**ESPN Signs $920M, 8-Year Deal To Keep NCAA Rights**

A new eight-year, $920 million deal between ESPN and the NCAA will let the Disney-owned sports network maintain its rights to NCAA championships and March Madness -- but at 300% the price of its previous 14-year deal. The agreement requires the NCAA and ESPN to cooperate on maximizing exposure opportunities and guarantees ABC will air the Division I women's basketball, volleyball and gymnastics championships and the Football Championship Subdivision each year.

***Variety 1.4.24***

[*https://variety.com/2024/tv/news/espn-ncaa-eight-year-renewal-920-million-1235861710/#*](https://variety.com/2024/tv/news/espn-ncaa-eight-year-renewal-920-million-1235861710/#)

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