



CENTER FOR RESEARCH IN INTERCOLLEGIATE ATHLETICS

2017 CRIA Intercollegiate Multimedia Rights Agreement Report Media Contacts:

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2017 CRIA Intercollegiate Multimedia Rights Agreement Report Released

Analysis reveals deepening revenue divide among Football Bowl Subdivision (FBS) athletic departments

Chapel Hill, NC – March 10, 2017 – The Center for Research in Intercollegiate Athletics (CRIA) at the University of North Carolina at Chapel Hill has completed its inaugural report on multimedia rights agreements between National Collegiate Athletic Association (NCAA) intercollegiate athletic departments and third party rightsholders such as IMG, JMI, Learfield, and Fox Sports Net.

Such agreements provide rightsholders multimedia (including television, radio, internet, and digital) broadcast rights, tickets, in-arena/stadium signage, print advertising, hospitality, and various promotional opportunities to package in sponsorship agreements with potential corporate sponsors of university athletic departments.

This first of its kind analysis of more than 75 agreements between rightsholders and public universities reveals a large amount of variance in the guaranteed rights fee paid to institutions in the Power Five conferences (Atlantic Coast Conference, Big Ten Conference, Big 12 Conference, Pac-12 Conference, and Southeastern Conference) and the Group of Five conferences (American Athletic Conference, Conference USA, Mid-American Conference, Mountain West Conference, and Sun Belt Conference).

As depicted in Figure 1, while guaranteed rights fees for Power Five institutions averaged \$5.5 million in the 2014-15 academic year compared to \$1.6 million for Group of Five institutions, the disparity is predicted to grow even wider in future years. During the 2023-24 academic year, guaranteed payments in current agreements with Power Five institutions average \$8.7 million, compared to only \$1.1 million in payments to Group of Five institutions.

While CRIA's analysis is limited to agreements with public universities who responded to Freedom of Information Act (FOIA) requests, it is estimated that the 65 Power Five institutions are receiving more than \$400 million in combined rights fees guarantees during the 2016-17 academic year, compared to less than \$100 million for the remaining 64 Group of Five conference members.

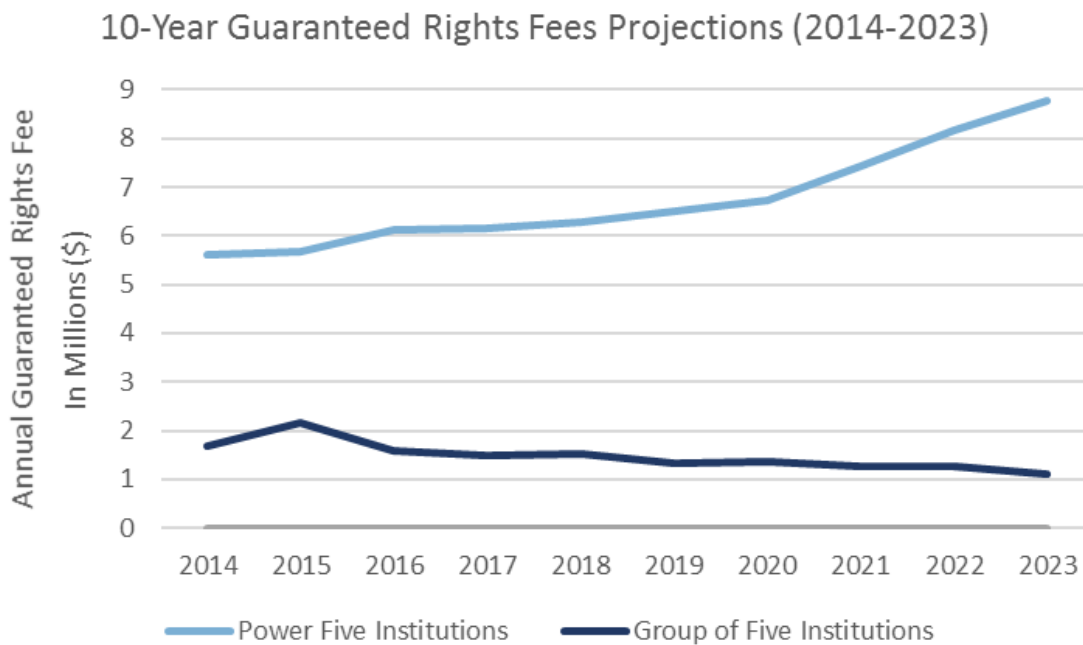


Figure 1. 10-year projection of guaranteed rights fees payments to Power Five and Group of Five institutions

Additional insights from the 2017 CRIA Intercollegiate Multimedia Rights Agreement Report are as follows:

- As indicated in Table 1, institutions with the largest payments for the 2016-17 academic year are:
 - 1) University of Texas: \$12.7 million (IMG)
 - 2) University of Georgia: \$10.6 million (IMG)
 - 3) The Ohio State University: \$10.2 million (IMG)
- Institutions with the largest payments in future years:
 - 1) UCLA: \$16.7 million (2024-25 academic year from IMG)
 - 2) Kentucky: \$16.0 million (2029-30 academic year from JMI)
 - 3) Auburn: \$13.5 million (2025-26 academic year from Fox Sports Net)
- Power Five conferences with the largest average payments for the 2016-17 academic year:
 - 1) SEC: \$6.7 million
 - 2) Big Ten: \$6.2 million
 - 3) Big 12: \$6.2 million
- Group of Five conferences with the largest average payments for the 2016-17 academic year:
 - 1) AAC: \$3.5 million
 - 2) Mountain West: \$1.8 million
 - 3) Conference USA: \$1.3 million
- Group of Five institutions with the largest average payments for the 2016-17 academic year:
 - 1) Connecticut: \$8.6 million (IMG)
 - 2) South Florida: \$2.7 million (IMG)
 - 3) Cincinnati: \$2.7 million (IMG)

Table 1. Breakdown of guaranteed rights fee payments during the 2016-17 academic year

Overall Top 10			
Texas	\$ 12,728,829	IMG	Big 12
Georgia	\$ 10,600,000	IMG	SEC
Ohio State	\$ 10,249,550	IMG	Big Ten
UCLA	\$ 9,500,000	IMG	Pac-12
Kentucky	\$ 9,250,000	JMI	SEC
Connecticut	\$ 8,608,000	IMG	American
Nebraska	\$ 8,378,691	IMG	Big Ten
Michigan	\$ 7,750,000	IMG	Big Ten
Auburn	\$ 7,500,000	Fox Sports Net	SEC
North Carolina	\$ 7,127,769	Learfield	ACC

Atlantic Coast Conference			
North Carolina	\$ 7,127,769	Learfield	
Georgia Tech	\$ 5,745,000	IMG	
Louisville	\$ 5,650,000	Learfield	
Florida State	\$ 5,400,000	IMG	
Virginia Tech	\$ 4,950,000	IMG	
North Carolina State	\$ 4,675,000	Learfield	

Pac-12 Conference			
UCLA	\$ 9,500,000	IMG	
Arizona	\$ 6,990,000	IMG	
Oregon	\$ 6,800,000	IMG	
Washington State	\$ 2,250,000	IMG	
Oregon State	\$ 2,050,000	Learfield	

Big 12 Conference			
Texas	\$ 12,728,829	IMG	
Kansas	\$ 6,350,000	IMG	
Oklahoma State	\$ 6,245,000	Learfield	
West Virginia	\$ 6,201,000	IMG	
Kansas State	\$ 4,550,000	Learfield	
Iowa State	\$ 4,083,000	Learfield	
Texas Tech	\$ 3,475,000	Learfield	

Big Ten Conference			
Ohio State	\$ 10,249,550	IMG	
Nebraska	\$ 8,378,691	IMG	
Michigan	\$ 7,750,000	IMG	
Michigan State	\$ 6,875,000	Fox Sports Net	
Iowa	\$ 6,607,000	Learfield	
Rutgers	\$ 5,150,000	IMG	
Minnesota	\$ 5,125,349	Learfield	
Indiana	\$ 3,855,000	Learfield	
Wisconsin	\$ 2,250,000	Learfield	

Southeastern Conference			
Georgia	\$ 10,600,000	IMG	
Kentucky	\$ 9,250,000	JMI	
Auburn	\$ 7,500,000	Fox Sports Net	
Tennessee	\$ 6,191,862	IMG	
Texas A&M	\$ 3,713,000	Learfield	
Missouri	\$ 3,355,000	Learfield	

Power 5 Conference Averages	
SEC	\$ 6,768,310
Big Ten	\$ 6,248,954
Big 12	\$ 6,233,261
Pac-12	\$ 5,518,000
ACC	\$ 5,591,295

Power 5 Average	
	\$6,109,729

Rightsholder Averages	
JMI	\$ 9,500,000
Fox Sports Net	\$ 7,187,500
IMG	\$ 4,353,083
Learfield	\$ 3,576,349
CBS	\$ 1,631,428
Nelligan	\$ 3,012,500

Learfield Top 10			
North Carolina	\$ 7,127,769	ACC	
Iowa	\$ 6,607,000	Big Ten	
Oklahoma State	\$ 6,245,000	Big 12	
Louisville	\$ 5,650,000	ACC	
Minnesota	\$ 5,125,349	Big Ten	
North Carolina State	\$ 4,675,000	ACC	
Kansas State	\$ 4,550,000	Big 12	
Iowa State	\$ 4,083,000	Big 12	
Indiana	\$ 3,855,000	Big Ten	
Texas A & M	\$ 3,713,000	SEC	

IMG Top 10			
Texas	\$ 12,728,829	Big 12	
Georgia	\$ 10,600,000	SEC	
Ohio State	\$ 10,249,550	Big Ten	
UCLA	\$ 9,500,000	Pac-12	
Connecticut	\$ 8,608,000	American	
Nebraska	\$ 8,378,691	Big Ten	
Michigan	\$ 7,750,000	Big Ten	
Arizona	\$ 6,990,000	Pac-12	
Oregon	\$ 6,800,000	Pac-12	
Kansas	\$ 6,350,000	Big 12	

All Other (JMI, Fox, CBS)			
Kentucky	\$ 9,250,000	JMI	SEC
Auburn	\$ 7,500,000	Fox Sports Net	SEC
Michigan State	\$ 6,875,000	Fox Sports Net	Big Ten
Old Dominion	\$ 1,631,428	CBS	Conference USA
Florida Atlantic	\$ 800,000	Nelligan	Conference USA

Group of 5 Conference Averages	
AAC	\$ 3,579,600
Mountain West	\$ 1,811,500
C-USA	\$ 1,310,804
Sun Belt	\$ 800,000
MAC	\$ 556,250

Group of 5 Average	
	\$1,593,018

NOTE: Agreements included in CRIA's database are limited to agreements with public universities, and those who responded to Freedom of Information Act (FOIA) requests

2017 CRIA Intercollegiate Multimedia Rights Agreement Report Co-Authors

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About CRIA

- The Center for Research in Intercollegiate Athletics (CRIA) at the University of North Carolina at Chapel Hill facilitates data-driven decision-making in intercollegiate athletics
- The CRIA Advisory Board includes more than 20 leaders in the intercollegiate athletics industry, including university Presidents, Athletic Directors, and Conference Commissioners
- For more information visit www.cria-unc.com