



MEMORANDUM

May 14, 2017

TO: Sports Information Contacts of Qualified Institutions for the 2017 NCAA Division I Softball Championship.

FROM: Amy Skiles
Assistant Coordinator of Championships and Alliances, Broadcast Services.

SUBJECT: 2017 NCAA Division I Softball Championship Television, Internet Video Streaming and Radio / Internet Audio Rights.

PLEASE FORWARD THIS MEMORANDUM TO NCAA CONFERENCE/INSTITUTION TELEVISION NETWORKS / REGIONAL SPORTS NETWORKS / LOCAL TELEVISION STATIONS, INTERNET VIDEO ENTITIES AND RADIO CONTACTS

Congratulations on qualifying for the 2017 NCAA Division I Softball Championship. This memorandum is to inform you of the guidelines and procedures for obtaining broadcast rights (i.e., television, Internet video streaming, radio / Internet audio) for the regional round of the Division I Softball Championship that does **NOT** have predetermined national television (i.e., Turner, CBS, ESPN, Golf Channel) and/or Turner Sports / NCAA.com digital Internet video streaming coverage. **All information included in this memorandum can be obtained by visiting NCAA.com/media under “Broadcast and Digital Policies.”**

[Please Note: The contacts, guidelines and procedures differ for obtaining available broadcast rights (i.e., television, Internet video streaming, radio / Internet audio). [Television rights \(see Page Nos. 1-4\)](#) will be awarded by the NCAA; [Internet video streaming rights \(see Page Nos. 4-5\)](#) will be awarded by Turner Sports; and [radio / Internet audio rights \(see Page No. 5\)](#) will be awarded by IMG College. Please see the respective sections for additional information related to obtaining these respective broadcast rights.]

TELEVISION RIGHTS

Qualified NCAA conference/institution television networks, Regional Sports Networks (RSNs) and local television stations may submit their television rights bid letter to Amy Skiles (askiles@ncaa.org) of the NCAA. [A sample television rights bid letter can be found in [Attachment A](#).] The bidding deadline is as follows:

<u>ROUND</u>	<u>COMPETITION DAY(S)</u>	<u>COMPETITIVE BIDDING DEADLINE</u>
Regionals	Friday, May 19 – Sunday, May 21	Tuesday, May 16 NOON Eastern time

[Please Note: Competitive bidding deadlines are put in place so NCAA conference/institution television networks / RSNs and local television stations that are serious about producing NCAA championship game(s) get adequate notice to plan production details and promotion of telecasts.]

National Collegiate Athletic Association

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Regionals. There are up to 112 different NCAA Division I Softball Regional games from 16 campus sites, with the games being played Friday, May 19, through Sunday, May 21. **ESPN has notified the NCAA of its intent to activate their broadcast rights for selected regional sites/games. After selections, ESPN will have the first opportunity to select which regional sites/games it wishes to activate.** For the unselected regional sites/games, these broadcast television rights will revert back to the NCAA to grant/sell them to any network (e.g., NCAA conference/institution television networks / RSNs, local television stations) if it so chooses.

Super Regionals and Women's College World Series. ESPN, Inc. owns the live domestic broadcast television rights and live Internet video streaming rights to the Division I Softball Super Regionals and Women's College World Series. All super-regionals and Women's College World Series games will be televised on an ESPN network (i.e., ESPN, ESPN2, ESPNU).

The super regionals games will take place from Thursday, May 25, through Sunday, May 28, from eight campus sites; followed by the Women's College World Series games from Thursday, June 1, through Wednesday, June 7, at ASA Hall of Fame Stadium in Oklahoma City, Oklahoma.

[Please Note: The dates, times and ESPN Network of these games will be available on the [NCAA CHAMPIONSHIPS BROADCAST SCHEDULE](#), which is located on [NCAA.com/media](#). However, game information for super-regional games will not be available until after the conclusion of the regional round.]

No other broadcast network or Internet entity, other than ESPN, may air the Division I Softball Championship super-regional and/or the Women's College World Series' games, nor show highlights of these games, until the ESPN broadcasts are off the air.

Broadcast networks / NCAA conference/institution television networks / RSNs and local television stations may use up to **three minutes (per newscast)** of video footage for up to **72 hours** following the game/broadcast. **No media entity (commercial or noncommercial) is allowed to display any game video on its website.**

If a broadcast entity wishes to license video footage beyond the previously described time period (**72 hours**), all requests to obtain clips or copies of NCAA championships / events (e.g., game / program records, melt / highlight tapes) need to go through the NCAA / Wazee Digital online footage request system, which can be found at the following website: <http://commerce.wazeedigital.com/license/home.do>.

The NCAA and its primary media partners own all television and digital / Internet video streaming rights to all 90 NCAA championships. The NCAA will award qualified NCAA conference/institution television networks / RSNs and local television stations television rights based on the following criteria:

1. The commercial television rights fee is a **MINIMUM of \$2,500 per game / per broadcast entity (i.e., per network / station)**. However, local campus and/or noncommercial television stations may have the rights fee waived.

[Please Note: NCAA conference/institution television networks / RSNs and local television stations selling commercials; selling or airing billboards; sponsorships; in-game graphic sponsors; underwriters; or phone pledges must pay the NCAA a commercial television rights fee.]

2. All game times will be determined by the NCAA in conjunction with the host institution. Game times may be adjusted, at the NCAA's sole discretion, to accommodate broadcast windows for the entity that wishes to acquire these rights to increase the national, regional or local exposure of the Division I Softball Championship.
3. Television entities awarded television rights must provide the NCAA with satellite coordinates for each game [or broadcast window(s)]. Please email the coordinates and satellite details to Amy Skiles (askiles@ncaa.org) **NOT later than 4 p.m. Eastern time, the Wednesday prior to the game.**
4. Television entities awarded television rights must strictly adhere to the NCAA's **24-hour Silent Blackout Policy**. The only relief that will be granted with this policy is if the host institution has sold out its competition venue.

BLACKOUT POLICY. The NCAA does **NOT** implement local blackouts for NCAA championships; however, a "silent" blackout may be implemented until 24 hours prior to the start of the televised championship event for regions within a 50-mile radius of the event. A "silent" blackout restricts the television station from announcing that it has obtained the rights or promoting the broadcast on any medium (e.g., newspapers, television, radio, Internet). If the "silent" blackout is broken, the NCAA maintains the right to cancel the broadcast. The blackout policy does **NOT** apply to Turner, CBS, ESPN or the Golf Channel telecasts.

*[Please Note: If a television or broadcast entity (i.e., NCAA conference/institution television networks, RSNs, local television stations) is NOT willing to meet the aforementioned criteria, the NCAA broadcast rights will **NOT** be granted.]*

Additional Television Rights Criteria That Will Be Considered Are As Follows:

1. Financial package.
2. Coverage area (how many households delivered).
3. Relationship with the institution (e.g., produced five regular-season Division I softball games and 10-Division I softball coaches' shows during the regular season).
4. Production quality (e.g., number of manned cameras, number of videotape replay machines, layout of television production truck, number of announcers, type of graphics looks).

5. Prior bidding in current championship.
6. Live broadcast or tape-delay broadcast.

The NCAA will **NOT** produce any Division I Softball Championship games for television syndication. NCAA conference/institution television networks / RSNs and local television stations awarded television or Internet video streaming rights to the game(s) must produce the game(s) at their own expense. In most cases, the NCAA **will** allow more than two television production trucks into the same facility. The NCAA will work to get multiple television outlets to work together in sharing productions facilities, crew and announcers. **In this situation, the multiple television outlets involved must all submit to the NCAA a television rights bid letter.**

NCAA conference/institution television networks / RSNs and local television stations awarded syndication rights will be given all local commercial time to sell in accordance with NCAA advertising guidelines. *[However, if awarded noncommercial rights, your station may **NOT** sell commercials; sell or air billboards; sponsorships; in-game graphic sponsorships; underwriters; or phone pledges.]* The NCAA reserves the right to keep four 30-second spots for NCAA public service announcements per game. **[Click [HERE](#) to review the current NCAA Advertising and Promotional Guidelines.]**

The NCAA requires a game-record copy and ISO MELT / clean highlights of each game for the NCAA Video Library delivered within four business days after the telecast(s). NCAA conference/institution television networks / RSNs and local television stations must pay for the cost of the dub and the shipping charges to the NCAA. The NCAA will accept masters in any of the following formats: .mov files (quick time); or DIGITAL BETA; DVCAM or HDCAM; DVC Pro HD; or HD-SR tapes. *[If your master is on any other format, you must transfer it to one of the aforementioned formats for the NCAA at your expense.]* All game-record tapes and ISO MELT tapes should be shipped to the NCAA Video Library:

NCAA
Attn: Ivan Johnson
1802 Alonzo Watford Sr. Drive
Indianapolis, IN 46202
Phone: 317-917-6183
Email: ijohnson@ncaa.org

INTERNET VIDEO STREAMING RIGHTS

In accordance with the NCAA's digital rights agreement with Turner, Turner owns the exclusive rights to stream all NCAA championships live via the Internet, mobile applications, and related devices, except for those championships, which fall under a prior national television and/or digital rights agreement (i.e., CBS, ESPN, Golf Channel).

If Turner elects to exercise its right to distribute an NCAA championship event via live Internet video streaming, **NO SECONDARY STREAMING RIGHTS WILL BE GRANTED** to university athletics departments, university television networks, student-operated television networks, RSNs / local television networks or other media outlets (collectively, “Third-Parties”).

If Turner elects **NOT** to exercise its Internet video streaming rights, certain Third Parties **MAY REQUEST PERMISSION TO VIDEO STREAM** selected NCAA championship events (the “Event Coverage”) from Turner. **All requests must be submitted to Turner online at www.ncaa.com/rights-request.**

If you are awarded Internet video streaming rights, then you must provide the link to ncaa-desk@turner.com and streaming-rights@ncaa.com **NOT later than 4 p.m. Eastern time, the Wednesday prior to the game.**

RADIO / INTERNET AUDIO STREAMING RIGHTS

The NCAA championship radio and/or internet audio streaming rights must be obtained from IMG College. All stations broadcasting any round of an NCAA championship shall be required to fill out the “NCAA Championship Radio / Internet streaming Online Form.” [Please Note: the online radio agreement must be entirely completed, including the I.P. address of the audio player if the broadcast is going out via the Internet, and submitted by fax in advance of the round to be broadcast. If the online form is **NOT** completely filled out, radio / internet audio streaming rights will **NOT** be granted.] Questions may be directed to IMG College's Mike Dodson (mike.dodson@imgworld.com; 859-226-4390). For questions regarding satellite radio, please contact Nate Flannery (nflannery@ncaa.org) at the NCAA national office. [Click [HERE](#) to review the 2016-17 Audio Policy and to access the form.]

The NCAA reserves all rights and final decisions regarding NCAA championships, broadcast rights or related television, Internet video or audio streaming, radio and satellite radio matters.

Thank you for your interest in the 2017 NCAA Division I Softball Championship.

ALS

Attachments

cc: Selected NCAA Staff Members

May 16, 2017

VIA EMAIL (askiles@ncaa.org)

Ms. Amy Skiles
Assistant Coordinator
NCAA Championships and Alliances, Broadcast Services
P.O. Box 6222
Indianapolis, Indiana 46206-6222

Dear Ms. Skiles:

<WXYZ-TV> wishes to obtain the <COMMERCIAL / NONCOMMERCIAL> television broadcast rights for the 2017 NCAA Division I Softball Championship <CITY> Regional <ALL GAMES OF REGIONAL / GAME NO. 1 or 2> between <UNIVERSITY A> and <UNIVERSITY B> at <TIME> Eastern time <DATE>. *In addition, if <UNIVERSITY A/B> participates in Game No(s). <3 or 4, 5, 6 and 7>, then <WXYZ-TV> also wishes to obtain <COMMERCIAL / NONCOMMERCIAL> television broadcast rights for these games.*

<WXYZ-TV> bids <AMOUNT> per game for all games airing on <WXYZ-TV>. *[Should <UNIVERSITY A/B> NOT advance to Game No(s). <5, 6 and 7>, then <WXYZ-TV> will NOT be responsible for the commercial broadcast rights fee for these games.]* <WXYZ-TV> wishes to televise the game(s) <LIVE / TAPE DELAY> on <WXYZ-TV>. *[The tape-delay broadcast will air at <TIME> Eastern time <DAY OF WEEK, DATE>.]* <WXYZ-TV> also wishes to Internet video stream the game(s) live on <WEBSITE> and has applied for the Internet video streaming rights with Turner.

<WXYZ-TV> production will consist of <DESCRIBE PRODUCTION ELEMENTS>. <WXYZ-TV> reaches <NUMBER> households in the <CITY, STATE / REGION> DMA(s). <WXYZ-TV> televised <NUMBER> regular-season Division I softball games this past year featuring <UNIVERSITY A/B>. In addition, <WXYZ-TV> has also produced and aired <NUMBER> Division I softball coaches' shows of <UNIVERSITY A/B>.

If awarded the bid(s), <WXYZ-TV> will follow all NCAA advertising and promotional guidelines, which includes no use of professional athletes, no state lottery or casino ads, no tobacco products and limited sale of alcohol ads per hour.

<WXYZ-TV> will provide the NCAA a game record and ISO highlight clean melts of each game for the NCAA video library within four business days of the telecast(s). <WXYZ-TV> will pay for the cost of videotape stock and shipping to the NCAA video library.

Finally, <WXYZ-TV> will provide the backhaul satellite coordinates to Amy Skiles (askiles@ncaa.org) **NOT later than 4 p.m. Eastern time, the Wednesday prior to the game.**

<NAME>
<TITLE>
<WXYZ-TV>
<ADDRESS>
<DIRECT WORK NUMBER / CELL NUMBER>
<EMAIL ADDRESS>

NCAA DIGITAL LIBRARY REGISTRATION

The NCAA has a Digital Library that now houses all NCAA logos and Style Guides. Please go to www.NCAAlogos.com to register as a “new user”.

[Please Note: The NCAA logo library has been experiencing issues displaying downloading options properly using Internet Explorer. To avoid these issues, we recommend using Google Chrome, the preferred browser, to download any NCAA logos.]

To access the digital system, you will need to create an account. To create an account:

1. Click on "Create Account?" below New User?
2. At the next screen, it asks for a Registration Code.
 - o Licensees, select licensee.
 - o **Media, select media.**
 - o Corporate Champion/Partner, select corporate.
 - o Member Institution, select membership.
3. Fill in all other fields.
4. Click on Submit and you are finished.

Once you register as a "new user", a notification will be sent to your email address permitting you to access the site. This process takes approximately 24 - 48 hours to receive permission to access the site.

Once you receive access, you will be able to search for logos by several categories such as gender, division, sport, and year. After finding your images, you may download in the versions selected. You will be asked for information as to “Why you are placing this order”. On completion, your order will be processed and a download link will be available.

We recommend that you visit the site to create a "Login" well in advance of needing the images to allow appropriate time for the permission process.

The NCAA does **NOT** have the rights for the logos of schools or conferences and only has NCAA Championship logos. To obtain those logos, you will need to reach out to individual institution(s) or conferences.

Please contact Durenka Robie at drobie@ncaa.org with any questions.