



### **Submedia buys The University Network**

Innovative media advertiser aims to generate more sponsors, revenue for participating Member Institutions

TUN, The University Network, has been a strategic partner with NIRSA for four years. NIRSA Members have played a key role in the growth of TUN during the course of those four years. From the 10-school pilot program in 2002, to the 250-screen network on 170 campuses today, 134 NIRSA Member Institutions have supported TUN and embraced the communications program that is offered at no charge to universities.

TUN, like many young companies, found itself with a few growing pains when the program offering was so successful that they ended up with a waiting list of university subscribers. TUN was purchased in July 2005 by InFocus Digital Media, and was able to install all schools on the waiting list in a few short months as a result of having unlimited access to InFocus hardware. Several months ago, InFocus announced the pending asset sale of a variety of holdings that included TUN. Realizing the strong relationship between TUN and their university partners, InFocus invited NIRSA to be a part of the review process as potential suitors came calling for TUN. NIRSA Executive Director Dr. Kent Blumenthal remained in close contact with Denise Stephenson, Senior Vice President and one of the original founding partners at TUN, as the candidates were carefully evaluated.

After many months of consideration, Submedia, LLC, [www.submediaworld.com](http://www.submediaworld.com), is the new owner of TUN and looks forward to bringing even more quality content to the network. Submedia CEO Peter Corrigan stated, "It was the dedicated and very capable team that drew Submedia to TUN. Their passion and enthusiasm for providing excellent service and support are equal to their spirit of entrepreneurialism and taking ownership of every aspect of running TUN."

Corrigan went on to say, "Denise Stephenson will continue to run TUN, which has flourished under her leadership. We have every confidence that it will continue to flourish as we bring our media resources and financial support to complement this great program and committed team."

Submedia, LLC, headquartered in New York with offices around the world, will focus on bringing in new sponsors and media partners in the coming months. Submedia will also invite crossover with existing sponsors for their advertising revenue-sharing program in subway tunnels worldwide. NIRSA Members are welcome to contact Denise Stephenson, SVP, TUN at [denise@tun.com](mailto:denise@tun.com) or 901-748-0012 with any questions or comments.