

## Case Study: Multimedia Rights (NC State)



*Win AD* vendors database is a best practice for NCAA decision makers conducting market research and during vendor contract negotiation. Access to thousands of pages of current agreements provides administrators with unparalleled business intelligence and market transparency. N.C. State University Executive Senior Associate Athletic Director Chris Kingston discusses *Win AD*'s impact during their multimedia rights negotiation.

*"You have to have it. It's an invaluable tool for all your negotiations. From hiring coaches, to hiring administrators to negotiating all your vendor deals. It's invaluable."*

### → Preparation for the Negotiation

"We used *Win AD* to establish peer groups within the ACC and BCS to create a baseline. Without the numbers, without the contracts, without the detailed information in the agreements, I wouldn't have known what I was comparing. *Win AD* made those comparisons very easy."

"*Win AD* gives you a higher level of confidence going in. You understand each vendor's standard contract language and you understand what's negotiable by having access to the actual agreements."

"Not only was I able to quickly determine which schools were partnered with certain vendors, I was able to go into the database and look at the specific numbers of the contracts. The analysis I was able to do was based on the data that I culled from *Win AD*."

### → During the Negotiation

"It helped me negotiate using real peer comparisons. Not just by throwing something at the wall to see what sticks. I had legitimate backup data from existing agreements. I had the most credible information."

"I disclosed early on that I knew all the numbers on all their other deals, which set the tone for the initial negotiations. I had all the information, and knowing is half the battle."

"There's no doubt *Win AD* helped start the negotiation in the right spot. It helped me negotiate by identifying specific peer schools quickly and review specific terms of their deals."

### → Outcome and Key Takeaways:

"It absolutely saved time. It makes your research and analysis more one-stop shopping. It definitely creates administrative efficiency by providing one spot to get all of the hard data. That efficiency alone saved significant man hours."

"*Win AD* played a significant part in our ability to maximize our revenue through negotiations."

"Before *Win AD*? I had to rely on internet research and various other mediums. Whereas now, all the right data is at my fingertips."



**Chris Kingston**

Former Athletic Director

Bowling Green (Formerly at NC State)



TO LEARN MORE ABOUT *WIN AD*

Contact Kevin Barefoot at 800-218-2280 or [Kevin@WinthropIntelligence.com](mailto:Kevin@WinthropIntelligence.com)

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