



## Big 12 Conference

400 East John Carpenter Freeway • Irving, TX 75062 • (469) 524-1000 • Big12Sports.com

TO: Local Television Affiliates

FROM: Big 12 Conference

RE: Big 12 Video Access

DATE: July 2012

**IF YOU SIGNED UP TO ACCESS THE BIG 12 / XOS DIGITAL XCHANGE VIDEO HIGHLIGHTS IN PREVIOUS YEARS, YOU MUST DO SO AGAIN TO OBTAIN ACCESS FOR THE 2012-13 ATHLETIC SEASON.**

The Big 12 Conference has created a centralized digital platform allowing television outlets to access Big 12 athletic video content during the 2012-13 academic year, including the college football and basketball seasons. Upon receipt of this acknowledgement, your television station will be provided a login to the XOS Digital XChange, providing access to downloadable Big 12 athletic video content for usage in the following manner:

- Big 12 video highlights may be used for regularly-scheduled television newscasts after the conclusion of a Big 12 athletic event. Big 12 video highlights may also be included as part of a single, non-archived online “simulcast” of a regularly-scheduled television newscast.
- Big 12 video highlights used for regularly-scheduled television newscasts may not exceed three (3) minutes in length and may only be used during the 2012-13 academic year.
- Except as otherwise provided for herein, media outlets may not distribute, rebroadcast or use video highlights from any Big 12 athletic event on or through any new media distribution platforms including, without limitation, the Internet, wireless handsets, podcasts, cell phones or PDAs.
- Any commercial use of video or photographs from Big 12 athletic events is strictly prohibited without a license and the prior written consent of the Big 12 Conference on behalf of the Big 12 or Big 12 member schools.
- The Big 12 and Big 12 member schools, reserves any and all right to approve the terms and conditions of any commercial opportunity and will require detailed information from any third party seeking a license to redistribute video or photographs from Big 12 athletic events.

On behalf of \_\_\_\_\_, I hereby acknowledge the acceptance of the above terms and conditions as it relates to the use of Big 12 video content during the 2012-13 athletic seasons. Upon receipt of this acknowledgement the Big 12 Conference will provide a login and instructions to access the Big 12 video content via the XOS Digital XChange.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Email

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Date

*Remit executed form to Bob Burda at bob@big12sports.com or via fax to (469) 524-1045.  
Logins and access will be provided upon receipt of the executed form.*