

**America East Conference Athletics Directors
October 2, 2019
1:30 to 5:30 p.m.**

AGENDA

RISD Gallery Room
Hotel Providence

1. Welcome.
2. Digital network strategy discussion. (Supplement 1)
3. Review men's basketball ticketing models. (Supplement 2)
4. Sponsorship categories discussion.
5. Conference positioning discussion.
6. Ideation session.
7. Other business.
8. Adjournment.

#

America East Digital Network Future

Background

Since 2013, AmericaEast.TV has served as the home of over 400 exclusive broadcasts annually and over 3,000 in total. NeuLion hosted the digital network from 2013-2017, while Stretch Internet has been the host since 2017. All content has been free to the viewer since inception. Since Stretch has served as the host of AmericaEast.TV, the network has had apps on Apple TV, Roku and Android TV. In addition to hosting exclusive broadcasts, AmericaEast.TV hosts streams for ESPN+/3 broadcasts that schools wish to be available for international viewers.

America East's contract with Stretch Internet expires at the end of the 2019-20 academic year. The conference has begun exploratory research on companies in this space, market trends, etc. and seeks input from the athletics directors as it moves forward.

Questions for Consideration

- 1) What do we need out of our next digital network?
- 2) Will ESPN's relaxed production guidelines change schools' approach towards which games are streamed to ESPN+/3 vs. AmericaEast.TV? How does that affect Question 1?
- 3) Should the conference consider charging a subscription fee for live events in order to reduce costs and earn potential revenue or continue to keep it free?

Key Factors

- 1) The conference is contractually obligated to produce a certain number of events for ESPN networks each year.

Future ESPN School/Conference Event Requirements (8 remaining years)

2019-20	250
2020-21	300
2021-22	300
2022-23	350
2023-24	350
2024-25	400
2025-26	400
2026-27	450

Total ESPN School/Conference Productions (actual from first 3 years)

2016-17	211
2017-18	345
2018-19	328

- 2) In order to produce events for ESPN+/3, schools must have the infrastructure in place to connect to an encoder at each venue it wishes to broadcast from in order for the broadcast to be transmitted to ESPN.

Financials

The conference budgets for and pays Stretch Internet a per event hosting fee for each event streamed on AmericaEast.TV. There are no other associated costs and no revenue. In a subscription model, the hosting fees would be lowered in exchange for a revenue split of subscriptions, regardless of provider. Below are the costs for the past two years with Stretch.

Annual Cost	
2017-18	\$42,825
2018-19	\$49,785

**MEN'S BASKETBALL PLAYOFFS REVENUE AND EXPENSE SUMMARY
(2015-2019)**

SUPPLEMENT 2

2019 Men's Basketball Playoffs

Quarterfinals	Revenue	Expense	Max*	Net
Maine at Vermont	\$42,844.00	\$12,843.00	\$10,000.00	\$32,844.00
Binghamton at Stony Brook	\$36,587.00	\$11,560.41	\$10,000.00	\$26,587.00
UAlbany at UMBC	\$21,639.00	\$18,050.00	\$10,000.00	\$11,639.00
UMass Lowell at Hartford	\$8,170.00	\$5,315.90	\$5,315.90	\$2,854.10
Quarterfinal Total	\$109,240.00	\$47,769.31	\$35,315.90	\$73,924.10

Semifinals	Revenue	Expense	Max*	Net
Binghamton at Vermont	\$42,382.00	\$10,178.50	\$10,000.00	\$32,382.00
Hartford at UMBC	\$23,008.00	\$18,050.00	\$10,000.00	\$13,008.00
Semifinal Total	\$65,390.00	\$28,228.50	\$20,000.00	\$45,390.00

Final	Revenue	Expense	Max*	Net
UMBC at Vermont	\$85,126.00	\$21,244.00	\$15,000.00	\$70,126.00

Championship Totals \$259,756.00 \$97,241.81 \$70,315.90 \$189,440.10

2018 Men's Basketball Playoffs

Quarterfinals	Revenue	Expense	Max*	Net
Maine at Vermont	\$35,087.00	\$14,990.45	\$14,990.45	\$20,096.55
UMass Lowell at UMBC	\$14,575.00	\$22,608.93	\$15,000.00	-\$425.00
New Hampshire at Hartford	\$12,069.00	\$8,341.85	\$8,341.86	\$3,727.14
Stony Brook at UAlbany	\$23,617.00	\$14,380.50	\$14,380.50	\$9,236.50
Quarterfinal Total	\$85,348.00	\$60,321.73	\$52,712.81	\$32,635.19

Semifinals	Revenue	Expense	Max*	Net
Stony Brook at Vermont	\$39,809.00	\$14,887.90	\$14,887.90	\$24,921.10
Hartford at UMBC	\$17,107.00	\$18,412.01	\$15,000.00	\$2,107.00
Semifinal Total	\$56,916.00	\$33,299.91	\$29,887.90	\$27,028.10

Final	Revenue	Expense	Max*	Net
UMBC at Vermont	\$81,140.00	\$15,082.40	\$15,082.40	\$66,057.60

Championship Totals \$223,404.00 \$108,704.04 \$97,683.11 \$125,720.89

Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 16.00	2216	\$ 5.00	0	\$ 25.00	54	\$ 18.00	253	\$ 14.00	106							2629	2693
\$ 15.00	940	\$ 5.00	95	\$ 50.00	176	\$ 24.00	294	\$ 18.00	342							1847	2752
\$ 20.00	731	\$ 5.00	0	\$ 45.00	15	\$ 30.00	8	\$ 15.00	343	\$ 9.00	63	\$ 7.00	56			1216	1753
\$ 15.00	365	\$ 5.00	0	\$ 29.00	51	\$ 8.00	152									568	849

Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 16.00	2238	\$ 5.00	0	\$ 25.00	54	\$ 18.00	228	\$ 14.00	80							2600	2693
\$ 20.00	736	\$ 5.00	76	\$ 45.00	31	\$ 30.00	13	\$ 15.00	383	\$ 9.00	42					1281	1753

Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 30.00	2421	\$ 10.00	197	\$ 45.00	54	\$ 32.00	253									2925	2693

Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 15.00	449	\$ 5.00	0	\$ 20.00	54	\$ 18.00	49	\$ 14.00	1209	\$ 12.00	712	\$ 10.00	92			2565	2929
\$ 17.00	438	\$ 5.00	324	\$ 40.00	26	\$ 25.00	16	\$ 13.00	313							1117	1156
\$ 20.00	324	\$ 5.00	0	\$ 50.00	46	\$ 15.00	126	\$ 10.00	67	\$ 7.00	7	\$ 5.00	144			714	1408
\$ 20.00	841	\$ 5.00	0	\$ 18.00	209	\$ 15.00	186	\$ 5.00	49							1285	2474

Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 15.00	2224	\$ 5.00	0	\$ 25.00	55	\$ 18.00	238	\$ 10.00	79							2596	2929
\$ 17.00	555	\$ 5.00	610	\$ 40.00	19	\$ 25.00	12	\$ 13.00	274							1470	1156

Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 30.00	2543	\$ 10.00	265	\$ 40.00	55											2863	2929

Expense includes host expenses and not conference expenses

*Maximum reimbursement from conference

Comp tickets to first 500 AE students for QF/SF

**MEN'S BASKETBALL PLAYOFFS REVENUE AND EXPENSE SUMMARY
(2015-2019)**

SUPPLEMENT 2

2017 Men's Basketball Playoffs

Quarterfinals	Revenue	Expense	Max*	Net
Maine at Vermont	\$36,010.00	\$13,075.65	\$13,075.65	\$22,934.35
Binghamton at Stony Brook	\$31,800.00	\$11,978.38	\$11,978.38	\$19,821.62
Hartford at UAlbany	\$20,462.83	\$16,369.50	\$15,000.00	\$5,462.83
UMBC at New Hampshire	\$9,790.00	\$5,700.77	\$5,700.77	\$4,089.23
Quarterfinal Total	\$98,062.83	\$47,124.30	\$45,754.80	\$52,308.03

Semifinals	Revenue	Expense	Max*	Net
New Hampshire at Vermont	\$37,375.00	\$11,793.15	\$11,793.15	\$25,581.85
UAlbany at Stony Brook	\$48,119.00	\$13,662.16	\$13,662.16	\$34,456.84
Semifinal Total	\$85,494.00	\$25,455.31	\$25,455.31	\$60,038.69

Final	Revenue	Expense	Max*	Net
UAlbany at Vermont	\$87,243.00	\$15,728.15	\$15,728.15	\$71,514.85

Championship Totals \$270,799.83 \$88,307.76 \$86,938.26 \$183,861.57

2016 Men's Basketball Playoffs

Quarterfinals	Revenue	Expense	Max*	Net
UMBC at Stony Brook	\$39,000.00	\$11,261.27	\$11,261.27	\$27,738.73
Hartford at UAlbany	\$24,050.00	\$15,150.00	\$15,000.00	\$9,050.00
Maine at Vermont	\$24,270.00	\$9,839.80	\$9,839.80	\$14,430.20
Binghamton at New Hampshire	\$7,520.00	\$10,373.11	\$10,373.11	-\$2,853.11
Quarterfinal Total	\$94,840.00	\$46,624.18	\$46,474.18	\$48,365.82

Semifinals	Revenue	Expense	Max*	Net
Hartford at Stony Brook	\$43,718.00	\$10,504.96	\$10,504.96	\$33,213.04
New Hampshire at Vermont	\$36,035.00	\$9,254.37	\$9,254.37	\$26,780.63
Semifinal Total	\$79,753.00	\$19,759.33	\$19,759.33	\$59,993.67

Final	Revenue	Expense	Max*	Net
Vermont at Stony Brook	\$91,220.00	\$17,540.55	\$17,540.55	\$73,679.45

Championship Totals \$265,813.00 \$83,924.06 \$83,774.06 \$182,038.94

Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 15.00	2331	\$ 5.00	209											2540	2477
\$ 15.00	1658	\$ 5.00	0	\$ 24.00	135	\$ 18.00	205							1998	3221
\$ 20.00	749	\$ 5.00	0	\$ 18.00	165	\$ 15.00	258	\$ 5.00	21					1193	2654
\$ 15.00	518	\$ 5.00	341	\$ 3.00	105									964	763

Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 15.00	2454	\$ 5.00	0	\$ 5.00	113									2567	2477
\$ 15.00	1994	\$ 5.00	457	\$ 24.00	395	\$ 18.00	358							3204	3221

Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 30.00	2731	\$ 10.00	260	\$ 40.00	53									3044	2477

Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 15.00	1970	\$ 5.00	278	\$ 22.00	94	\$ 18.00	595							2937	3426
\$ 20.00	468	\$ 5.00	600	\$ 30.00	62	\$ 15.00	588	\$ 5.00	202					1920	3161
\$ 15.00	1522	\$ 5.00	0	\$ 10.00	95	\$ 5.00	98							1715	2127
\$ 15.00	314	\$ 5.00	354	\$ 10.00	40	\$ 5.00	128							836	788

Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 15.00	1771	\$ 5.00	297	\$ 24.00	64	\$ 18.00	523							2655	3426
\$ 15.00	2285	\$ 5.00	0	\$ 10.00	105	\$ 5.00	142							2532	2127

Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 25.00	1386	\$ 10.00	715	\$ 35.00	1412									3513	3426

Expense includes host expenses and not conference expenses

*Maximum reimbursement from conference

Comp tickets to first 500 AE students for QF/SF

**MEN'S BASKETBALL PLAYOFFS REVENUE AND EXPENSE SUMMARY
(2015-2019)**

SUPPLEMENT 2

2015 Men's Basketball Playoffs

Quarterfinals	Revenue	Expense	Max*	Net
Maine at UAlbany	\$13,717.00	\$13,096.47	\$13,096.47	\$620.53
UMBC at Vermont	\$24,630.00	\$9,721.85	\$9,721.85	\$14,908.15
Binghamton at Stony Brook	\$33,522.00	\$14,791.97	\$14,791.97	\$18,730.03
Hartford at New Hampshire	\$10,490.00	\$5,879.80	\$5,879.80	\$4,610.20
Quarterfinal Total	\$82,359.00	\$43,490.09	\$43,490.09	\$38,868.91
Semifinals	Revenue	Expense	Max*	Net
New Hampshire at UAlbany	\$35,780.00	\$12,761.62	\$12,761.62	\$23,018.38
Stony Brook at Vermont	\$35,010.00	\$10,265.13	\$10,265.13	\$24,744.87
Semifinal Total	\$70,790.00	\$23,026.75	\$23,026.75	\$47,763.25
Final	Revenue	Expense	Max*	Net
Stony Brook at UAlbany	\$75,690.00	\$15,400.26	\$15,400.26	\$60,289.74
Championship Totals	\$228,839.00	\$81,917.10	\$81,917.10	\$146,921.90

Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 20.00	390	\$ 5.00	500	\$ 28.00	24	\$ 15.00	162	\$ 5.00	63							1139	3390
\$ 15.00	1642	\$ 5.00	0													1642	2171
\$ 15.00	1359	\$ 5.00	611	\$ 22.00	149	\$ 18.00	313	\$ 10.00	117							2549	2785
\$ 15.00	336	\$ 5.00	192	\$ 10.00	449											977	750
Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 20.00	769	\$ 5.00	500	\$ 28.00	30	\$ 15.00	942	\$ 5.00	586							2827	3390
\$ 15.00	2334	\$ 5.00	0													2334	2171
Adult Price	Adult Sold	Student Price	Student Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Other Price	Other Sold	Total Sold	Season Average
\$ 25.00	1938	\$ 10.00	100	\$ 40.00	54	\$ 30.00	635	\$ 10.00	503							3230	3390

Expense includes host expenses and not conference expenses

*Maximum reimbursement from conference

Comp tickets to first 500 AE students for QF/SF