Veritone Licensing

BIG TEN CONFERENCE

CURRENT STUDENT-ATHLETE FOOTAGE LICENSING

Request Process

Below is a brief overview of the request process for current student-athletes of Big Ten Conference Member Institutions who seek to utilize and license game/match material owned by the Conference.

1. Approvals not required for #1 Unbranded, Non-Sponsored Highlights (Personal Use).
   See Exhibit-A on next page for guidelines.
2. Interested in using game footage for sponsored highlights or commercial use?
3. Submit all brand relationship inquiries to your compliance office to ensure Big Ten Conference Ad/sponsor compliance & conflict avoidance.
4. If compliance approves, contact sports@veritone.com with general details.
5. Veritone submits for final Big Ten Conference Conference Approval.
6. Proceed to licensing with Veritone.

Licensing Fee Applies?

Unbranded, Non-Sponsored Highlights (Personal Use)	No
Sponsored Highlights	Yes
Commercial/Advertising Use	Yes

PERSONAL USE OR SPONSORED HIGHLIGHTS

Licensing Fees and Conference Approvals Required?

No
If editorial only (no 3rd party brand involvement) OK to post to individual social channels.

See Exhibit-A on next page for permissions/restrictions.

Yes
If a brand or sponsor is involved

Contact sports@veritone.com, pending school compliance approval.

COMMERCIAL/ADVERTISING USE

Licensing Fees and Conference Approvals Required?

Yes

Contact sports@veritone.com, pending school compliance approval.

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EXHIBIT-A:

PERSONAL USE OR SPONSORED HIGHLIGHTS GUIDELINES

Where may I post game highlights?

Student-athlete controlled personal websites and social media accounts including Twitter, TikTok, Facebook, Instagram, Snapchat and YouTube are permitted.

How much game footage am I permitted to use?

Digital Highlights posted after the live window shall be limited to an aggregate of two (2) minutes of footage and up to four (4) unique videos per game or event, maximum.

Can I post highlights in-game myself, or by proxy?

No. Posting in-progress Highlights is not permitted. Highlights may only be posted after a game or event has concluded in its entirety.

Can I monetize highlights under this policy?

No. Digital Highlights video posted to social platforms (including but not limited to Facebook, Twitter, TikTok, YouTube, and Instagram) should be posted without a monetization or usage policy – no pre-roll or companion ads are permitted.

How do I monetize or sponsor Big Ten Conference highlights, and is it permitted?

Yes. In the event a student-athlete and their third party sponsors are interested in selling sponsorships against their official social media accounts targeted against Big Ten Conference Highlights, please direct your endorser to sports@veritone.com.

CONTACT SPORTS@VERITONE.COM

VERITONE.

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