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

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

SUBJECT: 2023 NCAA Fall 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 Fall Championships that do **NOT** have predetermined national broadcast coverage [i.e., Warner Bros. Discovery Sports (WBD 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.

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. 1-5)** will be awarded by the NCAA; **Internet video streaming rights (see Page No. 5)** will be awarded by WBD Sports; and **radio / Internet audio rights (see Page No. 6)** will be awarded by Learfield. Please see the respective sections for additional information related to obtaining these respective broadcast rights.

**[Please Note: For the Fall 2023, there will be NO opportunity to obtain broadcast rights (i.e., television broadcast, internet video streaming rights) for the preliminary-round games/matches of the 2023 NCAA Division II Football and Women’s Volleyball Championships. NCAA Digital has partnered with Hudl to use the Hudl platform to stream all eligible games. Games will be available on NCAA.com, as well as the “NCAA Championships Pass” OTT app for connected devices (e.g., Apple TV, Roku, Fire TV, Google TV). Click HERE to read the NCAA Press Release!]**

**TELEVISION BROADCAST RIGHTS**

For NCAA championship preliminary rounds that do **not** have predetermined national television coverage; or, if our broadcast partners (i.e., WBD Sports/CBS, ESPN, and Golf Channel) decides
NOT to activate their rights, the NCAA has the right to grant/sell those commercial / noncommercial television broadcast rights to any broadcast entity, if it so chooses. [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 broadcast entities; and any other footage shot inside the venue is owned by the NCAA.]

For the NCAA championships rounds that have predetermined national television and/or WBD Sports/NCAA.com digital Internet video streaming coverage and are unavailable for broadcast syndication rights, please refer to “NCAA Television Rights Overview,” found on NCAA.com/media.

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 or by the competitive bidding deadline for the following selected NCAA fall championships:

<table>
<thead>
<tr>
<th>NCAA CHAMPIONSHIP</th>
<th>SELECTION DATE</th>
<th>ROUND</th>
<th>COMPETITION DAY(S)</th>
<th>COMPETITIVE BIDDING DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCAA Division I</td>
<td>Sunday, November 5</td>
<td>Opening Round</td>
<td>Wednesday, November 8</td>
<td>Monday, November 6 5:00 PM Eastern time</td>
</tr>
<tr>
<td>Field Hockey</td>
<td></td>
<td>First Round</td>
<td>Friday, November 10</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Second Round</td>
<td>Sunday, November 12</td>
<td></td>
</tr>
<tr>
<td>NCAA Division III</td>
<td>Sunday, November 12</td>
<td>First Round</td>
<td>Saturday, November 18</td>
<td>Tuesday, November 14 NOON Eastern time</td>
</tr>
<tr>
<td>Football</td>
<td></td>
<td>Second Round</td>
<td>Saturday, November 25</td>
<td>Monday, November 20 5:00 PM Eastern time</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Quarterfinals</td>
<td>Saturday, December 2</td>
<td>Monday, November 27 5:00 PM Eastern time</td>
</tr>
</tbody>
</table>

*Competitive bidding deadlines are put in place so NCAA conference/institution television networks / RSNs and local television stations that are serious about producing NCAA championship game(s) get adequate notice to plan production details and promotion of telecasts.*

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 (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.
The NCAA and our primary broadcast partners own all television broadcast and digital / Internet video streaming rights for 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 “silent” 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. Relationship with the institution (e.g., produced five regular-season games/matches and 10-coaches' shows during the regular season).

5. 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).

6. Prior bidding in current championship.

7. Live or tape-delay broadcast.

The NCAA will NOT produce any 2023 NCAA Fall 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.]

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 complete and submit a Television Broadcast Rights Request Form 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 (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, the 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