NCAA CHAMPIONSHIP BROADCAST RIGHTS GUIDELINES AND PROCEDURES

Guidelines and procedures for securing television, live video streaming and audio rights for selected preliminary rounds of the 2026-27 NCAA Championships are provided in this resource. These procedures apply only to championships and rounds for which national broadcast or digital coverage has not been predetermined by TNT Sports, CBS, ESPN, Golf Channel, or TNT Sports/NCAA Digital (streaming on NCAA.com).

The following broadcast rights opportunities, applicable page references and awarding entities are addressed in this resource:

- Television Broadcast Rights (Pages 2-5; awarded by the NCAA)
- Live Video Streaming Rights (Pages 5-6; awarded by TNT Sports)
- NCAA Audio Rights (Radio and Other Audio Platforms, including radio and other audio distribution platforms) (Page 6; awarded by Westwood One via Learfield)

Please review the section applicable to the rights being requested, as each contains specific contacts, requirements and procedures for obtaining authorization.

All information included in this memorandum can be obtained by reviewing the content found under broadcast services on NCAA.org/championships/media-center/.

PERTINENT NOTES

All preliminary-round host institutions are required to produce a live video stream for **exclusive** distribution on ESPN platforms for the following 2026-27 NCAA Championships:

- Division I Field Hockey
- Division II Football
- Division III Football
- Division I Men's Soccer
- Division I Women's Soccer
- Division I Women's Volleyball
- National Collegiate Women's Ice Hockey
- National Collegiate Men's Volleyball
- Division I Women's Lacrosse
- Division I Men's Lacrosse (Opening Round)
- Division I Outdoor Track and Field

THERE WILL BE NO OPPORTUNITY FOR BROADCAST ENTITIES TO OBTAIN TELEVISION BROADCAST RIGHTS NOR LIVE VIDEO STREAMING RIGHTS FOR THESE PRELIMINARY-ROUND CONTESTS.

Further, through a partnership between TNT Sports and Hudl, live video streaming is a facility requirement in the minimum bid specifications for all rounds of **NCAA Divisions II and III** team championships that are not already covered by existing ESPN or CBS agreements. These following preliminary-round contests will be streamed free of charge via the Hudl platform on "NCAA.com/champs-pass" and the "NCAA Championships Pass app", available on smart TVs:

- Field Hockey
- Men's Soccer
- Women's Soccer
- Women's Volleyball

- Men's Basketball
- Women's Basketball
- Division III Men's Ice Hockey
- Division III Women's Ice Hockey
- Baseball
- Women's Lacrosse
- Men's Lacrosse
- Softball
- Division II Men's and Women's Tennis
- Division III Men's Volleyball

NO OTHER LIVE VIDEO STREAMS OF THESE EVENTS WILL BE PERMITTED. HOWEVER, BROADCAST ENTITIES MAY OBTAIN "NONEXCLUSIVE" COMMERCIAL/NONCOMMERCIAL TELEVISION BROADCAST RIGHTS. (SEE TELEVISION BROADCAST RIGHTS (PAGE NOS. 2-5.)

TELEVISION BROADCAST RIGHTS

The NCAA and its primary media partners own all television broadcast and digital / live video streaming rights to all NCAA championships. For the 2026-27 NCAA Championships' preliminary rounds that do **not** have predetermined national television coverage; or, if our broadcast partners decide **NOT** to activate their rights, the NCAA has the right to grant/sell those commercial / noncommercial television broadcast rights to any broadcast entity if it chooses so.

[NOTE: NCAA television broadcast rights include live coverage, tape-delay coverage, and post-event footage use. Further, all game action; practice footage; press conferences; one-on-one interviews shot by local broadcast entities; and any other footage shot inside the venue is owned by the NCAA.]

Please refer to the "NCAA Television Rights Overview," found under broadcast services on **NCAA.org/championships/media-center/**, as well as the aforementioned "Pertinent Notes" section within the document for more information on the NCAA championships rounds that have predetermined national television and/or TNT Sports/NCAA Digital (live video streaming coverage on NCAA.com) that are UNAVAILABLE for broadcast syndication rights.

Qualified NCAA conference/institution television networks, Regional Sports Networks (RSNs) and local television stations should **CLICK HERE** to complete and submit the "Television Broadcast Rights Request Form" (i.e., Google Forms) in a timely manner. *[NOTE: If you are interested in obtaining television broadcast rights for multiple rounds [e.g., first round; second round; first/second rounds; third round; sectionals (semifinals/finals); regionals (first round / second round / finals); super regionals; quarterfinals] of a championship, you must complete and submit a Television Broadcast Rights Request Form for each round(s). [Examples of such championships are: Divisions II/III field hockey; Divisions II/III women's soccer; Divisions II/III men's soccer; Divisions II/III women's volleyball; DIII women's basketball; DIII men's basketball; DIII women's ice hockey; DIII men's ice hockey; Divisions II/III baseball; Divisions II/III women's lacrosse; Divisions II/III men's lacrosse; Divisions II/III softball; Division III men's volleyball.]*

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

1. Commercial television broadcast rights fees vary for NCAA championships events and/or championships rounds. **Generally, there is a MINIMUM of $2,000 per game/match/ per broadcast entity (i.e., per network / station).**

   Noncommercial television broadcast entities (e.g., nonprofit, state/local government, colleges, and universities) may request to have their 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.]*

   [Please contact Amy Skiles with any questions regarding right fees.]

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.

   NCAA SILENT 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 to or promoting the broadcast on any medium (e.g., newspapers, television, radio, social media). If the "silent" blackout is broken, the NCAA maintains the right to cancel the broadcast. The "silent" blackout policy does **NOT** apply to TNT Sports, CBS, ESPN, or Golf Channel telecasts. ***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, NCAA television 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., camera complement (manned/locked-off; number/position); videotape replay; talent (play-by-play, analyst, sideline reporter); graphics package].

5. Prior bidding in current championship.

6. Live or tape-delay broadcast.

The NCAA will **NOT** produce any 2026-27 NCAA Championships games/matches/events for television broadcast syndication. NCAA conference/institution television /networks / RSNs and local television stations awarded television broadcast rights to the game(s) must produce the game(s) at their own expense. *[In situations where multiple television entities are interested in obtaining television broadcast rights to the same game, the NCAA will approve additional television broadcast rights request(s) if the championship's 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). In this scenario, all television entities involved must complete and submit a Television Broadcast Rights Request Form.]*

[NOTE: With all Division II and Division III preliminary-round games/matches available on "NCAA.com/champs-pass" and the "NCAA Championships Pass app" (via the TNT Sports / Hudl partnership), all NCAA television broadcast rights, both noncommercial and commercial, will be approved as NONEXCLUSIVE. (Please refer to the aforementioned "Pertinent Notes" section for the respective championships.)]

NCAA Advertising and Promotional Guidelines. NCAA conference/institution television networks / RSNs and local television stations awarded television broadcast rights will be given all local commercial time to sell in accordance with NCAA advertising guidelines. *[However, if awarded noncommercial rights, the broadcast entity may **NOT** sell commercials; sell or air billboards; sponsorships; in-game graphic sponsorships; underwriters; or phone pledges.]*

[To review the current NCAA Advertising and Promotional Guidelines, visit NCAA.org/championships/media-center under Broadcast Services.]

NCAA Footage Usage and Licensing. 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/broadcast. No media entity (commercial or noncommercial) is allowed to display any game video on its website, social media platforms, or other digital outlets.**

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 Veritone (sports@veritone.com). **The NCAA may use, repurpose, license, or sell any portion of an NCAA championship at any time without the consent of the broadcasting station.**

[To review the NCAA Footage and Licensing policy, visit NCAA.org/championships/media-center/ under Broadcast Services.]

NCAA Public Service Announcement (PSAs). The NCAA reserves the right to keep four 30-second spots for NCAA PSAs per game.

[Please contact Amy Skiles to identify NCAA PSAs available during the NCAA Championships seasons. NCAA PSAs will be accessible via Power by Box.]

Game Records. 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).

[CLICK HERE for uploading instructions. Please contact Veritone's support team (support@veritone.com) if your master(s) is on another format; if you have issues with uploading; or if you have any questions.]

LIVE VIDEO STREAMING RIGHTS

In accordance with the NCAA's digital rights agreement with TNT Sports, TNT Sports owns the exclusive rights to stream all NCAA championships live via the Internet, mobile applications, and related devices, except for those championships, which fall under a prior national television and/or digital rights agreement (i.e., CBS, ESPN, Golf Channel).

If TNT Sports elects to exercise its right to distribute an NCAA championship event via live Internet 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 TNT Sports elects **NOT** to exercise its live video streaming rights, certain Third Parties MAY REQUEST PERMISSION TO VIDEO STREAM selected NCAA championship events (the "Event Coverage") from TNT Sports. **All requests must be submitted to TNT Sports online at www.ncaa.com/rights-request.**

[To review the "Live Video Streaming Rights Policy"; and the "Digital Highlights Usage Policies for NCAA Member Institutions/Conferences and/or Media, Third-Party Sites", visit NCAA.org/championships/media-center/ under Digital and Social Media / Membership Resources.]

NCAA AUDIO RIGHTS (RADIO AND/OR OTHER AUDIO PLATFORMS)

The NCAA Audio Rights [i.e., radio and/or other audio platforms (internet, mobile, station, aggregated audio apps, Sirius XM, etc.)] must be obtained from Westwood One via Learfield. All stations broadcasting any round of an NCAA championship shall be required to fill out the "NCAA Radio Agreement." [Please Note: the radio agreement must be entirely completed and submitted in advance of the round/game to be broadcast.] If the radio agreement is **NOT** completely filled out, the audio (radio and/or other audio platforms) rights will **NOT** be granted. Questions may be directed to Mike Dodson (mike.dodson@learfield.com; 859-226-4390) or Cindy Johnson (cindy.johnson@learfield.com; 859-226-4225).

[To review the NCAA Audio Policy, please CLICK HERE. To access the request form by clicking the "acknowledge the understanding of the policy and the agreement to comply with the stated guidelines" within the policy.]

The NCAA reserves all rights and final decisions regarding NCAA championships, broadcast rights or related television broadcast, live video streaming, or audio rights (radio and/or other audio platforms) matters.