

Use-of-Footage by Television Agencies

Videotaped, filmed or audio excerpts of a National Collegiate Athletic Association (“NCAA”) game of the Division I Men’s Basketball Championship (“Highlights”) may be used for news purposes only in regularly scheduled news programs up to 72 hours after they become available for news use under the following guidelines. A “news broadcast” shall be a regularly scheduled program devoted exclusively to general news and/or sports news. Sports entertainment programs do not qualify under this provision.

Television stations may use video highlights from the Turner/CBS national broadcast under the following guidelines:

- Television entities may not air highlights until the entire Turner/CBS “broadcast window(s)” for that day has been completed. The graphic “Courtesy NCAA and CBS Sports” or “Courtesy NCAA and Turner Sports” must accompany all highlights;
- Highlights for television broadcast entities should not exceed a total of four minutes for all games in a single day, and should not exceed one minute for any single game.

Under no circumstances may any highlights be broadcast or otherwise distributed on the Internet or via any other online service or computer service without the prior written consent of the NCAA and Turner/CBS Sports.

A station/network may not broadcast live reports and/or live programming from the site of the tournament competition (e.g., arena proper, hallways, interview, working media or dressing rooms) on practice or game days.

Highlights may not be sold, traded, loaned or given away to any other entity, and they may not be used commercially for on-air promotion or in any other manner not specifically set forth in these policies without prior written permission from the NCAA. By way of illustration, but not limitation, without a specific separate license from NCAA, championship game footage may not be used (i) in pregame shows, (ii) in weekly sports highlights shows, (iii) in commercials, (iv) in a “sponsored segment” of a program, (v) in “on-air” promotions (e.g., “tune-in” promotion or “tease”), (vi) as “file footage,” or (vii) for any other use (e.g., archival) not specifically permitted by these policies.

Telecasters may broadcast live feeds of news conference taken from the video and audio distribution facilities provided by the NCAA. Upon the conclusion of press conferences, telecasters may use a total of four minutes of press conference footage for all games in a single day, and should not exceed one minute for any single game’s press conference.

No television entity—broadcast or cable—may incorporate, superimpose, or “burn in” into any tournament highlights a logo, trademark, advertisement, scoreboard or other graphic without prior written permission from the NCAA.

In consideration for access to video and/or recorded audio excerpts of a tournament game, the television entity agrees, upon the request of the NCAA, to supply the NCAA with a videotape or audio recording (as may be the case) of any program incorporating highlights and

hereby consents to the use of excerpts from such a program by the NCAA.

The NCAA and Turner/CBS Sports shall have the authority to withdraw permission for the use of highlights by appropriate notice at any time and for any reason.

Neither these policies nor the rights granted herein may be assigned or otherwise transferred in any manner without the prior written consent of NCAA.

Use of highlights constitutes acceptance of these policies in the form of a licensing agreement between the telecaster and NCAA. Any violation of footage policies may result in the NCAA revoking credentials or withholding the approval of future credential requests for the Division I Men's Basketball Championship.

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