



## Big Ten Network Unveils All-New BTN2Go 24/7 News and Streaming Platform

*Top-to-bottom revamp of BTN2Go offers robust and school-specific content for Big Ten fans and alumni*

**CHICAGO -- September 1, 2016 --** BTN today announced the launch of an all-new BTN2Go, the number one sports destination for Big Ten fans and alumni, featuring immense user personalization, new school-specific video content, improved social features and integrated tools such as school emojis to enhance the fan experience. With the new and improved BTN2Go, users can now enjoy a hyper-personalized experience where they'll always be in the know on the latest and greatest with their favorite school. With BTN2Go, fans will now have instant access original video content direct from both their favorite athletic department and BTN, curated key social content and quick access to the next big game.

"Since launching in 2011, BTN2Go has been the premier destination on game day for fans around the country to watch their school's live events," said Mark Silverman, President of BTN. "We are proud to build on that foundation by offering our users terrific school-specific content in way that is highly personalized."

Developed from the ground up in conjunction with online video technology leader NeuLion, BTN2Go's new design allows users to personalize their viewing experience for any one, or multiple, Big Ten schools, offering fans all the news and updates for the team they care about most. Prominently featured within the interface will be video content from every campus, including features on student-athletes, original storytelling from Big Ten athletic departments, interviews with coaches, all-access clips from practice and the locker room and more. Additionally, fans can cheer together or tease rival fans with the custom BTNmoji keyboard that natively integrates dozens of custom emojis, stickers and GIFs to perfectly represent the thrilling and heartbreaking ups and downs of being a true fan.

Beyond viewing BTN's linear network programming live 24/7 or on-demand through BTN2Go, users can also gain instant access to Big Ten Network original programming and content such as: *BTN Tailgate*, *Campus Eats*, *Sports Lite with Mike Hall*, *The Journey*, *Big Ten Elite*, *Big Ten Icons* and Big Ten classic games. BTN2Go is available to download on the [App Store](#) for iPhone and iPad, [Google Play](#) for Android devices, popular set-top boxes and on [www.btn2go.com](http://www.btn2go.com). To find out if your provider gives you access to BTN2Go, please visit: <http://www.btn2go.com/faq>

In addition to the latest update to BTN2Go, BTN.com rolled out a [new video section](#) powered by Sportsrocket. With an immense library of Big Ten video across all sports, the new video vault is easily searchable, mobile-friendly, and set up to spotlight features by school, sport and hot topics, like "[touchdowns](#)" and "[dunks](#)."

For more information, visit the BTN [Facebook](#), [Instagram](#) and [Twitter](#).

Screenshots, logos and more can be found here: <https://app.box.com/v/BTN2Go>

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### **About BTN**

A joint venture between the Big Ten Conference and Fox Networks, BTN is the first internationally distributed network dedicated to covering one of the premier collegiate conferences in the country. With more than 1,000 events across all platforms, the 24/7 network is the ultimate destination for Big Ten fans and alumni across the country, allowing them to see their favorite teams, regardless of where they live. BTN2Go is the digital extension of the Big Ten Network, delivering live games and on-demand programming to Big Ten Network customers via the web, smartphones and tablets. Events include football, men's and women's basketball games; dozens of Big Ten Olympic sports and championship events; studio shows; and classic games. Original programming highlights activities and accomplishments of some of the nation's finest universities. The groundbreaking Student U initiative provides real-world experience for students interested in careers in sports television. The network is in more than 60 million homes across the United States and Canada, including carriage by all the major video distributors, such as DIRECTV, DISH, Verizon FiOS, AT&T U-Verse, Charter Communications, Comcast Xfinity, Time Warner Cable, Cablevision, Cox Communications, Mediacom, RCN, WOW!, and approximately 300 additional video providers across North America. For additional information, go to [www.btn.com](http://www.btn.com).

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