

Thought Equity Motion **increases the value of** the NCAA's Archive through integrated asset management and rights development approach.



Thought Equity Motion preserves and makes more than 10K hours of NCAA® Championship content accessible with rich metadata and multiple formats, enabling new monetization opportunities and use cases.

The Customer

At its core, the NCAA® is comprised of thousands of talented student athletes, teams, coaches, and member colleges and universities nationwide that have made up the association since 1906. So it's no surprise that one of the NCAA's most treasured assets is its archival video collection that holds the association's most memorable moments throughout history. The NCAA Collection dates back to 1921 and captures memorable moments from the best championship games and events across 23 college sports.

Challenges

In tackling the goal of preserving and making accessible its video archives, the NCAA was faced with enormous challenges of cost and complexity. In-house media management for the NCAA was estimated to be \$2 million a year and in-house sales and R&D capabilities were limited, making the project extremely difficult from an ROI standpoint.

Goals

In partnering with a vendor to manage its video library, the NCAA set out to accomplish the following goals:

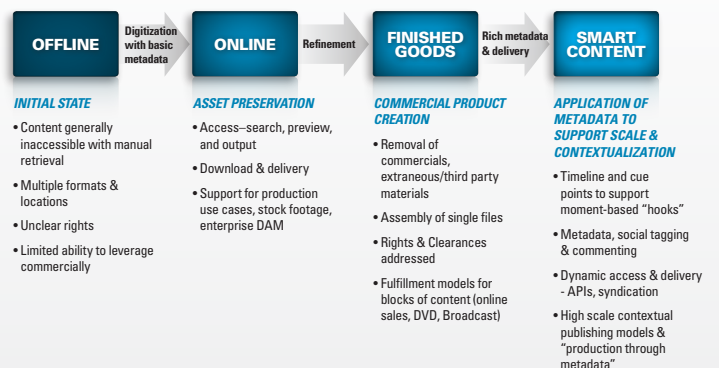
1. Preserve, store and make its historic and current video digitally accessible for use internally, by its member institutions, and third parties (i.e., broadcasters, TV and film producers, advertisers, etc.).
2. Monetize and distribute its content through licensing, direct sales as well as sponsorship and advertising opportunities.
3. Develop and increase the value of its 'live' and 'non-live' rights.

Prior to working with Thought Equity Motion the NCAA's video library was:

- Saved in multiple formats
- Not backed up and preserved digitally
- Chopped up and stored on different tapes, making it difficult to see full assets at once (i.e. games or tournaments in their entirety)
- Not properly prepared to leverage commercially (TVCs and other 3rd party materials needed to be removed)
- Not being efficiently stored and organized to support dynamic access and delivery
- Unclear in terms of rights & clearances structure

Solutions

Thought Equity Motion's integrated, scalable Platform Services offering and rights development expertise positioned the company as an ideal partner to help preserve, manage and monetize the NCAA Collection.



Asset Preservation, Storage & Access

Thought Equity Motion's "Content Readiness Framework" defined the model for taking NCAA assets from offline physical media to highly accessible and commercially viable content.

- First, Thought Equity Motion reviewed, prepared and scanned the NCAA's film assets in their originating formats onsite at the NCAA's national office in Indianapolis.
- Next, the NCAA's content was then transcoded to multiple formats. The various files were then stored in redundant disaster proof, climate controlled facilities located in Laramie and Cheyenne, Wyoming. Saving the video files in different video transcodes enabled the video to be licensed and delivered for virtually any use or screen—presentations, Web sites or HD television shows.
- After making the NCAA archive digital and preserving the files, Thought Equity Motion prepared it for commercial use by:
 1. removing all commercials, third party music, announcer commentary, etc.;
 2. assembling assets stored on multiple tape into single files;
 3. developing fulfillment models for different blocks of content; and
 4. addressing rights and clearances issues.
- Lastly, Thought Equity Motion added advanced metadata tagging around players, games, sports, plays, teams, etc. to make the collection easily searchable and accessible within Thought Equity Motion's footage storefront and for consumer applications.
- With the content made accessible in this manner, the Platform's advanced rights management and flexible delivery capabilities could support the below distribution channels to drive usage and monetization.

Monetization and Content Distribution

- **LICENSING:** Thought Equity Motion is the exclusive licensor of NCAA footage for use in films, TV shows, commercials, corporate productions, documentaries and other emerging media applications through

www.thoughtequity.com and its global sales force.

NCAA member institution schools can also access NCAA content through this platform to create original programs and promotions (i.e., entertainment featured on in-venue video boards). Since working with Thought Equity Motion, the NCAA's footage licensing revenue has grown by double digit percentages each year.

- **VIDEO PUBLISHING MODELS:** Thought Equity Motion used its technology platform to power the **NCAA Vault**, a first-of-its-kind ad supported video publishing model. At launch the site featured NCAA Sweet Sixteen® games through the championship games of the last decade, but championship games from other sports will be added over time. Games are indexed with rich metadata tagging around players, teams and highlights so consumers can jump in and out of games at the moment level. The rich-video site is ad/sponsor supported. During its first year, the average visitor dwell time on the NCAA Vault site was more than 9 minutes. Read more about the NCAA Vault [here](#).
- **DVD SALES:** Thought Equity Motion's platform enables the company to create packaged video content for **NCAA On Demand**, where college sports fans can purchase DVDs featuring their favorite teams, players and tournaments over the years. Thought Equity Motion manages the online store and sales fulfillment process.
- **MOBILE APPS:** Thought Equity Motion's platform powers a free iPhone app featuring NCAA Division I Men's Basketball Championship videos ranging from players and teams to watch for to the most memorable Cinderella stories and upsets in tournament history. Since the application launched in March of 2009, more than 35,000 people have downloaded the app.

Rights Development

Based on its rights development expertise, Thought Equity Motion has helped the NCAA:

- Navigate the legal and financial complexities around clearing footage within the NCAA Collection.
- Develop a rights pricing structure for its video archive.
- Increase the rights value of its 'live' and 'non-live' events