

Best Practices of Working with the NFHS Network & the School Broadcast Program

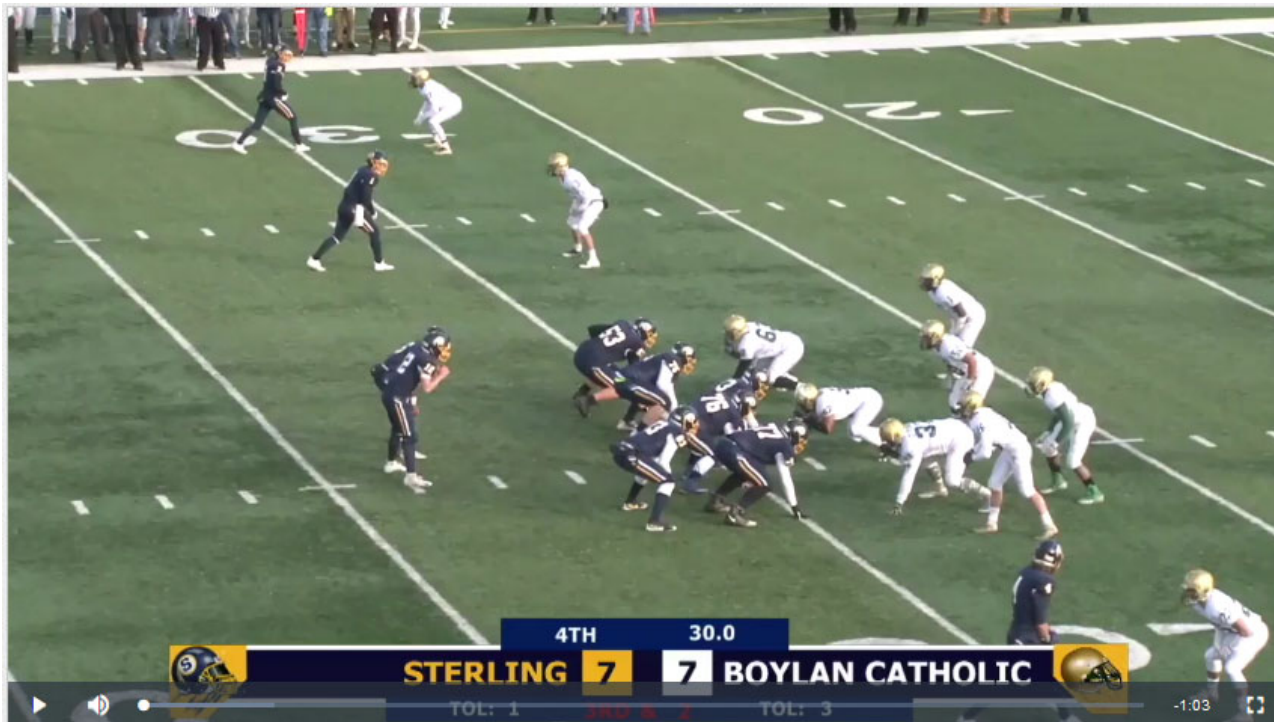


Moderator: Kim DeGraw-Cole, NJSIAA

Speaker: Matt Troha, IHSA



NFHS NETWORK STATES IN THE ROOM?



WE BELIEVE IN THE NFHS NETWORK!!!

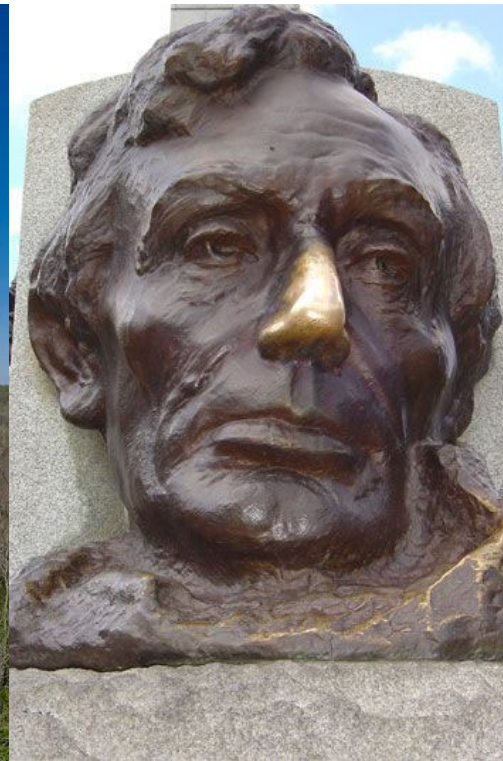
Year	Job	Streaming
2005	Mid-Continent Conference (DI)	XOS (Conference Basketball Tournaments)
2007	Midwest Conference (DIII)	Penn Atlantic (All conference football, basketball games)
2008	IHSA	Hypercast
2010	IHSA	When We Were Young
2013	IHSA	NFHS Network

MY STREAMING BACKGROUND



Category	Number	Rank
Regular-Season Games Streamed	7,230	1 st
Postseason Games Streamed	216	1 st
School Broadcast Program Schools	214	2 nd
Total Minutes Viewed on NFHS Network	11,876,262	1 st
Total Viewer Sessions	1,175,926	1 st

2018-19 IHSA METRICS



ILLINOIS UNIQUE

Population	Nearly 13 million
Size/Distance	Over 55,000 square miles 435 miles from South Beloit HS to Cairo HS
Metro Areas	Chicago 3 rd largest city in US 9 of the largest 269 cities in the US
Member Schools	816 member high school
History/Layout	Old & continuous (-1,184 HS)

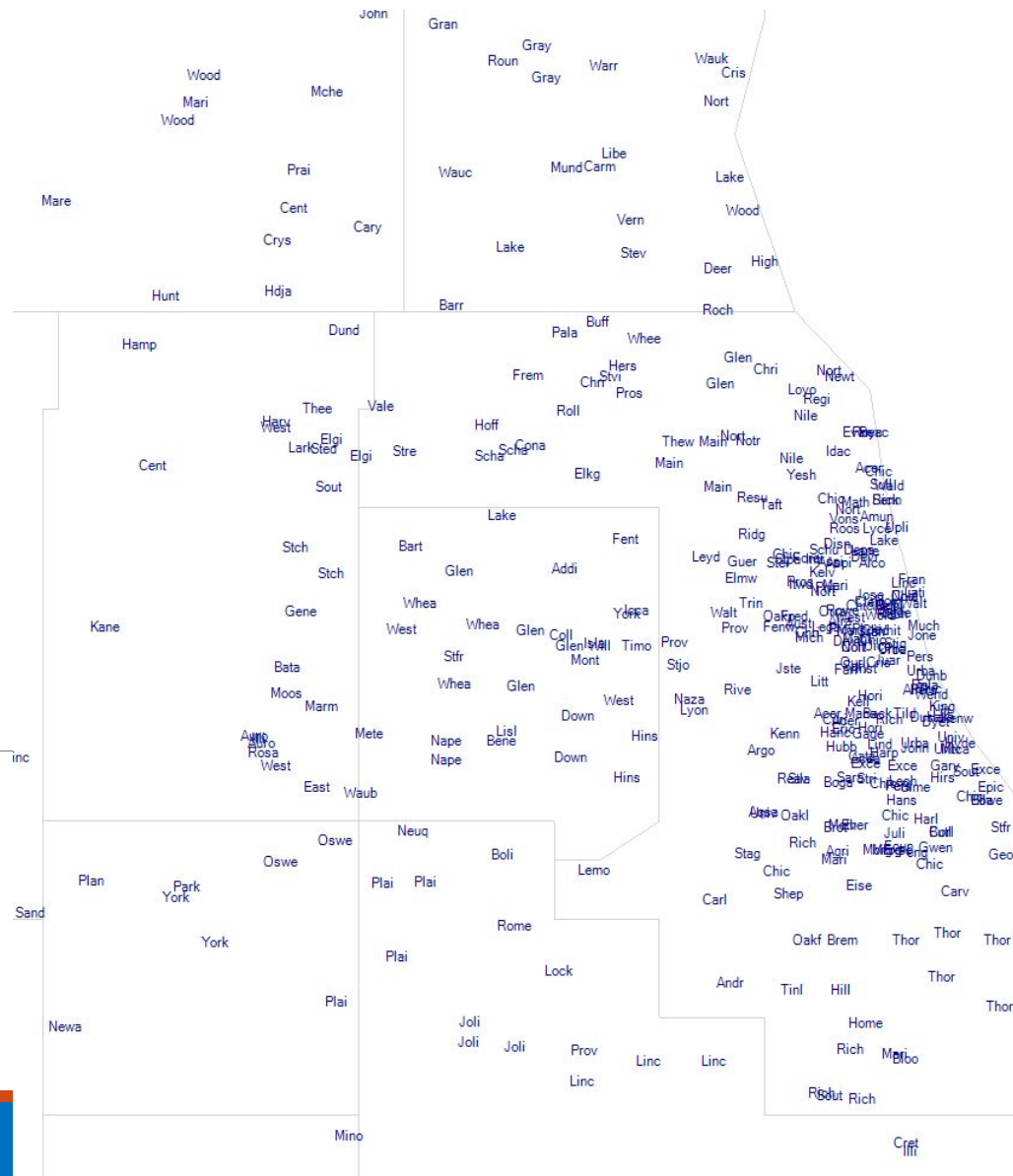
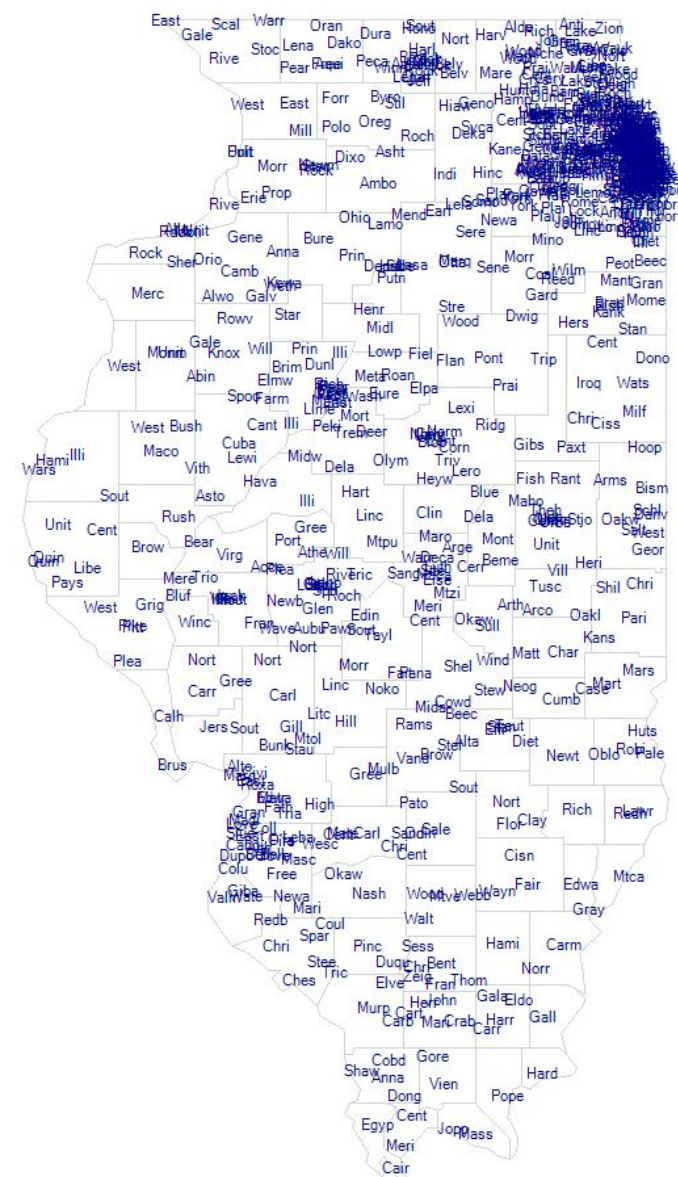
ILLINOIS UNIQUE



IHSA School Maps

← STATE

CHICAGO
LAND →



Class 3A Girls Volleyball ScoreZone

[10/22](#) [10/23](#) [10/25](#) [10/29](#) [10/31](#) [11/2](#) [11/9](#) [11/10](#)

At Chicago (Brooks)			
SECTIONAL SEMIFINAL			
Oak Forest	25	22 23	F
Chicago (Agricultural Science)	10	25 25	

At Chicago (Latin)			
SECTIONAL SEMIFINAL			
Chicago (Westinghouse College Prep)	11	11	F
Chicago (Payton)	25	25	

At Coal City			
SECTIONAL SEMIFINAL			
Normal (University)	25	25	F
New Lenox (Providence Catholic)	11	14	

At Chicago (Brooks)			
SECTIONAL SEMIFINAL			
Chicago (University)	18	14	F
Burbank (St. Laurence)	25	25	

At Chillicothe (Illinois Valley Central)			
SECTIONAL SEMIFINAL			
Morton	25	25	F
Geneseo	21	12	

At Coal City			
SECTIONAL SEMIFINAL			
Joliet (Catholic Academy)	25	25 25	F
Champaign (Central)	27	19 20	

At Chicago (Latin)			
SECTIONAL SEMIFINAL			
Chicago (Latin)	25	25	F
Chicago (Hancock)	2	7	

At Chillicothe (Illinois Valley Central)			
SECTIONAL SEMIFINAL			
LaSalle (L.-Peru)	25	19 28	F
Quincy (Notre Dame)	14	25 26	

At Glen Ellyn (Glenbard South)			
SECTIONAL SEMIFINAL			
Lombard (Montini)	25	26	F
River Forest (Trinity)	18	24	

IHSA WEBSITE/SCOREZONE

Girls Volleyball

Girls Volleyball

State Series Information & Results

Records & History

Advisory Committee

5-Year Season Calendar

IHSA Administrator

[Stacey Lambert](#)

PLAY SMART.  PLAY HARD.



WATCH IHSA EVENTS
— LIVE ON THE —
NFHS NETWORK



IHSA Tournament Photography by VIP: [View and Order Photos](#)

State Final Tournament

Class 1A, 2A, 3A & 4A: Fri.-Sat., Nov. 15-16, 2019

Site: Redbird Arena, Normal | [Directions](#) | [Campus Map](#)

Lodging: [Bloomington-Normal Area Convention and Visitors Bureau](#)

Streaming: [NFHS Network](#) - [Order DVD](#)

Parking: [Map of Campus Parking for IHSA Visitors](#)

Apparel & Souvenirs: [Minerva](#)

Official Ball: [Wilson K1 Gold WTH1895A1XB](#)

Preview: [IHSAState](#)

#MYREASONWHY

LEARN MORE AND JOIN IN



BIAGGI'S
RISTORANTE ITALIANO

Scoreboard

Welcome to Redbird Arena on the campus of Illinois State University!

Last updated at 9:44 pm

Click Reload to update scores.

Click school name for team information.

Click "Info" for stats from each match.

Class 1A

Semifinals

★ Newark	25	25	F
Grayville	8	15	Info
★ Hartsburg (H.-Emden)	25	25	F
Decatur (St. Teresa)	17	14	Info

IHSA WEBSITE/SCOREZONE



SOCIAL MEDIA - TWITTER



🐦 @plainssports VS 🏠 @FalconNation21

March 5

📍 @UISAthletics

🕒 7:00 PM

📺 @NFHSNetwork

📻 @WGCYRadio, @Channel1450com, WEXG

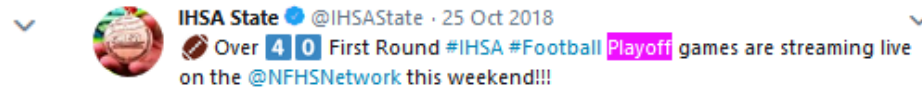
🏆 Winner to @IHSASState Semis at @PeoriaCivicCntr

🇺🇸 America's Original #MarchMadness

51% Pleasant Plains wins!

49% GCMS wins!

614 votes • Final results



📺 📱 ** Subscribe & watch here ➡ nfhsnetwork.com/associations/i...

✅✅ See First Round game list ➡ ihsa.org/IHSASState/IHSA...

? Which is the best game streaming on Friday night?

13% Dunlap at Yorkville

21% Edwardsville at Evanston

14% Lemont at Glenwood

52% Rochelle at Sycamore

286 votes • Final results

💬 12 ❤️ 10 📊

SOCIAL MEDIA - TWITTER

Illinois High School Association (IHSA)
November 7, 2018 · 🌐

🏆 The 2018 IHSA Girls Volleyball State Finals are set for this weekend!
📅 November 9-10
📍 Redbird Arena
💰 \$8

📺 NFHS Network broadcast presented by COUNTRY Financial
🗣️ Minerva Promotions
📷 Visual Image Photography
🏐 Wilson Volleyball
🍝 Biaggi's Ristorante Italiano
🔗 #IHSA Preview: <http://www.ihsa.org/.../artic.../1589/2018-Girls-Volleyball.aspx>



Illinois High School Association (IHSA)
February 23 · 🌐

🏆 IHSA STATE - FEBRUARY 23 🏆

🏀 2019 IHSA Class 1A & 2A Girls Basketball State Finals at Redbird Arena

🏊 2019 IHSA Boys Swimming & Diving State Finals at New Trier High School

🤼 2019 IHSA Dual Team Wrestling State Finals at Grossinger Motors Arena

📺 Streaming LIVE on NFHS Network 📺
<https://www.nfhsnetwork.com/tournament/illinois-winter-championships>

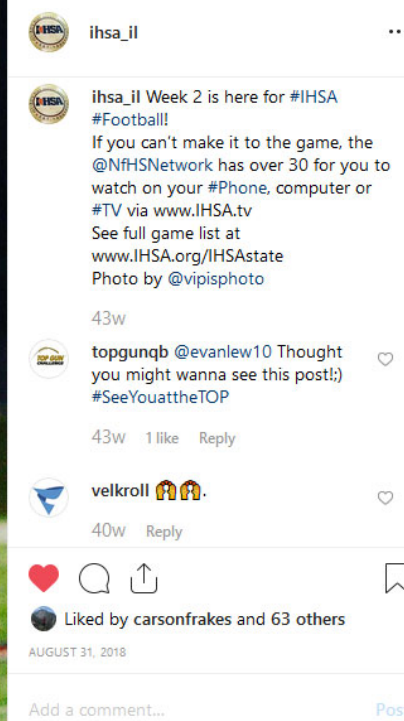
📺 Watch State basketball on NBC Sports Chicago & NBSC PLUS ➡️
<https://www.ihsa.org/NewsMedia/IHSATVNetwork.aspx>

📺 Previews & Info ➡️ <https://www.ihsa.org/ihsastate>

📺 Results ➡️ <https://www.ihsa.org/>



SOCIAL MEDIA - FACEBOOK



SOCIAL MEDIA - INSTAGRAM



.@IHSA_IL #Football #Playoffs continue today! Watch games LIVE on the @NFHSNetwork. Full October 29 schedule: ihsa.org/IHSAState/IHSA ... #IHSA

IHSA Playoff Football **LIVE** on the NFHS Network at www.IHSA.tv
FIRST ROUND - SATURDAY, OCTOBER 29
Bloomington Central Catholic at Elmwood-Brimfield - 3:30 PM (3A)
Nazareth Academy at Goode - Noon (5A)
Westinghouse at Sterling - 1:00 PM (5A)
Waterloo at Highland - 1:00 PM (5A)
Frankfort at Canton - 3:00 PM (4A)



The NFHS Network has over 30 IHSA football games streaming live this weekend, including several matchups with big postseason implications...

- Bishop McNamara Catholic School at IC Catholic Prep, Elmhurst, IL
- Cary-Grove High School at Huntley High School
- Kaneland High School at Sterling High School
- St. Charles East High School at Wheaton Warrenville South High School
- Tolono - Unity High School at St Joseph-Ogden High School
- Williamsville High School at Maroa-Forsyth High School

Complete list of streaming Week 4 games here <http://www.ihsa.org/Week-3-Football-on-the-NFHS-Network.a...>



IHSA.ORG
Week 4 Football on the NFHS Network > IHSA



Over 30 Week 4 @IHSA_IL #Football games streaming live on @NFHSNetwork this weekend! Subscribe & watch here: nfhsnetwork.com/illinois/footb... #IHSA



FRIDAY NIGHT LIGHTS



INTEGRATION & PROMOTION

A decorative horizontal bar at the bottom of the slide, consisting of a solid blue band on top and a solid orange band on the bottom.



NFHS NETWORK RESOURCES

IHSA BROADCAST RIGHTS FEE SCHEDULE

BASKETBALL

Regional	\$125 per game
Sectional	\$150 per game
Super-Sectional	\$225 per game

FOOTBALL

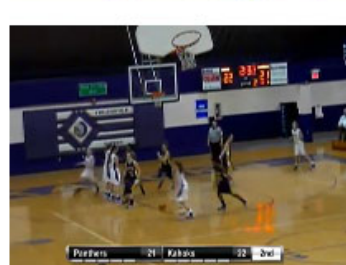
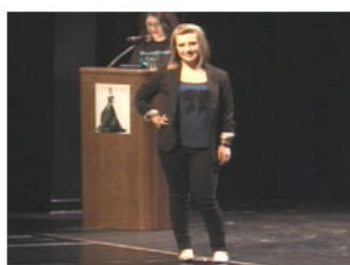
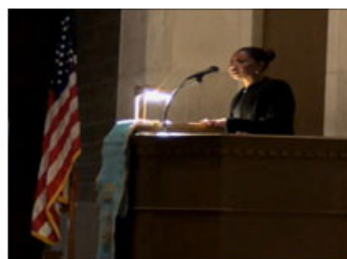
1 st Round	\$250 per game
2 nd Round	\$325 per game
3 rd Round	\$400 per game
4 th Round	\$475 per game

Other Sports

\$75 to \$150 depending on level

COMPETITION





IHSA SCHOOL BROADCAST PROGRAM

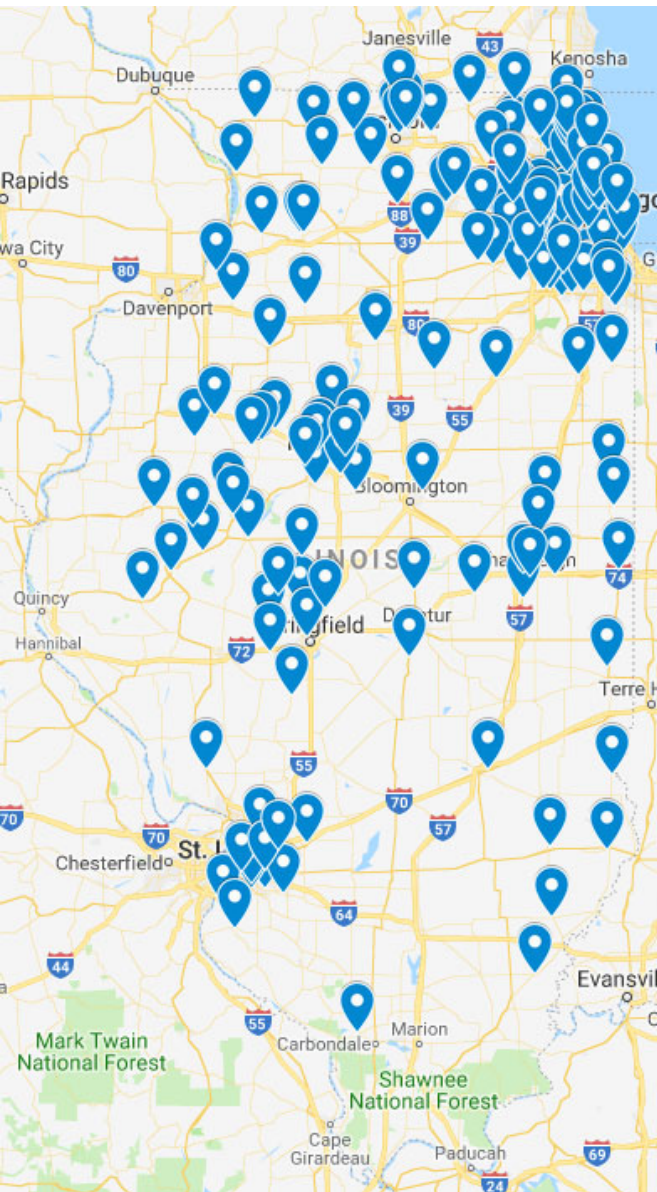


-Matt Talken, Broadcast Teacher
Sacred Heart-Griffin HS

Year	Schools	Events
2011-12	7	---
2012-13	41	---
2013-14	101	---
2014-15	114	---
2015-16	139	---
2016-17	156	1,947
2017-18	186	4,804
2018-19	214	7,230



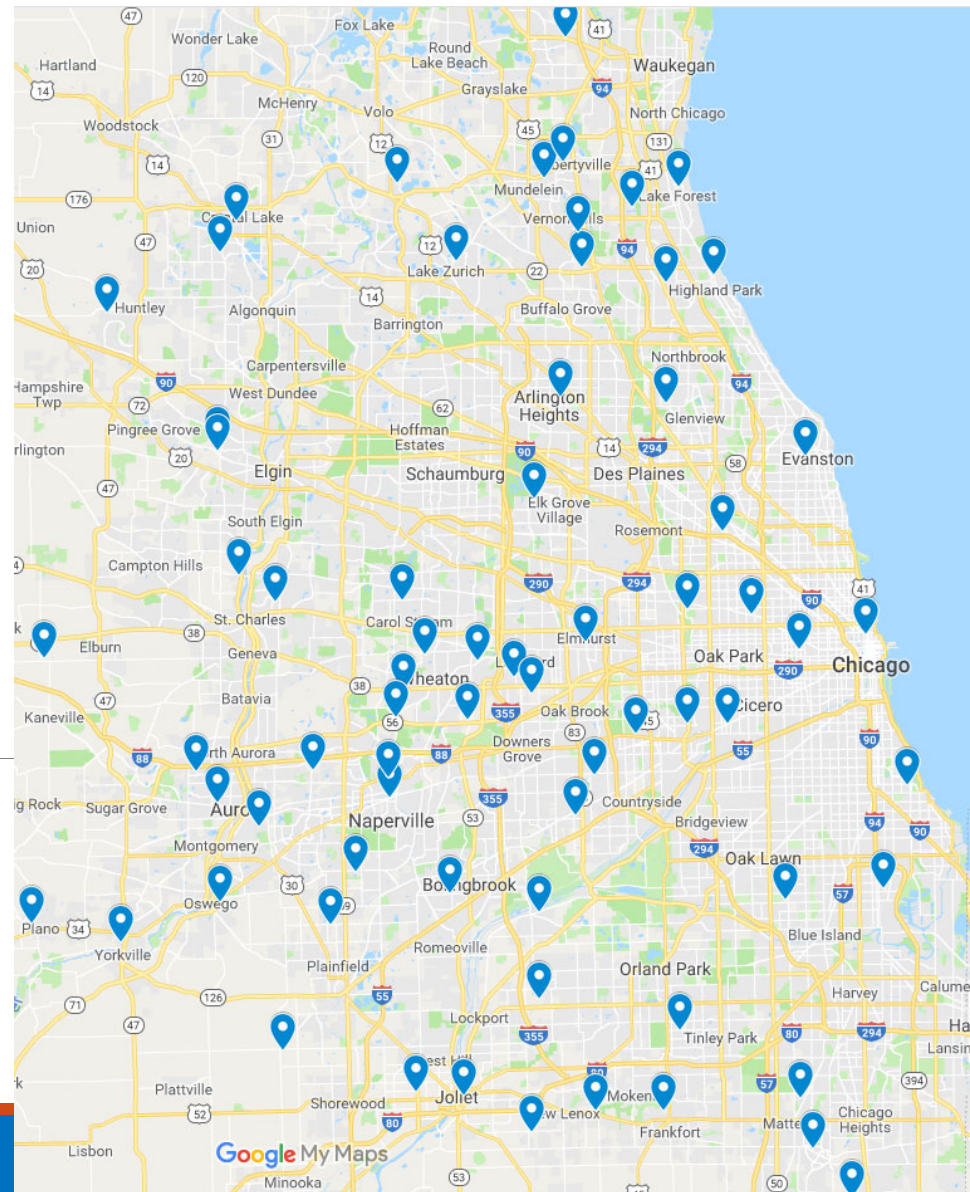
IHSA SBP BY THE NUMBERS



IHSA SBP
MAP

← STATE

CHICAGO
LAND →





STATE ASSOCIATION BACKING



THIRD-PARTY PARTNERSHIPS

SBP Districts

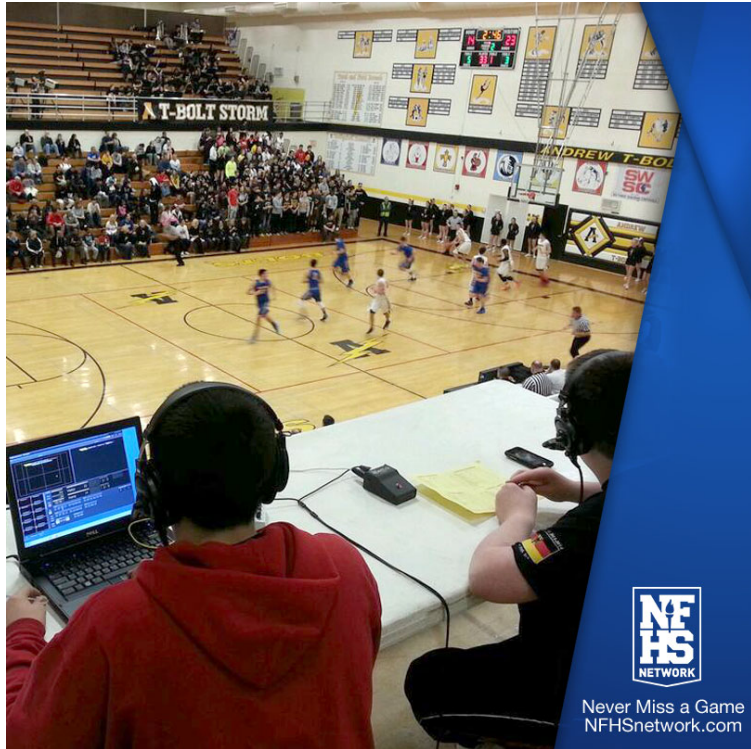
Belleville
Crystal Lake
Glenbard
Hinsdale
Joliet
Lincoln-Way
Naperville
Plainfield
St. Charles
Wheaton

Schools

2/2 (East & West)
2/4 (Central & South)
4/4 (East, North, South, West)
2/2 (Central, South)
2/2 (Central, West)
3/3 (Central, East, West)
2/2 (Central & North)
2/4 (North, South)
2/2 (East, North)
2/2 (North, South)

TARGETING CONFERENCES MULTI-SCHOOL DISTRICTS





Sangamo Conference

@sangamoconf

Following

.@sangamoconf is live tonight on the @NFHSNetwork with 4 huge games for week 5 of the @IHSA_IL football season!
#SangamoPride



INNOVATION

Year	Number of Schools with Pixellots
2016	3
2017	43
2018	79
2019	140



SBP PIXELLOT BY THE NUMBERS



TALENT





The Value of a \$Dollar



THANK YOU FOR ATTENDING!

Alex Staab @StaabAlex · Feb 25
Gameday!

- 🏀 | @LadyPottersHoop
- 🏀 | @LadyIrishHoops
- 🏆 | Super-Sectional
- 📍 | Coal City HS (655 W Division St. - Coal City)
- 🕒 | 7:00 pm
- 📺 | @NFHSNetwork (nfhsnetwork.com/events/morton-...)
- 🎧 | @mixlr (Mixlr.com/AlexStaab)

#IHSA #pjspreps

(Photo by @RojoPix)



Stevenson HS @stevensonhs · Mar 1
It's regional finals tonight for @SHS_BHOOPS with a 7 p.m. tipoff against Hersey in the IHSA Class 4A Lake Forest regionals.
🚗 Lake Forest East Campus
📺 Livestream on @NFHSNetwork ecs.page.link/zm1z
📺 @IHSASate 4A Scores: ecs.page.link/LR8m



TitanVision @TitansOnNFHS · 2 Nov 2018
Saturday at Titan Stadium, its @BoylanCatholic vs. @SFHS_Spartans in an IHSA Class 5A - 2nd Round Football Game. If you can not be in attendance, join us on TitanVision. LINK > goo.gl/BXPonk @BoylanAlumni @BCHSstudents @Boylan_Football @NFHSNetwork @IHSASate



Hawk TV @hawktvncs · 26 Oct 2018
It's @IHSA_IL Football Playoff time! Subscribe & Watch @NCHSRedhawks vs @PSHS_Athletics on the @NFHSNetwork #FRIDAYFOOTBALL
@NCHSOFFICIAL @Naperville203 @d202schools



ANY QUESTIONS or COMMENTS?



Moderator:

Kim DeGraw-Cole, NJSIAA

Speaker:

Matt Troha, IHSA

“We have been using Pixellot for the past two years at our football stadium and in our gymnasium at Glenbard West. Glenbard West and our school district initially invested in Pixellot to provide an opportunity to our communities that we serve and our families of our students and student athletes to view home athletic events throughout the school year. Last year we had 6,071 live views and 4,393 on demand views including almost 2,400 views of our graduation ceremony. It has allowed our community and parents or families who are not able to attend still follow our high school teams and events.”


**-Joe Kain, Athletic Director
Glenbard West High School**

“Our district decided to go with the NFHS Network and the Pixelot camera system to afford our fans the opportunity for viewership when they cannot attend events.

From our district’s perspective, it has a been great start to the partnership.

In addition to students and families who cannot attend games, our alumni and out-of-state viewership has increase tremendously.”

**-Dwayne Bates, Athletic Director
Glenbard East High School**



“We made the initial investment to Pixelot to give our community and families the opportunity to see our athletes compete as much as possible. Pixelot has allowed us to stream more games and can be scheduled online with no one needing to be there.

We have greatly increased our number of events streamed. It allows a parent or grandparent who can not attend a game to see their child play. If you Grandma lives in Michigan and wants to watch you play freshmen basketball on a Saturday morning she can now do that.

I would recommend Pixelot to other high schools as an option. It isn't the perfect solution but does give more families the opportunity to view games.”

-Matt Bowser, Athletic Director
Glenbard North

