



## 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 90 NCAA championships and the Postseason NIT. If Westwood One exercises its right to nationally broadcast an NCAA championship event via radio and/or other audio platforms (internet, mobile, etc.) Internet, 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.** If an NCAA broadcast partner (i.e., Turner/CBS, ESPN, and Golf Channel) chooses not to activate or televise a particular round of an NCAA championship, those television 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.

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](http://NCAA.com/media-center), 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 download the Television Broadcast Rights Request Form (i.e., Google Forms)!

**Live Internet Video Streaming Rights.** For those available NCAA championships in which Turner/NCAA Digital elects NOT to exercise its video streaming rights [nor is it being televised by

an NCAA network partner (i.e., Turner, CBS, ESPN, and Golf Channel)], member institutions and/or media outlets may request live video streaming rights to these events. The request form and live video streaming policy can be accessed 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 (866-815-6599; [sports@veritone.com](mailto:sports@veritone.com)).

FOR NCAA INSTITUTIONS OR CONFERENCES. Please [CLICK HERE](#) for more information regarding the NCAA Institution Footage 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](#) (866-815-6599; [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); 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., Turner, CBS, ESPN, and Golf Channel) are instructed **NOT** to duplicate copies of NCAA championships/events.