



MEMORANDUM

November 13, 2011

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Indianapolis, Indiana 46206
Telephone: 317/917-6222
Shipping/Overnight Address:
1802 Alonzo Watford Sr. Drive
Indianapolis, Indiana 46202
www.ncaa.org

TO: Sports Information Contacts of Qualified Institutions for the 2011 NCAA Division II Football Championship.

FROM: Chris Fitzpatrick
NCAA Championships and Alliances, Media Services.

SUBJECT: 2011 NCAA Division II Football Championship Television, Internet Video Streaming and Radio/Internet Audio Rights.

PLEASE FORWARD THIS MEMORANDUM TO REGIONAL SPORTS NETWORKS AND LOCAL TV STATIONS, INTERNET VIDEO ENTITIES AND RADIO CONTACTS

Congratulations on qualifying for the 2011 NCAA Division II Football Championship. This memorandum is to inform you of the procedures and guidelines for obtaining broadcast rights (i.e., television, Internet video streaming, radio/Internet audio rights) from the NCAA to the various rounds of the 2011 Division II Football Championship. All of the information included in this memorandum can be obtained by visiting www.NCAA.com/media and clicking on the "Television Rights" link (or you can use the following direct link: http://www.ncaa.com/content/television-rights).

TELEVISION RIGHTS

On receipt of this memorandum, qualified NCAA institutions, local television stations and regional sports networks (RSNs) may email bids to the NCAA to obtain television rights to the NCAA championship. Instructions and a sample letter can be found by clicking here (or see Attachment A). Bidding deadlines are as follows:

Table with 3 columns: Round, Competition Day(s), and Competitive Bidding Deadline. Rows include First Round, Second Round, and Quarterfinals.

ESPN, Inc. owns the live domestic broadcast television rights and live Internet video streaming rights to the Division II Football Championship and has exercised its broadcast rights to syndicate (as well as distribute on ESPN3.com simulcast) both semifinal games, which take place Saturday, December 10. (Kick Off times are

TBA.) The national championship game will air at 11 a.m. Eastern time Saturday, December 17, on ESPN2 HD / ESPN3.com simulcast. No other station, other than ESPN, may air the Division II Football Championship semifinal or national championship games, nor show highlights of these games until the ESPN broadcast is off the air.

Broadcast networks/TV stations may use up to three (3) minutes (per newscast) of video footage from any one game, and five (5) minutes total of video footage from all games played on that particular day of competition 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.

If a commercial 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/program records, melt/highlight tapes) need to go through the NCAA/Thought Equity online footage request system, which can be found at the following website: <http://www.thoughtequity.com/video/home/article/ncaa.do>.

The NCAA and its primary media partners own all television and digital/Internet video streaming rights to all 89 NCAA championships. For championship rounds that do not have predetermined national television (i.e., Turner, CBS, ESPN) coverage and/or Turner Sports/NCAA.com digital/Internet video streaming coverage, the NCAA will award qualified NCAA institutions, local television stations and RSN's television rights (while Turner Sports/NCAA.com will award Internet video rights – see the **INTERNET VIDEO STREAMING RIGHTS** section), based on the following criteria:

1. TV rights fee is a minimum of \$1,500 per game and per broadcast entity (i.e., per network / station).
2. If the RSNs/local TV stations provides the NCAA a live feed (via satellite coordinates or fiber) to accommodate a live Internet video stream **exclusively** to NCAA.com, the TV rights fee will be reduced to \$750 per game. [Please Note: The NCAA media services staff has the ability to negotiate rights fees with the TV and broadcast entities.]
3. All game times will be determined by the NCAA in conjunction with the host institution. Games 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 Division II Football Championship.
4. The TV entity that is awarded the regional or local TV rights must provide the NCAA with satellite coordinates or a fiber feed for each game(s) [or broadcast window(s)]. Please email the coordinates and satellite details to Frank Rhodes (frhodes@ncaa.org) and me (cfitzpatrick@ncaa.org) not later than **4 p.m. Eastern time, Wednesday prior to game**.

5. The TV entity that is awarded the regional or local TV 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 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 CBS, ESPN or Turner telecasts.

6. If a TV or broadcast entity (i.e., TV station, NCAA conference, NCAA institution) is not willing to meet the aforementioned criteria, the NCAA broadcast rights will not be granted.

Additional TV rights criteria that will be considered are as follows:

1. Financial package.
2. Coverage area (how many households you deliver).
3. Relationship with the institution (e.g., produced five-regular-season football games and 10-football 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 broadcast or tape delayed broadcast.

All TV rights bids should be sent to Chris Fitzpatrick (cfitzpatrick@ncaa.org). Competitive bidding deadlines are put in place so TV stations that are very serious about producing NCAA championship game(s) get adequate notice to plan production details and promotion of telecasts. The minimum bid for commercial stations is **\$1,500 per game and per station**. Local campus and/or noncommercial TV stations may have the rights fee waived.

The NCAA will not produce any Division II Football Championship games for TV syndication. Stations that obtain TV or Internet video streaming rights to the remaining games from the NCAA must produce games at their own expense. In most cases, the NCAA will not allow more than two television production trucks into the same facility. The NCAA will work to get

multiple television outlets to work together in sharing productions facilities, crew and announcers. In this situation, multiple stations must still send in a rights fee letter to the NCAA. If requested with your rights fee letter, the NCAA will send local stations the NCAA Productions generic open animation, NCAA microphone flags, NCAA graphics look and selected production elements.

NCAA LIVE CUT-IN POLICY

Since ESPN is the NCAA primary media partner for domestic television rights of the Division II Football Championship, the NCAA will allow any ESPN network (e.g., ESPN, ESPN2, ESPN Classic, ESPNNews, ESPNU) to do a "live cut in" to any Division II football game for up to 10 minutes per hour. ESPN may also show highlights before the completion of the contest.

TV stations awarded rights will be given all local commercial time to sell in accordance with NCAA advertising policies. The NCAA reserves the right to keep four 30-second spots for NCAA public service announcements per game. In some cases, the NCAA will waive this option unless a particular game is carried to a large number of households. The NCAA's advertising and promotional standards can be found at www.NCAA.com/broadcast and clicking on the NCAA Promotion and Advertising Guidelines link (or by using the following direct link: http://www.ncaa.org/wps/portal/ncaahome?WCM_GLOBAL_CONTEXT=/broadcast/media/broadcasting/broadcasting+manual/sect3/advstand).

The NCAA also requires a BETACAM SP copy and ISO MELT/clean highlights of each game for the NCAA Video Library delivered within four business days after the telecast. Local stations must pay for the cost of the dub and the shipping charges to the NCAA. The NCAA will accept DIGITAL BETA, DVCAM or HDCAM, DVC Pro HD and HD-SR tapes. If your master is on any other format, you must transfer it to new HD or BETACAM SP tape stock for the NCAA at your expense. *All game record tapes and ISO MELT tapes should be shipped to the NCAA Video Library:*

Ivan Johnson
NCAA
1802 Alonzo Watford Senior Drive
Indianapolis, Indiana 46202
317/917-6222

INTERNET VIDEO STREAMING RIGHTS

In accordance with the NCAA's digital rights agreement with Turner Sports Interactive, Inc. (Turner), Turner 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).

If Turner elects to exercise its right to distribute an NCAA championship event via live video streaming, **NO SECONDARY STREAMING RIGHTS WILL BE GRANTED** to university athletics departments, university television networks, student-operated television networks, local/regional television networks or other media outlets (collectively, “Third-Parties”).

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

If you are awarded Internet video streaming rights, then you must provide the IP address link to ncaa-desk@turner.com; kjsmith@ncaa.org; jmichiaels@ncaa.org; and cfitzpatrick@ncaa.org not later than **4 p.m. Eastern time, the Wednesday prior to the game.**

RADIO/INTERNET AUDIO STREAMING RIGHTS

The NCAA championship radio rights (radio and/or internet audio streaming) must be obtained from IMG College. All stations broadcasting any round of an NCAA championship shall be required to fill out the NCAA Championship Radio/Internet streaming online form. [Click here to access the form](#) or to view the NCAA’s Audio Policy (<http://www.ncaa.com/content/audio-policies-0>)! Questions may be directed to IMG College's Mike Dodson (mike.dodson@imgworld.com; 859/226-4390). [The online radio agreement](#) must be fully completed including the I.P. address of the audio player if the broadcast is going out via the Internet and submitted by fax in advance of the round to be broadcast. [Please note: radio/internet audio streaming rights will not be granted until the online form is completely filled out.] Any satellite radio questions should be directed to Jeramy Michiaels (jmichiaels@ncaa.org) at the NCAA national office.

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

Thank you for your interest in the 2011 NCAA Division II Football Championship.

CRF:als

Attachments

cc: Selected NCAA Staff Members

[NCAA LOCAL OR REGIONAL SAMPLE TV RIGHTS FEE BID LETTER]

November 15, 2011

VIA E-Mail (cfitzpatrick@ncaa.org)

Mr. Chris Fitzpatrick
NCAA Championships and Alliances, Media Services
P.O. Box 6222
Indianapolis, Indiana 46206-6222

Dear Mr. Fitzpatrick:

<WXYZ-TV> wishes to obtain the NCAA championship broadcast rights to televise the NCAA Division II Football Championship <first-round> game between <University A> and <University B> at <1 p.m.> Eastern time <Saturday, November 19>, from <Anytown, State>.

In addition, should <University A/B> win the <first-round game>, <WXYZ-TV> wishes to obtain the broadcast rights to the <second-round game>.

<WXYZ-TV> wishes to televise the game live. <WXYZ-TV> bids <\$1,500> to the NCAA for the rights to televise the <first-round game>. <WXYZ-TV> also wishes to Internet video stream the game live on <WXYZ-TV> website and has applied for the Internet video streaming rights with Turner Sports.

<WXYZ-TV > production will consist of <describe production elements here>. <WXYZ-TV> reaches <number> households in the <City, State/Region> DMA(s). <WXYZ-TV> televised <number> regular-season football games this past year featuring <University A/B>. In addition, <WXYZ-TV> has also produced and aired <number> football coaches' shows of <University A/B>.

If awarded the bid(s), <WXYZ-TV> will follow all NCAA promotion and advertising guidelines, which include no use of professional football players, no state lottery or casino ads, no tobacco products and limited sale of alcohol ads per hour. <WXYZ-TV> will provide the NCAA a HDCAM game record and ISO highlight clean melts of the game for the NCAA videotape archives within four business days of the game. <WXYZ-TV> will pay for the cost of videotape stock and shipping to the NCAA.

Finally, <WXYZ-TV> will provide the NCAA the backhaul satellite coordinates by 4 p.m. Eastern time, Wednesday, <November 16>.

John Smith, Title
<WXYZ-TV>
Station billing address
Direct work phone number
Cell phone number
Email address

NCAA LOGO LIBRARY INSTRUCTIONS

The NCAA has a Digital Library that now houses all NCAA logos. This system replaces the NCAA Logo Library system. The new address is <https://sportgraphics.widencollective.com/Login.html>.

To access the new system, you will need to create a "Login". To create a login:

1. Click on "New user?" below the Login button.
2. At the next screen, it asks for a passcode.
3. If in the old Logo Library you signed on as a:
 - Licensee, type licensee in the passcode field
 - **Media, type media in the passcode field**
 - Corporate Champion/Partner, type corporate in the passcode field
 - Member Institution, type membership in the passcode field
4. Fill in all other fields.
5. Click on request and you are finished.

Once you register as a "new user", a notification will be sent to your e-mail address permitting you to access the site. This process takes approximately 24 hours to receive permission to access the site.

Once you receive access, you will be able to search for logos by several categories such as gender, division, sport, and year. After finding your images, you will need to add them to your "cart" and proceed to the "checkout". You will be asked for some information such as name, e-mail and how the image will be used. On completion, NCAA brand management will be notified of your request. Approval of the request will follow within 24 hours, and you will receive an e-mail with a link allowing you to download the image(s).

We recommend that you visit the site to create a "Login" well in advance of needing the images to allow appropriate time for the permission process.

Please contact Chris Fitzpatrick (cfitzpatrick@ncaa.org; 317/917-6047) with any questions.

NCAA CHAMPIONSHIP - FOOTBALL COMMERCIAL FORMAT
DIVISIONS I, II AND III

<u>Tease/ Open Animation.</u>	(:45)
<u>Game Announcers on Camera.</u>	(2:00)
Break No. 1	(1:30)
<u>Kickoff First Quarter.</u>	(five minutes past the hour - 1 p.m. game would kickoff at 1:05 PM.)
Break No. 2	(1:30)
Break No. 3	(1:30)
Break No. 4	(1:30)
<u>End of First Quarter.</u>	
Break No. 5	(1:30)
<u>Second Quarter.</u>	
Break No. 6	(1:30)
Break No. 7	(1:30)
Break No. 8	(1:30)
<u>Start of Halftime – 20 minutes.</u>	
Break No. 9	(2:30)
<u>Segment A: Feature or interview.</u>	(4:00)
Break No. 10	(2:00)
<u>Segment B: Feature, interview and/or other scores.</u>	(3:30)
Break No. 11	(2:00)
<u>Segment C: Stats & highlights.</u>	(3:00)
Break No. 12	(2:00)

Third Quarter.

Break No. 13	(1:30)
Break No. 14	(1:30)
Break No. 15	(1:30)

End of Third Quarter.

Break No. 16	(1:30)
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Fourth Quarter.

Break No. 17	(1:30)
Break No. 18	(1:30)
Break No. 19	(1:30)
Break No. 20	(1:00)

- Fourth time out in 4th quarter or end of game break.
- Break 20 may run in game if a natural team timeout is called.

Total minimum station commercial time. 30:00 (60 units)

NCAA PSA time. 2:00 (4 units)

Total minimum commercial time. 32:00 (64 units)

If the NCAA exercises its use of two minutes of PSA time, stations must place all in-game action (not at halftime).