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# **MEDIA RELEASE**

## **CIF-SS/NFHS NETWORK RENEW PARTNERSHIP**

LOS ALAMITOS — The CIF Southern Section (CIF-SS) and the NFHS Network are excited to announce the extension of their partnership with a renewal of the streaming rights agreement for local high school sports as announced today by CIF-SS Commissioner of Athletics Rob Wigod, and NFHS Network President Robert Rothberg.

The new three-year deal will commence with the 2017-18 school year and will extend through the 2019-20 season.

This agreement includes the NFHS Network School Broadcast Program for CIF-SS member schools. Participating schools will be able to broadcast their own live events exclusively on the NFHS Network under an enhanced media policy. More CIF-Southern Section high schools will now have the opportunity to bring live and on demand events to their families and fans at NFHSnetwork.com, while providing that schools students the ability to learn about the broadcasting field.

The new agreement also coincides with the NFHS Network's roll-out of their Pixellot automated sports filming and production tool that allows schools to install an unmanned camera in their gymnasium, stadium, etc., and have all their athletic events streamed live on the network through a fully automated process.

"We are very pleased to extend our great partnership with the NFHS Network for the next three years," said Wigod. "We look forward to continuing to promote their Student Broadcast Program and are really excited about the new technology involved with Pixellot."

"I especially want to thank NFHS Network CEO Robert Rothberg for his continued support and for his strong commitment to our section and our member schools," added Wigod.

"The NFHS Network is proud to extend our relationship with the CIF Southern Section as a primary broadcast partner," stated Robert Rothberg President of the NFHS Network. "We are very excited to continue to showcase southern California's student athletes and schools on a nationwide scale."

In total, the NFHS Network has been delivering local CIF-SS athletic coverage since 2013 and streamed more than 100 live contests on their platform during the 2016-2017 school year.

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