

## KSHSAA Postseason – For Local Broadcasters

There are primarily three avenues to broadcast postseason games:

- Audio only over the air or internet
- Television over the air.
- Video web streaming

The KSHSAA is partnered with the NFHS Network to have exclusive rights to video web-stream postseason events.

The KSHSAA and the NFHS Network now have three options for local broadcasters to provide access to postseason games:

- Non-Exclusive Distribution: Event airs live on NFHS Network and the Preferred Partners site or platform. Preferred Partner pays a per game rights fee. No revenue share is provided by the NFHS Network.
- Exclusive Distribution: Event airs live exclusively on NFHS Network. Preferred Partner does not pay a per game rights fee. NFHS Network provides a revenue share of 50% of net subscription revenue.
- School Primary Partner (NEW – Pilot Program) – *outlined below*.

School Primary Partner – Pilot Program will grant local broadcasters access to contests throughout the KSHSAA postseason in all activities. Please read the information below to determine qualifications and the operations that encompass the School Primary Partner.

The local broadcasters will be a School Primary Partner with the KSHSAA/NFHS Network and a KSHSAA member school on an activity-by-activity basis.

### Who is this for?

Local broadcasters that video web-stream an equal or greater number of contests for the school in an activity. At a minimum the local broadcaster needs to provide web-streaming production for:

- Baseball – seven games
- Softball – seven games
- Football – four games
- Basketball – seven games (seven boys and seven girls)
- Wrestling – two regular season events
- Track and Field – two regular season events
- Volleyball – six events
- Soccer – five games

### Which Postseason Contest?

The local broadcaster will be a School Primary Partner on an activity-by-activity basis. Verification of the local broadcaster will occur during the season of the activity for which they wish to follow their school. Once verified, the School Primary Partner will be granted permission to video webstream their school throughout the postseason in that activity.

**Which Platform?**

School Primary Partners will broadcast on their usual platform while simulcasting on the NFHS Network. The NFHS Network will retain the rights to broadcast on demand after the event.

**What is the Fee?**

School Primary Partners will pay \$100/contest similar to prior broadcast agreements, receiving a 50% price break.

**What about advertising?**

School Primary Partners may utilize their own advertising (within KSHSAA sponsorship regulations listed on the broadcast agreement forms). The NFHS Network will retain their own advertising as well.

**What if my school has multiple local broadcasters?**

The school will provide the KSHSAA with the selection of the verified School Primary Partner.

**What School Primary Partner obligations?**

1. Apply to be a School Primary Partner through the KSHSAA and the member school by the deadline provided.
2. Broadcast the school at the state tournament level if the school qualifies.
3. Fill out proper broadcast agreement forms.
4. Pay the broadcast agreement fee; KSHSAA will send an invoice at the end of the season.
5. Work with the NFHS Network to ensure simulcast production.

The KSHSAA will offer this to local broadcasters beginning with the spring season 2024.

	Standard Local Media Entity		School Primary Partner
Opportunity to Produce Early Round Playoff Event	No	Yes	Yes
Opportunity to Produce Championship Event	No	Yes	Yes
Per Game License Fee	--	\$200	\$100