



2025 Division II Membership Survey: Streaming Results

May 2025



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Methods

- Division II governance collaborated with NCAA Research to gather feedback from Division II presidents and chancellors, athletics directors, athletic trainers, commissioners, conference staff, and other athletics staff about the current state and future of Division II.
- Individuals at all active Division II institutions and those in the membership process (304 institutions) were invited to complete the online survey via a Salesforce email invitation. Those as schools transitioning out of Division II were not invited to complete the survey.
- The survey was designed using Qualtrics survey software and took 30-60 minutes to complete. It opened January 22 and closed February 21. Due to a lower than desired response rate among presidents and chancellors, the survey reopened for that group of individuals and closed March 7, 2025.

Overall Responses

- N = 2,234
- Individuals from 302 (99%) institutions and conference staff representing 23 (100%) conferences responded.

Institutional Characteristics

	Division II	Survey Respondents
Public/Private	50 % / 50%	46% / 54%
HBCU/Non-HBCU	10% / 90%	5% / 95%
MFB/No Football	54% / 46%	55% / 45%
Midwest	22%	25%
Northeast	17%	17%
South	45%	44%
West	16%	14%

Midwest: IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD

Northeast: CT, ME, MA, NH, RI, VT, DE, DC, MD, NJ, NY, PA

South: AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV, AZ, NM, OK, TX

West: CO, ID, MT, UT, WY, AK, CA, HI, NV, OR, WA

Responses by Key Analysis Groups

Title	N
President/Chancellor	106
Director of Athletics	230
Conference Staff	61
Athletic Trainer*	179
Coach**	1,003
FAR	96
Other Athletics Administrator	480

**Athletic Trainer: 152 head, 27 assistant/associate*

***Coach: 953 head, 44 assistant, (6 indicated being both a head and assistant coach)*

Note: For more information on respondents and demographics, please see the comprehensive survey results on NCAA Research's Divisional Research [webpage](#).



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SECTION**

Streaming

Are you responsible for and/or oversee the webstreaming of regular season and/or conference games for your school or conference?

	SID (N=66)	Conf. Staff (N=58)	AD (N=213)	Other Ath. Admin. (N=360)	Coach (N=888)
Yes	91%	60%	49%	10%	7%
No	9%	40%	51%	90%	93%

Note: SIDs /Athletics Communication Directors were separated from the Other Athletics Administrators total. No FARs or ATs indicated overseeing webstreaming.



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What streaming platform does your institution use?

(Select all that apply.)

	AD (N=205)	SID (N=60)	Conf. Staff (N=33)
Hudl	49%	73%	64%
FloSports	34%	28%	27%
SIDEARM Sports	20%	3%	9%
YouTube	12%	12%	6%
Other, please specify	7%	7%	0%
Presto Stream	4%	0%	0%
Facebook Live	1%	0%	0%
ESPN+	0%	0%	6%
Boxcast	0%	0%	0%

Note: Responses from ADs and from conference staff and SIDs who selected 'Yes' to overseeing streaming. Those who selected 'Other, please specify' indicated Blueframe, a conference specific network, or HBCUGo.



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If you are currently under contract with a streaming platform/website, how many years remain in your agreement?

	AD (N=179)	SID (N=53)	Conf. Staff (N=31)
One year	24%	23%	26%
Two years	27%	25%	26%
Three years	27%	26%	19%
Four years	12%	17%	13%
Five or more years	10%	9%	16%

Note: Responses from ADs and from conference staff and SIDs who selected 'Yes' to overseeing streaming.



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Does your institution/conference charge fans to watch webstreams?

	AD (N=207)	SID (N=59)	Conf. Staff (N=33)
No – All web streams are available for free.	52%	58%	39%
Yes – Pay-per-View or subscription model is used.	41%	29%	42%
Other – We only charge for select sports.	7%	14%	18%

Note: Responses from ADs and from conference staff and SIDs who selected 'Yes' to overseeing streaming.

Which sports does your institution currently live stream during the regular season?

	AD (N=205)	SID (N=60)	Conf. Staff (N=33)
Baseball	99%	98%	100%
Basketball	100%	98%	100%
Field Hockey	93%	93%	100%
Football	99%	100%	100%
Lacrosse	100%	97%	100%
Soccer	99%	98%	100%
Softball	98%	98%	100%
Tennis	31%	28%	42%
Volleyball	99%	98%	100%
Wrestling	93%	90%	100%
Other, please specify	96%	95%	100%

Note: Percentage included for those who indicated sponsoring sport. Those who selected 'Other, please specify' indicated sports such as acrobatics and tumbling, cross country, gymnastics, ice hockey, swimming, stunt, track and field, and water polo.



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What kind of equipment does your institution use for production? (Select all that apply.)

	AD (N=96)	SID (N=59)	Conf. Staff (N=27)
Livestream Software (e.g., Production Truck, BoxCast)	81%	95%	93%
Video cameras requiring operators	72%	95%	81%
Production Headsets	67%	71%	70%
Audio mixer	64%	90%	67%
Scoreboard console integration	61%	59%	74%
Switcher for multiple cameras	59%	63%	70%

Note: Responses from ADs, conference staff and SIDs who selected 'Yes' to overseeing streaming.

What kind of equipment does your institution use for production?

(Select all that apply.)

	AD (N=96)	SID (N=59)	Conf. Staff (N=27)
Graphics software	57%	44%	63%
Fixed/automatic cameras without operators	51%	63%	67%
Replay machines	50%	32%	44%
Tricaster with replay	41%	29%	48%
Wirecast	16%	2%	15%

Note: Responses from ADs, conference staff and SIDs who selected 'Yes' to overseeing streaming.

Does your production capability allow you to add: (Select all that apply.)

	AD (N=94)	SID (N=57)	Conf. Staff (N=28)
Multiple cameras	94%	93%	100%
Score bugs/graphics	83%	98%	96%
Multiple announcers	77%	91%	93%
Replays	77%	79%	93%
Custom transitions or wipes	50%	72%	68%

Note: Responses from ADs, conference staff and SIDs who selected 'Yes' to overseeing streaming.

How many cameras do you use in a typical webstream for the following sports?

		AD (N=205)	SID (N=60)	Conf. Staff (N=33)
Baseball	One	37%	37%	39%
	Two	35%	43%	50%
	Three	16%	11%	8%
	Four	11%	7%	4%
	Five or more	1%	2%	0%
Basketball	One	30%	24%	8%
	Two	21%	43%	65%
	Three	27%	16%	19%
	Four	16%	10%	8%
	Five or more	6%	7%	0%
Field Hockey	One	85%	46%	50%
	Two	8%	54%	50%
	Three	8%	0%	0%
	Four	0%	0%	0%
	Five or more	0%	0%	0%

Note: Percentages included for those who indicated using any number of cameras.

How many cameras do you use in a typical webstream for the following sports?

		AD (N=205)	SID (N=60)	Conf. Staff (N=33)
Football	One	18%	10%	0%
	Two	20%	41%	33%
	Three	29%	28%	48%
	Four	22%	10%	14%
	Five or more	12%	10%	5%
Lacrosse	One	65%	57%	65%
	Two	27%	36%	35%
	Three	8%	7%	0%
	Four	0%	0%	0%
	Five or more	0%	0%	0%
Soccer	One	58%	57%	60%
	Two	30%	36%	40%
	Three	11%	7%	0%
	Four	1%	0%	0%
	Five or more	0%	0%	0%

Note: Percentages included for those who indicated using any number of cameras.

How many cameras do you use in a typical webstream for the following sports?

		AD (N=205)	SID (N=60)	Conf. Staff (N=33)
Softball	One	39%	41%	44%
	Two	46%	36%	44%
	Three	7%	12%	7%
	Four	7%	9%	4%
	Five or more	2%	2%	0%
Tennis	One	46%	54%	70%
	Two	31%	15%	30%
	Three	8%	0%	0%
	Four	0%	0%	0%
	Five or more	15%	31%	0%
Volleyball	One	30%	35%	26%
	Two	33%	47%	52%
	Three	24%	14%	15%
	Four	9%	2%	7%
	Five or more	4%	2%	0%

Note: Percentages included for those who indicated using any number of cameras.

How many cameras do you use in a typical webstream for the following sports?

		AD (N=205)	SID (N=60)	Conf. Staff (N=33)
Wrestling	One	47%	50%	77%
	Two	34%	50%	15%
	Three	13%	0%	8%
	Four	3%	0%	0%
	Five or more	3%	0%	0%

Note: Percentages included for those who indicated using any number of cameras.

Are you currently or have you previously worked with an outside production company to produce your broadcasts?

	AD (N=97)	Conf. Staff (N=30)	SID (N=59)
Yes	37%	60%	25%

If yes, top 15 sports produced include:

	(N=66)		(N=66)
Men's Basketball	76%	Women's Cross Country	17%
Women's Basketball	70%	Women's Outdoor Track	17%
Football	55%	Men's Cross Country	15%
Baseball	50%	Men's Outdoor Track	12%
Softball	50%	Women's Indoor Track	12%
Women's Volleyball	41%	Men's Swim & Dive	11%
Men's Soccer	30%	Women's Lacrosse	11%
Women's Soccer	30%		

Note: Responses from ADs and conference staff and SIDs who selected 'Yes' to overseeing streaming. Sports produced by more than 10% of respondents are displayed.



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Did your school host an NCAA Championship contest in 2022, 2023 or 2024?

	AD (N=103)	Conf. Staff (N=30)	SID (N=59)
Yes	50%	33%	37%
No	50%	67%	63%

Note: Responses from ADs, conference staff and SIDs who selected 'Yes' to overseeing streaming.



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Did you produce the webstream internally or use an outside production company?

	AD (N=49)	Conf. Staff (N=10)	SID (N=22)
Internally	80%	70%	68%
Outside production company	20%	30%	32%

Note: Responses from ADs, conference staff and SIDs who selected 'Yes' to hosting an NCAA championship in 2022, 2023 or 2024.



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Have you used the NCAA's or Division II's PSAs during your regular season webcasts?

	AD (N=93)	Conf. Staff (N=27)	SID (N=57)
Yes	68%	100%	84%
No	32%	0%	16%

Note: Responses from ADs, conference staff and SIDs who selected 'Yes' to overseeing streaming.



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