

Sports Luminaries To Be Honored at Cynopsis Sports Media Awards in August

July 16, 2012, New York, NY - Boasting some of the hottest properties, ratings and brands from around the world of sports, three distinguished executives will be honored at the inaugural [Cynopsis Sports Media Awards](#) Breakfast on August 9 at The Harvard Club in New York City. They will be joined by dozens of finalists who are competing for signature sports business awards presented by Cynopsis Sports.

The Cynopsis Sports Awards honor the most outstanding work in the sports industry over the past year with categories that span television, digital, marketing and more. Cynopsis will also honor three executives who changed the way their sports entities connected with fans around the country. David Hill, Chairman and CEO of FOX Sports Media Group, will receive the Legacy Award for his outstanding management of the FOX Sports platforms and brands; Golf Channel President Mike McCarley will receive the Award of Distinction as Sports Network Executive of the Year; and Pac-12 Commissioner Larry Scott will be the first winner of the Vision Award, which honors successful strategy from an executive at a sports league.

David Hill has been Chairman and Chief Executive Officer of FOX Sports Media Group (FSMG) since 1999, overseeing the umbrella entity that represents News Corporation's wide array of multi-platform US-based sports assets. Last year, FOX Sports Media Group inked deals and generated ratings with highlights that included: Super Bowl XLV scoring as the most-watched program in television history at the time with 111 million viewers; World Series ratings rising 19% over 2010, new deals with leagues that include FIFA, UFC and NCAA conferences, ratings highs for the UEFA Champions League and year-to-year increases for NASCAR. Overall, FOX Sports has been the top-rated network for sports for 15 straight years.

Golf Channel President Mike McCarley led the network to its most-watched year in its 17-year history in 2011 and on pace to top that in 2012. Golf Channel is the fastest-growing network on television (any network serving 80mm+ homes) following six consecutive quarters of growth since becoming part of the NBC Sports Group. Viewership is up more than 50 percent year-to-date versus 2010, with golf coverage from the PGA TOUR rising 20 percent year-over-year and 54 percent versus 2010. The Presidents Cup coverage from Australia delivered the most-watched day and week in Golf Channel history, viewership for Golf Central grew 47% percent; and the premiere of "Feherty" to become the network's most-viewed season premiere ever.

As the inaugural winner of the Cynopsis Sports Vision Award, which recognizes the League Executive of the Year, Pac-12 Commissioner Larry Scott cemented the conference's future by not only adding the Universities of Colorado and Utah to the roster of schools and adding a football conference championship, he also brought in new broadcast deals with FOX and ESPN that put the conference among the elite in revenue. In addition, Scott created Pac-12 Enterprises and will be launching the Pac-12 Networks on August 15, with one national and six regional networks that will offer 850 live events a year.

These three luminaries, along with dozens of category winners, will be honored on August 9 at the Cynopsis awards breakfast. General categories include awards for the year's best work in live coverage of a sporting event, apps, new series, fantasy game, live stream presentation and marketing campaign. Judges spanned the sports industry and included executives from networks and leagues alike. The full list of finalists and categories can be found at <http://www.cynopsis.com/events/sports-awards/>. Profiles of the honorees will appear in a special edition of Cynopsis Sports.

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