



## NCAA FOOTAGE USAGE AND LICENSING POLICIES

### General Guidelines and NCAA Copyright.

The NCAA retains exclusive copyright to all audio (natural sound) and video footage (e.g., television, digital, and photographs) to all 92 NCAA championships. Local venues, local organizing committees and/or host institutions must gain written permission to license NCAA championships footage after the completion of the event. Further, the television or radio entity that originated the game(s) must give permission for use of announcer calls of NCAA championship broadcasts.

### NCAA Championship Footage Requests.

The NCAA has partnered with Veritone to represent and manage NCAA championship footage video and audio assets, including fulfillment, licensing, copyright, and archival rights.

FOR GENERAL PUBLIC/FANS. Currently, there is **NOT** an option available for the general public/fans to purchase NCAA championships footage/DVDs (e.g., Amazon). However, [Veritone](mailto:sports@veritone.com) may be able to assist ([sports@veritone.com](mailto:sports@veritone.com)).

FOR NCAA INSTITUTIONS OR CONFERENCES. Please [CLICK HERE](#) for more information regarding the “NCAA Member Institution Footage Access Program” or contact Veritone at [sports@veritone.com](mailto:sports@veritone.com).

FOR COMMERCIAL OR BROADCAST ENTITIES. All requests to obtain clips or copies of NCAA championships/events (e.g., game/program records, melt/highlight tapes) should go through [Veritone](mailto:sports@veritone.com) ([sports@veritone.com](mailto:sports@veritone.com)).

NCAA’s broadcast partners [i.e., TNT Sports (formerly known as Warner Bros. Discovery Sports (WBD Sports)); CBS; ESPN; and Golf Channel] are instructed NOT to duplicate copies of NCAA championships/events.

Finally, the NCAA does not own the television rights/footage to any collegiate athletics’ regular-season games/matches/contests; any Division I Football Bowl Subdivision (FBS) games (including bowl games, College Football Playoff National Championship); nor conference championships games/matches/contests. If you are interested in obtaining / licensing regular-season, conference championships or FBS video footage, please contact the appropriate conference office.

### Footage and Audio Usage Policies.

#### A. NCAA Championships Video and Audio Highlights Use Guidelines.

[NOTE: FOR CLARITY, THE FOLLOWING GUIDELINES DO **NOT** APPLY TO THE [NCAA DIVISION I MEN’S BASKETBALL CHAMPIONSHIPS](#), EXCEPT IF NOTED.]

Videotaped, filmed or audio excerpts of an NCAA championship (“Highlights”) may be

used only by news organizations, solely for news purposes in their regularly scheduled television or radio news programs of which actual news elements constitute the main feature in the United States and Canada.

1. Broadcast networks / 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.**

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 / program records, melt / highlight tapes) need to go through [Veritone \(sports@veritone.com\)](mailto:sports@veritone.com).

2. Highlights derivative of an NCAA championship broadcast (e.g., CBS, TBS, TNT, truTV, ESPN, ESPN2, ESPNU, ESPN+, Golf Channel and [NCAA.com](http://NCAA.com)) must never be used until the completion of that broadcast, whether aired live or tape delay, or any applicable broadcast window, whichever occurs last.

**[NOTE: FOR CLARITY, THIS APPLIES TO ALL NCAA CHAMPIONSHIPS BROADCASTS, INCLUDING ANY ALL-STAR GAME AND ANCILLARY EVENT BROADCASTS RELATED THERETO.]**

3. Highlights used hereunder must not be sold, transferred, or traded to any other entity, and must not be used commercially or in any program format other than news reporting in accordance herewith. By way of illustration, but not limitation, without a specific separate license from the NCAA, highlights may not be used for: (i) pregame shows or to otherwise preview upcoming games; (ii) weekly or monthly sports highlights shows; (iii) news or sports magazine programs; (iv) commercials; (v) a “sponsored segment” of a program; (vi) on-air promotions (e.g., “tune-in” promotion, or “tease”); (vii) “file footage”; or (viii) any other use (e.g., archival) not specifically permitted by this license.
4. Highlights must be limited to game competition footage and audio only and may not include, without limitation, other audio material (not applicable to radio highlights), feature material, interview, or other excerpts of the voices and/or likeness of any on-air talent, commentators and/or announcers of the broadcast entity.
5. Under no circumstances may any highlights be broadcast or otherwise distributed on the Internet or via any other on-line service, mobile application, digital medium or computer network, without the prior written permission from the NCAA or its designee.

6. For NCAA championships broadcast nationally, visual (for television or other such video broadcast) or aural (for radio) “courtesy” credit must be given for a duration of at least three seconds to the NCAA, followed by its applicable television or radio rights - at least three seconds to the NCAA, followed by its applicable television or radio rights-holder as the highlights used pursuant hereto are displayed or broadcast, or for radio, immediately thereafter (e.g., “Courtesy NCAA/ESPN;” and “Courtesy NCAA/Golf Channel”).
7. For NCAA championships broadcast nationally, highlights must be taped off-air from the applicable broadcast entity.  

All copyrights, proprietary interests, and other incidents of ownership in and to the highlights shall belong to, and remain vested in, the NCAA. The rights granted are limited to the rights controlled by the NCAA. User is solely responsible for determining what additional licenses, clearances, consents, and releases, if any, must be obtained.
8. In no event may any logo, trademark, advertisement, scoreboard, or other graphic be superimposed, “burned-in” or otherwise incorporated in any highlights without prior written permission from the NCAA. Additionally, no highlights may be altered or modified (including magnifying a portion of a visual image or otherwise changing, substituting, or distorting an audio or visual element) without prior written permission from the NCAA.
9. Highlights must not be used, sold, traded, stored, archived, retained, transmitted, or distributed via any medium (including, without limitation, the Internet, or any other means of interactive communication), except as otherwise expressly authorized herein, without the prior written permission from the NCAA.
10. Highlights must not be used in such a manner as to denigrate the NCAA, NCAA institutions or teams, their players or officials, or any NCAA sport, and must comply in all respects with the NCAA bylaws, rules, and regulations in effect, which may be amended from time to time by the NCAA in its sole discretion.
11. In consideration, on the request of the NCAA, user will provide the NCAA at user’s cost with a video or audio recording (as the case may be) of any program that incorporates highlights as authorized herein and hereby consents to the NCAA’s use of excerpts from any such program.
12. The NCAA hereby reserves the right, in its sole discretion, at any time and for any reason, to modify any or all of the terms hereof. Use of highlights constitutes acceptance of these terms.

**B. NCAA Division I Men's Basketball Championships Video Usage Footage Policies.**

**[NOTE: FOR CLARITY, THE FOLLOWING GUIDELINES ONLY APPLY TO THE NCAA DIVISION I MEN'S BASKETBALL CHAMPIONSHIPS. PLEASE SEE ["NCAA CHAMPIONSHIPS VIDEO AND AUDIO HIGHLIGHTS USE GUIDELINES"](#) FOR ALL OTHER CHAMPIONSHIPS.]**

Highlights may be used only by television entities and news organizations (collectively, "Television Entities") on their television networks and television stations in the United States in accordance with these guidelines solely for news purposes in regularly scheduled television news programs of which actual news elements constitute the main feature.

Under no circumstances may any highlights be broadcast or otherwise distributed on the Internet or via any other on-line service, mobile application, digital medium, device or computer network, and no rights to distribute highlights via any digital means or media are granted under these guidelines.

Highlights from all games and press conferences must not exceed a total of three (3) minutes per day (i.e., 24-hour period).

Highlights may not be broadcast until the completion of the applicable "Telecast Window." The NCAA, TNT Sports and CBS will distribute the schedule for telecast windows no later than the day after Selection Sunday.

Only game competition footage that has actually been telecast by CBS or TNT Sports may be used for purposes permitted herein. All highlights must be recorded from the applicable TNT Sports or CBS television network distribution feed (not from TNT Sport's/CBS back haul) and must include CBS and/or TNT Sports network graphics. Footage obtained from CBS or TNT Sport's back haul, ISO reels or other satellite feeds that has not been telecast by CBS or TNT Sports may not be used.

All highlights must be accompanied by a video credit identifying the applicable television network on which the game originally aired (e.g., "Courtesy of CBS Sports/NCAA", "Courtesy of TNT Sports/ NCAA") for the entire time the highlights are on air.

Highlights may not be used commercially or in any program format other than news reporting in accordance herewith. By way of example, but not limitation, without a specific separate license from the NCAA, highlights may not be used (i) in pre-game shows or to preview an up-coming game, (ii) in weekly or monthly sports highlights shows, (iii) in news or sports magazine programs, (iv) in commercials, (v) in a "sponsored segment" of a program, (vi) in on-air promotions (e.g. "tune-in" promotion or "tease"), (vii) as "file footage," (viii) in a regularly scheduled news program that has been extended or created for the purpose of telecasting coverage of games, or (ix) for any other use (e.g., archival) not specifically permitted by this license. Any television entity wishing to use footage outside

these parameters must license the footage from the NCAA and follow any additional terms and conditions concerning use of the footage. The NCAA reserves the right to refuse permission for such usage.

Highlights may not include, without limitation, other audio material, feature material, interviews or other excerpts of the voices and/or likeness of any CBS or TNT Sports on-air talent, commentators and/or announcers.

In no event may any logo, trademark, advertisement, scoreboard, or other graphic be superimposed, “burned-in” or otherwise incorporated in any highlights. Additionally, no highlights may be altered or modified (including magnifying a portion of a visual image or otherwise changing, substituting, or distorting an audio or visual element).

Highlights must not be used in such a manner as to denigrate CBS, TNT Sports, the NCAA, NCAA member institutions or teams, their players or officials, or any NCAA sport, and must comply in all respects with the NCAA bylaws, rules and regulations in effect, which may be amended from time to time by the NCAA in its sole discretion. Highlights may not be used, sold, traded, stored, archived, retained, transmitted, distributed or transferred via any medium (including, without limitation, the Internet or any other means of interactive communication) to any other entity, except as otherwise expressly authorized herein. Television entities are solely responsible for determining what additional licenses, clearances, consents and releases, if any, must be obtained in connection with use of highlights hereunder. Local market feed use for highlights telecast on the CBS Television Network is also subject to clearance by the CBS affiliate in each market.

Notwithstanding anything herein to the contrary, telecasters and the NCAA hereby reserve the right, in their sole discretion, at any time and for any reason, to (i) modify any or all of the terms hereof, (ii) grant any exception to, or waiver of, any term hereof, and/or (iii) withdraw permission or amend these guidelines, with written notice thereof.

Television entity’s use of highlights from any game absent a superseding written agreement constitutes acceptance of these terms.

Any use of highlights beyond these guidelines is subject to prior written approval from CBS, TNT Sports and/or the NCAA.

For policies pertaining to broadcasting live from inside the venue on game days and non-game days, for preliminary rounds as well as the Final Four, please see the mini-cam policies found at <https://www.ncaa.com/media-center/mens-basketball-policies>.

The online streaming of press conferences is permissible on non-game days only. Postgame press conferences must be taken from the satellite and are available online exclusively at [YouTube.com/MarchMadness](https://www.youtube.com/MarchMadness) or as VOD files on the NCAA’s Digital Media Hub.

[CLICK HERE](#) to review the NCAA Audio Policy.

[CLICK HERE](#) to review the NCAA Digital Highlight and Footage Use Policy for Media Websites, Niche Sports Websites and Other Third-Party Websites.

[CLICK HERE](#) to review the NCAA Digital Highlight and Footage Use Policy for Participating Member Institutions and Conferences (i.e., NCAA Championships, excluding Division I Men's and Women's Basketball).