



# SBP

SCHOOL BROADCAST PROGRAM

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## NFHS Network School Broadcast Program

POWERED BY **playOn!**  
SPORTS



## **NFHS NETWORK**

The NFHS Network delivers high school sports and events to family members and fans, wherever they are and whenever they want, by streaming videos live and on-demand through a variety of Internet-enabled devices.

The NFHS Network is powered by PlayOn! Sports, the nation's largest rights holder, producer and aggregator of high school sports events distributed across television, and the Internet.

## **CAPTURING HIGH SCHOOL LIFE**

The NFHS Network captures the passion, pride, and energy of the high school experience. It celebrates the unique accomplishments of all students: performing both on the field and behind the camera.

## **NFHS NETWORK CONTENT**

Through the partnership between the National Federation of High Schools (NFHS), its member State Associations, and PlayOn! Sports, the NFHS Network provides coverage from thousands of playoff, tournament, and championship events in participating states.

## **FULL ACCESS**

All NFHS Network content is available online at **NFHSnetwork.com** and through the NFHS Network mobile app available on iPhone and Android.





- With the NFHS Network School Broadcast Program (SBP), schools have the ability to broadcast live coverage of your school sports, graduation, news shows, and anything else your school wants to share with the community
- Schools can participate for free and generate revenue from viewers purchasing subscriptions to access live sporting events and other activities
- The PlayOn! Sports platform makes it easy to produce professional-grade events by providing you with the software and tools you need to broadcast or stream events over the Internet

“I love it. It’s like running my own TV station. These kids take it seriously and it’s great when you see the sense of accomplishment in these kids.” - Thompson High School, Alabama



## EDUCATION

Engage your students with a hands-on learning program:

- Enables students and faculty to gain valuable broadcast and multimedia production skills
- Provides students with a unique, real world experience – some have secured production jobs right out of high school!



## COMMUNITY

By making timely, relevant school content available anytime, anywhere:

- Families, alumni and communities can easily stay active and engaged in school events
- Increase exposure to more events at your school



## REVENUE

By producing new, original content:

- With the Subscription platform, PlayOn shares a portion of the proceeds from subscriptions sold
- Create new revenue opportunities through local advertising and sponsorships
- Own and control advertising spots within your broadcast

“My dad’s been deployed overseas. He’s never been able to see me play high school football until today.” - Huntingdon High School, Tennessee





# School Broadcast Program Features

## **SBP SUBSCRIPTION PLATFORM**

The Subscription platform not only enables schools to participate in the SBP for free, but also creates the opportunity for schools to generate revenue from their broadcasts.

- Your school receives a portion of the subscription proceeds
- Local community and fans everywhere can give back to your school *and* keep up with school events

## **INCLUDED IN THE SBP:**

- PlayOn! Sports software and graphics package
- School-branded channel on the NFHS Network to broadcast and archive events
- Full mobile and tablet capability
- Real world production experience for students
- Opportunity to secure advertising within your broadcast; school keeps 100% of funds raised
- Unlimited website hosting
- Dedicated Account Manager
- Customer service and training resources



## **CUSTOMIZE**

Choose from 17 different overlay graphic templates to get the perfect look for every sport and activity

## **CONTROL**

Easily schedule, edit, upload, and manage all your original content

## **INTEGRATE**

Use your existing production equipment

## **ENHANCE**

Insert graphics and videos during your broadcast with the PlayOn! Sports software

## **PORTABILITY**

Laptop-based production software makes it easy to broadcast from anywhere on your school campus or at away games

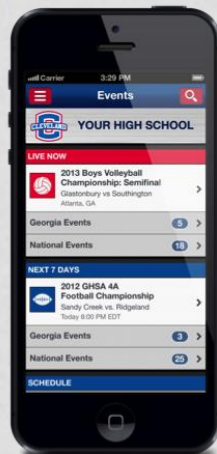
## **SHARE**

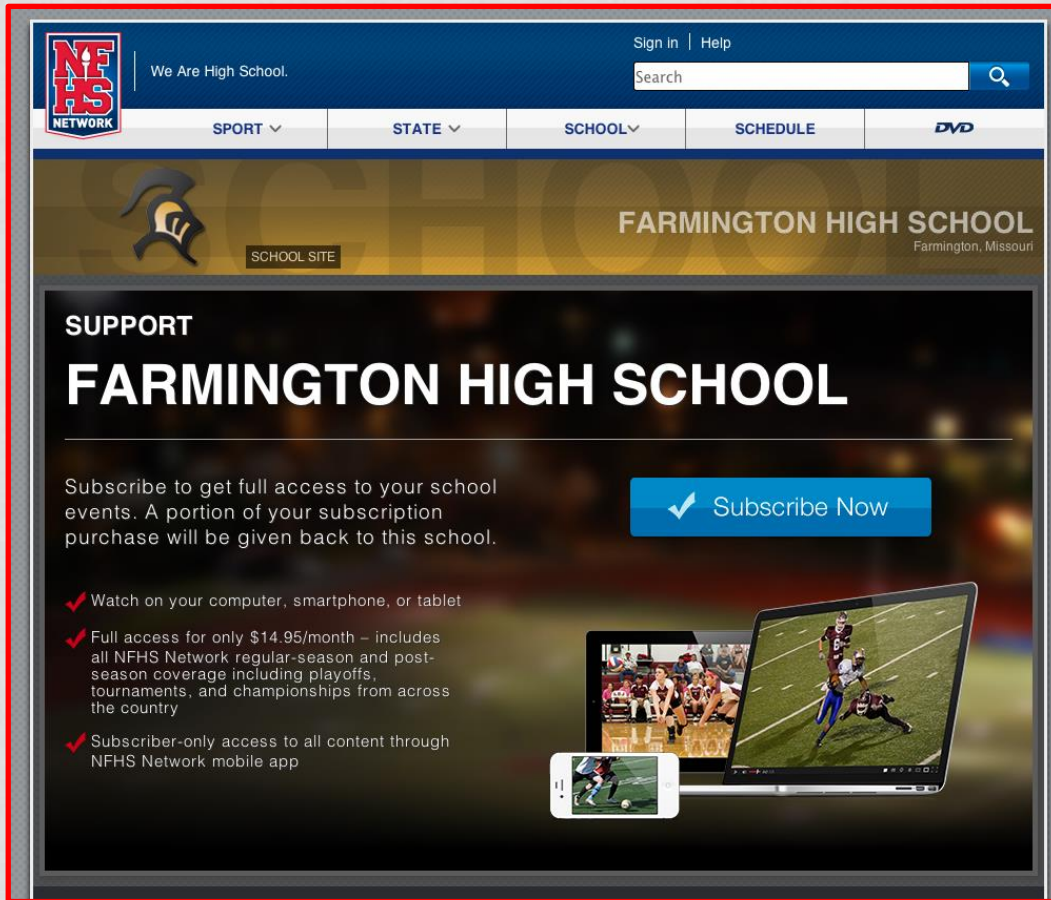
Create and publish highlights from your broadcasts to share across your social networks, and link to your events



# Create Your Own Channel

- Dedicated school-branded channel on NFHSnetwork.com to broadcast your live events and host your entire on-demand video archive
- Link to your events from any site: school website, team pages, sponsor pages, social media networks, etc.
- All content is available on mobile devices and tablets, including the NFHS Network mobile app for iPhone and Android
- Extend to your community: alumni, friends and families traveling or that live outside the local area can stay connected to your school





The screenshot shows the NFHS Network website interface. At the top, there is a navigation bar with the NFHS Network logo, the slogan "We Are High School.", and links for "Sign in" and "Help". A search bar is also present. Below the navigation bar are tabs for "SPORT", "STATE", "SCHOOL", "SCHEDULE", and "DVD". The main content area features the Farmington High School logo and name, along with the location "Farmington, Missouri". A prominent "SUPPORT" section is titled "FARMINGTON HIGH SCHOOL" and includes a "Subscribe Now" button. The text below the button states: "Subscribe to get full access to your school events. A portion of your subscription purchase will be given back to this school." Three bullet points list the benefits: watching on multiple devices, full access for \$14.95/month, and subscriber-only access to all content through the mobile app. An image of a smartphone, tablet, and laptop displaying sports content is shown at the bottom of the subscription section.

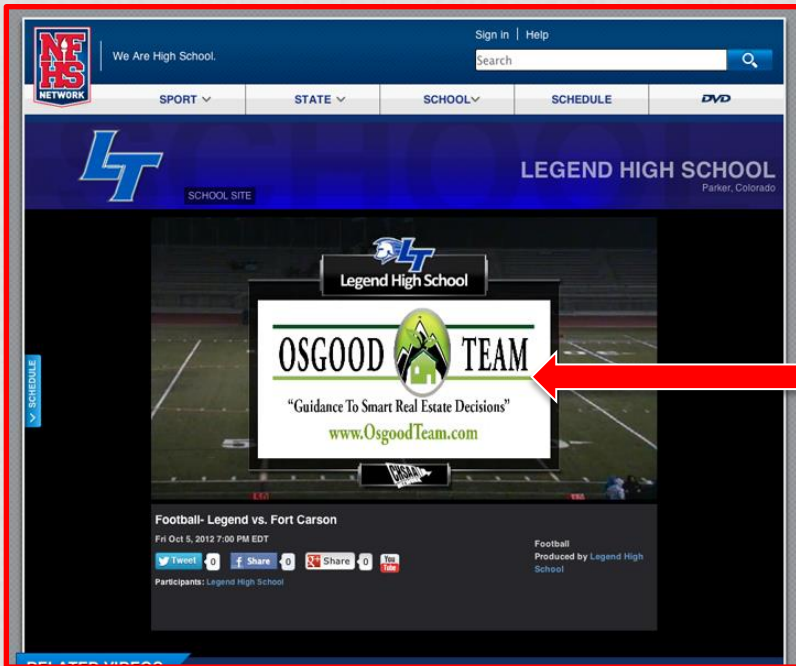
- Participation is free for schools
- Viewers purchase a subscription to watch live sporting events (Day, Month, Season, and Annual Passes) using a secure online platform
- Your school receives a portion of all revenue generated from your school-produced subscription events
- Optional laptop and capture device can be provided at additional cost

“Family members from Ohio and Argentina use the live streaming videos to watch their relatives in football and soccer. Sporting events like wrestling and basketball will be broadcast as well.” - Cleveland High School, Tennessee



# Sponsorship Opportunities

- Advertising elements, such as commercials and sponsor logos, can be incorporated into your broadcasts
- Your school keeps 100% of funds raised through sponsorship sales
- Take control of your content





# Get Started Today

## SCHOOL BROADCAST PROGRAM

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