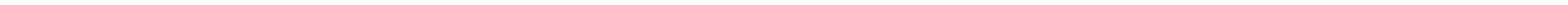




GET TO
100 



Get to 100% - Pilot Program



Objective:

- Install a Pixellot in the primary stadium and gym of **95%** of a State Association's member schools

Benefits to NFHS Network:

- Provide a solution that will allow **all State Association postseason events** to be broadcast
- Improve the **fan experience** by providing comprehensive coverage of all home and away games, regular season and playoff games, and across all sports and all levels of play
- Reduce the impact of competition that will develop in the coming years. With comprehensive coverage, exclusive rights and content will be less important.

Benefits to State Associations:

- Full service, automated platform that works for **all your member schools** across all sports and all levels
- More regular season and postseason broadcasts will increase the Network's performance and your State Association's VPS distribution
- A significant **success fee** for the State Association when the goal is achieved; funds can be used at the Association's discretion or distributed to schools

How it works for State Associations –

1. Work with PlayOn to establish the “95%” target number of schools in your state
2. It does not matter how many of your member schools already have Pixellot systems
3. PlayOn will work with you to develop a custom, comprehensive plan for marketing and promoting this opportunity to your member schools
4. Two-year timeline for State Association to achieve the 95% threshold
5. One-time incentive payment to State Association after 95% of member schools have signed agreements for two Pixellot systems

It's even better for your schools –

1. All costs have been eliminated
 - Zero upfront or ongoing expenses for equipment, software, installation, and maintenance
2. Revenue sharing starts on day 1
 - No waiting period
3. No exclusivity requirement
 - We are relaxing the exclusivity provision for regular season events to reduce friction for school's participation
4. Enhanced revenue opportunity
 - For schools that broadcast their regular season events exclusively on the Network, we are doubling the revenue share percentage and including a \$1,000 minimum guarantee for the first 2 years
5. All other contractual terms are the same

Pilot States – Results



	MHSAA	GHSA	CIF-SS	IHSA	KHSAA	WIAA - Wash
Launch Date	Sept	Sept	Oct	Oct	Nov	Dec
Start	424 (61%)	210 (50%)	166 (36%)	348 (50%)	85 (33%)	191 (57%)
Schools Added	+71	+30	+53	+84	+23	+14
Current Schools	495 (71%)	240 (57%)	222 (49%)	435 (62%)	109 (43%)	205 (61%)
95% Target	696	424	457	697	256	337
To Goal	201	184	245	262	147	132

What We Learned From the Pilot



- “Get to 100%” program creates a common goal among all constituents, along with a sense of urgency
- Schools are signing up at a much faster pace in the pilot States
- Your member schools listen to you when you promote an initiative
- Your responsibility – consistently talk about it as an important initiative
- Removing the exclusivity requirement for Pixellot broadcasts gives schools more flexibility to continue to have relationships with local partners
- Schools have asked us if they can also have Hudl systems in venues – the answer is “Yes”

Next Steps



- Based on the success of the pilot, we are opening up this opportunity to every State Association

- We are ready to go when you are



**Just launched on
December 15th**

- Contact Robert Rothberg for more details (robert.rothberg@nfhsnetwork.com)
- Each State Association will have its own unique approach and we will work with you to create that plan