



NCAA Div. I Men's Basketball Championship

Digital Highlight and Footage Use Policy
for Participating Member Institutions and Conferences

Digital Highlights Policy

As the NCAA's digital rights holder, Turner Sports owns the right to license digital highlights from the NCAA Div. I Men's Basketball Championship. Turner Sports has partnered with Veritone (formerly known as Wazee Digital) to manage these rights. This policy applies to NCAA member college and university institutions and conferences ("Member Institutions").

For purposes of this policy, "Digital Highlights" are defined as NCAA Championship game or event footage distributed on the Internet or through a mobile application or device (e.g. smartphone, tablet).

Turner reserves the right, in its 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.

For video footage from all games in the 2021 NCAA Men's Basketball Division I Tournament, Digital Highlights must be embedded from NCAA Digital platforms or licensed from Veritone.

- **From NCAA Digital platforms** – Digital Highlights will be posted to NCAA Digital platforms for all games. Member Institutions may link to and/or embed the NCAA Digital video (from YouTube, Twitter, Facebook, or NCAA.com) on their official websites or social media accounts, when available.
 - Member Institutions may not sell presenting sponsorships or other advertising on their official websites specifically targeted against the links to NCAA.com or the content accessed by the link/video player.
 - NCAA Digital may obligate Member Institutions to add a link or tag mentioning March Madness social platforms to reposted or retweeted content.
- **Licensed from Veritone (formerly known as Wazee Digital)** – 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 information on licensing Digital Highlights or other NCAA Men's D-I Basketball Championship footage, please contact Veritone via sports@veritone.com or 866.815.6599**
- For any further questions regarding this policy, please contact school-rights@turner.com



Non-Game Highlights Video Content Policy

For footage captured at the times and areas defined below, no Digital Highlights license is required for posting on Member Institution owned-and-operated platforms (e.g. athletic department website) or Member Institution-managed social media accounts (e.g. team Twitter account). For clarity, this footage is defined as live or on-demand video of non-game activities (e.g. team practice or news conferences) captured in or around the arena outside of the live game window.

- To the extent that this content may be posted to NCAA Digital platforms, Member Institutions must follow the policies above related to embedding or linking to NCAA Digital content
- No advertising or sponsorship may be attached to any video
- 90 second max duration per on-demand video, up to six videos per day
- On-demand video content on social platforms or owned-and-operated platforms:
 - Permitted:
 - Non-game days: Content captured at any time
 - Pregame: Content captured up to 30 minutes before tip in/around the arena, including on-court
 - Postgame: Content captured starting immediately after the game concludes away from the court area (e.g. locker room, press conferences)
 - Not permitted:
 - Pregame: Any content captured less than 30 minutes before tip
 - In-game: No content capture permitted
 - Postgame: Any content of players and/or coaches captured in the court area/arena bowl
- Live content on social platforms or owned-and-operated platforms:
 - Permitted: Off/practice days, per NCAA media policies
 - Not permitted: Live content creation in/around the arena during days with games

Elite 8 and National Championship Addendum

- For participating schools in the Elite 8 or national title game, additional postgame on-demand video rights will be made available and communicated in advance of those games
- Content may only be posted after the conclusion of the broadcast window (exact times TBD and will be communicated by Turner and the NCAA in advance)
- Up to six additional videos may be created (90 second max duration)
 - **Additionally Permitted:**
 - Postgame: Content captured immediately after the game concludes anywhere in the arena
 - **Not permitted:**
 - Postgame: live content from anywhere in the arena