

Thom Simmons
Assistant Commissioner
thoms@cifss.org



Anita Fopma
Program Coordinator
anita@cifss.org

CALIFORNIA INTERSCHOLASTIC FEDERATION - SOUTHERN SECTION

10932 Pine St., Los Alamitos, CA 90720

(562) 493-9500

(562) 493-6266 - Fax

www.cifss.org



PRESS RELEASE #3
FOR IMMEDIATE RELEASE

TELEFAXED/EMAILED P.M. MARCH 10, 2021
CONTACT: THOM SIMMONS

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 renewal of their partnership with a streaming rights agreement for local high school sports as announced today by CIF-SS Commissioner of Athletics Rob Wigod, and NFHS Network Vice-President Mark Koski.

The new six-year deal will commence with this 2020-21 school year and will extend through the 2025-26 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. 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 school's students the ability to learn about the broadcasting field.

The new agreement also includes the NFHS Network's first-of-its-kind 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. The Pixelot system has been a game changer for high schools around the country with its ease of use and outstanding functionality.

"The NFHS Network has been a valued partner of the CIF Southern Section from the very beginning of the concept and we are excited to renew our agreement with them for the next six years," stated Wigod. "Their support of our member schools and our entire organization is truly appreciated and we look forward to this platform continuing to showcase the outstanding product we have to offer," added Wigod.

"The NFHS Network is excited and honored to continue our partnership with the CIF Southern Section," said Mark Koski, Vice President at the NFHS Network. "We appreciate the opportunity to show the scope of what the NFHS Network can do for high school sports and activities and making live games accessible to spectators from around the world is just the beginning. The CIF Southern Section joins 65 other associations from around the country in broadcasting their live events," added Koski.

-END-