

BLOOMBERG RANKINGS

PUBLIC UNIVERSITY FOOTBALL FUNDING

Rank	School	Operating Revenue (\$MIL)	Operating Expense (\$MIL)	Operating Profit/Loss (\$MIL)
1	Texas	\$93.9	\$23.8	\$70.1
2	Georgia	71.0	18.6	52.5
3	Michigan	63.2	18.3	44.9
4	Florida	68.9	24.7	44.3
5	LSU	69.4	25.5	43.9
6	Alabama	72.8	32.1	40.8
7	Oklahoma	58.8	19.2	39.5
8	Auburn	66.2	27.9	38.3
9	Tennessee	56.7	19.2	37.5
10	South Carolina	57.1	22.8	34.3
11	Nebraska	49.9	17.8	32.1
12	Iowa	46.6	18.6	28.0
13	Arkansas	48.0	22.0	26.0
14	Texas A&M	41.9	16.6	25.3
15	Michigan State	44.6	20.3	24.3
16	Ohio State	56.1	38.0	18.2
17	Kentucky	31.9	13.9	18.0
18	Oklahoma State	32.8	15.5	17.3
19	Mississippi	28.4	11.9	16.5
20	Wisconsin	37.6	22.0	15.5
21	West Virginia	29.5	14.3	15.1
22	Minnesota	32.3	17.4	14.9
22	Virginia Tech	36.1	21.3	14.9
24	Washington	33.9	19.2	14.7
25	Colorado	26.2	12.6	13.7
26	Illinois	25.8	12.4	13.4
27	Mississippi State	22.2	10.0	12.2
28	Kansas State	23.2	11.3	11.9
29	Missouri	25.4	13.8	11.6
29	Arizona State	29.7	18.1	11.6
31	Clemson	28.8	18.1	10.6
32	N.C. State	23.1	13.3	9.8
33	Arizona	22.7	13.6	9.1
34	Indiana	21.9	12.9	9.0
35	Georgia Tech	24.4	16.4	7.9
36	Texas Tech	30.4	22.8	7.6
37	North Carolina	24.0	16.7	7.3
38	UCLA	22.3	15.3	7.0
38	California	24.4	17.4	7.0
40	Iowa State	20.0	13.4	6.6
41	Purdue	18.2	11.9	6.3
42	Oregon State	17.9	12.0	5.9
43	South Florida	16.5	12.2	4.3
44	Louisville	15.5	12.2	3.3
45	Virginia	19.0	15.9	3.1
46	Washington State	11.7	9.2	2.5
47	Florida State	18.8	16.3	2.5
48	Cincinnati	13.3	11.2	2.1
49	Kansas	17.8	16.0	1.8
49	Maryland	11.6	9.9	1.8
51	Oregon	18.5	18.1	0.5
52	Connecticut	12.4	14.4	(2.1)
53	Rutgers	24.0	26.8	(2.9)

Source: University Financial Reports
As of: April 2011 for Fiscal Year 2010

DEFINITIONS

Operating revenues include ticket sales, contributions received from individuals, corporations, associations, clubs or other organizations donated to the athletic program, third party compensation (such as housing allowance, clothing allowance, speaking fees), TV, radio and internet broadcast rights fees, royalties, licensing, advertising and sponsorships, endowment and investment income.

Operating expenses include scholarships, coaching salaries, benefits and bonuses, severance payments, recruiting costs and travel costs, marketing promotion costs, cheerleading, medical and insurance payments.