



University of Memphis Athletics, WMC Action News 5 launch production partnership

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Contact: Jenny Smith (jenny.smith@wmctv.com)

MEMPHIS – The University of Memphis Athletic Department announced an agreement with local television station WMC Action News 5 to produce games as part of the new American Athletic Conference national television agreement with ESPN.

“I am thrilled that we can list the University of Memphis as a partner in this effort,” said WMC Action News 5 General Manager Jonathan Mitchell. “We can’t wait to help bring the University of Memphis brand to the entire nation.”

The television rights deal requires each of the member institutions to produce all men’s and women’s basketball home games not selected for national distribution, plus an additional number of games featuring volleyball, baseball, softball and men’s and women’s soccer. All home football games will be produced directly by ESPN.

WMC Action News 5 won the bid for these services in a response to a University of Memphis request for proposal process, using bonded cellular technology as the lead distribution method.

“We are excited about this new venture with WMC Action News 5 and their spirit of entrepreneurship and partnership,” said Director of Athletics Laird Veatch. “Delivering the games to ESPN+ using this special technology will allow us to operate at a fraction of the cost of other solutions, while maintaining high-end quality.”

For the 2020-21 academic year, Memphis and WMC Action News 5 will produce a total of 14 games in addition to the men’s and women’s basketball home games. In each of the next two seasons, those numbers will dramatically increase, culminating with an additional 50 games in year three of the agreement.

All games produced by WMC Action News 5 will be made available exclusively on ESPN+, a paid streaming service of ESPN. The schedule of games will be announced as team schedules are finalized.