



TELEVISION RIGHTS OVERVIEW 2020-21 NCAA CHAMPIONSHIPS

The NCAA and our primary broadcast partners (i.e., Turner, CBS, ESPN, Golf Channel, Tennis Channel) own all television and digital / Internet video streaming rights for all 90 NCAA championships.

*[Please Note: 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.]*

NCAA Conference/Institution (Campus) Television Networks / Regional Sports Networks (RSN) / Local Television Stations Rights. For championship rounds that do **not** have predetermined national television (i.e., Turner/CBS, ESPN, Golf Channel, Tennis Channel) coverage or, if Turner/CBS, ESPN, Golf Channel or Tennis Channel decides to **NOT** activate their rights, the NCAA has the right to grant/sell those commercial / noncommercial television broadcast rights to any network, if it so chooses.

[Please Note: NCAA television 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 ENGs and any other footage shot inside the venue is owned by the NCAA.]

The NCAA broadcast services group will award qualified NCAA conference/institution (campus) television networks / RSNs / local television stations commercial / noncommercial television broadcast rights based on the following criteria:

1. Commercial television rights fees **vary** for specific NCAA championships rounds (e.g., Division I Women's Volleyball first/second rounds). Generally, there is a **minimum of \$1,500 per game / per broadcast entity (i.e., per network / station)**. However, a noncommercial television station (e.g., nonprofit, state/local government, colleges and universities) may have the rights fee waived.

[Please 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.]

2. All game times will be determined by the NCAA in conjunction with the host institution. Games 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 NCAA championship.

3. The television entity that is awarded television rights must provide the NCAA with satellite coordinates or a fiber feed for each game/match/contest [or broadcast window(s)].
4. Television entities awarded television 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.

NCAA SILENT 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 or the Golf Channel telecasts.

5. If a television or broadcast entity is **not** willing to meet the aforementioned criteria, the NCAA broadcast rights will **not** be granted.

Additional Television 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 games and 10-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 looks).
5. Prior bidding in current championship.
6. Live broadcast or tape-delay broadcast.

All television rights bids should be submitted to [Amy Skiles](#). Competitive bidding deadlines are put in place so NCAA conference/institution (campus) television networks / RSNs / local television stations that are serious about producing NCAA championship game(s)/match(es)/contest(s) get adequate notice to plan production details and promotion of telecasts.

NCAA conference/institution television networks / RSNs and local television stations awarded syndication rights will be given all local commercial time to sell in accordance with NCAA

commercials; sell or air billboards; sponsorships; in-game graphic sponsorships; underwriters; or phone pledges.] [CLICK HERE](#) to review the current NCAA Advertising and Promotional Guidelines.

NCAA Public Service Announcement (PSAs). The NCAA reserves the right to keep four 30-second spots for NCAA PSAs per game/match/event. [Please contact [Amy Skiles](#) to identify NCAA PSAs available during the NCAA championships season. NCAA PSA will be accessible via FTP site.]

Game Records. 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).

[CLICK HERE](#) for uploading instructions. Please contact Steve Goldman (sgoldman@veritone.com) or Ryan Arthur (rarthur@veritone.com) if your master(s) is on another format; if you have issues with uploading; or if you have any questions.

NCAA Return to Championships Policy. NCAA conference/institution television networks / RSNs and local television stations awarded syndication rights will adhere to all implemented NCAA COVID-19 / Return to Championships policies. The NCAA Return to Championships Guidelines are intended to be consistent with guidance published by the federal government and its corresponding health agencies, and reflective of the best available scientific and medical information available. These guidelines should not be a substitute for medical or legal advice; should be used in coordination with applicable federal, state and local laws, policies, and guidelines; and are subject to further revision as available COVID-19 data and information continues to emerge and evolve. [[CLICK HERE](#) to review NCAA Return to Championships Guidelines.]

NCAA Championships Unavailable for Commercial or Noncommercial Syndication

The following denotes the NCAA championships rounds that **have predetermined national television** (i.e., Turner/CBS, ESPN, Golf Channel, Tennis Channel, NCAA.com) coverage and whose media rights are **unavailable** for NCAA conference/institution television networks / RSNs / local television station television broadcast syndication rights:

FALL CHAMPIONSHIPS:

NCAA CHAMPIONSHIP	ROUND(S)	BROADCAST PARTNER
Division I Cross Country	National Championship (M) National Championship (W)	ESPN
Divisions II and III Cross Country	National Championship (M) National Championship (W)	TBD
Divisions I, II and III Field Hockey	Semifinals Finals	NCAA.com
Division I Football Championship Subdivision	All Rounds	ESPN Networks
Divisions II and III Football	Semifinals Finals	ESPN Networks
Division I Women's Soccer	Semifinals Finals	ESPN Networks
Divisions II and III Women's Soccer	Semifinals Finals	NCAA.com
Division I Men's Soccer	Semifinals Finals	ESPN Networks
Divisions II and III Men's Soccer	Semifinals Finals	NCAA.com
Division I Women's Volleyball	Regionals (Semifinals / Finals) Semifinals Finals	ESPN Networks
Divisions II and III Women's Volleyball	Quarterfinals Semifinals Finals	NCAA.com
NC Men's Water Polo	Semifinals National Championship	NCAA.com

WINTER CHAMPIONSHIPS:

NCAA CHAMPIONSHIP	ROUND(S)	BROADCAST PARTNER
Division I Women's Basketball	All Rounds	ESPN Networks
Division II Women's Basketball	Quarterfinals	NCAA.com
	Semifinals Finals	CBS Sports Network
Division III Women's Basketball	Semifinals Finals	NCAA.com
Division I Men's Basketball	All Rounds	Turner / CBS
Division I Men's Basketball (NIT Tournament)	All Rounds	ESPN Networks
Division II Men's Basketball	Quarterfinals	NCAA.com
	Semifinals	CBS Sports Network
	Finals	CBS
Division III Men's Basketball	Semifinals	NCAA.com
	Finals	CBS Sports Network
NC Women's Bowling	Finals <i>(Including the Qualifying Round and Bracket Rounds 1-5)</i>	NCAA.com
	Championship Final	ESPN Networks
NC Fencing	Finals (M) Finals (W)	ESPN Networks
NC Women's Gymnastics	Semifinals Team Finals	ESPN Networks
NC Men's Gymnastics	Qualifier Final – Team / Individual	TBA
NC Women's Ice Hockey	Semifinals Finals	TBA

Division III Women's Ice Hockey	Semifinals Third Place Game Finals	NCAA.com
Division I Men's Ice Hockey	All Rounds	ESPN Networks
Division III Men's Ice Hockey	Semifinals Finals	NCAA.com
Division I Indoor Track and Field	Finals (M) Finals (W)	ESPN Networks
Divisions II and III Indoor Track and Field	Finals (M) Finals (W)	NCAA.com
NC Rifle	Finals (M) Finals (W)	NCAA.com
NC Skiing	Finals (M) Finals (W)	NCAA.com
Division I Women's Swimming and Diving	Finals	ESPN Networks
Division I Men's Swimming and Diving	Finals	ESPN Networks
Divisions II and III Swimming and Diving	Finals (M) Finals (W)	NCAA.com
Division I Wrestling	Finals	ESPN Networks
Divisions II and III Wrestling	Finals	NCAA.com

SPRING CHAMPIONSHIPS

NCAA CHAMPIONSHIP	ROUND(S)	BROADCAST PARTNER
Division I Baseball	All Rounds	ESPN Networks

Divisions II and III Baseball	Finals	NCAA.com
NC Women's Beach Volleyball	Finals	ESPN Networks
Division I Women's Golf	Finals	Golf Channel
Divisions II and III Women's Golf	Finals	NCAA.com
Division I Men's Golf	Finals	Golf Channel
Divisions II and III Men's Golf	Finals	NCAA.com
Division I Women's Lacrosse	Semifinals Finals	ESPN Networks
Division II and III Women's Lacrosse	Semifinals Finals	NCAA.com
Division I Men's Lacrosse	All Rounds	ESPN Networks
Divisions II and III Men's Lacrosse	Finals	NCAA.com
Division I Outdoor Track and Field	Finals (M) Finals (W)	ESPN Networks
Divisions II and III Outdoor Track and Field	Finals (M) Finals (W)	NCAA.com
Divisions I, II and III Rowing	Finals	NCAA.com
Division I Softball	All Rounds	ESPN Networks

Divisions II and III Softball	Finals	NCAA.com
Division I Women's Tennis	Singles / Double Finals Team Finals	Tennis Channel
Division I Men's Tennis	Singles / Double Finals Team Finals	Tennis Channel
Division II Tennis	All Rounds of the Finals (M) All Rounds of the Finals (W)	NCAA.com
Division III Tennis	All Rounds of the Finals (M) All Rounds of the Finals (W) <i>(Including Teams, Singles and Doubles)</i>	NCAA.com
NC Men's Volleyball	Semifinals	NCAA.com
	Finals	ESPN Networks
Division III Men's Volleyball	Quarterfinals Semifinals Finals	NCAA.com
NC Women's Water Polo	Finals <i>(Including First Round, Consolation, Semifinals and National Championship)</i>	NCAA.com

International Television Rights. NCAA championships are televised on both a live and tape delay basis around the world. ESPN owns the worldwide rights for all NCAA championship events. Please contact Scott McGlone (Scott.McGlone@espn.com) and/or John Campagna (John.Campagna@espn.com) if you are interested in obtaining international rights.