



2017-18 NCAA CHAMPIONSHIPS QUICK REFERENCE GUIDE FOR OBTAINING NCAA BROADCAST AND DIGITAL MEDIA RIGHTS

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 “[2017-18 Audio Policy.](#)”

Television Broadcast Rights. If an NCAA network partner (i.e., Turner/CBS, ESPN, Golf Channel) chooses not to activate or televise a particular round of an NCAA championship, those television rights revert back to the NCAA, permitting the NCAA to grant/sell the rights to any network [e.g., NCAA conference/institution (campus) television networks / Regional Sports Networks (RSN), local television stations], if it so chooses.

The NCAA broadcast media services group will award qualified NCAA conference/institution television networks / RSNs and local television stations commercial/noncommercial television broadcast 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 Internet 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 Golf Channel)], member institutions 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. 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 still may be able to assist. Please contact Wazee Digital 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](http://WatchESPN.com/ESPN3).

FOR NCAA INSTITUTIONS OR CONFERENCES. Please [click here](#) for more information regarding the NCAA Institution Footage Program or contact Wazee Digital at sports@wazeedigital.com.

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/>.

It is important to note that the NCAA does **not** own the television rights/footage to any collegiate athletics' regular-season games/matches/contests; any Division I Football Bowl Subdivision (FBS) games (including bowl games); nor conference championships games/matches/contests. **If you are interested in obtaining / licensing regular-season, conference championships or FBS video footage, please contact the appropriate conference office.**

Finally, the NCAA's network partners (e.g., Turner, CBS, ESPN, Golf Channel) are instructed **NOT** to duplicate copies of NCAA championships/events.