



## CENTER FOR RESEARCH IN INTERCOLLEGIATE ATHLETICS

### **2018 CRIA Intercollegiate Multimedia Rights Agreement Report Media Contacts:**

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## **2nd Annual CRIA Intercollegiate Multimedia Rights Agreement Report Released**

*Analysis estimates FBS universities receive more than  
\$500 million in guaranteed rights fees*

**Chapel Hill, NC – March 15, 2018** – The Center for Research in Intercollegiate Athletics (CRIA) at the University of North Carolina at Chapel Hill has released its 2nd annual report on multimedia rights agreements between National Collegiate Athletic Association (NCAA) member institutions and third party rightsholders such as IMG, JMI, Learfield, and Fox Sports Net.

Typically, these 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 analysis is inclusive of 55 current agreements between rightsholders and public universities 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).

This year's analysis utilizes these agreements to estimate the total amount in guaranteed rights fees paid to all Football Bowl Subdivision (FBS) institutions from the rightsholders. It is estimated that the total amount paid to the 65 Power Five institutions and Group of Five institutions during the 2017-18 academic year to be more than \$515 million, with more than \$400 million of that total (estimated to be roughly 78%) allocated to the Power Five institutions.

In contrast, according to CRIA's 2017 Intercollegiate Apparel Agreement Report (CRIA, 2017), FBS institutions receive an estimated \$350 million in apparel and cash annually from Adidas, Nike, and Under Armour, with less than \$100 million of the total paid in cash.

Top 10 (2017-18 Academic Year)		
Texas	\$ 13,110,694	IMG
Ohio State	\$ 10,380,965	IMG
UCLA	\$ 10,000,000	IMG
Kentucky	\$ 9,500,000	JMI
Connecticut	\$ 8,828,000	IMG
Nebraska	\$ 8,403,691	IMG
Michigan	\$ 8,000,000	IMG
Auburn	\$ 7,875,000	Fox Sports Net
Oregon	\$ 7,600,000	IMG
North Carolina	\$ 7,220,515	Learfield

ACC Rankings		
North Carolina	\$ 7,220,515	Learfield
Georgia Tech	\$ 5,995,000	IMG
Louisville	\$ 5,900,000	Learfield
Florida State	\$ 5,500,000	IMG
Virginia Tech	\$ 5,250,000	IMG
North Carolina State	\$ 4,825,000	Learfield

Pac-12 Rankings		
UCLA	\$ 10,000,000	IMG
Oregon	\$ 7,600,000	IMG
Arizona	\$ 7,094,000	IMG
UC Berkley	\$ 7,000,000	Learfield
Washington State	\$ 2,350,000	IMG
Oregon State	\$ 2,100,000	Learfield

Big 12 Rankings		
Texas	\$ 13,110,694	IMG
Oklahoma State	\$ 7,045,000	Learfield
West Virginia	\$ 6,462,500	IMG
Kansas	\$ 6,400,000	IMG
Kansas State	\$ 4,700,000	Learfield
Iowa State	\$ 4,183,000	Learfield
Texas Tech	\$ 3,675,000	Learfield

Big Ten Rankings		
Ohio State	\$ 10,380,965	IMG
Nebraska	\$ 8,403,691	IMG
Michigan	\$ 8,000,000	IMG
Michigan State	\$ 7,225,000	Fox Sports Net
Iowa	\$ 6,757,000	Learfield
Minnesota	\$ 5,840,243	Learfield
Rutgers	\$ 5,300,000	IMG
Indiana	\$ 4,010,000	Learfield
Wisconsin	\$ 1,500,000	Learfield

SEC Rankings		
Kentucky	\$ 9,500,000	JMI
Auburn	\$ 7,875,000	Fox Sports Net
Tennessee	\$ 6,416,455	IMG
Texas A & M	\$ 3,736,000	Learfield
Missouri	\$ 3,388,000	Learfield

Learfield Top 10		
North Carolina	\$ 7,220,515	ACC
Oklahoma State	\$ 7,045,000	Big 12
UC Berkley	\$ 7,000,000	Pac-12
Iowa	\$ 6,757,000	Big Ten
Louisville	\$ 5,900,000	ACC
Minnesota	\$ 5,840,243	Big Ten
North Carolina State	\$ 4,825,000	ACC
Kansas State	\$ 4,700,000	Big 12
Iowa State	\$ 4,183,000	Big 12
Indiana	\$ 4,010,000	Big Ten

IMG Top 10		
Texas	\$ 13,110,694	Big 12
Ohio State	\$ 10,380,965	Big Ten
UCLA	\$ 10,000,000	Pac-12
Connecticut	\$ 8,828,000	American
Nebraska	\$ 8,403,691	Big Ten
Michigan	\$ 8,000,000	Big Ten
Oregon	\$ 7,600,000	Pac-12
Arizona	\$ 7,094,000	Pac-12
West Virginia	\$ 6,462,500	Big 12

All Other (JMI, Fox, CBS, Nelligan)		
Kentucky	\$ 9,500,000	JMI
Auburn	\$ 7,875,000	Fox Sports Net
Michigan State	\$ 7,225,000	Fox Sports Net
Old Dominion	\$ 1,676,171	CBS
Florida Atlantic	\$ 850,000	Nelligan
UMass	\$ 303,115	Nelligan

Power Five Conference Averages	
Big 12	\$ 6,510,885
Big Ten	\$ 6,379,655
SEC	\$ 6,183,091
Pac-12	\$ 6,024,000
ACC	\$ 5,781,753

Rightsholder Averages	
JMI	\$ 9,500,000
Fox Sports	\$ 7,550,000
IMG	\$ 5,036,855
Learfield	\$ 4,039,261
CBS	\$ 1,676,171
Nelligan	\$ 576,558

Group of Five Conference Averages	
AAC	\$ 3,610,600
Mountain West	\$ 1,875,000
C-USA	\$ 1,318,896
Sun Belt	\$ 795,000
MAC	\$ 578,750

Additional insights from the 2018 CRIA Intercollegiate Multimedia Rights Agreement Report are as follows:

- As indicated in Table 1, institutions with the largest payments for the 2017-18 academic year are:
  - 1) Texas: \$13.1 million (IMG)
  - 2) Ohio State University: \$10.3 million (IMG)
  - 3) UCLA: \$10.0 million (IMG)
- Institutions with the largest payments in future years:
  - 1) Texas: \$19.8 million (2030-31 academic year from IMG)
  - 2) UCLA: \$16.7 million (2024-25 academic year from IMG)
  - 3) Kentucky: \$16.0 million (2029-30 academic year from JMI)
- Power Five conferences with the largest average payments for the 2017-18 academic year:
  - 1) Big 12: \$6.5 million
  - 2) Big Ten: \$6.3 million
  - 3) SEC: \$6.1 million
- Group of Five conferences with the largest average payments for the 2017-18 academic year:
  - 1) AAC: \$3.6 million
  - 2) Mountain West: \$1.8 million
  - 3) Conference USA: \$1.3 million
- Group of Five institutions with the largest average payments for the 2017-18 academic year:
  - 1) Connecticut: \$8.8 million (IMG)
  - 2) Cincinnati: \$2.7 million (IMG)
  - 3) South Florida: \$2.4 million (NEWCO)

NOTES: Agreements included in CRIA's database are limited to agreements with public universities, those who responded to Freedom of Information Act (FOIA) requests, and those that clearly state a pre-determined guaranteed rights fee payment that is not dependent on revenues.

For example, agreements with the University of Georgia, San Diego State, and Texas State were included in last year's report but have since expired, and the current agreements are not yet in hand.

The payment made by Learfield to the University of Wisconsin during the 2017-18 academic year is in the form of a capital improvement subsidy, yet for the purpose of this report it is treated as cash.

#### **2018 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](http://www.cria-unc.com)