



## NCAA MEMBER INSTITUTION FOOTAGE ACCESS PROGRAM



VERITONE.

Veritone has partnered with the NCAA to manage the NCAA video archive, which consists of 90 National Championships across 24 men's and women's sports. Veritone is the exclusive licensing agent of the NCAA and our library provides member institutions access to the digitized NCAA video archive.

### **NCAA Member Institutions, Internal-Only Use (Non-Public Facing) And Personal-Use Access.**

Beginning Fall 2022, Veritone is launching a self-service platform where NCAA member institutions; current/former student-athletes; fans; and/or parents can access NCAA video media for internal-only or personal usage. *[The cost is \$75 per-file, payable via credit card only. All orders are non-refundable.]*

- Click here: <https://ncaachampionships.pd.dmh.veritone.com/>
- In the top right corner sign up + validate your account.
- Once logged in, we recommend using the following keywords to search, preview and place and order for the game broadcast and/or melt you wish to acquire:
  - Year + Sport + Team 1 + Team 2 + Division (e.g., 2011 Softball Tennessee Rutgers Division I).
  - For current-year events:
    - Division I games/events are typically available on the portal within ~ five (5) to 10 business days.
    - Division II and Division III games/events will take ~30+ days to become digitized / available.
- Select the files you intend to purchase by adding them to your cart and complete the checkout via credit card.

*[Please Note: Division I games/events may have both a game broadcast or 'melt' available for each game. (The broadcast is the TV feed or Live-Stream. A 'melt' is a long, comprehensive highlight reel from a game usually with no broadcaster sound or logos/graphics.)]*

- Once an order is placed, files will remain available for download for 30 days. After 30 days, a new order and fee is required.

**[Please Note: Any "public-facing use / exhibition" of footage downloaded from the portal requires a separate license from Veritone. Please contact [sports@veritone.com](mailto:sports@veritone.com) for any "public facing use or publication" of NCAA footage.]**

### **NCAA Member Institution Public-Facing Branded/Controlled Digital/Social/In-Venue Platforms.**

Veritone offers an NCAA Member Institution License for either editorial/documentary usage OR advertising/commercial usage. *[These project types are separate / not self-service and cannot be completed through the aforementioned portal.]* Pricing varies depending on the project classification.

- **Editorial/Documentary Usage.**

A single project request for footage may consist of “up to five (5) minutes” of NCAA copyright footage for usage in one project/edit/episode or feature.

- “One-Year License Term” is \$500 per-edit, per-5-minute blocks.
- A “Perpetuity License Term” is \$1,000 per-edit, per 5-minute blocks.

The project may NOT result in revenue generation. There cannot be a title or presenting sponsor attached.

- **Advertising/Commercial Usage.**

License fees are on a :05 second per-clip/shot basis.

- An “All-Media, 1-year, Worldwide License” is \$750/clip.
- An “All-Media, Perpetuity, Worldwide License” is \$1,500/clip.

**[Please Note: An announcer audio licensing is NOT included in the aforementioned NCAA quotes. Additional fees may apply for announcer audio and permissions may vary (depending on the broadcaster).]**

- Register Here <https://commerce.veritone.com!>

**Member Institution License Fee Includes:**

- Acquisition of project approval from NCAA and the drafting of digital license agreement.
- Up to two hours of service work, defined as: research and footage posting time by Veritone.
- Footage shot independently by member institutions at NCAA Championships must be licensed from Veritone. This includes, but is not limited to, game footage, fan footage, locker-room footage, warm-up footage and any other footage captured within an NCAA Championship venue.

**Project Examples Include:**

- University public service announcement (PSA).
- Awards video.
- Team highlight / Banquet video.
- University advertisement.

**Any Other Uses:**

Footage used for purposes other than internal projects will be licensed on a case-by-case basis, additional fees may apply and will be determined in consultation with the NCAA prior to any additional fees being communicated to the member institution.

**FOR MORE INFORMATION, PLEASE CONTACT:**

[Sports@veritone.com](mailto:Sports@veritone.com)