



NCAA Championships Digital Highlights Policy for Member Institutions (Excluding Division I Men's and Women's Basketball)

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The NCAA has worked in collaboration with its digital and linear partners to make championship broadcast video content available for Member Institutions to use editorially on digital platforms to highlight their programs' accomplishments during the NCAA postseason. Except as set forth in this document, all uses of Digital Highlights must be licensed through Veritone regardless of how such footage is acquired (e.g. team videographer, television broadcast, etc.). For clarity, any footage captured inside NCAA Championship venues is NCAA copyright. **For any questions about this policy, please contact: school-rights@turner.com or sports@veritone.com.**

For purposes of this policy, "Digital Highlights" are defined as any NCAA Championship game or event footage distributed through any digital, mobile, or social application, platform or device.

As the NCAA's digital rights holder, TNT Sports (formerly known as Turner Sports) owns the right to license digital highlights from NCAA Championships. TNT Sports has partnered with Veritone to manage these rights. This policy applies to NCAA member college and university institutions and conferences ("Member Institutions") in connection with the use of footage from all NCAA Championships other than Division I Men's and Women's Basketball (i.e., March Madness). The NCAA and TNT Sports reserve the right, in their sole discretion, at any time and for any reason, to modify any or all of the terms hereof, grant any exception to, or waiver of, any term, and/or withdraw permission or amend this policy.

Policy for NCAA Championship Game Footage (excluding DI Men's and Women's Basketball)

For all NCAA Championships (Divisions I, II, III and National Collegiate) and all games/events in all rounds, excluding all DI Men's and Women's Basketball Championship games, the following policy applies for Game Footage:

- Digital Highlights may be posted to:
 - Member Institution's official website, mobile and connected device apps.
 - Member Institution's official social media accounts (including official team and athletic department accounts) on X, Facebook, Instagram, YouTube, TikTok, and Snapchat.
- Digital Highlights may only be posted from games or events in which that Member Institution participates.
- Footage may be used while NCAA Championships are in-progress + 30-days post-Championship, provided they abide by the highlight guidelines set forth below.
- Digital Highlights may be posted during a game or event when telecast or streamed on ABC, ESPN platforms, Golf Channel or NCAA.com. All in-progress highlights must abide by the following additional requirements:
 - In-progress highlights can only be posted to Member Institutions' official social media accounts. Permitted platforms are X, Instagram, Facebook, TikTok, and Snapchat.
 - Max twelve (12) video posts per game or event – max 30 seconds per post.
 - For clarity, two identical 30-second posts posted to two different platforms count as only 30 seconds, not 60 seconds total, and two different 30-second posts posted to two different platforms count as 60 seconds total.
 - Max eight (8) GIF posts per game or event – max of 10 seconds of total run time.
 - Limited to republished, in-progress video and GIF only – no live streams of any kind permitted.
 - All video must be network footage, inclusive of the visible network ID bug and all graphics.
 - Every post must include a tune-in call to action (CTA) utilizing one of the following methods:
 - Textual tune-in for the event including originating Platform (e.g., Linear Network – ABC, ESPN, ESPN2, Golf Channel, etc. or Digital – ESPN+, NCAA.com, etc.)
 - A direct deep-link to the event's live stream.
 - For ABC/ESPN content, attachment of a promotional post-wipe – accessible [HERE](#)
- Digital Highlights posted after the live window shall be limited to an aggregate of six (6) minutes of footage per game or event - max :30 seconds per clip.

- For clarity, two identical 2-minute videos posted to two different platforms count as only 2 minutes, not 4 minutes total.
- Member Institutions may not sell sponsorships or other advertising on their official websites or social media accounts specifically targeted against the Digital Highlights. (e.g. no title/presenting sponsorships, no pre/mid/post-roll or burn-in/overlay advertising within videos containing NCAA footage).
- For Digital Highlights posted to social platforms (including but not limited to Facebook, YouTube, and Instagram), TNT Sports reserves the right to claim and monetize the video posted by Member Institutions.
- For clarity, any videos posted to YouTube should be posted without a monetization or usage policy – pre-roll or companion ads are not permitted.
- Digital Highlights may only be used as set forth in this policy and may not be used commercially, sold, sublicensed, transferred or re-purposed for any other use.
- This policy does not include the right to share footage with outside entities such as third-party production companies. This policy is intended to provide footage guidelines for member institutions on member institution-operated digital platforms. For any other usage, contact sports@veritone.com.

NCAA Championship Live Streaming Video Content Policy (excluding DI Men's and Women's Basketball):

- Member Institutions have the right to produce live streams on digital platforms (owned and operated and on social platforms as defined above) subject to the following restrictions and NCAA media policies:
 - Live content creation is permitted on off or practice days, per NCAA media policies
 - Not permitted: Live content creation is not permitted in/around the venue during days with games
 - No advertising or sponsorship may be attached to any content

Sourcing NCAA Championship Highlights via Grabyo

- While Member Institutions remain responsible for selecting and editing their Digital Highlights, the NCAA and Veritone have partnered with [Grabyo](#) to provide participating institutions with access to NCAA Championship footage for live clipping, highlight creation and social distribution.
- Grabyo coverage will vary by championship based on the available broadcast or streaming feeds. Content generally will include an emphasis on later-round and final-site coverage with some championships having early round coverage as well. Please note that Grabyo may not include every game, event, round or individual feed. Specific content availability will be finalized prior to each season.
- Each Member Institution will be granted one (1) seat within the Grabyo platform to access NCAA Championship highlights.
- Any footage used and published must follow this NCAA Member Institution Digital Highlight Use Policy. Please review these parameters thoroughly to ensure you are in compliance with all guidelines, and reach out to sports@veritone.com with any questions about footage use.
- Please go to the [Grabyo account activation page](#) to sign-up and validate your account. Once you receive your login details to the Grabyo platform, please review the [best practices video tutorial](#).
- In the event you run into any technical issues or need support with the Grabyo platform, please contact help@grabyo.com, or use the in-platform live chat feature.

Expanded NCAA Championship Digital/Social Highlight Licensing for Member Institutions:

TNT Sports, the NCAA & Veritone have partnered to provide Member Institutions the ability to license additional digital/social media highlight permissions for all NCAA Championships, including Division I Men's and Women's Basketball. These options are designed to allow Member Schools to provide their fans with the same customary social media coverage for all NCAA Championships as every regular season Conference controlled game/event. Please contact sports@veritone.com to inquire about options and pricing.

NCAA Member Institution Footage Licensing Program - Additional Details & Use Cases:

NCAA Member Institutions interested in using current-year or archival NCAA copyright footage for documentaries, advertisements, anniversary videos or historical flashbacks, please see the [NCAA Member Institution Footage Licensing Program](#).