



## QUICK REFERENCE GUIDE FOR OBTAINING NCAA BROADCAST AND DIGITAL MEDIA RIGHTS

### Radio / Internet Audio Streaming Rights.

Westwood One owns the exclusive national audio rights to all 92 NCAA championships, as well as the postseason NIT and WBIT. If Westwood One exercises its right to nationally broadcast an NCAA championship event via radio and/or other audio platforms (internet, mobile, station, aggregated audio apps, Sirius XM, etc.), then each official university or college radio station will be the only stations granted the right to broadcast a separate signal. All stations requesting radio / audio Internet streaming rights for any round / game of an NCAA championship shall be required to submit a completed radio agreement with Learfield. The radio agreement must be fully completed and submitted online in advance of the round / game that will be broadcast.

To submit a request, you must click the “I acknowledge my understanding of the policy and agree to comply with the stated guidelines” button. Questions may be directed to Learfield’s Mike Dodson ([mike.dodson@learfield.com](mailto:mike.dodson@learfield.com); 859-226-4390); or Cindy Johnson ([cindy.johnson@learfield.com](mailto:cindy.johnson@learfield.com); 859-226-4225).

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

### Television Broadcast Rights.

The NCAA and our primary broadcast partners [i.e., TNT Sports (formerly known as Warner Bros. Discovery Sports (WBD Sports); CBS; ESPN; Golf Channel] own the television broadcast rights for all 92 NCAA championships. If an NCAA broadcast partner chooses not to activate or televise a particular round of an NCAA championship, those television broadcast rights revert back to the NCAA, permitting the NCAA to grant/sell the rights to any network [e.g., NCAA conference/institution (campus) television networks / Regional Sports Networks (RSN); and local television stations], if it so chooses. [Please refer to the [Television Rights Overview](#) for the NCAA championships that are UNAVAILABLE for commercial or noncommercial television broadcast syndication.]

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

The NCAA broadcast services group will award qualified NCAA conference/institution television networks / RSNs and local television stations commercial/noncommercial television broadcast rights.

Commercial television rights fees vary for specific NCAA championships rounds. Generally, there is a **minimum of \$1,500 per game and per broadcast entity (i.e., per network/station)**. However, local campus and/or non-commercial television stations may have the rights fee waived.

*[NOTE: Any station selling commercials; selling or airing billboards; sponsorships; in-game graphic sponsors; underwriters; or phone pledges must pay the NCAA a commercial television rights fee per game.]*

Broadcast entities interested in requesting television broadcast rights should review the [Television Rights Overview](#) section, which can be found on [NCAA.com/media-center/broadcast-services](http://NCAA.com/media-center/broadcast-services), and submit the Television Broadcast Rights Request Form. Questions may be directed to Amy Skiles ([askiles@ncaa.org](mailto:askiles@ncaa.org); 317-917-6222).

**[CLICK HERE](#) to review the Television Rights Overview and to complete the Television Broadcast Rights Request Form (i.e., Google Forms)!**

### **Live Internet Video Streaming Rights.**

In accordance with the NCAA's digital rights agreement with Warner Bros. Discovery, Inc. ("WBD"), 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 national television and/or digital rights agreement (i.e., ESPN, CBS, Golf Channel).

For those available NCAA championships in which TNT Sports/NCAA Digital elects NOT to exercise its video streaming rights (nor is it being televised by an NCAA broadcast partner), certain Third Parties MAY REQUEST PERMISSION TO VIDEO STREAM select NCAA Championship events (the "Event Coverage") from TNT Sports. All requests must be submitted to TNT Sports online at <http://www.ncaa.com/rights-request>.

**[CLICK HERE](#) to review the Live Video Streaming Rights Policy.**

### **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](#) 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](#) ([sports@veritone.com](mailto:sports@veritone.com)).

It is important to note that 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 games); 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.**

Finally, the NCAA's network partners (i.e., TNT Sports, CBS, ESPN, and Golf Channel) are instructed **NOT** to duplicate copies of NCAA championships/events.