4	‡82.5	4	20.6
2007-10	ABC+FOX	450.0	4	112.5	5	22.5

†ABC separately pays \$30M/year over 8 years for Rose Bowl and 2009 Rose Bowl +ONE championship and entered a low \$68M bid for other four BCS bowls (\$17M/game compared to \$25.5M/game in 2003-06).

‡FOX won rights with \$82.5M/year for non-Rose BCS bowls and championships in 2007, 2008, and 2010.

Source: John Vrooman

VROOMAN BCS RULES

1. BCS conferences must have 12 teams with two divisions of 6 with championship playoff game on first Saturday in December.
2. BCS bowl team must finish in the top ten of the BCS rankings: (11) Notre Dame and (14) Wake Forest out in 2007.
3. Highest ranked PAC10 or BIG10 team is host of Rose Bowl.
4. Highest ranked SEC team is host of Sugar Bowl.
5. Highest ranked BIG 12 team is host of Fiesta Bowl.
6. Highest ranked ACC or BEAST team is host of Orange Bowl.
7. First place team plays fourth place team at home bowl of (1).
8. Second place team plays third place team at home bowl of (2) unless (1) and (2) are both from PAC10, BIG10, ACC or BEAST
9. Maximum number of teams of any conference is 2 teams in the BCS: (7) Wisconsin not eligible in 2007.
10. Plus-One Championship matches (1) and (2) bowl winners on third Monday of January (NFL Divisional weekend). Plus-One is rotated as in the past and payout is divided equally among conferences of final four teams.

BCS BOWL	2007 BOWL SET UP	PLUS-ONE PLAYOFF
ROSE BOWL	(3) Michigan 11-1 v. (5) USC 10-2	(1) Ohio State v. (4) LSU 10-2
FIESTA BOWL	(10) Oklahoma 11-2 v. (8) Boise State 12-0	(10) Oklahoma v. (5) USC
SUGAR BOWL	(4) LSU 10-2 v. (11) Notre Dame 10-2	(2) Florida v. (3) Michigan
ORANGE BOWL	(6) Louisville 11-1 v. (14) Wake Forest 11-2	(6) Louisville v. (8) Boise State
PLUS-ONE BOWL	(1) Ohio State 12-0 v. (2) Florida 12-1	Rose Bowl v. Sugar Bowl Winner

2006 BCS STANDINGS

1	Ohio State	12-0
2	Florida	12-1
3	Michigan	11-1
4	LSU	10-2
5	USC	10-2
6	Louisville	11-1
7	Wisconsin	11-1
8	Boise State	12-0
9	Auburn	10-2
10	Oklahoma	11-2
11	Notre Dame	10-2
12	Arkansas	10-3
13	West Virginia	10-2
14	Wake Forest	11-2