

## Win AD Case Study: University of Nebraska, Omaha – Multimedia Rights



The University of Nebraska Omaha recently negotiated a new multimedia rights agreement, creating significant revenue for the Mavericks over the next decade. They utilized *Win AD* to streamline market analysis, gain confidence in their negotiating position and maximize the value of their deal. In this case study, Associate Athletic Director **Brent Meyer** shares how *Win AD* ‘paid for itself multiple times over’ in the first year of their subscription.

Winthrop Intelligence would like to thank Brent Meyer at the University of Nebraska, Omaha



**Brent Meyer**

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### What prompted UNO to subscribe to *Win AD*?

“Initially, our subscription was based upon the fact that we would soon be negotiating one of our most visible and valuable contractual deals – multimedia rights. The bottom line is that we knew we needed to be prepared before entering into serious discussions and *Win AD* provided a ‘one-stop shop’ of sorts to help us gather relevant and useful information. Needless to say, *Win AD* exceeded all of our expectations.”

### How did you utilize *Win AD* in preparation for your multimedia rights deal?

“The key to negotiating is being prepared. If you go into the situation unprepared, you will not be able to reach a deal that provides full value in return. Utilizing *Win AD*, we researched various multimedia deals at other institutions to help us better understand the market and to help us better understand what our value is in the marketplace.”

“*Win AD* allowed us to essentially calculate our own valuation and to confidently bring that number to the negotiating table with relevant data to back it up. Ultimately, we landed on a number that was right in line with what we brought to the table, which tells me that we hit the valuation spot on.”

### Why is *Win AD* valuable during a major contract negotiation?

“*Win AD* provides an efficient and effective tool to help prepare for any contract negotiation.”

“Many contracts are structured such that the incumbent has an exclusive negotiating period. If you enter this negotiating window without having

**“ We utilized *Win AD* throughout the entire negotiating process, ultimately helping us to secure a guaranteed deal that was greater than 30% more per year than the initial offer.”**

- Brent Meyer

had an opportunity to gauge the market, you may end up leaving significant dollars on the table. *Win AD* allows me to quickly analyze the market, understand the exclusive offer being presented, and then we can make an informed decision on whether we want to formally go through a bid process. Bottom line is that *Win AD* can help mitigate risks as you navigate the delicate waters of negotiation.”

“Not only are we getting real ROI in terms of net revenue, but we also have confidence that we’re making a good decision if we decline an offer to pursue other opportunities.”

“I was able to do the research myself as opposed to hiring a consultant or having multiple people working on it. There were no delays, I didn’t have to wait on anybody else - I was able to put the data together when I needed it. **What may have been a multiple week process was cut down to a matter of hours.**”

## How do you assess the value of your *Win AD* subscription so far?

“The incremental revenue we received from our multimedia rights negotiation will absolutely pay for *Win AD* every year over the course of our 10 year contract. ***Win AD* definitely paid for itself, it was a great investment – nobody is questioning that.**”

“Without *Win AD*, I believe we would have left money on the table. They came with a very good, reasonable, first offer. I’m not certain if we would have made as aggressive of a counter offer without the information that we gathered from *Win AD*. Thanks to that confidence of knowing what the market is paying, we were able to confidently propose a counter, which in the end helped us in securing a more lucrative deal.”

“Ultimately, I’m very confident in the spend for *Win AD*, it’s been a great investment for us. **It paid for itself multiple times over in our first year and we definitely have peace of mind going forward.**”

## What would you tell other administrators who are considering *Win AD*?

“If a peer were to ask about *Win AD*, I would speak very favorably. It’s been a significant asset for us and it’s easy to justify the subscription. If you know you have a contract to negotiate, I don’t know why you wouldn’t invest in it.”



TO LEARN MORE ABOUT *WIN AD*

Contact Kevin Barefoot at **800-218-2280** or **Kevin@WinthroIntelligence.com**

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