

# Proskauer Advises the Big Ten Conference on Historic Media Rights Agreements with CBS, FOX and NBC

August 26, 2022

**NEW YORK, August 26, 2022** - Proskauer, a leading international law firm, announced today that it advised the Big Ten Conference in its recently-signed historic media rights agreements with CBS, FOX, NBC and NBCUniversal's Peacock. The agreements include carriage of Big Ten football and men's and women's basketball as well as Olympic sports across both traditional over-the-air linear television and direct-to-consumer streaming platforms.

The Big Ten is an association of world-class universities and students competing in intercollegiate athletics and emphasize the values of integrity, fairness, and competitiveness. The Big Ten sponsors 28 official conference sports, 14 for men and 14 for women, including the addition of men's ice hockey and men's and women's lacrosse since 2013.

The Proskauer team advising the Big Ten Conference was led by [Joseph Leccese](#) (Sports Group co-chair and Chairman Emeritus), partner [Robert Freeman](#) (Technology, Media & Telecommunications) and associate [Benjamin Freeman](#) (Sports Law).

## About Proskauer

We are 800+ lawyers serving clients from 12 offices located in the leading financial and business centers in the Americas, Europe and Asia. The world's leading organizations, companies and corporations choose us to be their representatives in their most critical situations. But more, they consider Proskauer a strategic partner to drive their business forward. We work with asset managers, major sports leagues, Fortune 500 companies, entertainment industry legends and other industry-redefining companies.

For more than 55 years, Proskauer has advised the world's premier sports organizations on their most critical and complex matters. Our lawyers play a pivotal role in the transactions, negotiations and litigations that are at the leading edge of the business of sports.

#### [Related Professionals](#)

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- **Joseph M. Leccese**  
Chairman Emeritus of the Firm
- **Robert E. Freeman**  
Partner
- **Benjamin Freeman**  
Associate