



NCAA Division I Women'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 NCAA Championships. Turner has partnered with Veritone 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 through any digital, mobile or social application, platform or device.

For the NCAA Division I Women's Basketball Championship, the following policy applies:

- Digital Highlights may be posted to:
 - Member Institution's official website, mobile and connected device apps.
 - Member Institution's official social media accounts (including official team and athletic department accounts) on Twitter, Facebook, Instagram, YouTube, TikTok, and Snapchat.
- Digital Highlights may only be posted from games or events in which that Member Institution participates.
- Digital Highlights may be posted during a game or event when telecast or streamed on ABC or ESPN platforms. All in-progress highlights must abide by the following additional requirements:
 - In-progress highlights can only be posted to Member Institutions' official social media accounts. Permitted platforms are Twitter, Instagram, Facebook, and Snapchat.
 - Max four (4) clips per game or event – max 30 seconds per clip.
 - Playback functionality in embedded Tweets must be disabled when sharing video.
 - Limited to republished, in-progress video and GIF only – no live streams of any kind permitted.
 - All video must be network footage, inclusive of the visible network ID bug and all graphics.
 - Every post must include a direct tune-in call to action (CTA) utilizing one of the following methods:
 - Textual tune-in for the game including originating Platform (e.g., Linear Network – ABC, ESPN, ESPN2, etc. or Digital – ESPN3, ESPN+, etc.)
 - A direct deep-link to the game's live stream.
 - For ABC/ESPN content, attachment of a promotional post-wipe – accessible via Dropbox link: [HERE](#)
- Member Institutions may not sell sponsorships or other advertising on their official websites or social media accounts specifically targeted against the Digital Highlights.
- For Digital Highlights posted to social platforms (including but not limited to Facebook, YouTube, and Instagram), Turner reserves the right to claim and monetize the video posted by Member Institutions.
- For clarity, any videos posted to YouTube should be posted without a monetization or usage policy – no pre-roll or companion ads are permitted.
- Digital Highlights posted after the live window shall be limited to an aggregate of two (2) minutes of footage per game or event. For clarity, two identical 30-second clips posted to two different platforms count as only 30 seconds, not 60 seconds total, and two different 30-second clips posted to two different platforms count as 60 seconds total.
- Digital Highlights may only be used as set forth in this policy and may not be used commercially, sold, sublicensed, transferred or re-purposed for any other use.
- Member Institutions are responsible for sourcing and editing all Digital Highlights.

- Upon Turner or NCAA request, Member Institutions shall transmit to Turner (via FTP or other means as requested) Digital Highlights (including raw footage and/or a produced segment) for use on NCAA Digital platforms.
- **Licensed from Veritone** – 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 Championship footage, please contact Veritone via sports@veritone.com or 866.815.6599**

Turner Sports 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 any questions about this policy, please contact: school-rights@turner.com