**ESPN Said to Have to Supply $20M in Ad "makegoods" From New Year's Eve Games**

ESPN is said to have to provide sponsors of the College Football Playoff semifinal games on Dec. 31 with some $20 million in ad makegoods because ratings didn't meet the guaranteed minimums. Some marketers are said to want to have next season's playoff semifinals shifted to New Year's Day or to two separate nights in prime time.

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<http://www.broadcastingcable.com/news/currency/media-buyers-espn-negotiating-20m-bowl-game-ad-makegoods/146777>