

Collegiate Content Licensing FAQ

1. What are examples of copyrighted content in college sports?

Any game action video clips or photos are controlled by a copyright holder. Video footage is normally controlled by the conference, school, or television network. Photos are most often controlled by the school or an individual photographer. Any photos or video clips of practice, workouts, on-campus events are most often owned and controlled by the school.

2. Is approval from the copyright holder required before photos or video clips are used in a commercial project?

Yes. There are potentially significant financial and legal penalties for the use of copyrighted materials without express written consent from the copyright holder. In addition to copyright clearances, the owner of the image often controls the school trademarks shown within the image.

3. Are there fees associated with a copyright license?

Yes. Copyright holders normally charge a license fee for the use of copyrighted materials in editorial or commercial projects. However, schools, conferences, and television networks retain the right to grant limited uses of content and reduce or waive the associated license fees.

4. How are license fees determined?

License fees are calculated based on the specific content uses. For example:

- Will the content be used editorially or in a commercial nature?
- Will the content be used on television or just on digital/social platforms?
- How long with the content be used?
- Will content be distributed locally or nationally?

A Catapult Licensing representative will work with prospective licensee to determine the appropriate rights needed for each specific project.

5. Does it matter if the copyrighted content was provided by the school or obtained from another source?

No. Copyright holders maintain control of photos and video clips, regardless of whether the content was obtained directly or through a third-party.

6. How does Catapult assist schools as it relates to copyrighted content?

Catapult is the leading source for officially licensed collegiate sports content. Catapult represents the copyright of footage and photos for over 100 schools and conferences.

7. What does a Catapult license permit?

Catapult grants both editorial and commercial licenses to individuals, media outlets, agencies, and studios. License Fees vary based on the content licensed, project in which the content will be used, rights requested, territory and usage term. Pending review and approval from the rights holders, Catapult will grant the rights necessary to use the content in the project, territory and term requested.

8. Once I have a content license, are there any usage restrictions?

In most cases, there are limitations to the rights granted within the license. For example, if content is used in a commercial manner, the licensees are normally responsible for clearing the likenesses of other individuals featured within the content. A Catapult license does not clear the likenesses of all individuals contained within the footage or photos.

Any form of monetization associated with copyrighted materials is strictly prohibited without the required license and approvals. Additionally, content licensed through Catapult may not be used in association with gambling/sports wagering, performance enhancing drugs, firearms, adult content, or content that defames the institutions or other individuals shown within the content.

9. Are there penalties if video clips or photos are used without permission?

Individuals or organizations that infringe copyright can face legal action. Most often, copyright infringements are treated as civil offences and result in monetary damages.

10. Who owns the content?

All Catapult licensed photos and video clips are owned and controlled by its collegiate school, conference, bowl, or television partners. Even when a content license is granted, the copyright holder remains does not change.