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Network Profile

Longhorn Network covers Texas sports like never before. With 175 exclusive events a year from all 20 UT sports, and hundreds of hours of original studio content, you can put your eyes upon Texas ALL THE LIVE LONG DAY. With weekly coaches' shows, live press conferences, pre and postgame analysis all-access behind the scenes coverage and more.

Adult Longhorn Fans in TX DMAs

El Paso	9%
Dallas	20%
Austin	40%
San Antonio	24%
Houston	18%
Rio Grande	15%

Education

Graduated College **63%**

Household Income

Income in TX Earned by Longhorn Fans **34%**

Featured Programs

Two Exclusive LIVE Football games
10 Men's basketball & 15 Women's basketball LIVE games
LIVE Texas GameDay, Halftime and Final
35 Baseball & 40+ Softball LIVE games
100+ events across all Texas Olympic Sports
Academic programming