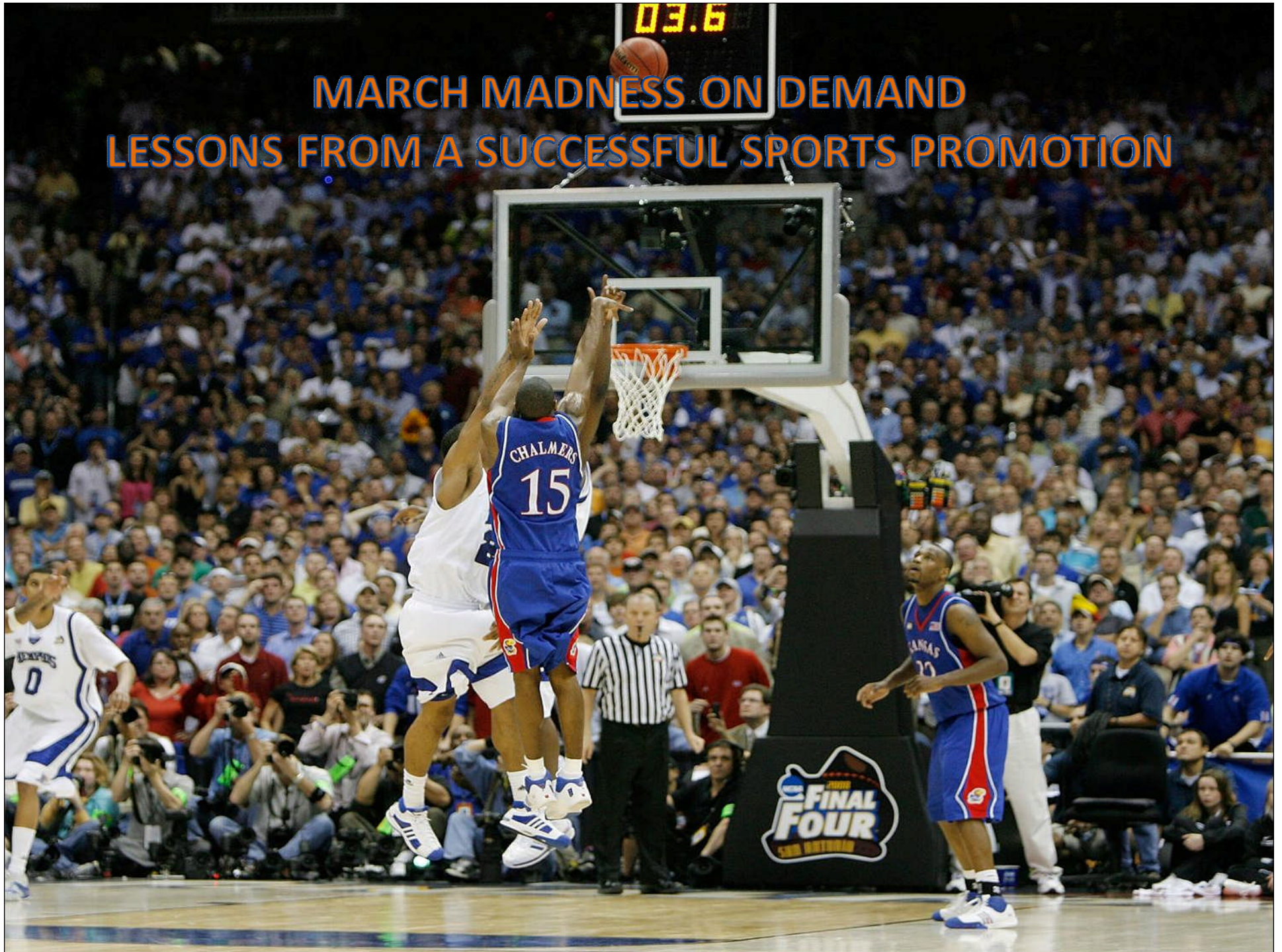


**MARCH MADNESS ON DEMAND**  
**LESSONS FROM A SUCCESSFUL SPORTS PROMOTION**





# FINAL 2009 NCAA® MARCH MADNESS® ON DEMAND TRAFFIC FIGURES SHOW ALL-TIME RECORD GROWTH

- NCAA March Madness on Demand cements status as largest online sports event.
- CBS Sports' coverage of the entire 2009 NCAA Division I Men's Basketball Championship was up +5% in the metered markets from 2008.
- This year's marketing program extended across CBS platforms. Promotions on CBS Television, Radio stations, Outernet and affiliates as well as the CBS Audience Network helped fuel awareness of NCAA March Madness on Demand on air and online. From promotions during The Early Show, 60 Minutes, CSI: Miami to a CBS Outdoor billboard in Times Square, the strength of CBS across all forms of media to reach consumers clearly played a pivotal role in the growth of NCAA March Madness on Demand.

**CBS SPORTS.com**



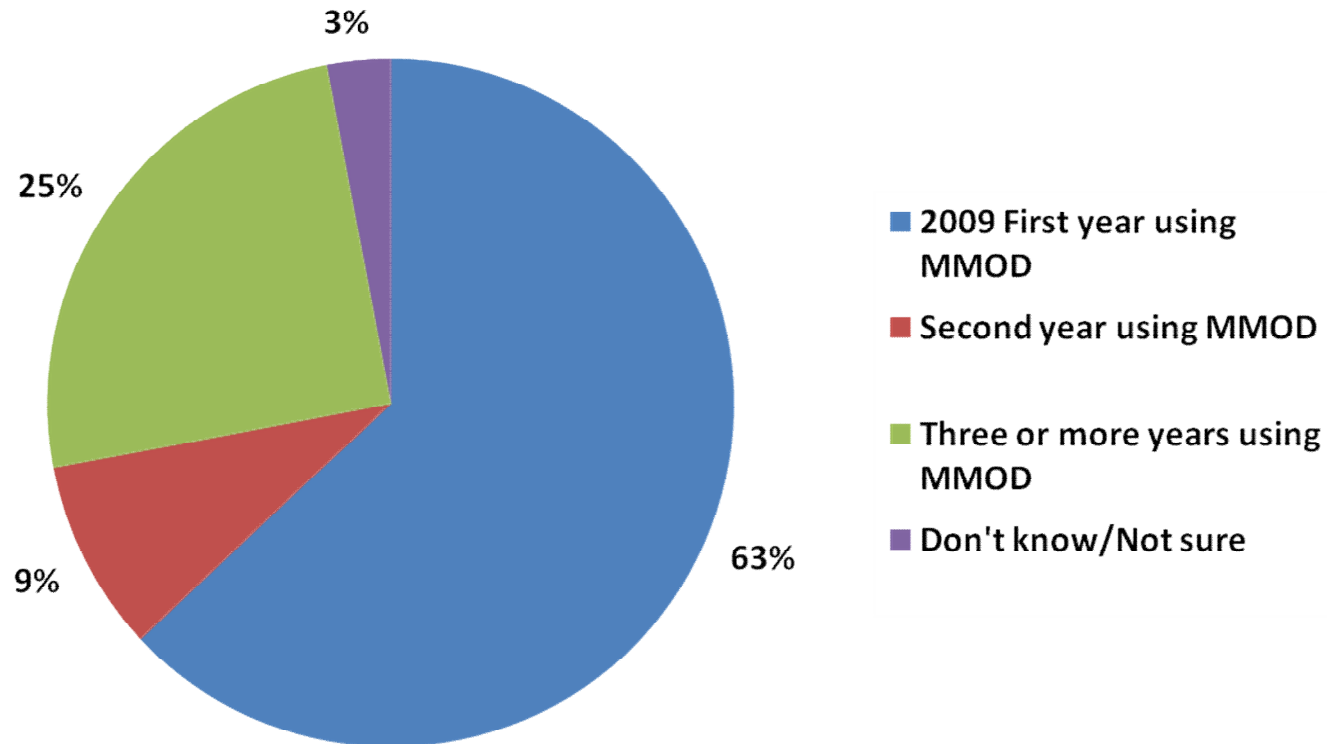
## Final 2009 NCAA March Madness on Demand Traffic Figures

- 7.52 million unique visitors to the NCAA March Madness on Demand video player (2008 figure was 4.76 million - 58% growth)
- 8.6 million total hours of live streaming video and audio consumed - (2008 figure was 4.92 million - 75% growth)
- 515 thousand total hours of video and audio were consumed during the semifinal and championship games of the 2009 NCAA Division I Men's Basketball Championship, a 51% increase over 2008 figures.
- 2.77 million clicks of the "Boss Button" (2008 figure was 2.5 million for entire tournament)



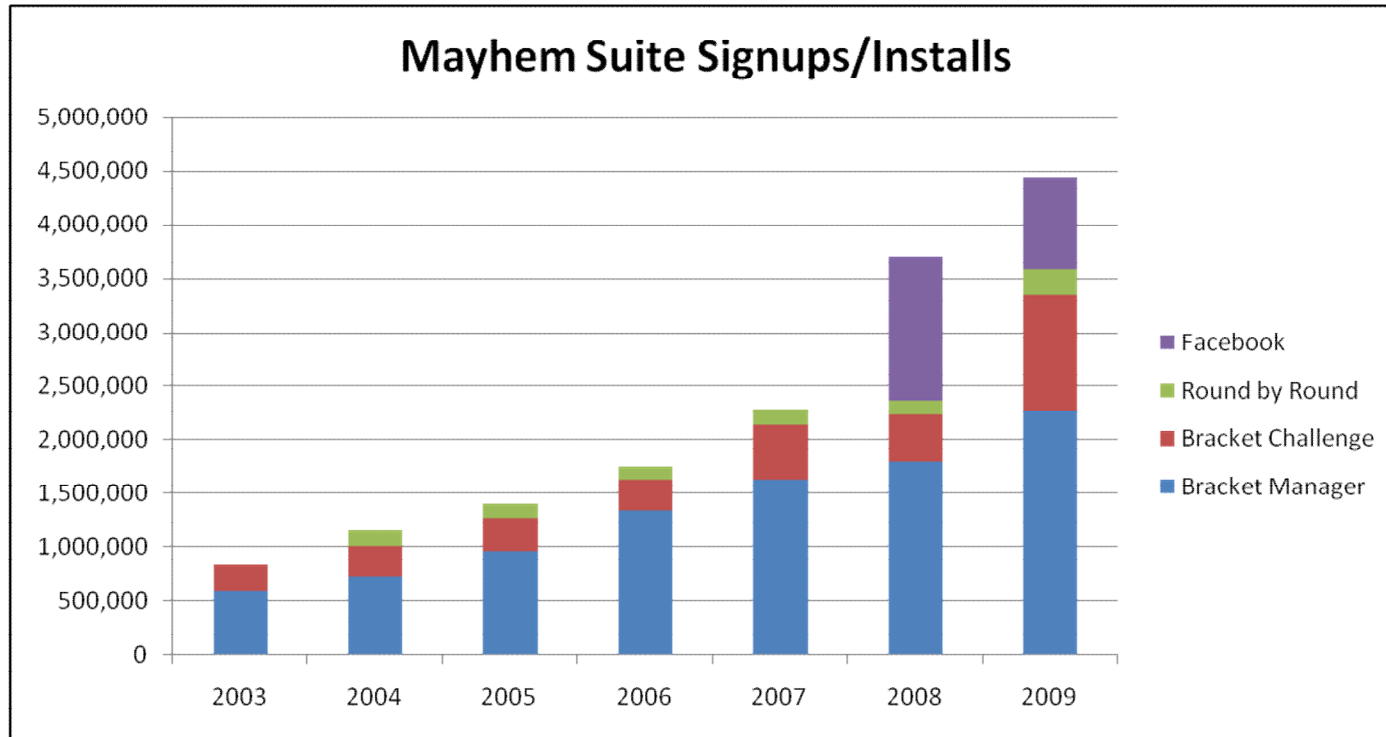
# Audience growing...

- 63% of viewers new to MMOD





# Historical Suite Performance



The Mayhem Suite of products has grown every year of its existence!

# History of NCAA® March Madness® on Demand (Inception Year: 2003)

- NCAA March Madness on Demand (MMOD) was first launched.
- Partnered with Yahoo! Platinum carrying live Internet video and audio coverage of the 2003 NCAA Division 1 Men's Basketball Championship. It was available for \$16.95 per month.
- Between 2003-05, NCAA March Madness on Demand was a **subscription product** with an average price of **\$15**. In 2005, approximately **20,000** users purchased MMOD.
- From 2003-2007, NCAA March Madness on Demand provided live streaming video of the **first 56 games** of the NCAA Division I Men's Basketball Championship as they were broadcast by CBS Sports, with local broadcasts being subject to **blackouts**.



## **History of NCAA<sup>®</sup> March Madness<sup>®</sup> on Demand** **(Year: 2004)**

- NCAA March Madness<sup>®</sup> on Demand" was produced and hosted by The FeedRoom and accessible through NCAAsports.com for one price of \$9.95, which provided users with the entire package of all available games.



## History of NCAA<sup>®</sup> March Madness<sup>®</sup> on Demand (Year: 2005)

- Approximately **20,000** users purchased MMOD.
- College Sports Television secured a multi-year agreement with CBS SportsLine.com and the NCAA for the exclusive video streaming rights for out of market game coverage of the NCAA Division I Men's Basketball Championship. Subscription packages were priced at \$19.95.

## History of NCAA<sup>®</sup> March Madness<sup>®</sup> on Demand (Year: 2006)

- NCAA March Madness on Demand was converted to a **free service**, supported by advertising. A total of **1.3 million** users registered to view MMOD.
- Advertising revenues from NCAA March Madness on Demand were approximately **\$4 million**.
- 1,277,266 total subscribers
- 265,973 VIP passes were issued
- 60% (763,482) – new registrations
- 61% (786,725) – signed up for MMOD on the first two days of the tournament (Thursday 3/16 and Friday 3/17)
- 5% (63,541) customers signed up to watch the 3rd Round on Thursday, 3/24 and Friday, 3/25
- 84% (12,760,401) of the total “live” content streams served occurred in the first two days of the tournament
- MMOD served over 15,000,000 streams of live game action
- 39,435,261 ads served

# Review of 2006

## Unqualified Success on Every Level

- Called everything from a “watershed event in media history” to “CBS’s Killer App”
- CBS Sports saw no ratings erosion during high online traffic periods cementing MMOD as “complementary” vs. “cannibalistic”
- Feedback from consumers and advertisers was very positive

**Game Schedule**  
Please select from one of the links below:

| Round 1 -- Day 1                   | March 16, 2006  |
|------------------------------------|---|
| 7. Wisconsin<br>10. Fresno St.     | LIVE  LIVE VIDEO  LIVE AUDIO  |
| 5. Oklahoma<br>12. Winthrop        | LIVE  LIVE VIDEO  LIVE AUDIO  |
| 3. Kentucky<br>14. St. Bonaventure | LIVE  LIVE VIDEO  LIVE AUDIO  |
| 4. Arizona<br>13. Jackson St.      | PAUSE  FULL GAME VIDEO  FULL GAME AUDIO<br>HIGHLIGHT VIDEO  BUZZER BETER! |
| 6. Leuvenille<br>11. Gonzaga       | PAUSE  FULL GAME VIDEO  FULL GAME AUDIO<br>HIGHLIGHT VIDEO  BUZZER BETER! |
| 3. Michigan St.<br>14. Valparaiso  | Approx. 7:20pm ET  GAME PREVIEW   |
| 5. UCLA<br>12. Ball St.            | Approx. 7:20pm ET  GAME PREVIEW   |
| 8. Maryland<br>9. Iowa             | Approx. 7:20pm ET  GAME PREVIEW   |
| 1. Duke<br>16. Northern Iowa       | Approx. 7:56pm ET  GAME PREVIEW   |

**Enter For A Chance To Win**  
The Pontiac Performance Vehicle of Your Choice

- 2006 G6™ GTP® Coupe
- 2005 GTO™
- 2005 Grand Prix® GXP
- 2006 G6 GTP Sedan

[CLICK HERE](#)

[SEND TO A FRIEND](#)  
[FULL TOURNAMENT SCOREBOARD](#)  
[LIVE BRACKETS](#)  
[MORE SPORTS VIDEO](#)  
[BOSS BUTTON](#)

Proud promotional partner of NCAA® March Madness™ On Demand Technology Provided by [MLB.com](#)





# Waiting Room (Year 2006)

- The MMOD Waiting Room opened at 11:00 am ET on 3/16 – The first day of Round One
- By early afternoon there was a point where over 150,000 people were waiting in the General Admission line
  - The longest wait was about an hour and a half
- Over the life of the Waiting Room there were over 3 million unique visitors

The screenshot shows the NCAA March Madness On Demand Waiting Room interface. At the top, it features the NCAA March Madness logo, presented by Courtyard by Marriott and IT'S A DOLL. A scoreboard shows Illinois vs. Louisville with a 20:00 timer. Navigation buttons include 'GET NOTIFIED IN 2007', 'FULL SCORECARD', 'LIVE BRACKETS', 'TELL A FRIEND', and 'HELP'. The main heading is 'NCAA® March Madness™ On Demand Waiting Room' with the instruction 'Follow the Waiting Room Meter below to track your progress'. A 'Next Admission' timer shows 1 min 22 secs. Below, there are two sections: 'VIP' and 'GENERAL'. The VIP section shows 82,529 people in the line, with the user at position 71,043. The General Admission section shows 184,674 people in the line, with the user at position 164,323. Both sections include promotional text and a 'Waiting Room Meter' bar chart.

**GET NOTIFIED IN 2007** | **FULL SCORECARD** | **LIVE BRACKETS** | **TELL A FRIEND** | **HELP**

**NCAA® March Madness™ On Demand Waiting Room**  
Follow the Waiting Room Meter below to track your progress

**! IMPORTANT:** Don't close this page! (Closing the page will bump you out of line.)

**Next Admission**  
1 min 22 secs

**VIP**  
YOUR current position in line is: **71,043**

**82,529 people in the VIP line**  
YOU ARE HERE No. 71,043

**GENERAL**  
If you were in General Admission, you would now be **164,323**

**184,674 people in the GENERAL ADMISSION line**  
YOU WOULD BE HERE No. 164,323

**Did you know?**  
You would now be 164,323 in the General Admission line if you were not a VIP Member. It's good to be you!

**Don't Miss Next Year. Sign up for Your MMOD reminder**

# Waiting Room Mock Up 2006

 THE OFFICIAL WEB SITE FOR NCAA SPORTS  
[NCAA.com](http://NCAA.com)  
In association with  [CBS SportsLine.com](http://CBSsportsline.com)

 **MEN'S BASKETBALL**

Home | Fall Sports | Winter Sports | Spring Sports | Tickets | Broadcast | NCAA.org | Shop

 **NCAA® MARCH MADNESS™ ON DEMAND**  
**LIVE VIDEO OF THE 2006 NCAA®**  
**DIVISION I MEN'S BASKETBALL**  
**CHAMPIONSHIP FOR FREE!**

Presented by  
IT'S A  

**Don't Miss It! VIP Passes are Available for a LIMITED TIME Only!**

NCAA® March Madness™ on Demand is totally **FREE** for the first time ever! Get LIVE game broadcasts of CBS Sports television coverage of NCAA® March Madness™ streaming on your broadband-connected computer.

All 56 games from the first three rounds of the tournament will be available for FREE.\* Also enjoy tournament highlights and recaps plus video from some of the greatest NCAA® March Madness™ moments of all time.

**Why must I act now?**

Capacity is great, but limited for NCAA® March Madness™ on Demand! Due to overwhelming popular demand, the virtual arena will be full with lines forming in the [Waiting Room](#) on game day. However, **register TODAY for a free VIP pass and you'll get privileged access:**

- **VIP:** Passes are limited and offered FREE to anyone who registers for NCAA® March Madness™ on Demand before March 16 or while supplies last. VIP members get quicker access to the action than General Admission ticket holders.
- **General Admission:** Also FREE, but if you miss out on getting a VIP pass or wait until game day to register, you will be stuck waiting in line behind VIP ticket holders to watch NCAA® March Madness™ on Demand.

**Check out** what the virtual lines will look like when the NCAA® March Madness™ arena is packed!

Avoid the Lines! Register Now for a Free VIP Pass!

\*local blackout rules will limit availability to 37 games for most people

 [Tell a friend](#) about NCAA® March Madness™ on Demand

**Please Read**  
[Blackout Rules & Minimum System Requirements](#)

**To see how the WAITING ROOM will work on Game Day click here**

**KEY DATES**

|         |                   |
|---------|-------------------|
| 3/12/06 | Selection Sunday  |
| 3/16/06 | Round One         |
| 4/01/06 | Final Four        |
| 4/03/06 | Championship Game |

**REGISTER EARLY!**

Already a CBS SportsLine member? Sign in below

**USER ID**

**PASSWORD**

**LOGIN**

[Forgot your ID?](#)  
[Forgot your Password?](#)

OR

New to NCAAAsports.com and CBS SportsLine.com? To get your ticket to NCAA® March Madness™ on Demand you must Register! Registration is FREE so sign up today!

**Sign up FREE!**



**\$1149 \$999 Notebook** after mail-in rebate  
**\$599 \$499 Desktop** after mail-in rebate  
online from **Dell™ Home**.  
Some offers end 3/8.

Dimension™ E310 with FREE Flat Panel Upgrade

IT'S A  [CLICK FOR DETAILS](#)

© Copyright 1998-2006 NCAA®. All rights reserved worldwide. [Credits and Legal Information](#) | [Privacy Policy](#) | [Help](#)

 POWERED BY [CBSsports.com](http://CBSsports.com)

## History of NCAA<sup>®</sup> March Madness<sup>®</sup> on Demand (Year: 2007)

- Advertising revenues from NCAA March Madness on Demand were approximately **\$10 million.**
- 1,381,875 total subscribers
- 483,999 VIP passes were issued
- 46% (636,188) – new registrations
- 48.69% (672,581) – signed up for MMOD on the first two days of the tournament (Thursday 3/15 and Friday 3/16)
- 4.26% (58,870) customers signed up to watch the 3rd Round on Thursday, 3/22 and Friday, 3/23
- 78% (9,407,971) of the total “live” content streams served occurred in the first two days of the tournament
- MMOD served 12,952,473 streams of live game action
- 106,990,894 ads served
- CBSsports.com and CBS Sports production of NCAA March Madness on Demand was **awarded an Emmy** at the 59th Annual Technology & Engineering Emmy Awards on January 7th, 2008 for Outstanding Achievement in Advanced Media Technology for Synchronous Enhancement of Original Television Content For Interactive Use.



# YOY Comparison - 2007

- 8.19% YOY increase in MMOD registrations
- 81.97% YOY increase in VIP signups
- 37% YOY increase in live audio streams
- 171% YOY increase in ad impressions served
- Total hours of consumption are up 28% YOY, albeit total streams were down 24% YOY
- 2007 streams were, on average, over 5 minutes longer than in 2006
- 2nd year in a row MMOD proved to be great for new acquisitions
- Retention rate of approximately 31% with 390,968 return users from last year
  - 62% of returning users were VIP registrants

# Product Summary - 2007

- By executing on a clearly defined marketing plan to improve messaging and grow on the success of last year, 2007 March Madness on Demand met and/or exceeded all sales obligations as well as met company expectations with 1.38 million plus registrations and a record-breaking 2.80 million streaming hours.
- Increasing the clarity of the 2007 MMOD splash page, and educating consumers to sign up early for VIP access, enabled us to acquire 471,731 VIP registrants (24% of all registrations) by March 14, 2007 at 3:00 PM ET, a 81.97% YOY increase.

# Splash Page Improvements 2007

Changes to the 2007 splash page were made to keep consumers focused on signing up, ultimately improving conversions and driving early registrations.

- Prominent sign up box
- Large sign up / register buttons
- Clear and concise copy
- Appealing color theme and layout
- Skinny NCAAsports.com header
- Removed 728x90 banner
- No unnecessary outbound links
- Consistent header and one title
- Enhanced MMOD logo
- Dashboard, Key Dates and Countdown Clock implemented to educate and create urgency



NCAA sports.com  
In Association with CBS SportsLine.com  
Home | CBS SportsLine.com

Presented online by  
COURTYARD Marriott  
DELL

LOG-IN | FAQ | TELL A FRIEND

WATCH LIVE GAMES FROM THE 2007 NCAA® DIVISION I MEN'S BASKETBALL CHAMPIONSHIP ONLINE FOR FREE!

**SIGN UP NOW TO WATCH LIVE GAMES**  
NCAA March Madness® on Demand allows you to watch LIVE game broadcasts of CBS Sports television coverage of the NCAA Championship on your computer for FREE!

- NCAA March Madness on Demand is 100% free
- Live games streaming on your broadband-connected computer
- View up to 56 games\* from the first three rounds of the Championship
- Enjoy Championship highlights, recaps, and archived video
- Exclusive halftime show

**What's new for 2007?**

- **Larger Video Player:** The video player screen has been enlarged to 480 x 360 pixels, a 50% increase over last year.
- **Live Radio Broadcasts:** The player will include streaming live audio from Westwood One's radio broadcasts of the first 56 games of the Championship.
- **At The Halt:** Live halftime show featuring Jason Horowitz and top analysts like St. John's head coach Norm Roberts and Seton Hall head coach Bobby Gonzalez. Check out our [FAQ](#) page for more information on minimum system requirements, blackout rules, and other details.

**Looking for VIP access?** VIP registration for 2007 is now closed. All visitors registering now will be granted General Admission access. VIP members get access to games faster than General Admission members. Be sure to sign up early in 2008 to receive VIP access.

*By registering for NCAA March Madness on Demand, you hereby accept and agree to the [MMOD End User License Agreement](#). NCAA and March Madness are trademarks of the National Collegiate Athletic Association. \*local blackout rules will limit availability to 37 games for most people*

**SIGN UP NOW**  
Sign up using your NCAAsports.com Log-in ID or CBS SportsLine.com Log-in ID.

Log-in ID:   
Password:

**SIGN UP NOW**

Forgot your Log-in ID or Password?  
Already signed up? [Click here to log-in.](#)

Don't have a NCAAsports.com Log-in ID or CBS SportsLine.com Log-in ID?  
**REGISTER FREE**

Tell A Friend About March Madness On Demand

**KEY DATES:**

|                |                   |
|----------------|-------------------|
| MARCH 11:      | SELECTION SUNDAY  |
| MARCH 15 & 16: | FIRST ROUND       |
| MARCH 17 & 18: | SECOND ROUND      |
| MARCH 22 & 23: | SWEET 16          |
| MARCH 24 & 25: | ELITE 8           |
| MARCH 31:      | FINAL FOUR        |
| APRIL 2:       | CHAMPIONSHIP GAME |

**GET READY FOR THE GAMES!**  
**OFFICIAL FINAL FOUR GEAR IS HERE SHOP NOW**

NCAA sports.com STORE

© Copyright 1998-2007 NCAA®. All rights reserved worldwide. [Credits and Legal Information](#) | [Privacy Policy](#) | [Help](#) | [Advertise With Us](#)





# MMOD Video Player 2007



powered by  
cbs SportsLine.com


COMPLETE TOURNAMENT SCOREBOARD | LIVE BRACKETS | CSTV.COM | MORE SPORTS VIDEO


Presented by

⌕ NOW PLAYING: St. Mary's @ Connecticut

GAMES Round 1 - March 16, 2007

Schedule Presented by 




▶ ⏪ ⏩ ⏹ 🔊

BOSS BUTTON
SHARE THIS VIDEO
HELP
FULL SCREEN

VIDEO ▶ AUDIO

EXPANDED VIDEO LIST  COMPACT LIST


|  |   |
|--|---|
| <b>ST. MARY'S CONNECTICUT GAMECENTER</b> | <b>NOW PLAYING</b>  |
| SACRED HEART BOSTON COLLEGE              | 90 1ST HALF<br>60 2:20  |
| GAMECENTER                               | <a href="#">WATCH NOW</a>   |
| SACRED HEART BOSTON COLLEGE              | 90 1ST HALF<br>60 2:20  |
| GAMECENTER                               | <a href="#">WATCH NOW</a>   |
| SACRED HEART BOSTON COLLEGE              | 90 1ST HALF<br>60 2:20  |
| GAMECENTER                               | <a href="#">WATCH NOW</a>   |
| SACRED HEART BOSTON COLLEGE              | 90 FINAL  |
| RECAP                                    | <a href="#">FULL GAME</a><br><a href="#">GAMEHIGHLIGHT</a><br><a href="#">BUZZER BEATER</a> |
| SACRED HEART                             | 90 FINAL<br><a href="#">FULL GAME</a>   |



Enter For A  
Chance To Win

The Pontiac  
Performance Vehicle  
of Your Choice

- 2006 G6™ GTP® Coupe
- 2005 GTO™
- 2005 Grand Prix® GXP
- 2006 G6 GTP Sedan



>> [LEARN MORE ABOUT PONTIAC](#)

CLICK HERE



Proud promotional partner of NCAA® March Madness™ On Demand Technology Provided By 

# Waiting Room 2007



Presented by




GET NOTIFIED IN 2007

FULL SCORECARD

LIVE BRACKETS

TELL A FRIEND

HELP

## NCAA® March Madness™ On Demand Waiting Room

Follow the Waiting Room Meter below to track your progress

**! IMPORTANT:** Don't close this page! (Closing the page will bump you out of line.)

**Next Admission**  
1min 22 secs

**VIP**



**YOUR current position in line is:**  
**71,043**

**Raul,**  
There are limited seats in the arena, but as a VIP, you get in faster. Follow your progress on the **Waiting Room Meter**.

82,529 people in the VIP line



**YOU ARE HERE**  
No. 71,043

**GENERAL**



**If you were in General Admission, you would now be 164,323**

**Did you know?**  
You would now be 164,323 in the General Admission line if you were not a VIP Member.  
*It's good to be you!*

184,674 people in the GENERAL ADMISSION line



**YOU WOULD BE HERE**  
No. 164,323



**Enter For A Chance To Win**

The Pontiac Performance Vehicle of Your Choice


- 2006 G6™ GTP® Coupe
- 2005 GTO™
- 2005 Grand Prix® GXP
- 2006 G6 GTP Sedan



>> [LEARN MORE ABOUT PONTIAC](#)


[CLICK HERE](#)

# Waiting Room 2007



powered by  
cbs SportsLine.com

Presented online by





GET NOTIFIED IN 2008
SCOREBOARD
LIVE BRACKETS
TELL A FRIEND
HELP

**NCAA® MARCH MADNESS® ON DEMAND WAITING ROOM**  
Follow the Waiting Room Meter below to track your progress

**IMPORTANT:** Don't close this page! Closing this page will bump you out of line.

**NEXT ADMISSION**  
**1 min 22 sec**

VIP



Your current position in line is: **71,043**

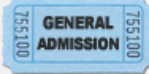
**82,529 people in the VIP line**



YOU ARE HERE  
No. 71,043



GENERAL




If you were in the General Admission, you would now be **164,323**

**184,674 people in the GENERAL ADMISSION line**



YOU WOULD BE HERE  
No. 164,323





Enter For A  
Chance To Win

The Pontiac  
Performance Vehicle  
of Your Choice

- 2006 G6™ GTP® Coupe
- 2005 GTO™
- 2005 Grand Prix® GXP
- 2006 G6 GTP Sedan



>> LEARN MORE ABOUT PONTIAC

CLICK HERE



# VIP Page 2007

THE OFFICIAL WEB SITE FOR NCAA SPORTS  
[NCAAsports.com](http://NCAAsports.com)  
 In association with CBS SportsLine.com

MEN'S BASKETBALL

[Home](#) | [Fall Sports](#) | [Winter Sports](#) | [Spring Sports](#) | [Tickets](#) | [Broadcast](#) | [NCAA.org](#) | [Shop](#)

**NCAA® MARCH MADNESS™ ON DEMAND**  
**LIVE VIDEO OF THE 2006 NCAA®**  
**DIVISION I MEN'S BASKETBALL**  
**CHAMPIONSHIP FOR FREE!**

Presented by  
 IT'S A

**Don't Miss It! VIP Passes are Available for a LIMITED TIME Only!**

NCAA® March Madness™ on Demand is totally **FREE** for the first time ever! Get LIVE game broadcasts of CBS Sports television coverage of NCAA® March Madness™ streaming on your broadband-connected computer.

All 56 games from the first three rounds of the tournament will be available for FREE.\* Also enjoy tournament highlights and recaps plus video from some of the greatest NCAA® March Madness™ moments of all time.

**Why must I act now?**

Capacity is great, but limited for NCAA® March Madness™ on Demand! Due to overwhelming popular demand, the virtual arena will be full with lines forming in the [Waiting Room](#) on game day. However, **register TODAY for a free VIP pass and you'll get privileged access:**

- **VIP:** Passes are limited and offered FREE to anyone who registers for NCAA® March Madness™ on Demand before March 16 or while supplies last. VIP members get quicker access to the action than General Admission ticket holders.
- **General Admission:** Also FREE, but if you miss out on getting a VIP pass or wait until game day to register, you will be stuck waiting in line behind VIP ticket holders to watch NCAA® March Madness™ on Demand.

[Check out](#) what the virtual lines will look like when the NCAA® March Madness™ arena is packed!

Avoid the Lines! Register Now for a Free VIP Pass!

\*Local blackout rules will limit availability to 37 games for most people

[Tell a friend](#) about NCAA® March Madness™ on Demand

Please Read  
[Blackout Rules & Minimum System Requirements](#)

To see how the **WAITING ROOM** will work on Game Day [click here](#)

|                  |  |
|------------------|--|
| <b>KEY DATES</b> | 3/12/06 Selection Sunday<br>3/16/06 Round One<br>4/01/06 Final Four<br>4/03/06 Championship Game |
|------------------|--|

REGISTER EARLY!

Already a CBS SportsLine member? Sign in below

[Forgot your ID?](#)  
[Forgot your Password?](#)

New to NCAAsports.com and CBS SportsLine.com?

To get your ticket to NCAA® March Madness™ on Demand you must Register! Registration is FREE so sign up today!

02:09:49

\$1149 \$999 Notebook after mail-in rebate  
 \$599 \$499 Desktop after mail-in rebate  
 online from Dell™ Home. Some offers end 3/8.

Dimension™ E316 with FREE Flat Panel Upgrade

IT'S A

[CLICK FOR DETAILS](#)

© Copyright 1998-2006 NCAA®. All rights reserved worldwide. [Credits and Legal Information](#) | [Privacy Policy](#) | [Help](#)

# Thank You Page 2007

2007 March Madness on Demand - NCAA Sports.com - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Go Google Go Settings

http://www.ncaasports.com/mmod/welcome?userid=msroberts1

NCAA sports.com In Association with CBS SportsLine.com Home | CBS SportsLine.com

Presented online by COURTYARD Marriott DELL

NCAA MARCH MADNESS ON DEMAND powered by CBS SportsLine.com

FAQ | TELL A FRIEND

**WATCH LIVE GAMES FROM THE 2007 NCAA® DIVISION I MEN'S BASKETBALL CHAMPIONSHIP ONLINE FOR FREE!**

**CONGRATULATIONS, YOU'RE SIGNED UP!**

Thank you for signing up for NCAA® March Madness® on Demand.

Bookmark This Page — Return to this page to launch the player.

As a VIP member you will access the games much faster on game day. Watch all the action from the first three rounds of the Championship live. Plus, you will have access to on-demand highlights, buzzer beaters and detailed recaps of every game all the way through the Finals.

Share the wealth ... [tell your friends to get their free VIP pass today!](#)

**COMING SOON**

You will be able to watch highlights from some of the most memorable NCAA March Madness games of all time beginning March 5, 2007. Please check back with us frequently as the Championship gets closer.

Be sure to log in and catch live games when the NCAA Championship begins on March 15, 2007.

**NCAA® MARCH MADNESS® ON DEMAND**

Welcome Michael

**SIGN OUT**

Tell A Friend About March Madness On Demand

**COUNTDOWN TO SELECTION SHOW**

006 days 07 hours 53 mins 25 secs

**KEY DATES:**

|                |                   |
|----------------|-------------------|
| MARCH 11:      | SELECTION SUNDAY  |
| MARCH 15 & 16: | FIRST ROUND       |
| MARCH 17 & 18: | SECOND ROUND      |
| MARCH 22 & 23: | SWEET 16          |
| MARCH 24 & 25: | ELITE 8           |
| MARCH 31:      | FINAL FOUR        |
| APRIL 2:       | CHAMPIONSHIP GAME |

**PRIDE**  
INSPIRED BY TRUE EVENTS  
IN THEATERS MARCH 23

WATCH TRAILER

TERRENCE HOWARD  
BERNIE MAC

© Copyright 1999-2007 NCAA®. All rights reserved worldwide. Credits and Legal Information | Privacy Policy | Help | Advertise With Us

# History of NCAA<sup>®</sup> March Madness<sup>®</sup> on Demand (YEAR: 2008)

- In 2008, NCAA March Madness on Demand was extended to give users the ability to view **all 63 games** of the NCAA Division I Men's Basketball Championship, from the first round of the tournament through the Men's **Final Four<sup>®</sup>** and **Championship**. *NCAA March Madness on Demand does not show the Opening Round Game.*
- In 2008, NCAA March Madness on Demand **dropped its registration** requirements, giving users immediate access to the video player. Additionally, CBSsports.com allowed **sites across the Internet** to link directly into the NCAA March Madness on Demand video player. The network of sites across the Internet that linked directly into live streaming video from the NCAA Division I Men's Basketball Championship included **YouTube, ESPN.com, Yahoo! Sports, SI.com, MySpace, Facebook** as well as the CBS Audience Network and CBS television and radio affiliate sites.
- In 2008, NCAA March Madness on Demand had approximately **4.8 million unique viewers**, representing **164% growth** over 2007 figures. In total, fans using NCAA March Madness on Demand consumed approximately **5 million hours** of live streaming video and audio in 2008, an **81% increase** over 2007 figures.





# History of NCAA<sup>®</sup> March Madness<sup>®</sup> on Demand

## (Year: 2008)

- Deployed a multi-phased marketing campaign across various media platforms that was designed to encourage early signups for VIP access and drive viewers for General Admission access while, at the same time, create an overall awareness of the product
  
- 4.7MM Unique Visitors to Video Player
  - ✓ 164% growth YOY, from 1.88M in 2007
  
- 200+ sites linking to MMOD
  - ✓ Including ESPN, SI, Yahoo! Sports, Sporting News, Facebook, MySpace
- More than 2.6B impressions of MMOD ads served
  
- 4.9MM hours of live video/audio consumed
  - ✓ 78% growth, from 2.7MM (28% in 07)
  
- 571K VIP Registrants
  - ✓ 22% growth, from 469K in 2007
  
- 2.5MM Clicks on Boss Button
  
- **Revenue \$23MM – up 130% YOY**

# Media Campaign 2008

- Online
  - Sports Ad Marketplace
  - MTV College Media Network
  - Metro
  - Fantasy Café Network
  - Yahoo! Sports
  - Rivals.com
  - SI.com
  - Sporting News
  - Deadspin
  - Specific Media
- Print Ad
  - 2 USA Today Insertions
- Cable Television
  - Approximately 10+ GRPs in 19 Key College Basketball Markets
  - 564 Total Spots
- Network and Satellite Radio
  - Premiere Radio Network
  - XM Satellite Radio
  - Sirius Satellite Radio

# Linking Partners 2008

- Competing sites were linking directly to the MMOD video player, aside from the promotion in our media buy
- Non-paid partnerships included links on:
  - ESPN
  - Yahoo Sports (Sports homepage & College Basketball page)
  - Sports Illustrated
  - Sporting News (scoreboard)
  - AOL Sports
  - MySpace
  - Google

# Developer Platform 2008

- For the first time ever, code linking directly to the video player was made available to partners enabling consumers to navigate to MMOD without having to visit NCAA.com
- No registration
- 5 options to link to the MMOD product
  - Link to product homepage
  - Link to the Waiting Room/Video Player, CBSSports.com Scoreboard
  - Link to the Waiting Room/Video Player, Your Destination
  - Link to a specific NCAA Championship game, CBSSports.com
  - Link to a specific NCAA Championship game, Your Destination

# Enhancements for 2008 MMOD

- No Blackouts
  - All blackout restrictions were lifted
  - Viewers were able to watch all 63 matchups regardless of locale
  - Access to live games from all six rounds including the Elite 8, Final 4, and Championship game
- No Registration
  - Registration was not required to use MMOD
  - Users were only required to register if they wanted to obtain a VIP pass
- Alert Component
  - “Scroller” at the bottom of the video player provided viewers with alerts including: scoring updates, player news, factoids, etc.
- Links to The Edge feature
- Links to team specific Message Boards

# Cross Promotion 2008

- NCAA.com
- CBS.com
- CBSnews.com
- CSTV.com
- Other CBS Interactive Properties
  - last.fm, dotspotter, CBSGames, TheShowBuzz , EOnline, StarTrek, etc.
- CBS Audience Network



# Facebook Bracket App 2008


- Integrated MMOD throughout the Facebook Bracket Application
- Focused on driving as many people to sign up for VIP access and watch live games from the application by strategically placing promotion
  - Text links and graphics on Tourney Central homepage
  - Text links in individual games in the Scoreboard
  - Text link at the top of the Brackets page
- Extremely high conversion rates for VIP signups, 44.38% total

| Referral Code     | Description  | Unique Clicks | VIP Signups   | Conv Rate      | % VIP Signups |
|-------------------|--|---------------|---------------|----------------|---------------|
| mmod08_vip2_fbbkt | Yellow Alert Box - Facebook Bracket Application          | 24,144        | 11,069        | 45.846%        | 1.938%        |
| mmod08_vip2_fbctl | Tourney Central Text Link - Facebook Bracket Application | 10,648        | 5,653         | 53.090%        | 0.990%        |
| mmod08_vip1_fbbab | Facebook Bracket Application - 140x620 Companion Banner  | 2,207         | 486           | 22.021%        | 0.085%        |
| mmod08_vip1_fbbap | Facebook Bracket Application - Presented By Graphic      | 2,389         | 272           | 11.386%        | 0.048%        |
| <b>Totals</b>     |  | <b>39,388</b> | <b>17,480</b> | <b>44.379%</b> | <b>3.060%</b> |

Source: Omniture Tracking Code Report 1/10 – 1/19, Refcode Report 1/10 – 1/19

\*Unique Clicks may be slightly understated

# MMOD Video Player 2008






POWERED BY  
**CBS SPORTS.COM**


[SIGN UP FOR '09 VIP REMINDER](#)

NCAA.COM - NEW! | [COMPLETE SCOREBOARD](#) | [LIVE BRACKETS](#) | [MORE VIDEO](#) | [THE EDGE](#) | [SHOP](#)

PRESENTED BY

**NOW PLAYING: 10 St. Mary's vs. 7 Miami (Fla.)**



Message boards: [St. Mary's](#) | [Miami \(Fla.\)](#)    [BOSS BUTTON](#)    [SHARE](#)    [? HELP](#)


**GAMES:** Round 1 - Fri, Mar 21

| Video              | Audio   | Historical Highlights | Tournament Leaders   |                  |         |                   |
|--------------------|---------|-----------------------|--|------------------|---------|-------------------|
| American Tennessee | 9<br>5  | 1st Half<br>13:27     | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Davidson Gonzaga</td> <td>6<br/>10</td> <td>1st Half<br/>17:12</td> </tr> </table> | Davidson Gonzaga | 6<br>10 | 1st Half<br>17:12 |
| Davidson Gonzaga   | 6<br>10 | 1st Half<br>17:12     |  |                  |         |                   |

Schedule Presented By **State Farm**

**HAPPY MADNESS-MAS**


Celebrate the NCAA® tournament with Media Net. Only from AT&T.



- Exclusive video highlights
- Up-to-the-minute score alerts
- Team news and stats
- Polls and trivia

[LEARN MORE](#)

AT&T is the exclusive wireless provider of the NCAA®



# MMOD Player – Selection Show 2008

http://www.ncaasports.com - NCAA March Madness on Demand - NCAA Sports.com - Microsoft Internet Explorer

MARCH MADNESS ON DEMAND POWERED BY CBS SPORTS.COM

at&t Coca-Cola zero. PONTIAC

NOW PLAYING: The NCAA Basketball Championship Selection Show



Playing (0:00 / 0:00)

BOSS BUTTON SHARE FULL SCREEN HELP

GAMES: Selection Show - Sun, March 16

Video Audio Historical Highlights Tournament Leaders Schedule Presented By State Farm

|   |    |       |              |    |       |
|---|----|-------|--------------|----|-------|
| The NCAA Basketball Championship Selection Show |    |       | Illinois     | 48 | Final |
| NOW PLAYING                                     |    |       | Wisconsin    | 61 | Final |
| Recap   |    |       | Kansas       | 84 | Final |
| Georgia   | 66 | Final | Texas        | 74 | Final |
| Arkansas  | 57 | Final | Recap        |    |       |
| Clemson   | 81 | Final | UT-Arlington | 82 | Final |

at&t

GET COLLEGE SPORTS

End User License Agreement

Internet



# Bracket Challenge Splash 2008

Partners: NCAA.com CSTV.com MaxPreps.com

Web CBSsports.com Search powered by Google

**NCAA MARCH MADNESS BRACKET CHALLENGE**

Welcome, [Michael](#) [ Log out ]  
[My Profile](#) | [My Account](#) | [Community](#) | [Help](#)  
[My Quicklinks:](#)

Presented by

[Home](#) | [Fantasy](#) | [Brackets](#) | [NFL](#) | [MLB](#) | [NBA](#) | [NHL](#) | [College FB](#) | [College BK](#) | [Golf](#) | [Auto Racing](#) | [Tennis](#) | [Horses](#) | [MMA & Boxing](#) | [More](#) | [Mobile](#) | [Shop](#)

## ENTER FOR A CHANCE TO WIN A TRIP TO THE 2009 MEN'S NCAA® FINAL FOUR®!

**NCAA March Madness Bracket Challenge**  
 You know anything can happen in the NCAA Championship. Not even the wisest of college basketball gurus can pick the perfect bracket - which means you have every chance at scoring the grand prize. Enter your bracket\* today, and next year you could be watching the NCAA Final Four in person!

**SIGN UP NOW**

\*The deadline to enter is 11:00 AM EST on Thursday, March 20th, 2008. NCAA, Final Four and March Madness are trademarks owned or licensed by the National Collegiate Athletic Association.

### NCAA® MARCH MADNESS® BRACKET CHALLENGE

**SIGN UP NOW**

**Important Information**  
[Official Rules](#)  
[Bracketology](#)

**Other Bracket Games**

Run Your Own Bracket Competition  
 Create Your Own Private Bracket Challenge With Friends! It's Free!

6 Rounds, 6 Chances To Win  
 Enter A New Bracket With Each New Round Of The NCAA Tournament!

**College Basketball Headlines**

[More Headlines](#)

**NCAA® March Madness® Important Dates**

| Date          | Event                 |
|---------------|-----------------------|
| March 16      | Selection Sunday      |
| March 20 & 21 | First Round           |
| March 22 & 23 | Second Round          |
| March 27 & 28 | Sweet Sixteen         |
| March 29 & 30 | Elite Eight           |
| April 5       | Final Four            |
| April 7       | National Championship |

\*CBSSports.com Bracket Challenge is open to: (a) Registered Users; (b) legal residents of one (1) of the fifty (50) United States, Washington DC and Canada (excluding Quebec) (for purposes of clarity, Puerto Rico is expressly excluded); and (c) at least eighteen (18) years of age or age of majority at the date of registration in the Contest.

All CBSSports.com Bracket Games are subject to the complete applicable Official Rules. Void where prohibited by law

|   |  |   |   |   |   |   |
|---|--|---|---|---|---|---|
| <b>CBSSPORTS.com</b><br>SPIN<br>CBS Sports TV<br>Video<br>Community<br>Mobile<br>TV Listings<br>Weather<br>Shop<br>Ringtones/Wallpapers<br>Tickets<br>My Profile<br>My Scores<br>Westwood One | <b>PRO LEAGUES</b><br>NFL<br>MLB<br>NBA<br>NHL<br>Arena Football<br>Soccer<br>WNBA | <b>COLLEGE SPORTS</b><br>College Football<br>College Basketball<br>Women's College Basketball<br>College Hockey<br>College Baseball<br>CSTV.com<br>NCAA.com | <b>MORE SPORTS</b><br>Golf<br>Auto Racing<br>Tennis<br>Horses<br>Boxing<br>Mixed Martial Arts<br>World Sports<br>Tour de France<br>Poker<br>America's Cup<br>MaxPreps | <b>FEATURED LINKS</b><br>Alerts<br>Blogs<br>Columns<br>Contests<br>Blogs<br>Glossary<br>Message Board<br>Newsletters<br>Photos<br>Podcasts<br>RSS Feeds<br>vWidgets | <b>FANTASY SPORTS</b><br>Fantasy Football<br>Fantasy College Football<br>Fantasy Baseball<br>Fantasy Basketball<br>Fantasy Hockey<br>Fantasy Golf<br>Fantasy Auto Racing<br>Bracket Games | <b>HELPFUL LINKS</b><br>CBS Eye-Iert<br>CBS Cares<br>Help<br>User Comments<br>Privacy Policy<br>About Us<br>Terms of Use<br>Advertise With Us<br>Site Index |
|---|--|---|---|---|---|---|

CBS.com · CBS News · The ShowBuzz · CBS Games · StarTrek.com · The INSIDER · Entertainment Tonight · Wallstrip · Last.fm · Dotspotter · CBS Corporation  
 © MMVIII, CBS Interactive Inc. All Rights Reserved. CBS Sports is a registered trademark of CBS Broadcasting Inc.  
 SportsLine is a registered service mark of SportsLine.com, Inc. CBS "eye device" is a registered trademark of CBS Broadcasting Inc.



# SPLN Fantasy Splash - 2008

Partners: NCAA.com CSTV.com MaxPreps.com

Web CBSSports.com Search powered by Google

Welcome, Michael [Log out]  
My Profile | My Account | Community | Help  
My Quicklinks:

Presented by

Home Fantasy Brackets NFL MLB NBA NHL College FB College BK Golf Auto Racing Tennis Horses MMA & Boxing More Mobile Shop

Fantasy Home | Fantasy Football News | Fantasy Baseball News | Fantasy Basketball News | Fantasy Hockey News

## BRACKET MANAGER

Presented by at&t

**GET STARTED**

**Manage your bracket competition online for free!**  
Run your traditional paper and calculator brackets competition easily online for free. Simply invite your friends and we'll take care of the rest.

More College Basketball Brackets Games

### BRACKET CHALLENGE

You have already signed up for Bracket Challenge. To access your team, click on your team icon in the My Teams box.

### BRACKET MANAGER

- Invite friends via email
- Custom scoring system
- Watch standings update live

### ROUND BY ROUND

You have already signed up for Round By Round. To access your team, click on your team icon in the My Teams box.

### Fantasy Baseball

College Basketball Brackets

Fantasy Golf

Fantasy Racing

Fantasy Basketball

Fantasy Hockey

Fantasy Football

College Fantasy Football

### Fantasy Writers

David Gonos Eric Mack Dave Richard

#### Fantasy Baseball

Howard or Fielder? Borowski or Jones? We break down some decisions you might face.

Tell David your opinion

**Player vs. Player**

#### More Fantasy Baseball

Blog: Gonos | Esack | White

Updated team depth charts  
2008 Positional Rankings | Top 300 Player Projections | Auction values  
Complete Draft Prep Guide

#### More Fantasy Football

Blog: Richard | Eisenberg

2008 Player Rankings | Top 200  
The best additions of 2007  
Fantasy Football coverage

#### More Fantasy Basketball

Follow our 30-team experts league!

Position Eligibility Watch  
Updated Positional Rankings  
Fantasy Basketball coverage

### Fantasy University



**Core Classes**  
Fantasy Baseball  
Fantasy Football  
Fantasy Basketball

**Electives / Seminars**  
College Hoops Bracketology

### My Teams

Michael Roberts (mroberts1)  
Log out • Manage Logos

#### BASEBALL

83 Honda Civic - NO A/C  
CBS Interactive Marketers

All Hall The Party Positions  
Baseball and Beer League

Goose  
Fantasy Mock Draft  
Rufftown Mobbs  
Join Us Or Die 2008

#### FOOTBALL

Goops, I did it again...  
Join Us Or Die - Football Edition 2007

#### BRACKET GAMES

21 Clone  
Jan Rome Bracket Challenge

Expand View

### Fantasy Sports Video



- Fantasy Hoops Weekly 3/17
- Fantasy Hoops Week 21 Planner
- Fantasy Hoops Weekly 3/10
- Fantasy Hoops Week 20 Planner
- Fantasy Hoops Weekly 2/25

[All Fantasy Sports Videos](#)

### League Access

Trying to join a league and haven't received an invite via email?  
[Click here.](#)

PRESENTED BY

at&t

Coca-Cola ZERO

MONSTER

WATCH EVERY GAME LIVE ONLINE FOR FREE!

|  |  |   |   |  |   |  |
|--|--|---|---|--|---|--|
| <b>CBSSPORTS.com</b><br>SPN<br>CBS Sports TV<br>Video<br>Community<br>Mobile<br>TV Listings<br>Weather<br>Shop<br>Ringtones/Wallpapers<br>Tickets<br>My Profile<br>My Scores<br>Westwood One | <b>PRO LEAGUES</b><br>NFL<br>MLB<br>NBA<br>NHL<br>Arena Football<br>Soccer<br>WNBA | <b>COLLEGE SPORTS</b><br>College Football<br>College Basketball<br>Women's College Basketball<br>College Hockey<br>College Baseball<br>CSTV.com<br>NCAA.com | <b>MORE SPORTS</b><br>Golf<br>Auto Racing<br>Tennis<br>Horses<br>Boxing<br>Mixed Martial Arts<br>World Sports<br>Tour de France<br>Poker<br>America's Cup<br>MaxPreps | <b>FEATURED LINKS</b><br>Alerts<br>Blogs<br>Columns<br>Contests<br>Odds<br>Glossary<br>Message Board<br>Newsletters<br>Photos<br>Podcasts<br>RSS Feeds<br>vWidgets | <b>FANTASY SPORTS</b><br>Fantasy Football<br>Fantasy College Football<br>Fantasy Baseball<br>Fantasy Basketball<br>Fantasy Hockey<br>Fantasy Golf<br>Fantasy Auto Racing<br>Bracket Games | <b>HELPFUL LINKS</b><br>CBS Eye-let<br>CBS Cares<br>Help<br>User Comments<br>Privacy Policy<br>About Us<br>Terms of Use<br>Advertise With Us<br>Site Index |
|--|--|---|---|--|---|--|

CBS.com - CBS News - The Show/Buzz - CBS Games - StarTrek.com - The INSIDER - Entertainment Tonight - Wallstrip - Last.fm - Dotspotter - CBS Corporation  
 ©MMVII, CBS Interactive Inc. All Rights Reserved. CBS Sports is a registered trademark of CBS Broadcasting Inc. SportsLine is a registered service mark of SportsLine.com, Inc. CBS "eye device" is a registered trademark of CBS Broadcasting Inc.

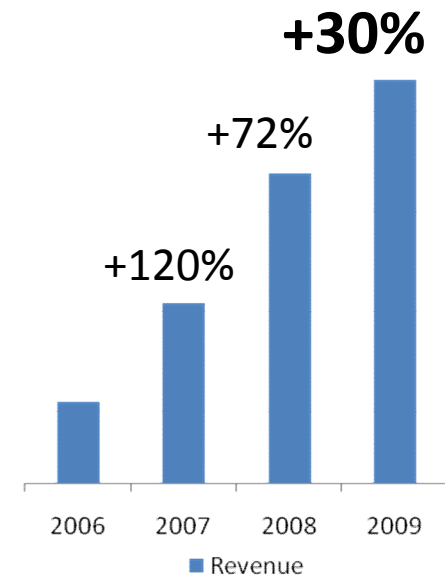
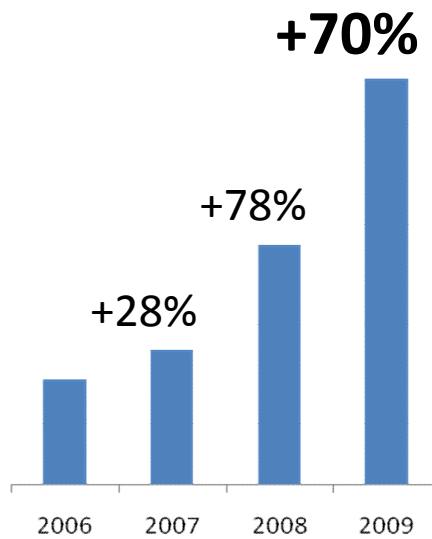
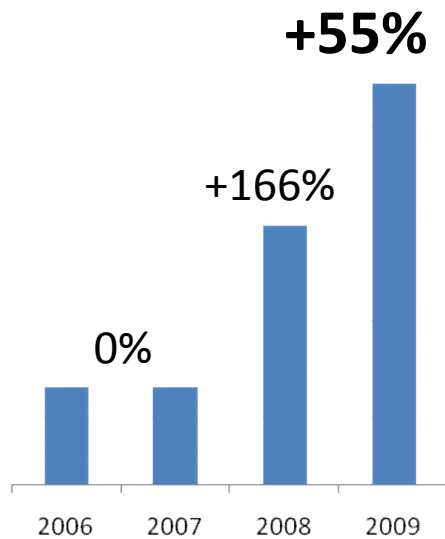
# CLE CODE

New York State CLE Participants will need to provide the following code on the CLE affidavit sent after the course.

LL060509



# Results: Y2009 Raised the bar

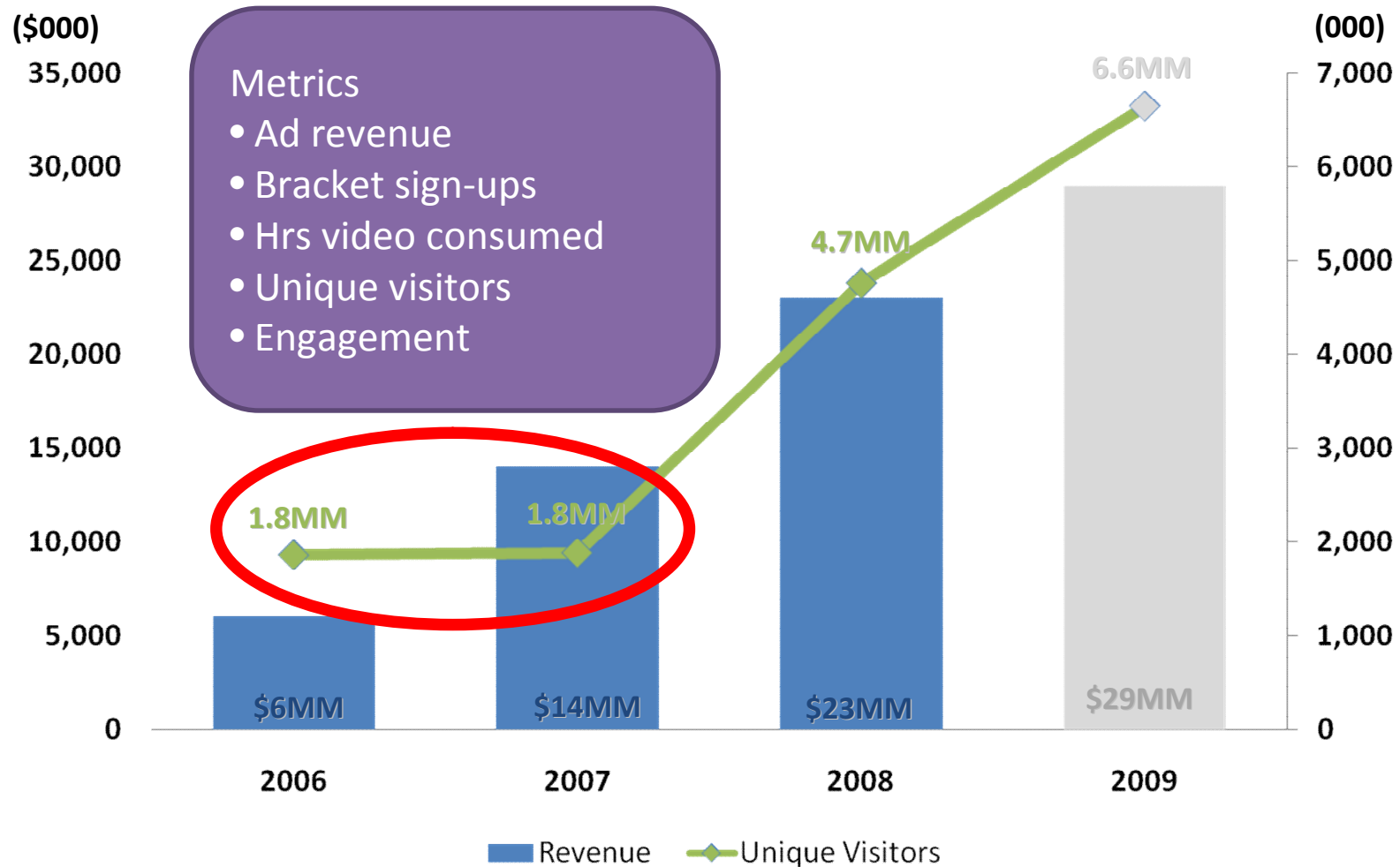


**7.5MM**  
Visitors

**8.5MM**  
Streaming  
Hours

**\$30MM**  
Revenue

# Challenge Y09 : Don't Repeat 2007



# Key Strategic Partnerships for 2009

## ➤ Technology and Product Features

- MLBAM
- Microsoft
- Akamai
- Facebook
- Gorilla Spot

## ➤ Marketing and Distribution

- Yahoo
- Microsoft
- ESPN
- Facebook
- Developer Platform

# "Partners" Drive Mass Referrals

The collage features several key elements:

- USA Today:** A banner for the "CENTER FOR AIDS PREVENTION DONATE NOW" campaign, with a sub-header "Fighting The AIDS Epidemic".
- Yahoo! Sports:** A screenshot of a basketball game page titled "Time to dance" featuring a player from LSU.
- ESPN:** A screenshot of the ESPN website showing a "State Farm" advertisement and a "The Cowboys' Way" article.
- Developer Guide:** A detailed document titled "ACCESS NCAA® MARCH MADNESS® ON DEMAND DIRECTLY FROM YOUR WEBSITE". It includes sections for "QUICK LINKS", "How to use NCAA® March Madness on Demand", "Messaging Guide", "Developer Code Guidelines", and "Developer Code".
- Partners' Drive Mass Referrals:** A central graphic with a yellow background and a basketball hoop, containing the text "Partners' Drive Mass Referrals".
- Get NCAA:** A promotional banner for "Get NCAA" with a "Watch the Games Live on Your TV" offer.
- Score Alerts:** A banner for "Score Alerts" with a "You Could Win \$1,000" offer.
- Looking for your sec tournament photo?** A banner for "Looking for your sec tournament photo?" with a "Post your photo" offer.
- Play Trivia!** A banner for "Play Trivia!" with a "Win \$1,000" offer.
- Through March and beyond:** A banner for "Through March and beyond" with a "Watch the Games Live on Your TV" offer.

# Developer Platform & MMOD Widget

- Enables publishers to launch the MMOD player from any site with a single click
- Mass referrals driven by wide distribution
  - ESPN, Yahoo! Sports, SportingNews.com, Comcast.net & USAToday.com among top referring domains



- NCAA March Madness To Go MMOD widget (new!)
  - Embedded across CBSi (CBSnews.com, GameSpot, Maxpreps) and thousands of 3<sup>rd</sup> party domains

**More than 3,500 sites linked to MMOD via Developer Platform & MMOD widget**





# MMOD 2009 Firsts

- Completely Free
  - No premium subscriptions, waiting rooms, etc.
- HQ Stream offering
  - 1<sup>st</sup> MMOD with HQ Silverlight @ 1.5Mbps
- Largest YTY Growth to date:
  - Peak BW: + 162%
  - Peak Concurrent: +62%
  - Peak Hits: +155%
  - GB Usage: +186%
  - Predicted Growth (+40%)

# Final NCAA March Madness on Demand 2009 Stand Outs

- In 2009, CBSSports.com gives NCAA March Madness on Demand users the option to view all the action from the NCAA Division I Men's Basketball Championship on a **high-definition quality video player**. CBSSports.com selects the Microsoft Silverlight video player to deliver the enhanced video stream. By downloading the Silverlight player, users can upgrade their NCAA March Madness on Demand experience from the standard player (approx. 550 kb/s) to one delivering up to 1.5 mb/s of high-definition quality video. Both the standard video player and the high-definition quality option are offered free of charge.
- In 2009, CBSSports.com returns **the Developer Platform** to distribute NCAA March Madness on Demand across the Internet. The Developer Platform now includes USAToday.com, CBS Interactive properties including TV.com, CNET.com and GameSpot.com, as well as other partners across the CBS Audience Network and sites for CBS Television and Radio stations and affiliates. Additionally, the NCAA March Madness on Demand Developer Platform has added **an open suite of widgets and applications** allowing developers to choose from an array of professional content from CBS Sports and add it to their site or blog. Options include applications dedicated solely to brackets, live scores, news or each of the Division I Men's Basketball programs, all offering links that give direct access to the NCAA March Madness on Demand video player.



# Final NCAA March Madness on Demand

## 2009 Stand Outs continued

- The NCAA March Madness on Demand “**Boss Button**”, which was clicked over 2.5 million times during the 2008 tournament, will be sponsored by Comcast in 2009. The “Boss Button” has been hailed as the “[NCAA Tournament Superhero](#)” and a “[National Treasure](#)” by the media.
- CBS Sports Mobile launches a **NCAA March Madness on Demand application for the iPhone and iPod touch** that will provide fans live streaming video and audio from the 2009 NCAA Division I Men's Basketball Championship over a Wi-Fi connection. The NCAA March Madness on Demand iPhone and iPod touch application provides live video of all 63 games from the tournament through the semifinal and final games of the Men's Final Four, as well as access to tournament brackets updated in real-time with up-to-the minute scores, and the ability to click directly from brackets into live video.



# Video Player 2009

NCAA March Madness on Demand - mmod.NCAA.com - Mozilla Firefox

http://mmod.ncaa.com/video/hq?ts=1237574091&t=7b00cdf76b75b3b1eb2ada54ed740015&w=90

**NCAA MARCH MADNESS ON DEMAND** POWERED BY **CBS SPORTS.COM**


Presented by: **at&t** **Coca-Cola zero.** **PONTIAC**

Live Games Presented by **State Farm**

LIVE GAMES | BRACKETS / GAMES ON DEMAND | WHAT'S HOT | HISTORICAL HIGHLIGHTS

**(6) Marquette vs. (11) Utah St.** Comcast **BOSS BUTTON**

Live! from Boise, Idaho **Video** **Audio** **Stats** **Share**



11 UTAH ST 54 | 6 MARQ 56 | 2ND 23.0 | NCAA CBS

ENTER THE PONTIAC PICK AND ROLL PROMOTION

FOR A CHANCE TO WIN A TRIP FOR FOUR TO THIS YEAR'S FINAL FOUR.™

**>> ENTER NOW**

Transferring data from msmmod.orcsweb.com...



# Video Player 2009

NCAA March Madness on Demand - NCAA.com - Microsoft Internet Explorer

http://mmod.ncaa.com - NCAA March Madness on Demand - mmod.NCAA.com - Microsoft Internet Explorer

Presented by Watch: Today's Games Previous Years

SELECTION SHOW

NCAA Men's Basketball Championship Selection Show

Now Playing

DATES: Selection Show - March 15

2009 FINAL FOUR DETROIT

Watch live ga

The action starts the entire show live the "Launch Player

Once again in 2009 the NCAA@ Champ

NCAA.COM | SHOP PRESS CONFERENCE COMPLETE SCOREBOARD MORE VIDEO FACEBOOK STATUS GET REMINDED IN '10

Legal Agreement

- NCAA March - Live streamin - Includes high

REAL *Coca-Cola* TASTE AND ZERO CALORIES

PLAYING VOLUME: 70% HQ CLICK TO WATCH IN HIGH QUALITY

Internet

start

Inbox - Microsoft Out... ESPN: The Worldwide... J:\Marketing\Product... NCAA March Madnes... Support Home Page ... RE: Unable to access ... RE: Unable to access ...

NCAA March Madnes... http://mmod.ncaa.co...

Internet 6:29 PM Sunday 3/15/2009