



NCAA.com Live Streaming – Division II Championship Host Site Overview

Live video streaming is a facility requirement in the minimum bid specifications for prospective NCAA Division II Championship hosts of preliminary-round contests in the following sports: baseball, men's and women's basketball, field hockey, men's and women's lacrosse, men's and women's soccer, softball, and women's volleyball.

For reference, the minimum production requirements are set forth below, and are communicated to you in the NCAA host bid portal. Please share these requirements and the subsequent information with your video production team as soon as possible.

NCAA Digital has partnered with Hudl to utilize the Hudl platform to stream all eligible games from Division II Championships. This initiative will bring all games that aren't part of the NCAA's linear broadcast agreements to NCAA.com for one, cohesive streaming experience that will be free for fans to access. **No other streaming of these events will be permitted.**

The NCAA will be working with Hudl and your video production team to transmit your streaming productions on the NCAA-branded Hudl platform. Please note: Hudl will not be on site producing these NCAA events hosted by your institution. The video streaming production is an obligation of the host institution, and a requirement for hosting an NCAA championship event.

Host Video Production Contact Information & Host Conference Call

- **CONTACT INFORMATION.** As part of your bid submission, you will need to enter your institution's video production lead contact information, including name, email, and phone number. ***Please note that this individual must be available for one of the conference calls noted below as well as before and during your events to interface with Hudl/NCAA Digital, if necessary.***
- **MANDATORY CONFERENCE CALL.** NCAA Digital and Hudl will conduct two conference calls for the video production leads to discuss the host streaming operations and requirements. A link to each of the conference calls noted below will be emailed to each video production lead (per the above instructions). **Participation in at least one of these calls prior to your event is mandatory.**
 - Monday, November 10 at 3 PM ET
 - Tuesday, November 18 at 3 PM ET

Please ensure that your institution's video production lead (or his/her designee with knowledge of your institution's video production operations) attends one of the calls.

Live Stream Distribution via Hudl

- Hudl and NCAA Digital will also make available an OTT app – “NCAA Championships Pass” – for Apple TV, Roku, Fire TV, and Google TV, that will stream all games.
- Fans will be able to access the Division II Championship coverage free of charge.
- All live distribution rights, ad inventory, and subscription revenue from this NCAA Championships product belong to NCAA Digital.
 - Qualified NCAA conference/institution television networks, Regional Sports Networks (RSNs) and local television stations may seek local TV broadcast rights by submitting a completed Television Broadcast Rights Request Form to Amy Skiles (askiles@ncaa.org) of the NCAA by the applicable deadline. To access the Television Broadcast Rights Request Form (i.e., Google Forms), please [click here](#). Additional information regarding requests for local TV broadcast rights will be provided to institutions participating in the NCAA championships via a broadcast syndication memo from Amy Skiles, Coordinator of Championships and Alliances, Broadcast Services (that memo will also be available online at www.ncaa.com/media-center/broadcast-services).

Streaming Requirements

- **All games from host sites must be streamed live to Hudl** for distribution as described above, and are subject to the below policies and requirements.
- **Reimbursement of Production Personnel Expenses.**
 - Provided the minimum production requirements are satisfied (as set forth more fully below):
 - Division II Championship hosts will be reimbursed for all personnel expenses related to their live streaming productions (ex. – camera operators, producer, talent, etc.) through the Host Reimbursement Process.
- **Minimum Requirements.** The following are minimum requirements that must be satisfied to receive the reimbursement of production personnel expenses:
 - One camera with the exception of DII Women’s Volleyball, Women’s Basketball and Men’s Basketball, which must be at least two cameras.
 - One announcer
 - Personnel must be able to deliver neutral audio play-by-play commentary (Host institutions may choose to use personnel who have announced the school’s regular-season broadcasts, but those personnel must deliver a neutral commentary during the video stream).
 - Scorebug, with clock and game status (i.e., set, inning, quarter, clock, etc.) if applicable and technically possible.
- **Other Requirements.** The following are requirements that must be met in addition to the minimum requirements described above:
 - Game action must be visible when competition is in progress.
 - NCAA public service announcements must be used during breaks as directed by the NCAA/WBD/Hudl. [Click here](#) for full information on NCAA PSAs.

- Every effort should be made to ensure that graphics are neutral and include only NCAA and NCAA participating institutions' marks. If a matchup features conference opponents, then the conference mark may be used.
 - **Additional Preferences.** The following are production features that are preferred, but not required:
 - Additional cameras
 - Instant replay capabilities (*please note this is separate from Official Replay obligations*)
 - Color analyst
 - **Reimbursement Qualification & Distribution:**
 - Hosts that meet the Minimum Requirements (i.e., described above under the heading "Minimum Requirements") will receive **100%** of the reimbursement for production personnel expenses.
- *The NCAA will remit all payments directly to the host institution.

Streaming Operations

- All live streams will be scheduled by the Hudl team.
- Site hosts that are current Hudl platform users will be provided user privileges to stream events to the appropriate NCAA Championships account on the Hudl platform (vCloud) within 48 hours of selections for each championship.
 - If the site host uses Hudl's encoder (Production Truck), new user privileges will allow users to stream to the NCAA Championships Pass site and select it from the Site dropdown in the software.
 - If the site host uses Hudl's platform (vCloud) to stream through RTMP, new user privileges will allow RTMP information to be visible to stream to the NCAA Championships Pass site.
- Site hosts that are not current Hudl platform users will be provided account information to access RTMP information for their events, within 48 hours of selections for each championship.
 - Access to the Hudl platform (vCloud) will result in RTMP information to be accessible to be input into your streaming encoder of choice.
- Site hosts are free to use any live stream encoder to stream their events, as long as it is compatible with the Hudl platform, which supports RTMP live streaming.

Other Production Matters

- **Start of Stream.** All streams must begin at least 15 minutes prior to the start time.
- **Pre/Postgame Shows.** Host institutions are permitted to produce and stream pre-game and/or post-game coverage in the Hudl/NCAA broadcast.
 - All sponsored content, such as presenting sponsors and sponsored segments, must be excluded from these shows.
 - Pre-game shows may begin no earlier than one hour before the game, and postgame shows should not exceed one hour after the final play.
 - Schools intending to deliver pre/postgame coverage must communicate their intent to do so, along with an estimated timing for the show length, by submitting details via the Hudl NCAA Championship [Support Form](#) and Katy Sullivan at katy.sullivan@wbd.com. The deadline for this communication is 5 p.m. ET two calendar days before the scheduled competition.
- **NCAA/Institutional PSAs.** Each stream must include NCAA (including both NCAA and division-specific) Public Service Announcements (PSAs) in accordance with the guidelines to be provided by the NCAA/WBD/Hudl. [Click here](#) for full information on NCAA PSAs.
 - A minimum of four NCAA PSAs must be aired in each contest. Specifically, three of these PSAs should be from the Division II category, and one should be from the "Brand Messages" category, as detailed in the NCAA PSA guidelines document.
 - Hosts have the flexibility to include institutional or conference PSAs at their own discretion.
- **Radio Audio Passthrough.** The NCAA prefers that the host have a separate crew for radio and streaming productions. If that's not possible, the radio play-by-play production can be used as the play-by-play commentary on the Hudl video stream as well. This includes any commercial ads that run on the radio broadcast; in the interest of operational ease and flexibility, radio passthroughs do not need to be muted during commercial radio reads or sponsored segments, if any.

For any streams that use a broadcast radio play-by-play audio call, the NCAA PSAs run during the video stream should be video PSAs, not radio PSAs. Radio stations covering the event should separately run radio PSAs, per the NCAA's radio syndication rules.

- **Hype Videos.** Hosts may run their institutional hype videos (if any) at the beginning of the Hudl/NCAA stream.

- Game Video on Institutional Sites. Institutions may download a copy of the game from within the Hudl platform. Instructions for doing so are [available here](#). Any further questions about this should be submitted via Hudl's NCAA Championship [Support Form](#) or call 859-215-7979.
 - Institutions cannot post the downloaded game for viewing on the institution's website or digital platforms. Full-game replays will be available to view for free on NCAA Championships Pass, and available on demand approximately one hour after you stop the stream.
 - Institutions may use the downloaded file to cut highlights for distribution on institutional or conference platforms (e.g., social media), provided they are not sponsored or otherwise commercialized (see "Highlights" below).
- Game Links and Promotion. NCAA Digital will deliver to all participating schools game deeplinks and supporting marketing information and collateral. The NCAA.com deeplink will take fans to a game page which includes the live video player and live statistics. It is preferred that institutions link to their games on NCAA.com from their website or social media accounts, but it is acceptable to link to the school or conference-branded Hudl player if the institution is already a Hudl partner.
- Viewership Data. All viewership and revenue data associated with NCAA Championship live streams on the Hudl platform are confidential and belong to the NCAA and NCAA Digital. No data should be distributed or shared without the prior written consent of the NCAA and NCAA Digital.
- Highlights. Institutional use of game footage of highlights must be in accordance with the NCAA's Digital Highlights and Footage Use Policy for Participating Member Institutions and Conferences, available [here](#).
 - Media entities (e.g., third party news websites) may use highlights in accordance with the Digital Highlights and Footage Use Policy for Media Websites, available [here](#).
- Pregame Administrative Meeting. Hosts must inform both coaches about any media breaks (number, duration, etc.) at the pregame administrative meeting.

Radio/Internet Audio Streaming Rights

- The NCAA championship radio and/or internet audio streaming rights must be obtained from Learfield. 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 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 Learfield's Mike Dodson (mike.dodson@learfield.com; 859-226-4390) or Cindy Johnson (cindy.johnson@learfield.com; 859-226-4225).
- The NCAA reserves all rights and final decisions regarding NCAA championships, audio streaming, radio, and satellite radio matters.