2014-15 NCAA Championships
Footage Usage and Licensing Policies

General Guidelines and NCAA Copyright. The NCAA retains exclusive copyright to all audio (natural sound) and video footage (e.g., television, digital, photographs) to all NCAA 89 championships. Local venues, local organizing committees and/or host institutions must gain written permission to license NCAA championship footage after the completion of the event. The television or radio entity that originated the game(s) must give permission for use of announcer calls of NCAA championship broadcasts.

NCAA Championship Footage Requests.
The NCAA retains exclusive copyright to all audio (natural sound) and video footage (e.g., television, digital, photographs) to all 89 NCAA championships. The NCAA has partnered with T3Media, Inc. to represent and manage its video and audio assets (including fulfillment, licensing, copyright and archival rights). The NCAA’s network partners (Turner, CBS, ESPN and/or Golf Channel) are instructed NOT to duplicate copies of NCAA championship broadcasts.

FOR GENERAL PUBLIC/FANS. Currently, there is NOT an option available for the general public/fans to purchase NCAA Championships footage/DVDs. However, 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 T3Media’s Ian Retzlaff (sports@t3media.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/T3Media online footage request system, which can be found at the following website: http://www.t3licensing.com/video/home/ncaa.do

Footage and Audio Usage Policies.

A. NCAA CHAMPIONSHIPS VIDEO AND AUDIO HIGHLIGHTS USE GUIDELINES

1. Except with respect to the Division I Men’s Basketball Championship, videotaped, filmed or audio excerpts of an NCAA championship (“Highlights”) may be used only by news organizations, solely for news purposes in their regularly scheduled television or radio news programs of which actual news elements constitute the main feature in the United States and Canada, for up to 48 hours after completion of the applicable game. FOR CLARITY, THESE GUIDELINES SHALL NOT APPLY TO DIVISION I MEN’S BASKETBALL CHAMPIONSHIPS.
2. Highlights derivative of an NCAA championship broadcast (e.g., CBS, TBS, TNT, truTV, ESPN, ESPN2, ESPNU, ESPN3, Golf Channel, NCAA.com) must never be used until the completion of that broadcast, whether aired live or tape delay, or any applicable broadcast window, whichever occurs last. For clarity, this paragraph applies to all NCAA championships broadcasts, including any all-star game and ancillary event broadcasts related thereto.

3. Highlights used hereunder must not be sold, transferred or traded to any other entity, and must not be used commercially or in any program format other than news reporting in accordance herewith. By way of illustration, but not limitation, without a specific separate license from the NCAA, highlights may not be used for: (i) pregame shows or to otherwise preview upcoming games; (ii) weekly or monthly sports highlights shows; (iii) news or sports magazine programs; (iv) commercials; (v) a “sponsored segment” of a program; (vi) on-air promotions (e.g., “tune-in” promotion, “tease”); (vii) “file footage”; or (viii) any other use (e.g., archival) not specifically permitted by this license.

4. Highlights must be limited to game competition footage and audio only and may not include, without limitation, other audio material (not applicable to radio highlights), feature material, interview or other excerpts of the voices and/or likeness of any on-air talent, commentators and/or announcers of the broadcast entity.

5. Under no circumstances may any highlights be broadcast or otherwise distributed on the Internet or via any other on-line service, mobile application, digital medium or computer network, without the prior written permission from the NCAA or its designee.

6. Highlights from any one NCAA championship game must not exceed two minutes, and highlights from all NCAA championship games must not exceed a total of five minutes within any continuous hour of news programming.

7. For NCAA championships broadcast nationally, visual (for television or other such video broadcast) or aural (for radio) “courtesy” credit must be given for a duration of at least three seconds to the NCAA, followed by its applicable television or radio rights-holder as the highlights used pursuant hereto are displayed or broadcast, or for radio, immediately thereafter (e.g., “Courtesy NCAA/CBS”, “Courtesy NCAA/TBS”, “Courtesy NCAA/ESPN”, “Courtesy NCAA/Golf Channel”).

8. For NCAA championships broadcast nationally, highlights must be taped off-air from the applicable broadcast entity.

9. All copyrights, proprietary interests and other incidents of ownership in and to the highlights shall belong to, and remain vested in, the NCAA. The rights granted are
limited to the rights controlled by the NCAA. User is solely responsible for determining what additional licenses, clearances, consents and releases, if any, must be obtained.

10. In no event may any logo, trademark, advertisement, scoreboard, or other graphic be superimposed, “burned-in” or otherwise incorporated in any highlights without prior written permission from the NCAA. Additionally, no highlights may be altered or modified (including magnifying a portion of a visual image or otherwise changing, substituting or distorting an audio or visual element) without prior written permission from the NCAA.

11. Highlights must not be used, sold, traded, stored, archived, retained, transmitted or distributed via any medium (including, without limitation, the Internet or any other means of interactive communication), except as otherwise expressly authorized herein, without the prior written permission from the NCAA.

12. Highlights must not be used in such a manner as to denigrate the NCAA, NCAA institutions or teams, their players or officials, or any NCAA sport, and must comply in all respects with the NCAA bylaws, rules and regulations in effect, which may be amended from time to time by the NCAA in its sole discretion.

13. In consideration, on the request of the NCAA, user will provide the NCAA at user’s cost with a video or audio recording (as the case may be) of any program that incorporates highlights as authorized herein and hereby consents to the NCAA’s use of excerpts from any such program.

14. The NCAA hereby reserves the right, in its sole discretion, at any time and for any reason, to modify any or all of the terms hereof.

15. Use of highlights constitutes acceptance of these terms.

16. Click here to review the NCAA’s 2014-15 Audio Policy.

B. NCAA DIVISION I MEN’S BASKETBALL CHAMPIONSHIPS VIDEO USAGE FOOTAGE POLICIES

Highlights may be used only by television entities and news organizations (collectively, “Television Entities”) on their television networks and television stations in the United States in accordance with these guidelines solely for news purposes in regularly scheduled television news programs of which actual news elements constitute the main feature.

Under no circumstances may any highlights be broadcast or otherwise distributed on the Internet or via any other on-line service, mobile application, digital medium, device or computer network, and no rights to distribute highlights via any digital means or media are granted under these Guidelines.
Highlights from all games and press conferences must not exceed a total of three (3) minutes per day (i.e., 24-hour period).

All Highlight usage must fall into the news window, which is identified at the end of the “Telecast Window” until 48 hours after the completion of the applicable game. CBS and Turner will be sending out a memorandum regarding access guidelines and telecast windows prior to the start of the championship.

Only game competition footage that has actually been telecast by CBS or Turner may be used for purposes permitted herein. All Highlights must be recorded from the applicable Turner or CBS television network distribution feed (not from Turner’s/CBS back haul) and must include CBS and/or Turner network graphics. Footage obtained from CBS or Turner’s back haul, ISO reels or other satellite feeds that has not been telecast by CBS or Turner may not be used.

All Highlights must be accompanied by a video credit identifying the applicable television network on which the game originally aired (e.g., “Courtesy of CBS Sports/NCAA”, “Courtesy of TNT/NCAA”) for the entire time the Highlights are on air.

Highlights may not be used commercially or in any program format other than news reporting in accordance herewith. By way of example, but not limitation, without a specific separate license from the NCAA, Highlights may not be used (i) in pre-Game shows or to preview an up-coming game, (ii) in weekly or monthly sports highlights shows, (iii) in news or sports magazine programs, (iv) in commercials, (v) in a “sponsored segment” of a program, (vi) in on-air promotions (e.g., “tune-in” promotion or “tease”), (vii) as “file footage,” (viii) in a regularly scheduled news program that has been extended or created for the purpose of telecasting coverage of games, or (ix) for any other use (e.g., archival) not specifically permitted by this license. Any television entity wishing to use footage outside these parameters must license the footage from the NCAA and follow any additional terms and conditions concerning use of the footage. NCAA reserves the right to refuse permission for such usage.

Highlights may not include, without limitation, other audio material, feature material, inter-views or other excerpts of the voices and/or likeness of any CBS or Turner on-air talent, commentators and/or announcers.

In no event may any logo, trademark, advertisement, scoreboard, or other graphic be superimposed, “burned-in” or otherwise incorporated in any Highlights. Additionally, no highlights may be altered or modified (including magnifying a portion of a visual image or otherwise changing, substituting or distorting an audio or visual element).

Highlights must not be used in such a manner as to denigrate CBS, Turner, the NCAA,
NCAA member institutions or teams, their players or officials, or any NCAA sport, and must comply in all respects with the NCAA bylaws, rules and regulations in effect, which may be amended from time to time by the NCAA in its sole discretion.

Highlights may not be used, sold, traded, stored, archived, retained, transmitted, distributed or transferred via any medium (including, without limitation, the Internet or any other means of interactive communication) to any other entity, except as otherwise expressly authorized here-in.

Television entities are solely responsible for determining what additional licenses, clearances, consents and releases, if any, must be obtained in connection with use of Highlights hereunder. Local market feed use for highlights telecast on the CBS Television Network is also subject to clearance by the CBS affiliate in each market.

Notwithstanding anything herein to the contrary, telecasters and the NCAA hereby reserve the right, in their sole discretion, at any time and for any reason, to (i) modify any or all of the terms hereof, (ii) grant any exception to, or waiver of, any term hereof, and/or (iii) withdraw permission or amend these guidelines, with written notice thereof.

Television Entity’s use of highlights from any game absent a superseding written agreement constitutes acceptance of these terms.

Any use of highlights beyond these Guidelines is subject to prior written approval from CBS, Turner and/or the NCAA.

A station/network may not broadcast live reports and/or live programming from the site of the tournament competition (e.g., arena proper, hallways, interview, working media or dressing rooms) on practice or game days.

Telecasters may broadcast live feeds of news conference taken from the video and audio distribution facilities provided by the NCAA.