



MEMORANDUM

November 17, 2019

TO: Sports Information Contacts of Qualified Institutions for the 2019 NCAA Division II Football Championship.

FROM: Amy Skiles
Assistant Coordinator of Championships and Alliances, Broadcast Services.

SUBJECT: 2019 NCAA Division II Football Championship Television Broadcast, Internet Video Streaming and Radio / Internet Audio Rights.

**PLEASE FORWARD THIS MEMORANDUM TO NCAA
CONFERENCE/INSTITUTION TELEVISION NETWORKS / REGIONAL SPORTS
NETWORKS / LOCAL TELEVISION STATIONS, INTERNET VIDEO ENTITIES AND
RADIO CONTACTS**

Congratulations on qualifying for the 2019 NCAA Division II Football Championship. This memorandum is to inform you of the guidelines and procedures for obtaining broadcast rights (i.e., television broadcast, Internet video streaming, radio / Internet audio) for various rounds of the Division II Football Championship that do **NOT** have predetermined national television (i.e., Turner, CBS, ESPN, Golf Channel, Tennis Channel) and/or Turner Sports / NCAA.com digital Internet video streaming coverage. **All information included in this memorandum can be obtained by reviewing the content found on NCAA.com/media.**

[Please Note: The contacts, guidelines and procedures differ for obtaining available broadcast rights (i.e., television broadcast, Internet video streaming, radio / Internet audio). Television broadcast rights (see Page Nos. 1-4) will be awarded by the NCAA; Internet video streaming rights (see Page Nos. 4-5) will be awarded by Turner Sports; and radio / Internet audio rights (see Page No. 5) will be awarded by Learfield IMG College. Please see the respective sections for additional information related to obtaining these respective broadcast rights.]

TELEVISION BROADCAST RIGHTS

Qualified NCAA conference/institution television networks, Regional Sports Networks (RSNs) and local television stations may submit their completed Television Broadcast Rights Request Form to Amy Skiles (askiles@ncaa.org) of the NCAA by the competitive bidding deadline. **Click [HERE](#) to download the Television Broadcast Rights Request Form (pdf)!** [A sample of the request form also can be found in Attachment A.] The bidding deadline is as follows:

<u>ROUND</u>	<u>COMPETITION DAY(S)</u>	<u>COMPETITIVE BIDDING DEADLINE</u>
First Round	Saturday, November 23	Tuesday, November 19 NOON Eastern time
Second Round	Saturday, November 30	Monday, November 25 NOON Eastern time

N a t i o n a l C o l l e g i a t e A t h l e t i c A s s o c i a t i o n

Creating a pathway to opportunity for college athletes

The NCAA is an equal opportunity employer that values inclusive excellence in the workplace.

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Quarterfinals	Saturday, December 7	Tuesday, December 2 NOON Eastern time
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[Please Note: Competitive bidding deadlines are put in place so NCAA conference/institution television networks / RSNs and local television stations that are serious about producing NCAA championship game(s) get adequate notice to plan production details and promotion of telecasts.]

National Semifinals / Championship. ESPN, Inc. owns the live domestic television broadcast rights and live Internet video streaming rights to the Division II Football Championship national semifinals and the national championship games. The national semifinal games will take place Saturday, December 14. *The start times and ESPN Network of these games will be available approximately six days prior to semifinal games on the [NCAA CHAMPIONSHIPS BROADCAST SCHEDULE](#). (The link can also be found on the [sport's championship page on NCAA.com](#) and/or through [NCAA.com/media](#).)*

The national championship game will take place at 3 p.m. Eastern time Saturday, December 21, and will air live on ESPNU.

No other broadcast network or Internet entity, other than ESPN, may air the Division II Football Championship national semifinals and/or the national championship games, nor show highlights of these games, until the ESPN broadcasts are off the air.

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.**

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](#) (866-815-6599; 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.**

The NCAA and its primary media partners own all television broadcast and digital / Internet video streaming rights to all 90 NCAA championships. The NCAA will award qualified NCAA conference/institution television networks / RSNs and local television stations television broadcast rights based on the following criteria:

1. The commercial television broadcast rights fee is a **MINIMUM of \$1,500 per game / per broadcast entity (i.e., per network / station)**. However, a noncommercial television broadcast entity (e.g., nonprofit, state/local government, colleges and universities) may have the 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.]

2. All game times will be determined by the NCAA in conjunction with the host institution. Game 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 Division II Football Championship.
3. Television entities awarded television broadcast rights must provide the NCAA with satellite coordinates for each game [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.**
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.

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 or promoting the broadcast on any medium (e.g., newspapers, television, radio, Internet). If the "silent" blackout is broken, the NCAA maintains the right to cancel the broadcast. The blackout policy does **NOT** apply to Turner, CBS, ESPN, Golf Channel or the Tennis Channel telecasts.

*[Please Note: 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, the 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 Division II football games and 10-Division II football coaches' shows during the regular season).
4. Production quality (e.g., number of manned cameras, number of videotape replay machines, layout of television production truck, number of announcers, type of graphics inlooks).
5. Prior bidding in current championship.

6. Live broadcast or tape-delay broadcast.

The NCAA will **NOT** produce any Division II Football Championship games 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 championships 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 submit a completed Television Broadcast Rights Request Form.]*

NCAA conference/institution television networks / RSNs and local television stations awarded television broadcast syndication rights will be given all local commercial time to sell in accordance with NCAA advertising guidelines. *[However, if awarded noncommercial rights, your broadcast entity may **NOT** sell commercials; sell or air billboards; sponsorships; in-game graphic sponsorships; underwriters; or phone pledges.]* The NCAA reserves the right to keep four 30-second spots for NCAA public service announcements per game. **[Click [HERE](#) to review the current NCAA Advertising and Promotional Guidelines.]**

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).

For upload instructions, questions or if your master is in another format, please contact Steve Goldman (sgoldman@veritone.com; 720-382-2878).

INTERNET VIDEO STREAMING RIGHTS

In accordance with the NCAA's digital rights agreement with Turner, Turner 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, Tennis Channel).

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

[Click [HERE](#) to review the Live Video Streaming Rights Policy and the Digital Highlights Usage Policies.]

RADIO / INTERNET AUDIO STREAMING RIGHTS

The NCAA championship radio and/or internet audio streaming rights must be obtained from Learfield IMG College. All stations broadcasting any round of an NCAA championship shall be required to fill out the “NCAA Championship Radio / Internet streaming Online Form.” [Please Note: the online radio agreement must be entirely completed, including the I.P. address of the audio player if the broadcast is going out via the Internet, and submitted online in advance of the round/game to be broadcast.] If the online form is **NOT** completely filled out, radio / internet audio streaming rights will **NOT** be granted. Questions may be directed to Learfield IMG College’s Mike Dodson (mike.dodson@learfieldimgcollege.com; 859-226-4390) or Cindy Johnson (cindy.johnson@learfieldimgcollege.com; 859-226-4225). For questions regarding satellite radio, please contact Nate Flannery (nflannery@ncaa.org) at the NCAA national office.

[Click [HERE](#) to review the 2019-20 Audio Policy and to access the form.]

The NCAA reserves all rights and final decisions regarding NCAA championships, broadcast rights or related television, Internet video or audio streaming, radio and satellite radio matters.

Thank you for your interest in the 2019 NCAA Division II Football Championship.

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Attachments

cc: Selected NCAA Staff Members



NCAA TELEVISION BROADCAST RIGHTS REQUEST FORM

PRIOR TO STARTING THE REQUEST FORM, PLEASE DOWNLOAD DOCUMENT TO YOUR COMPUTER!**Request Date:**
(e.g., 11/01/19)**BROADCAST ENTITY CONTACT INFORMATION**

Broadcast Entity Requesting Rights:		
Contact:		
Title:		
Address:		
*Address2:		
City, State, Zip:		
Phone Number: (e.g., (888)888-8888]	Select type of number: (e.g., Cell; Landline)	Cell Landline
Email:		

GAME DETAILS

Select Division:	Division I	Division II	Division III	National Collegiate
Select Championship Sport: (Choose from Drop-Down Box)				
Select Round: (Choose from Drop Down Box)				
**Please Note: If you are interested in obtaining television broadcast syndication rights for <u>multiple</u> rounds of a championship that have <u>different</u> "designated competitive bidding deadline" dates, you must submit a television broadcast rights request for EACH round.				
Home Team:		Away Team:		
Select which team (home or away) the broadcast entity is associated with:		Home Team	Away Team	
Start Time(s) (Eastern time): (e.g., 5:30 PM)				
Date(s) of the Event: (e.g., 12/07/19; 12/06 -12/07/19)				
Location (City / State) of the Event:				

TELEVISION BROADCAST RIGHTS / BID INFORMATION

<u>Requesting COMMERCIAL television rights.</u> The broadcast entity will be selling commercials; selling or airing billboards; sponsorships; in-game graphic sponsors; underwriters; or phone pledges. [Since television rights fee vary for NCAA Championship Events, please refer to the championship's bid memo for the MINIMUM amount (per game / round).]
<u>Broadcast Entity Bid Amount:</u> (e.g., \$1,500)
<u>Requesting NONCOMMERCIAL television rights.</u> The broadcast entity is a noncommercial television station (e.g., nonprofit, state/local government, colleges and universities). We are requesting the television rights fee be <u>WAIVED</u> .
**For the round(s) that have the same "designated competitive bidding deadline", should the "associated with" team advances to the next round, the broadcast entity also wishes to obtain the aforementioned "commercial / noncommercial" rights and "bid amount" for this round. [Should the "associated with" team NOT advance to the next round, then the broadcast entity will NOT be granted NOR be responsible for commercial broadcast rights fee for the game.]

INDICATES AN OPTIONAL FIELD.***ROUND(S) THAT HAVE THE SAME "DESIGNATED COMPETITIVE BIDDING DEADLINE" (E.G., FIRST / SECOND ROUND; SECTIONALS (SEMIFINALS / FINALS); REGIONAL (FIRST ROUND/QUARTERFINALS / SEMIFINALS / FINALS); THIRD ROUND / QUARTERFINAL) AS IDENTIFIED IN THE CHAMPIONSHIPS BID MEMO.**

PRODUCTION DETAILS

Network/Channel/Station that Game Will Air On: <i>[e.g., WAAA-TV (Indianapolis, IN)]</i>		
Please select how game will air: <i>(e.g., Live, Tape Delay)</i>	Live	Tape Delay*
*If tape-delayed, insert time <u>and</u> date of broadcast: <i>(e.g., 8:00 AM Eastern) / (e.g., 12/09/19)</i>		
Describe Production Elements:		
Broadcast Entity's Reach (Households):		
Broadcast Entity's (City, State or Region) DMA:		
Number of Television Regular-Season Games Aired:		
Number of Coaches' Shows Aired:		

* ADDITIONAL INFORMATION / NOTES SECTION (FOR BROADCAST ENTITY)

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*INTERNET VIDEO STREAM REQUEST

*Broadcast entity also wishes to Internet video stream the game live and has applied for the Internet video streaming rights with Turner. [OPTIONAL – If there are no plans to video stream.]
*Insert Website Link:

NCAA ADVERTISING AND PROMOTIONAL GUIDELINES

Broadcast entity will follow all NCAA advertising and promotional guidelines, which includes no use of professional athletes, no state lottery or casino ads, no tobacco products and limited sale of alcohol ads per hour. [Click HERE to review the current NCAA Advertising and Promotional Guidelines.]
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NCAA COPYRIGHT / VIDEO FOOTAGE

Broadcast entity acknowledges that the NCAA owns the exclusive copyright to all NCAA championships and may use, repurpose, license or sell any portion of the NCAA championship at anytime without the consent of the broadcasting station.
Broadcast entity may use up to three minutes (per newscast) of video footage for up to 72 hours following the game/match/broadcast.

NCAA VIDEO LIBRARY GAME RECORDS

Broadcast entity will provide the NCAA a game record and ISO highlight clean melts of each game for the NCAA video library <u>within four business days</u> of the telecast(s).

BACKHAUL SATELLITE COORDINATES

Broadcast entity will provide the backhaul satellite coordinates to Amy Skiles (askiles@ncaa.org) NOT later than 4 PM Eastern time, the Wednesday prior to the game. [Please notify <u>Amy</u> if you are not able to meet this requirement.]
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Please submit your completed Television Broadcast Rights Request form **NOT** later than the identified competitive bidding deadline indicated in the championships bid memorandum.

I am ready to SUBMIT my completed Television Broadcast Rights Request Form!

**INDICATES AN OPTIONAL FIELD. ALL OTHER FIELDS MUST BE COMPLETED PRIOR TO SUBMISSION.*

NCAA DIGITAL LIBRARY REGISTRATION

The NCAA has a Digital Library that houses all NCAA logos and Style Guides. Please go to www.NCAAlogos.com to register as a “new user”.

[Please Note: The NCAA logo library has experienced issues displaying downloading options properly using Internet Explorer. To avoid these issues, we recommend using Google Chrome to download any NCAA logos.]

To access the digital system, you will need to create an account. To create an account:

1. Click on "Create Account?" below New User?
2. At the next screen, it asks for a Registration Code.
 - Licensees, select licensee.
 - **Media, select media.**
 - Corporate Champion/Partner, select corporate.
 - Member Institution, select membership.
3. Fill in all other fields.
4. Click on Submit and you are finished.

Once you register as a "new user", a notification will be sent to your email address permitting you to access the site. This process takes approximately 24 - 48 hours to receive permission to access the site.

Once you receive access, you will be able to search for logos by several categories such as gender, division, sport, and year. After finding your images, you may download in the versions selected. You will be asked for information as to “Why you are placing this order”. On completion, your order will be processed and a download link will be available.

We recommend that you visit the site to create a "Login" well in advance of needing the images to allow appropriate time for the permission process.

The NCAA does not have the rights for the logos of schools or conferences and only has NCAA Championship logos. To obtain those logos, you will need to reach out to individual institution(s) or conferences.

Please contact Durenka Robie at drobie@ncaa.org with any questions.