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# Maximizing Revenue: The Future of College Sports Media Rights in a Post-House World

## SPEAKERS

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In this episode of *Highway to NIL*, Troutman Pepper Locke attorneys Cal Stein, Chris Brolley, and George Pla look at the post-House settlement landscape, including the revenue-sharing pool that allows schools to pay athletes up to 22% of athletic revenue. They examine how those payments may impact athletic budgets and nonrevenue sports, and how schools may seek to make up any shortfalls by, among other things, maximizing their media rights revenue through incentive-based agreements and exploring private capital investments.

## Key Topics Include:

- Overview of the *House* settlement and payments to student-athletes (3:13);
- Financial impact of revenue sharing payments to student-athletes on schools (7:10);
- How schools are balancing budgets, including potential for private equity investment (11:33);
- The ACC media rights lawsuit and the need to maximize media rights revenue (16:36);
- Incentive-based media rights arrangements (22:30).

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