



MEMORANDUM

February 18, 2019

TO: Sports Information Contacts of Qualified Institutions for the 2019 NCAA Winter Championships.

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

SUBJECT: 2019 NCAA Winter Championships Television Broadcast, 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**

This memorandum is to inform you of the guidelines and procedures for obtaining broadcast rights (i.e., television broadcast, Internet video streaming, radio / Internet audio) for various rounds of the 2019 NCAA Winter Championships that do **NOT** have predetermined national television (i.e., Turner, CBS, ESPN, Golf Channel, Tennis Channel) and/or Turner Sports / NCAA.com digital Internet video streaming coverage. **All information included in this memorandum can be obtained by reviewing the content found on NCAA.com/media.**

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

TELEVISION BROADCAST RIGHTS

The NCAA and its primary media partners (i.e., Turner, CBS, ESPN, Golf Channel, Tennis Channel) own all television broadcast and digital / Internet video streaming rights to all 90 NCAA championships.

Qualified NCAA conference/institution television networks, Regional Sports Networks (RSNs) and local television stations interested in obtaining television broadcast rights, may submit their completed Television Broadcast Rights Request Form to Amy Skiles (askiles@ncaa.org) of the NCAA in a timely manner. **Click [HERE](#) to download the Television Broadcast Rights Request Form (pdf)**! [A sample of the request form also can be found in Attachment A.]

[Please Note: If you are interested in obtaining television broadcast syndication rights for multiple separate rounds (e.g., first round; second round; regionals; quarterfinals) of a championship, you must submit a Television Broadcast Rights Request Form for each round.]

National Collegiate Athletic Association

Supporting student-athlete success on the field, in the classroom and for life

Equal Opportunity/Affirmative Action Employer

The NCAA will award qualified NCAA conference/institution television networks / RSNs and local television stations television broadcast rights based on the following criteria:

1. The commercial television broadcast rights fee varies for NCAA championships events and/or championships rounds. **Generally, there is a MINIMUM of \$1,500 per game/match / per broadcast entity (i.e., per network / station).** However, a noncommercial television broadcast entity (e.g., nonprofit, state/local government, colleges and universities) 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 broadcast rights fee.]

2. All game/match times will be determined by the NCAA in conjunction with the host institution. Game/match 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 NCAA championships.
3. Television entities awarded television broadcast rights must provide the NCAA with satellite coordinates for each game/match [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/match.**
4. Television entities awarded television broadcast 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, Golf Channel or the Tennis 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 Broadcast 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 games/matches and 10-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 2019 NCAA Winter Championships games/matches for television broadcast syndication. NCAA conference/institution television networks / RSNs and local television stations awarded television broadcast or Internet video streaming rights to these games/matches must produce the games/matches at their own expense. *[In situations where multiple television entities are interested in obtaining television broadcast rights to the same game(s)/match(es), the NCAA will approve additional television broadcast rights request(s) if the championships event host is able to accommodate the additional request(s) (e.g., production trucks, facilities). The NCAA will encourage all television entities involved to work together (e.g., sharing crew/announcers), when possible. In this scenario, all television entities involved must submit a completed [Television Broadcast Rights Request Form](#).]*

NCAA conference/institution television networks / RSNs and local television stations awarded television broadcast 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.]**

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/match/broadcast. **No media entity (commercial or noncommercial) is allowed to display any game/match 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/match / 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 requires a game-record copy and ISO MELT / clean highlights of each game/match for the NCAA Video Library delivered **within four business days** after the telecast(s).

The NCAA will accept masters in any of the following digital formats: .mov (quick time); .mxf; or mp4 (1080, 720p).

For upload instructions, questions or if your master is in another format, please contact Wazee Digital's Steve Goldman (steve.goldman@wazeedigital.com; 720-382-2878).

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 Winter 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 (*or in the event an NCAA broadcast partner receives exclusive syndication rights or if a network purchases exclusive rights for this event*), **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.**

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 online in advance of the round/game 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@img.com; 859-226-4390) or Cindy Johnson (cindy.johnson@img.com; 859-226-4225). For questions regarding satellite radio, please contact Nate Flannery (nflannery@ncaa.org) at the NCAA national office. [Click [HERE](#) to review the 2019-19 Audio Policy and to access the form.]

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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 NCAA Championships.

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Attachments

cc: Selected NCAA Staff Members

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.
 - Licensees, select licensee.
 - **Media, select media.**
 - Corporate Champion/Partner, select corporate.
 - 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.