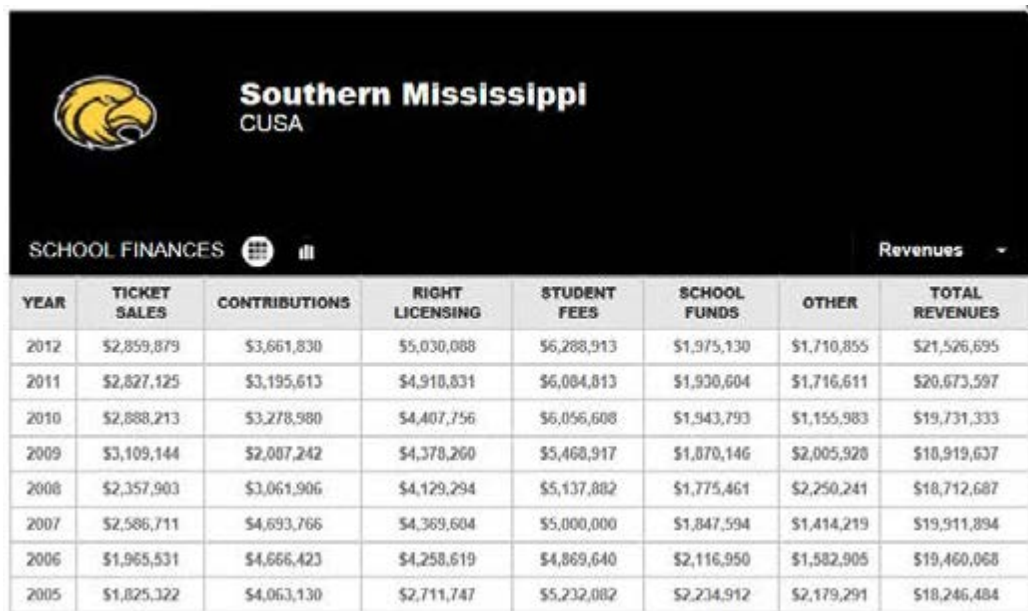


Special Report

NCAA Releases 2012 Revenue Data

The NCAA recently (on 7-May-2013) released data on athletics departments' revenues, and *The USA Today* followed up by releasing a [complete set](#) of information on each institution to the general public. USM shows up at 105th in the overall ranking, after having generated about \$21.5 million in total revenues during 2012. A complete snapshot for USM across the 2005-12 period is provided here.



The screenshot shows the Southern Mississippi CUSA website's 'SCHOOL FINANCES' section. It features a table with columns for Year, Ticket Sales, Contributions, Right Licensing, Student Fees, School Funds, Other, and Total Revenues. The data is presented for the years 2005 through 2012.

YEAR	TICKET SALES	CONTRIBUTIONS	RIGHT LICENSING	STUDENT FEES	SCHOOL FUNDS	OTHER	TOTAL REVENUES
2012	\$2,859,879	\$3,661,830	\$5,030,088	\$6,288,913	\$1,975,130	\$1,710,855	\$21,526,695
2011	\$2,827,125	\$3,195,613	\$4,910,831	\$6,084,813	\$1,930,604	\$1,716,611	\$20,673,597
2010	\$2,888,213	\$3,278,980	\$4,407,756	\$6,056,608	\$1,943,793	\$1,155,983	\$19,731,333
2009	\$3,109,144	\$2,007,242	\$4,370,260	\$5,468,917	\$1,070,146	\$2,005,920	\$18,919,637
2008	\$2,357,903	\$3,061,906	\$4,129,294	\$5,137,882	\$1,775,461	\$2,250,241	\$18,712,687
2007	\$2,586,711	\$4,693,766	\$4,369,604	\$5,000,000	\$1,847,594	\$1,414,219	\$19,911,894
2006	\$1,965,531	\$4,666,423	\$4,258,619	\$4,869,640	\$2,116,950	\$1,582,905	\$19,460,068
2005	\$1,825,322	\$4,063,130	\$2,711,747	\$5,232,082	\$2,234,912	\$2,179,291	\$18,246,484

According to the data above, USM earned \$21,526,695 in overall revenues, with \$6,288,913 coming from student tuition fees, and another \$1,975,130 coming from the institution's general fund. Of the overall total, only \$2,859,879 comes from ticket sales, while another \$3,661,830 is retrieved from donors. Licensing fees generate an additional \$5,030,088, and the remaining \$1,710,855 comes from "other" sources.

C-USA rivals Memphis (54th), Central Florida (60th), Houston (64th), East Carolina (65th), Marshall (74th) and UAB (79th) all rank well ahead of USM, generating 2012 revenues ranging from a low of \$28,114,179 (UAB) to a high of \$46,783,503 (Memphis). These numbers show just how big USM's disadvantage is *even in C-USA*, and USM is dealing with a \$1.5 million deficit in its attempt to keep up. It is also worth pointing out that in-state rival Mississippi State ranks 38th overall, with 2012 revenues of \$69,828,880, while Ole Miss checks in at 51st, with 2012 revenues of \$51,858,993. Compared to USM's, these numbers are simply staggering. Not so, however, when compared to Texas' 2012 revenues of \$163,295,115, which put it 1st in the nation.