



QUICK REFERENCE GUIDE

OBTAINING NCAA BROADCAST AND DIGITAL MEDIA RIGHTS FOR:

RADIO/AUDIO INTERNET STREAMING RIGHTS. All stations requesting radio / audio Internet streaming rights for any round / game of an NCAA championship shall be required to submit a completed radio agreement with IMG College. The radio agreement must be fully completed and submitted online in advance of the round / game that will be broadcast.

To submit a request, you must click the "I acknowledge my understanding of the policy and agree to comply with the stated guidelines" button. Questions may be directed to IMG College's Mike Dodson (mike.dodson@imgworld.com; 859-226-4390.) Click here to review the "[2016-17 Audio Policy.](#)"

TELEVISION BROADCAST RIGHTS. If an NCAA network partner (i.e., Turner/CBS, ESPN and/or Golf Channel) chooses not to activate or televise a particular round of an NCAA championship, those television rights revert back to the NCAA. The NCAA can grant/sell them to any network [e.g., another national TV network, Regional Sports Network (RSN), local TV station, campus television station] if it so chooses.

The NCAA broadcast media services group will award qualified NCAA institutions and/or RSN/local television stations television rights. Commercial television rights fees vary for specific NCAA championships rounds. Generally, there is a **minimum of \$1,500 per game and per broadcast entity (i.e., per network/station)**. (Please Note: Any station selling commercials; selling or airing billboards; sponsorships; in-game graphic sponsors; underwriters; or phone pledges must pay the NCAA a commercial television rights fee per game.) However, local campus and/or non-commercial television stations may have the rights fee waived.

Entities interested in requesting television syndication rights should review the [Television Rights Overview](#) section and submit a syndication bid letter to the NCAA broadcast media services group. Questions may be directed to Amy Skiles (askiles@ncaa.org; 317-917-6222).

LIVE VIDEO STREAMING RIGHTS. For those available NCAA championships in which Turner/NCAA Digital elects NOT to exercise its video streaming rights [nor is it being televised by an NCAA network partner (Turner, CBS, ESPN and/or Golf Channel)], member schools and/or media outlets may request live video streaming rights to these events. The request form and live video streaming policy can be accessed at <http://www.ncaa.com/rights-request>. Click here to review the [Live Video Streaming Rights Policy](#).

NCAA CHAMPIONSHIPS VIDEO FOOTAGE.

The NCAA retains exclusive copyright to all audio (natural sound) and video footage (e.g., television, digital, photographs) to all 90 NCAA championships. [Note: The NCAA does not own the television rights/footage to any regular-season contests, including Division I Football Bowl Subdivision (FBS) games; nor conference championships contests.] The NCAA has partnered with Wazee Digital to represent and manage its video and audio assets (including fulfillment, licensing, copyright and archival rights).

FOR GENERAL PUBLIC/FANS. Currently, there is **NOT** an option available for the general public/fans to purchase NCAA championships footage/DVDs (e.g., Amazon). However, Wazee Digital may be able to assist you. You may reach them at 866-815-6599 or through their website <http://commerce.wazeedigital.com/>. Finally, you can view most NCAA championships live (or re-air) on [NCAA.com/Video](#) or [WatchESPN / ESPN3](#).

FOR NCAA INSTITUTIONS OR CONFERENCES. Please [click here](#) for more information regarding the NCAA Institution Footage Program or contact Wazee Digital's Ian Retzlaff (sports@wazeedigital.com; 303-953-5160).

FOR COMMERCIAL OR BROADCAST ENTITIES. All requests to obtain clips or copies of NCAA championships/events (e.g., game/program records, melt/highlight tapes) should go through the NCAA/Wazee Digital online footage request system, which can be found at the following website: <http://commerce.wazeedigital.com/>.

[Please Note: The NCAA's network partners (e.g., Turner, CBS, ESPN and/or Golf Channel) are instructed not to duplicate copies of NCAA championships/events.]