



# NFHS Network

## School Broadcast Program

The NFHS Network School Broadcast Program (SBP), powered by PlayOn! Sports, is a platform that allows your school to stream live events over the Internet and archive productions for on-demand viewing. Our digital platform provides a way to showcase schools' excellence.

### What Your School Gets:

- Dedicated school-branded channel on NFHSnetwork.com to broadcast your live events and host your entire video library
  - Archive storage of all broadcasts
  - All content is available on mobile devices and tablets, including the NFHS Network mobile app for iPhone and Android
- Production software to broadcast live events that includes the ability to use graphics and insert videos – just like a TV broadcast
- Web-based content management system for managing events and cutting highlights
- Standard on-call customer support, training, and software updates
- Account Manager to be your primary contact and to assist with the implementation and development of the program
- For administrators, the SBP provides a platform to reinforce the school's key priorities and focus public discussion on more than just test scores
- For teachers, the SBP includes access to an A/V broadcasting curriculum and also provides an engaging learning experience for students
- For students, the SBP teaches not only real-life broadcasting skills but also sportsmanship, communication, teamwork, critical thinking, and leadership

### Generate Revenue for Your School:

- Live broadcasts of sporting events (and for 72 hours after initial broadcast) will require a subscription to watch
- All non-sporting events, archived sporting events (after 72 hours), and highlights are free for viewers
- School may produce an unlimited number of events and highlights
- School may include sponsorship elements within the broadcast and keep 100% of funds raised
- School may elect to purchase discounted Annual subscription passes in bulk quantities and resell to fans - contact PlayOn for more information

### What You'll Need:

- School must provide their own equipment for producing events, including a camera and laptop
  - School may provide its own laptop or choose to purchase a laptop from PlayOn for a one-time fee of \$1,000
  - Elgato video capture device
- Designate a program coordinator to be the main point of contact at the school
- Please take a look at our SBP Quick Start Site at [sbp.nfhsnetwork.com](http://sbp.nfhsnetwork.com)
- Check out some of our current member schools as examples:
  - [nfhsnetwork.com/channels/westminster-atlanta-georgia](http://nfhsnetwork.com/channels/westminster-atlanta-georgia)
  - [nfhsnetwork.com/channels/concordia-omaha-nebraska](http://nfhsnetwork.com/channels/concordia-omaha-nebraska)

### To Get Started:

- Please contact [accounts@playonsports.com](mailto:accounts@playonsports.com) to get in touch with your dedicated Account Manager who will handle:
  - Sending you a participation agreement
  - A remote software installation
  - A remote training session

