



## **Amazon Greenlights Untitled University of Michigan Football Series Exclusively for Prime Video**

September 13, 2017

*The Amazon Original Unscripted Series follows legendary Coach Jim Harbaugh and the 2017 University of Michigan football team*

LONDON — 13 September 2017 – Amazon today announced it has greenlit an untitled University of Michigan Football series, following legendary Coach Jim Harbaugh and the 11-time national championship team throughout the 2017 season.

Produced by BTN Originals, The Montag Group and Jim Jorden Productions, the series will give Prime members unprecedented access to the winningest programme in college football, chronicling Michigan's 2017 season. The cameras will follow Coach Harbaugh, his assistant coaches, the student athletes and their support system on and off the field, giving viewers an inside look at the team, game, practice, life in Ann Arbor and everything in between.

During Harbaugh's first two years, Michigan became a top 10 national power and pulled in one of the top recruiting classes for the 2017 season. Harbaugh is a former Michigan quarterback, Heisman finalist, first round draft pick, 14-season NFL quarterback and a former NFL head coach, who led the San Francisco 49ers to three NFC Championship games and a Super Bowl in his first three seasons.

"We pride ourselves on offering Prime members access to the people and worlds that they simply cannot find anywhere else. This series will show viewers an elite college football programme in a way that's never been done before," said Conrad Riggs, Head of Unscripted, Amazon Originals. "We're excited to have this series join the Sports Emmy-winning *All or Nothing* on our unscripted sports programming roster."

"We are excited to partner with BTN and work with Coach Harbaugh and the Michigan football team on this all-access view into one of the great college football programmes in America," said Sandy Montag, Executive Producer.

"We are proud to collaborate with Amazon Prime Video in documenting our University of Michigan student-athletes' daily experiences and the lifelong lessons learned both on the football field and in the classroom," said Harbaugh. "We welcome judgement! We embrace this opportunity to showcase our 2017 University of Michigan football team to a vast audience around the world."

"This represents a tremendous opportunity for BTN's award-winning original programming team to work with an entity like Amazon, as well as explore alternative distribution models for Big Ten content in the future," said Michael Calderon, Senior Vice President, Programming and Digital Media, BTN.

The series will be executive produced by Sandy Montag (*Perfect in '76*), Kirk Reynolds, Ron Lynn and Jim Jorden, and produced by BTN Originals, The Montag Group and Jim Jorden Productions.

Prime members will be able to stream the series exclusively via the Amazon Prime Video app for TVs, connected devices including Fire TV, mobile devices and online. Members can also download the series to mobile devices for offline viewing at no additional cost to their membership. The series will be a global release and available on [www.amazon.co.uk/prime](http://www.amazon.co.uk/prime) for Prime Video members in more than 200 countries and territories.

Customers who are not already Prime members can sign up for a free trial at [www.amazon.co.uk/prime](http://www.amazon.co.uk/prime). For a list of all Amazon Video compatible devices, visit the [Watch Anywhere page](#).

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## About Amazon Video

Amazon Video is a premium on-demand entertainment service that offers customers the greatest choice in what to watch, and how to watch it. Amazon Video is the only service that provides all the following:

- **Prime Video:** Thousands of popular movies and TV episodes, to stream or download, including Amazon Originals and Exclusives like *American Gods*, based on the award-winning novel by Neil Gaiman; recently launched Series 2 of *Preacher* starring Oscar nominated Ruth Negga and Dominic Cooper; *Sneaky Pete*, executive produced by Bryan Cranston; *Goliath*, starring Billy Bob Thornton; 2016 BAFTA winning *Transparent*; Ridley Scott produced *The Man in the High Castle*; 2016 Golden Globe® winning *MR. ROBOT*; *Bosch*, based on Michael Connelly's best-selling books; all series of *Ripper Street* and Clarkson, Hammond and May show *The Grand Tour*. Plus, must-see films like *The BFG*, *The Imitation Game*, *Free State of Jones*, *The Hateful Eight*, *Room*, *Spotlight* and more. Prime Video is also now available to customers in more than 200 countries and territories around the globe.
- **Amazon Channels:** Allowing Prime members to add over 40 individual channel subscriptions including Discovery, Eurosport Player, hayu and others to their Prime Video viewing experience for an additional low monthly subscription fee, without the need to sign up for a bundle or enter a lengthy contract.
- **Rent or Own:** Thousands of titles, including new-release movies and current TV shows available for on-demand rental or purchase for all Amazon customers.
- **Watch Anywhere:** Instantly watch anytime, anywhere through the Amazon Video app on smart TVs, mobile devices and tablets, Amazon Fire TV, Fire TV Stick, and Fire tablets, on Xbox, PlayStation, Wii and Wii U, on the Amazon Prime Video app available on Google Play and through the web at [www.amazon.co.uk/primevideo](http://www.amazon.co.uk/primevideo).
- **Premium Features:** Top features like 4K Ultra HD, High Dynamic Range (HDR) and mobile downloads for offline viewing.

In addition to thousands of Prime Video movies and TV episodes, Prime members enjoy One-Day Delivery, Prime Music, Prime Live Events, Prime Reading, Prime Photos, early access to Lightning Deals and more— all available for a monthly membership of £7.99/month, or a best value annual membership of just £79/year. Amazon customers who are not already members can start a 30-day free trial of Amazon Prime by visiting.

## About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [www.amazon.com/about](http://www.amazon.com/about).

## About BTN Originals

BTN Originals is best known for its Emmy-nominated series "The Journey," as well as documentaries including "Unbeaten: The Life of Brook Berringer" and "Tiebreaker."

## 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 1,500 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, such as *The Journey*, 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 more information, go to [www.btn.com](http://www.btn.com).

#### About The Montag Group

The Montag Group is a talent management, consulting, content development, and media-strategy company focused in the world of sports, entertainment and lifestyle. Sandy Montag, President & CEO, served as Executive Producer on "Perfect in '76", a documentary on the undefeated Indiana basketball team which aired on Showtime earlier this year.

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