



MEMORANDUM

April 17, 2023

TO: Sports Information Contacts of Qualified Institutions for the 2023 NCAA Spring Championships Season.

FROM: Amy Skiles
Coordinator of Championships and Alliances, Broadcast Services.

SUBJECT: 2023 NCAA Spring Championships Television Broadcast, Internet Video Streaming and Radio / Internet Audio Rights.

**PLEASE FORWARD THIS MEMORANDUM TO NCAA CONFERENCE/INSTITUTION
TELEVISION NETWORKS / REGIONAL SPORTS NETWORKS / LOCAL TELEVISION
STATIONS, INTERNET VIDEO ENTITIES AND RADIO CONTACTS**

This memorandum is to inform you of the guidelines and procedures for obtaining broadcast rights (i.e., television broadcast, Internet video streaming, radio / Internet audio) for various preliminary rounds of the 2023 NCAA Spring Championships that do **NOT** have predetermined national television coverage [i.e., Warner Bros. Discovery Sports (WBD Sports) (formerly Turner Sports); CBS; ESPN; Golf Channel] and/or WBD Sports / NCAA.com digital Internet video streaming coverage. **All information included in this memorandum can be obtained by reviewing the content found on [NCAA.com/media](https://www.ncaa.com/media).**

[Please Note: The contacts, guidelines and procedures differ for obtaining available broadcast rights (i.e., television broadcast, Internet video streaming, radio / Internet audio). [Television broadcast rights \(see Page Nos. 1-4\)](#) will be awarded by the NCAA; [Internet video streaming rights \(see Page No. 4\)](#) will be awarded by WBD Sports; and [radio / Internet audio rights \(see Page No. 5\)](#) will be awarded by Learfield. Please see the respective sections for additional information related to obtaining these respective broadcast rights.]

TELEVISION BROADCAST RIGHTS

The NCAA and its primary media partners own all television broadcast and digital / Internet video streaming rights to all 90 NCAA championships. The NCAA will award qualified NCAA conference/institution television networks / RSNs, and local television stations television broadcast rights based on the following criteria:

1. Commercial television broadcast rights fees vary for NCAA championships events and/or championships rounds. **Generally, there is a MINIMUM of \$1,500 per game/match / per broadcast entity (i.e., per network / station).**

Noncommercial television broadcast entities (e.g., nonprofit, state/local government, colleges, and universities) may request to have their rights fee waived. *[Please Note: NCAA*

conference/institution television networks / RSNs and local television stations selling commercials; selling or airing billboards; sponsorships; in-game graphic sponsors; underwriters; or phone pledges must pay the NCAA a commercial television broadcast rights fee.]

[Please contact [Amy Skiles](#) for the championship's event(s) minimum rights fee.]

2. All game/match times will be determined by the NCAA in conjunction with the host institution. Game/match 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 championships.
3. Television entities awarded television broadcast rights must provide the NCAA with satellite coordinates for each game/match [or broadcast window(s)]. Please email the coordinates and satellite details to Amy Skiles (askiles@ncaa.org) **NOT later than 4 p.m. Eastern time, the Wednesday prior to the game/match.**
4. Television entities awarded television broadcast 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.

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 to 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 WBD Sports, CBS, ESPN, or Golf Channel telecasts.

Please Note: If a television or broadcast entity (i.e., NCAA conference/institution television networks, RSNs, local television stations) is NOT willing to meet the aforementioned criteria, NCAA television broadcast rights will NOT be granted.

Additional Television Broadcast 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/matches 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 or tape-delay broadcast.

Qualified NCAA conference/institution television networks, Regional Sports Networks (RSNs) and local television stations should **[CLICK HERE](#) to complete and submit the Television Broadcast Rights Request Form (i.e., Google Forms) in a timely manner!**

The NCAA will **NOT** produce any 2023 NCAA Spring Championships games/matches/events for television broadcast syndication. NCAA conference/institution television networks / RSNs and local television stations awarded television broadcast rights to the game(s) must produce the game(s) at their own expense. *[In situations where multiple television entities are interested in obtaining television broadcast rights to the same game, the NCAA will approve additional television broadcast rights request(s) if the championship's event host is able to accommodate the additional request(s) (e.g., production trucks, facilities). The NCAA will encourage all television entities involved to work together (e.g., sharing crew/announcers). In this scenario, all television entities involved must complete and submit a [Television Broadcast Rights Request Form](#) (via google forms).]*

Finally, if you are interested in obtaining television broadcast syndication rights for multiple rounds (e.g., first round; second round; third round; quarterfinals) of a championship, you must submit a [Television Broadcast Rights Request Form](#) (via google forms) for each round.]

NCAA Footage Usage and Licensing. Broadcast networks / NCAA conference/institution television networks / RSNs and local television stations may use up to **three minutes (per newscast)** of video footage for up to **72 hours following the game/broadcast**. **No media entity (commercial or noncommercial) is allowed to display any game video on its website, social media platforms, or other digital outlets.**

If a broadcast entity wishes to license video footage beyond the previously described time period (**72 hours**), all requests to obtain clips or copies of NCAA championships / events (e.g., game/match / program records, melt / highlight tapes) need to go through **[Veritone](#)** (866-815-6599; sports@veritone.com). **The NCAA may use, repurpose, license, or sell any portion of an NCAA championship at any time without the consent of the broadcasting station.**

NCAA Advertising and Promotional Guidelines. NCAA conference/institution television networks / RSNs and local television stations awarded television broadcast syndication rights will

be given all local commercial time to sell in accordance with NCAA advertising guidelines. *[However, if awarded noncommercial rights, your broadcast entity may **NOT** sell 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.

[Please contact [Amy Skiles](#) to identify NCAA PSAs available during the NCAA championships season. NCAA PSAs will be accessible via Power by Box.]

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 Veritone's support team (support@veritone.com) if your master(s) is on another format; if you have issues with uploading; or if you have any questions.]

INTERNET VIDEO STREAMING RIGHTS

In accordance with the NCAA's digital rights agreement with WBD Sports, WBD Sports owns the exclusive rights to stream all NCAA championships live via the Internet, mobile applications, and related devices, except for those championships, which fall under a prior national television and/or digital rights agreement (i.e., CBS, ESPN, Golf Channel).

If WBD Sports elects to exercise its right to distribute an NCAA championship event via live Internet video streaming (*or in the event an NCAA broadcast partner receives exclusive syndication rights or if a network purchases exclusive rights for this event*), **NO SECONDARY STREAMING RIGHTS WILL BE GRANTED** to university athletics departments, university television networks, student-operated television networks, RSNs / local television networks or other media outlets (collectively, "Third-Parties").

If WBD Sports elects **NOT** to exercise its Internet video streaming rights, certain Third Parties **MAY REQUEST PERMISSION TO VIDEO STREAM** selected NCAA championship events (the "Event Coverage") from WBD Sports. **All requests must be submitted to WBD Sports online at www.ncaa.com/rights-request.**

[[CLICK HERE](#) to review the Live Video Streaming Rights Policy and the Digital Highlights Usage Policies.]

RADIO / INTERNET AUDIO STREAMING RIGHTS

The NCAA championship radio and/or internet audio streaming rights must be obtained from Learfield. All stations broadcasting any round of an NCAA championship shall be required to fill out the “NCAA Championship Radio / Internet streaming Online Form.” [Please Note: the online radio agreement must be entirely completed and submitted online in advance of the round/game to be broadcast.] If the online form is **NOT** completely filled out, radio / internet audio streaming rights will **NOT** be granted. Questions may be directed to Learfield’s Mike Dodson (mike.dodson@learfield.com; 859-226-4390) or Cindy Johnson (cindy.johnson@learfield.com; 859-226-4225).

[[CLICK HERE](#) to review the NCAA Audio Policy and to access the request form.]

The NCAA reserves all rights and final decisions regarding NCAA championships, broadcast rights or related television, Internet video or audio streaming, radio, and satellite radio matters.

Thank you for your interest in NCAA championships.

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cc: Selected NCAA Staff Members