

UNDERSTANDING YOUR MEDIA RIGHTS

Learn how to get the most benefit out of your Friday Night Football Broadcasts!

How are you broadcasting?



Internet/TV/Radio Station



School Crew



3rd Party Cameras



Internet/TV/Radio Channel

School App & Website

YouTube or other 3rd Party



RIGHTS FEE

Specific one time fee with terms clearly defined



MAXIMIZE REVENUE W/ SCHOOL SPONSORS

Designed with **YOUR** school in mind to maximize revenue and provide benefit for sponsors.



NONE TO MINIMAL REVENUE

These platforms benefit from your content.

NEED MORE INFORMATION ABOUT BROADCASTING?

broadcasts@mascotmedia.net



THINGS TO CONSIDER:

Know your rights when it comes to broadcasting YOUR school so you can get the most out of your program.

Are the rights exclusive?

No one should be broadcasting your games without your permission. You can make the rights exclusive for the school year, on a per sports basis, or even on a per game basis depending on what you think your broadcast value is!

Can I have multiple broadcasters?

This could create additional rights fees but it also results in more working space at venues to support an additional broadcast crew or crews which may not be available. That also means there will be an additional entity soliciting local businesses for sponsorships which can dilute the value of those sponsorships.

Where will the broadcast be available?

Where will the 3rd party broadcasts of your game be available and will that include your Custom App and Website? Making it available on your Custom App and Website helps establish your platform as the information source for your athletic department and increases its' value to fans, community, and sponsors.

What happens to the recorded broadcast?

If you grant a 3rd party your media rights, ask how and where that archive broadcast can be accessed. Ideally, you want to have access to use the archives for your own purposes because broadcasts are a part of your program's history!

Will the recorded broadcasts be available for purchase?

You can include a provision for the sale of broadcasts in your rights agreement for an additional fee if you choose, but it is important to establish whether this is part of the live broadcast rights or in addition to. You have the right to agree to setting the price and how the revenue is distributed.

How does a school-based broadcast work?

You control ALL aspects of the broadcasts - talent, crew, sponsorships, and broadcast content. These broadcasts are connected to your Digital Platform - and you keep 100% of ALL in-broadcast generated sponsorships!