



NCAA Member Institution Footage Licensing and Access Program

Veritone has partnered with the NCAA to manage the NCAA video archive, which consists of current-year and historical footage from all NCAA Championships. Veritone is the *exclusive* licensing agent of the NCAA and our library provides member institutions access to the digitized NCAA video archive. Except as set forth in the current-year NCAA Member Institution Digital Highlight Policy and within NCAA News Window Guidelines, all uses of NCAA copyright content must be licensed through Veritone regardless of how such footage is acquired (e.g. team videographer, television broadcast, 3rd party production company, etc.).

For an abundance of clarity, the 'NCAA Video Rights Umbrella' includes: Any footage captured inside NCAA Championship venues, on game days and non-game days, is NCAA copyright and requires a license from NCAA/Veritone. This applies to footage captured by the NCAA's official broadcast partners, NCAA Member Institutions, 3rd party production company or agency cameras, credentialed media, etc. The NCAA footage licensing media rights umbrella includes, but is not limited to, game footage, practice footage, fan footage, locker-room footage, press conferences, trophy presentation or net-cutting footage, interview footage, tunnel/concourse footage, and any footage captured within the confines of NCAA Championship facilities for both credentialed media and non-credentialed media. If any 3rd party has questions regarding NCAA video rights & licensing, please contact sports@veritone.com for more information.

NCAA Member Institution Footage Licensing Options:

Veritone offers NCAA Member Institution Licenses for either editorial/documentary usage OR advertising/commercial usage. Pricing varies depending on the project classification, see below:

Editorial/Documentary Usage:

A single project request for footage may consist of "up to three (3) minutes" of NCAA copyright footage for usage in one project/edit/episode or feature.

Editorial/Documentary - Member Institution Subscriptions - 2026-2027 Academic Year		
Project Tiers & Distribution Platforms	University Social/Website Only	University OTT + Social/Web
Single Project, Up to 3 minutes	\$1,500	\$2,500
Single Championship: Unlimited 'Archival' NCAA Footage Use	\$10,000	\$15,000
All Championships: Unlimited 'Archival' NCAA Footage Use	\$30,000	\$45,000

- Member Institution must be the End-Licensee. License covers in-house Member Institution projects.
- License covers Member Institution branded/controlled platforms only. Non-Transferrable, Non-assignable.
- Covers projects created during one (1) specific Academic Year only.
- All projects created during the one (1) specific Academic Year have a Perpetuity License.
- Monetizing via OTT subscription platforms and programmatic pre/mid/post-roll is approved. Title/Presenting sponsors for projects are permitted, subject to the permissions/restrictions outlined below. Burn-in/Overlay Advertising is not permitted on videos containing NCAA footage. No logos may appear on any NCAA copyright content.



- Title/Presenting sponsorships against programming are approved if advertising does not:
(i) include sponsorships against the NCAA, specific Championships, or Student-Athletes (e.g., "College Basketball Icons Presented by [X]" is okay; "NCAA Tournament Icons" is not permitted; (ii) appear as a burn-in or overlay on Game Footage; or (iii) conflict with NCAA Corporate Champions & Partners.
- This policy expressly excludes 3rd party production companies. The spirit of the NCAA Member Institution License is intended for NCAA Member Institutions only. 3rd party production companies are subject to standard NCAA licensing guidelines and should contact sports@veritone.com in advance of collaborating with any NCAA Member Institution.
- No single project or episode can be comprised of more than 25% NCAA copyright material.
- Full replays or cut-downs of NCAA copyright games/events are not allowed and require a separate license.

Commercial and other Public Facing Usages:

- License fees are determined by the media, usage and term, and are on a :05 second per-clip/shot basis. Please contact Veritone (sports@veritone.com) for specific pricing customized to your project that factors in a significant discount for Member Institution use.

Project Examples Include:

- Social hype or general promotional video
- University public service announcement (PSA) or other University advertisement
- Team highlight, banquet or awards video
- University sponsor patch video

Please Note: Announcer Audio from NCAA Broadcast Partners is NOT included in the aforementioned NCAA licenses. Additional fees may apply for announcer audio and permissions may vary (depending on the broadcaster). \$0 fee applies for University Radio calls.

Interested Member Institutions, please go here <https://commerce.veritone.com> and sign up, validate your account and email sports@veritone.com to get started on your project(s) today.

Member Institution License Fees Include:

- 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.
- REMINDER: Any footage shot independently by member institution video staff within NCAA Championship venues on game days and non-game days must be licensed from Veritone, as per the 'NCAA Video Rights Umbrella' language outlined above. This includes, but is not limited to, game footage, fan footage, locker-room footage, warm-up footage, interview footage, press conferences and any other footage captured inside NCAA Championship venues



NCAA Member Institutions, Internal-Only Use (Non-Public Facing) and Personal-Use Access

In Fall 2022, Veritone launched 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: 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.

FOR MORE INFORMATION, PLEASE CONTACT:

Sports@veritone.com