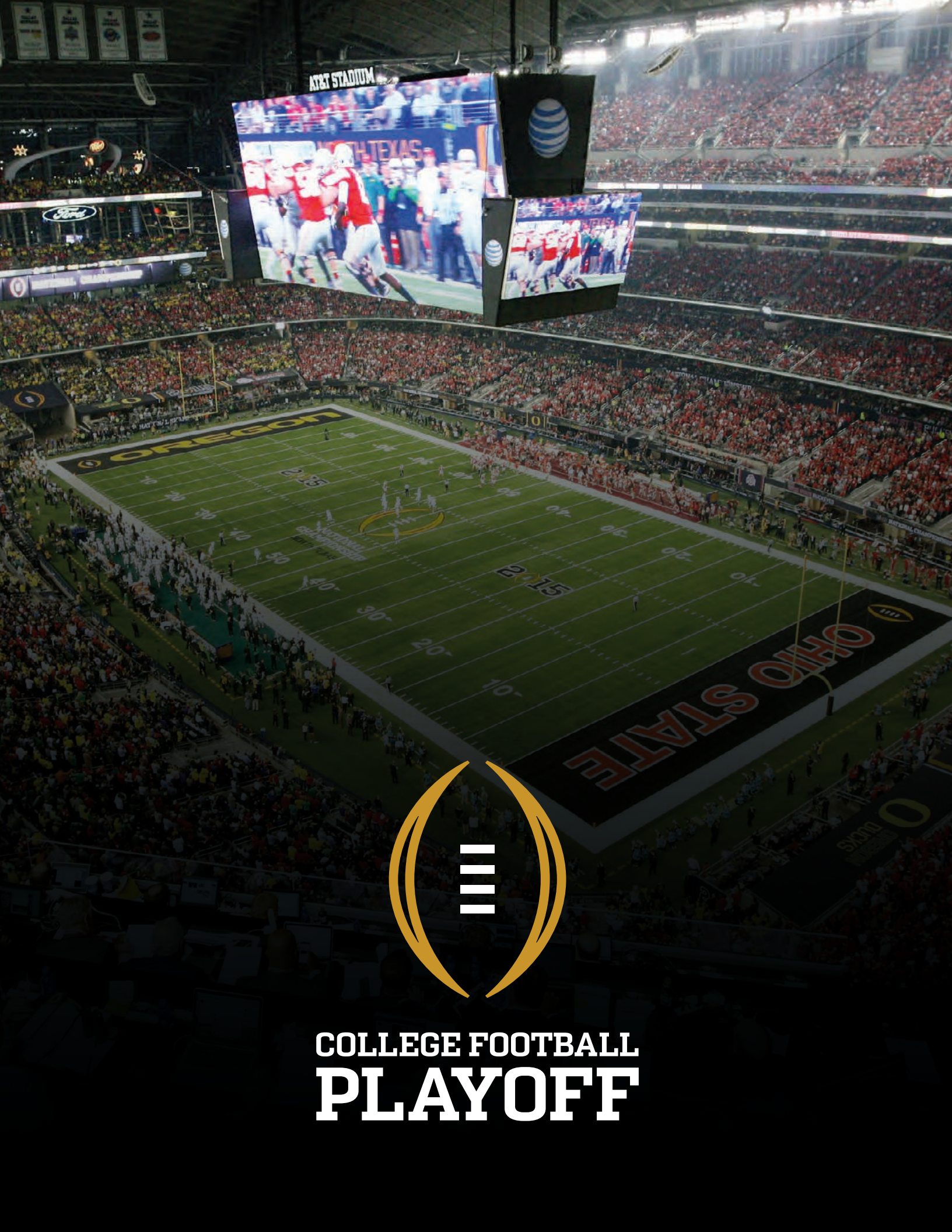




COLLEGE FOOTBALL
PLAYOFF
YEAR IN REVIEW

2014-15 EDITION



COLLEGE FOOTBALL
PLAYOFF

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2015



Welcome to the 2014-15 College Football Playoff Year In Review! Our inaugural year was an extraordinary success. From the selection committee members' dedicated and thorough weekly evaluation of the teams right through Ohio State's postseason national championship victory celebration, the playoff captivated the imagination of sports fans from coast to coast and border to border.

The games were enthralling. Millions of people enjoyed them.

When the university presidents created the playoff in the summer of 2012, they were fully aware that they were crafting a

new model for postseason football. Their goal was to enhance the postseason while maintaining the importance of the unique regular season and keeping the bowl tradition and experience for the student-athletes.

They created a win-win. The new paradigm worked like a charm.

The back-to-back tripleheaders on New Year's Eve and New Year's Day attracted legions of new fans to college football; the national championship game was watched by more people than any other cable television program in history.

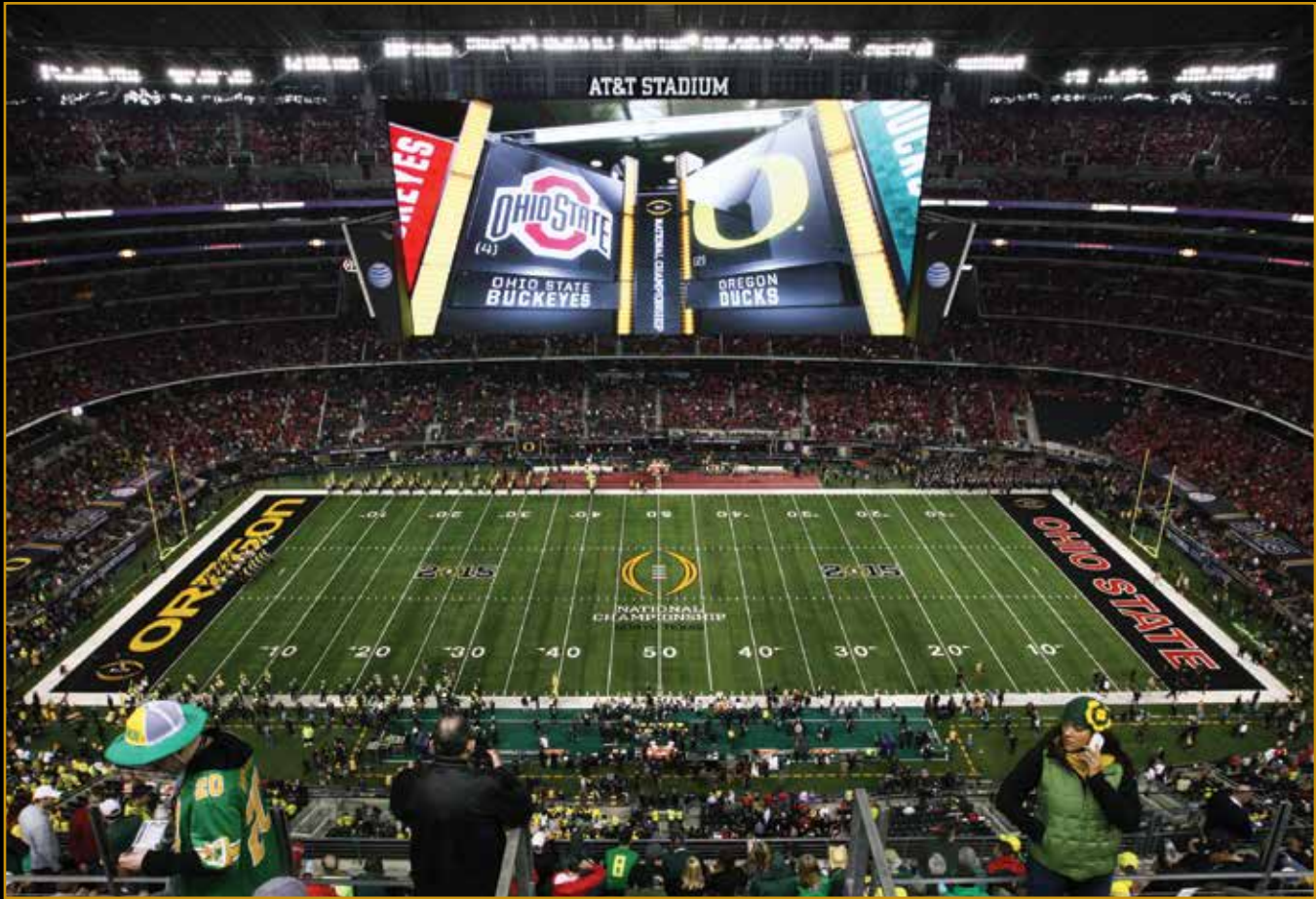
It was a wonderful year for college football. We look forward to continued success for many years to come.

Bill Hancock
Executive Director

HIGHLIGHTS & ACCOMPLISHMENTS



HIGHLIGHTS AND ACCOMPLISHMENTS



The new College Football Playoff postseason structure created an exciting four-team playoff that preserved the best regular season in sports and protected America’s rich bowl tradition.

The College Football Playoff Semifinals and the College Football Playoff National Championship, broadcast by ESPN, were the most watched events in cable television history.

More than 33 million Americans watched the national championship game in 2015.

HIGHLIGHTS AND ACCOMPLISHMENTS



47% of college football fans were more interested in regular-season games versus the prior year.

Sellout crowds at all three playoff games. (91,322 at the College Football Playoff Semifinal at the Rose Bowl Game presented by Northwestern Mutual; 74,682 at the College Football Playoff Semifinal at the Allstate Sugar Bowl; 85,689 at the College Football Playoff National Championship).

The postseason college football fan base grew by 8.5 million. Interest increased by 4.8% in 2014-15, reversing a trend.

HIGHLIGHTS AND ACCOMPLISHMENTS



Inaugural College Football Playoff Semifinals played at the Rose Bowl Game presented by Northwestern Mutual and the Allstate Sugar Bowl.

Television broadcast drew the two largest audiences in cable television history.

Over 56 million viewers combined for the two broadcasts.

HIGHLIGHTS AND ACCOMPLISHMENTS



College Football Playoff National Championship Trophy presented by Dr Pepper Unveiled on July 14, 2014.

In 2014, the trophy traveled across the United States throughout college football's regular season. The trophy was on the road for a total of 104 days, making 91 appearances and providing photo opportunities for over 34,000 fans.

The trophy was shown and mentioned on ESPN's family of networks during 20 different game telecasts.



HIGHLIGHTS AND ACCOMPLISHMENTS

Inaugural College Football Playoff National Championship Played at AT&T Stadium in Arlington, Texas.

- No. 2 Oregon vs. No. 4 Ohio State.
- 85,689 in attendance at AT&T Stadium.
- Delivered largest audience in cable television history with over 33 million viewers.
- ESPN Megacast supplemented the traditional telecast with more than a dozen alternate productions across various multimedia platforms.
- Highest-rated college football game ever on Spanish language TV and the highest-rated football game of all time on ESPN Deportes.
- Data usage numbers at AT&T Stadium doubled previous high-water mark for a sporting event.
- Cellular data traffic was 125% greater than experienced at 2014 Super Bowl XLVIII.
- 568,000 social posts through fan activation, voting and designated game hashtags.
- Social media reach of over 118 million social impressions.
- Nominated for SportsBusiness Journal's Sports Event of the Year.

GOVERNANCE

GOVERNANCE



CFP Administration, LLC, manages the administrative operations of the College Football Playoff. Members include the 10 Football Bowl Subdivision conferences (American Athletic, Atlantic Coast, Big 12, Big Ten, Conference USA, Mid-American, Mountain West, Pac-12, Southeastern and Sun Belt) and the University of Notre Dame.



Board of Managers

The company's business, property and affairs are governed by the board. The board develops, reviews and approves annual budgets, policies and operating guidelines. It also appoints and removes officers of the company. It has authority of over all aspects of the company's operations.

Rodney Bennett
President, University of Southern Mississippi (C-USA)
Anthony Frank
President, Colorado State University (Mountain West)
Jack Hawkins
Chancellor, Troy University (Sun Belt)
Rev. John Jenkins
President, University of Notre Dame (Independent)

Mark Keenum
President, Mississippi State University (SEC)
Roderick McDavis
President, Ohio University (MAC)
Max Nikias
President, University of Southern California (Pac-12)
Harvey Perlman (chair)
Chancellor, University of Nebraska (Big Ten)

Bill Powers
President, University of Texas (Big 12)
Donna E. Shalala
President, University of Miami (ACC)
Steadman Upham
President, University of Tulsa (American Athletic)



Management Committee

The committee manages the day-to-day operations of the company. It has authority over those aspects of the company’s operations that are not reserved exclusively for the board, but all of its decisions are subject to review by the board.

Mike Aresco Commissioner (American Athletic)	Jim Delany Commissioner (Big Ten)	Jack Swarbrick Athletics Director (Notre Dame)
Britton Banowsky Commissioner (C-USA)	Larry Scott Commissioner (Pac-12)	John Swofford Commissioner (ACC)
Karl Benson Commissioner (Sun Belt)	Mike Slive Commissioner (SEC)	Craig Thompson Commissioner (Mountain West)
Bob Bowlsby Commissioner (Big 12)	Jon Steinbrecher Commissioner (MAC)	

Athletics Directors Advisory Group

The management committee has appointed the athletics directors group to offer counsel on operational matters pertaining directly to the participating institutions. The athletics directors group is advisory only and does not have any authority in managing the company’s affairs.

Gary Barta Athletics Director, University of Iowa (Big Ten)	Joe Castiglione Athletics Director, University of Oklahoma (Big 12)	Chris Massaro Athletics Director, Middle Tennessee State (C-USA)
Tom Bowen Athletics Director, University of Memphis (American Athletic)	Jeremy Foley Athletics Director, University of Florida (SEC)	Terry Mohajir Athletics Director, Arkansas State University (Sun Belt)
Tom Burman Athletics Director, University of Wyoming (Mountain West)	Dan Guerrero Athletics Director, University of California, Los Angeles (Pac-12)	Mike O’Brien Athletics Director, University of Toledo (MAC)
		Stan Wilcox Athletics Director, Florida State University (ACC)

COLLEGE FOOTBALL
PLAYOFF OVERVIEW



The College Football Playoff Selection Committee is a talented group of high-integrity individuals with experience as coaches, student-athletes, collegiate administrators and journalists, along with sitting athletics directors.

In 2014, the College Football Playoff Selection Committee met weekly, in person, on Mondays and Tuesdays to produce rankings. The first set of rankings were announced on October 28, with additional rankings released for the following five weeks. On December 7, 2014, the selection committee unveiled its final rankings of the season.

Final CFP Rankings

- 1 Alabama
- 2 Oregon
- 3 Florida State
- 4 Ohio State
- 5 Baylor
- 6 TCU
- 7 Mississippi State
- 8 Michigan State
- 9 Mississippi
- 10 Arizona
- 11 Kansas State
- 12 Georgia Tech
- 13 Georgia
- 14 UCLA
- 15 Arizona State
- 16 Missouri
- 17 Clemson
- 18 Wisconsin
- 19 Auburn
- 20 Boise State
- 21 Louisville
- 22 Utah
- 23 LSU
- 24 Southern California
- 25 Minnesota

2014-15 College Football Playoff Selection Committee

- **Jeff Long** (chair)
- **Barry Alvarez**
- **Mike Gould**
- **Pat Haden**
- **Tom Jernstedt**
- **Oliver Luck**
- **Archie Manning**
- **Tom Osborne**
- **Dan Radakovich**
- **Condoleezza Rice**
- **Mike Traghese**
- **Steve Wieberg**
- **Tyrone Willingham**

College Football Playoff Staff

- **Bill Hancock**
Executive Director
- **Laila Brock**
Director of Team Operations and Logistics
- **Allison Doughty**
Director of Events and Hospitality Services
- **Ken Elder**
Senior Director of Marketing and Strategic Partnerships
- **Nikki Epley**
Director of Stadium and Game Operations
- **Wes Gentry**
Director of Administration
- **Toni Gockel**
Special Projects Coordinator
- **Michael Kelly**
Chief Operating Officer
- **Lauren Lanier**
Communications Coordinator
- **Gina Lehe**
Senior Director of Communications and Brand Management
- **Shawn Moore**
Director of Community Relations
- **Jason Sabatino**
Director of Business and Ticket Operations
- **Reid Sigmon**
Chief Financial Officer

Interns

- **Ella Forrest**
Events and Operations
- **Ben Habern**
Community Relations and Strategic Partnerships
- **Kristen Pugh**
Ticketing and Hospitality
- **Ali Rogers**
Communications and Brand Management

NEW YEAR'S BOWLS

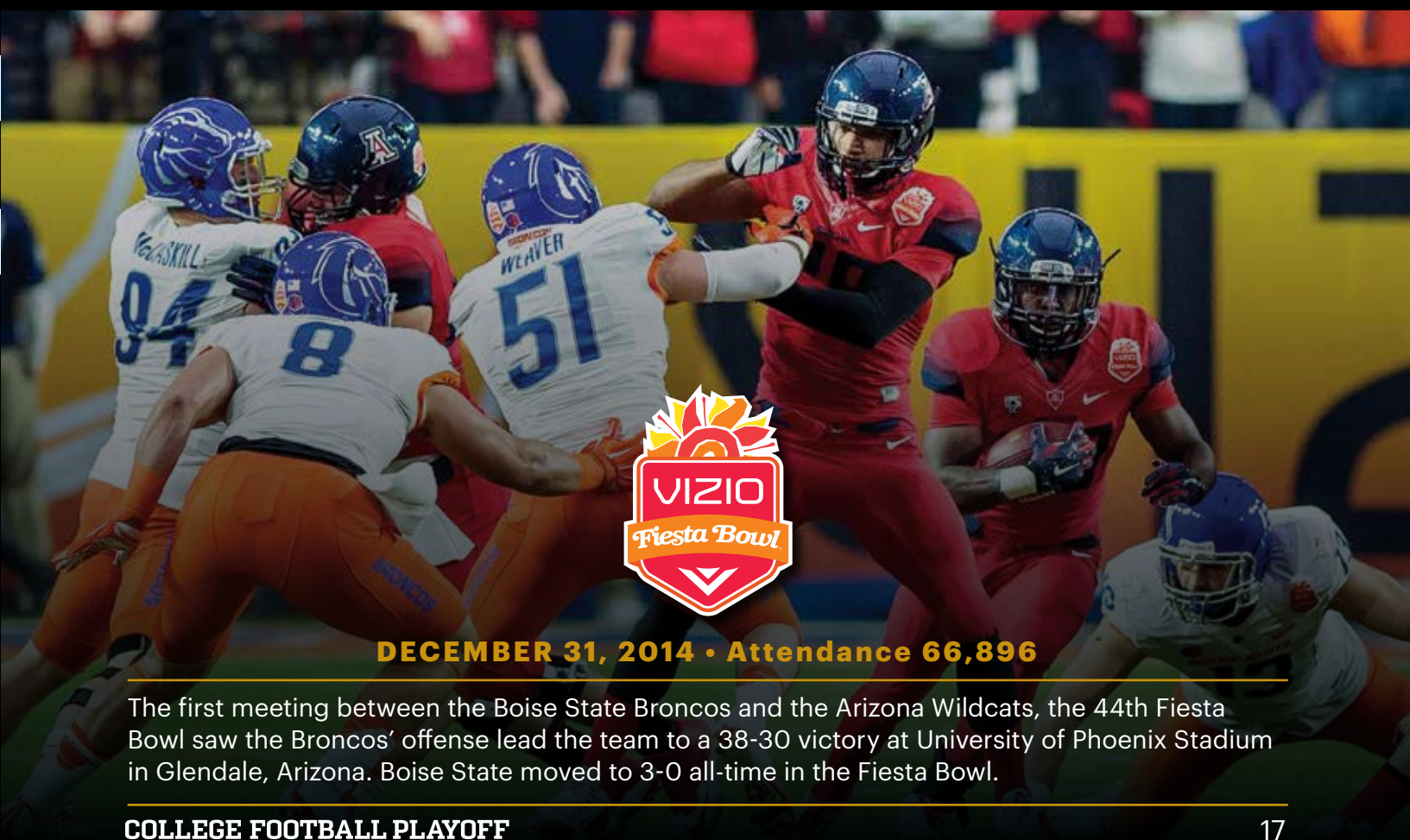


NEW YEAR'S BOWLS



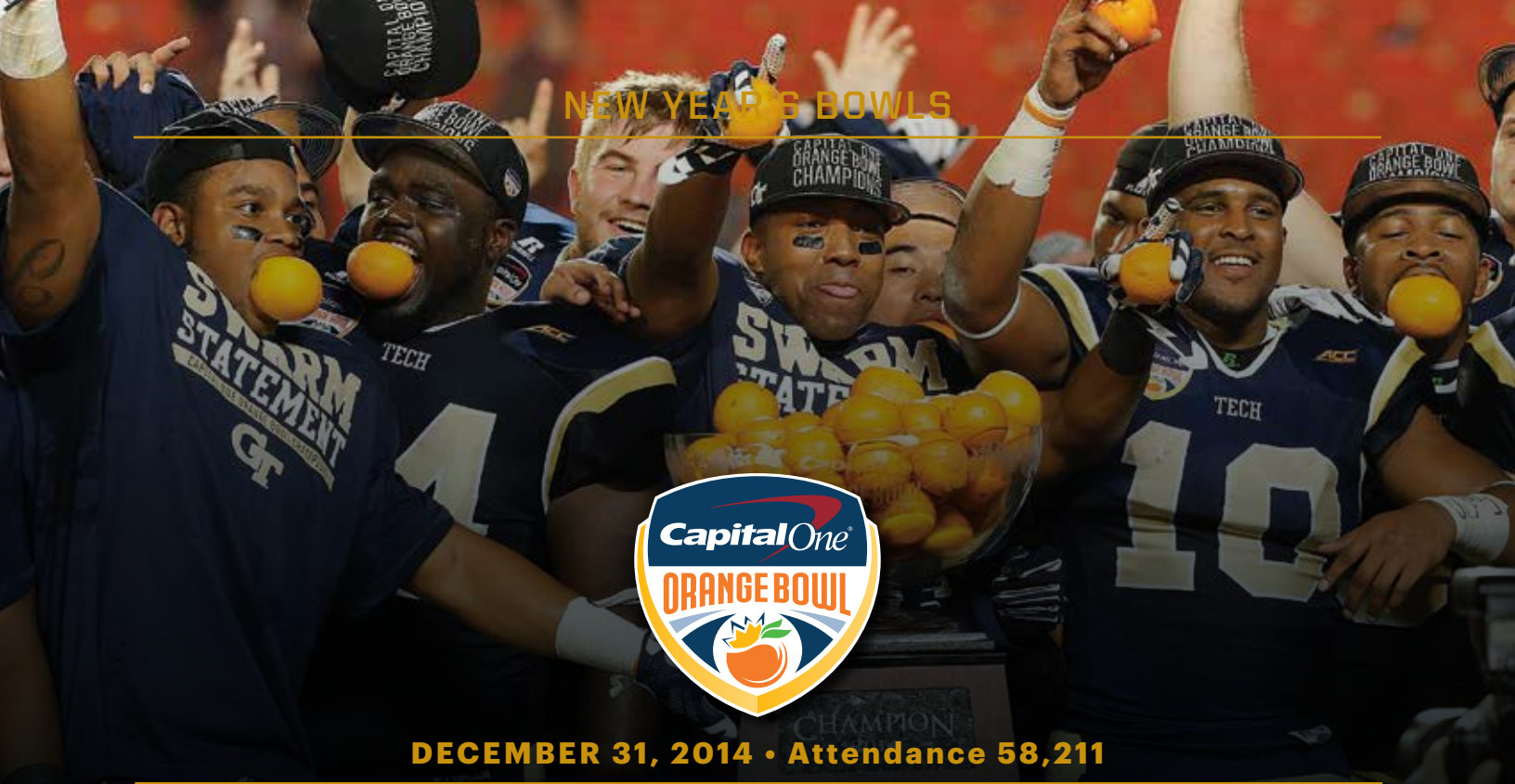
DECEMBER 31, 2014 • Attendance 65,706

In the first-ever New Year's bowl matchup of the playoff era, the TCU Horned Frogs routed the Ole Miss Rebels 42-3 at the Georgia Dome. The victory in the 47th Peach Bowl marked the TCU's 14th bowl win in program history. The last time the two teams met was in 1983.



DECEMBER 31, 2014 • Attendance 66,896

The first meeting between the Boise State Broncos and the Arizona Wildcats, the 44th Fiesta Bowl saw the Broncos' offense lead the team to a 38-30 victory at University of Phoenix Stadium in Glendale, Arizona. Boise State moved to 3-0 all-time in the Fiesta Bowl.



NEW YEAR'S BOWLS



DECEMBER 31, 2014 • Attendance 58,211

Playing in the 81st Orange Bowl, the Georgia Tech Yellow Jackets claimed the program's 24th bowl win, defeating the Mississippi State Bulldogs 49-34 in Miami Gardens, Florida. Georgia Tech's 452 rushing yards set an Orange Bowl record.



JANUARY 1, 2015 • Attendance 71,464

On New Year's Day, the Michigan State Spartans defeated the Baylor Bears 42-41 at AT&T Stadium. The 83 combined points made the game the highest scoring Cotton Bowl in history. Michigan State finished the season 11-2, tied for second-most wins in school history.

PLAYOFF SEMIFINALS





PLAYOFF SEMIFINALS



**PLAYOFF
SEMIFINAL**



presented by
 **Northwestern
Mutual**

JANUARY 1, 2015 • Attendance 91,322

The No. 2 Oregon Ducks defeated the No. 3 Florida State Seminoles 59-20 in the first semifinal game played in the College Football Playoff era. Heisman Trophy winner Marcus Mariota helped Oregon put up 639 total offensive yards, accounting for three touchdowns, while the Ducks defense forced five turnovers.

Offensive Player of the Game		Defensive Player of the Game	
Marcus Mariota		Tony Washington	

Score by Quarters	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
#2 Oregon	8	10	27	14	59
#3 Florida State	3	10	7	0	20



PLAYOFF SEMIFINALS



**PLAYOFF
SEMIFINAL**



JANUARY 1, 2015 • Attendance 74,682

The No. 4 Ohio State Buckeyes, led by third-string quarterback Cardale Jones, put up 281 yards on the ground to hold off the top-ranked Alabama Crimson Tide, securing a 42-35 victory in New Orleans. Running back Ezekiel Elliott finished the game with 230 yards and two touchdowns, breaking the Sugar Bowl record for rushing yards in a game.

Offensive Player of the Game		Defensive Player of the Game	
Ezekiel Elliott		Darron Lee	

Score by Quarters	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
#4 Ohio State	6	14	14	8	42
#1 Alabama	14	7	7	7	35

CHAMPIONSHIP WEEK



CHAMPIONSHIP WEEK

National championship weekend provided a comprehensive festival of events – spanning live entertainment, family interactive games, culinary displays and community outreach projects – culminating in the inaugural College Football Playoff National Championship.



National Football Foundation
The NFF kicked off the weekend with dinner Thursday night at the Omni Dallas Hotel. Proceeds from the event will help former college football players continue their education at the post-graduate level. The NFF also announced its 2015 Hall of Fame class Friday morning.

NACDA FBS Leadership Summit
Hosted Sunday and Monday of national championship week, the inaugural NACDA FBS Leadership Summit included a half-day of panel discussions, interactive sessions and keynote speakers, all focusing on leadership.



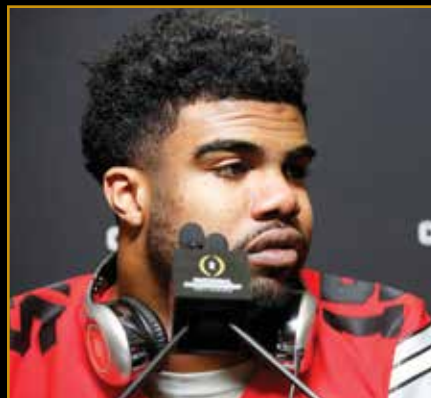
Playoff Fan Central
The ultimate fan experience spanning Friday, Saturday and Sunday, Playoff Fan Central was nothing short of a college football theme park spread over 500,000 square feet at the Kay Bailey Hutchison Convention Center in downtown Dallas. Highlights of the event included interactive experiences, sponsor booths, pep rallies and meet-and-greets with current and former players.



CHAMPIONSHIP WEEK



CMT Ultimate Kickoff Party Live From the College Football Playoff National Championship
Friday night at Playoff Fan Central, CMT hosted a 90-minute concert that was televised live. The lineup included Toby Keith, Lady Antebellum, Big & Rich, Brett Eldredge, Jake Owen, Maddie & Tae and Thomas Rhett. Admittance was free for those holding tickets to Playoff Fan Central.



Media Day
On Saturday, student-athletes and coaches from the two teams met with media from around the country on a full-sized football field inside Playoff Fan Central. Bleacher seats were available for 4,500 fans to watch and listen. The CFP provided hand-held radios to fans in attendance, allowing them to tune in to hear commentary from the coaches and players.



CHAMPIONSHIP WEEK

AT&T Playoff Playlist Live!
Music fans enjoyed a top-quality concert series Saturday and Sunday evenings at the American Airlines Center in downtown Dallas. Headliners included Lenny Kravitz and Sting, with additional acts Keri Hilson, Vintage Trouble and Echosmith. Bands, cheerleaders and mascots from Ohio State and Oregon also participated.



Night of Champions Party
The College Football Playoff and ESPN hosted an event at Fair Park, celebrating the first CFP National Championship. The evening featured entertainment from Aloe Blacc. Attendees included ESPN announcers and leaders in college athletics from across the country.



CHAMPIONSHIP WEEK

Extra Yard 5K

Participants in the CFP's 5K run and walk were thrilled to start and finish the race in the historic Cotton Bowl stadium, site of the last national championship game decided in North Texas on Jan. 2, 1978. The winning male and female runner each received a pair of tickets to the national championship game. After the race, the Cotton Bowl field was turned into a tailgate-like setting with live music and refreshments. Proceeds from the race benefited the College Football Playoff Foundation's Extra Yard for Teachers initiative.



Northwestern Mutual Taste of the Championship

18 chefs from North Texas and from other cities in the College Football Playoff Semifinals and national championship game rotation whipped up their favorite dishes and attendees at the Irving Convention Center tasted it all. Guests included Tony Dorsett, Randy White, Tim Brown, Rocket Ismail and others.



CHAMPIONSHIP WEEK



Championship Tailgate

A staple of any college game day is the pregame tailgate. Held directly outside of AT&T Stadium, the event featured a zip line, interactive games, sponsor giveaways and the chance to peek at the ESPN broadcast set. Zac Brown Band headlined the free event, which provided entertainment for more than 45,000 fans before they headed into the stadium for the big game.



Playoff Premium

Playoff Premium, CFP's fan experience model, offered a first-class experience at the national championship game. Patrons enjoyed food, beverage and musical entertainment.



NATIONAL CHAMPIONSHIP GAME



NATIONAL CHAMPIONSHIP GAME



Pregame and Anthem

- Seven-time GRAMMY Award Winner Lady Antebellum performed the National Anthem before the game.
- GRAMMY-nominated artist Aloe Blacc sang "America the Beautiful" and was joined by the famed choir from Booker T. Washington High School for the Performing and Visual Arts.

School Banners

- Pregame pageantry featured banners from all 10 conferences and all 128 Football Bowl Subdivision institutions, demonstrating that this truly was every school's playoff.

Halftime

- Halftime entertainment included performances from the participating institution bands.



NATIONAL CHAMPIONSHIP

NORTH TEXAS 2015

Final Score: #4 OHIO STATE 42, #2 OREGON 20

Score by Quarters

#4 OHIO STATE
#2 OREGON

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
14	7	7	14	42
7	3	10	0	20



Offensive Player of the Game
Ezekiel Elliott

Defensive Player of the Game
Tyvis Powell



Game Recap

- The Ohio State Buckeyes claimed the inaugural College Football Playoff National Championship, defeating the Oregon Ducks, 42-20.
- Ohio State extended its winning streak to 13, the longest in the nation at the time.
- The Buckeyes' 14 victories tied the NCAA record for most in a season.



A group of Ohio State football players in red jerseys and white helmets with black stars, huddled together on a field. The player in the center has "JONES" and the number "13" on his jersey. The text "It means everything to us." is overlaid in large white letters.

*"It means
everything
to us."*

— Ohio State Running Back
Ezekiel Elliott

"All the odds were stacked against us through the whole season, and for us to be national champs, it not only means a lot to me but our community, Buckeye Nation, and our hometowns."

— Ohio State Quarterback
Cardale Jones

"I just want to on behalf of the Ohio State University and the great state of Ohio and my players and coaching staff, I want to tell the College Football Playoff committee and everyone associated with this incredible experience that it was done first class...this team wasn't supposed to do this, but they fought through adversity, they got stronger and stronger and stronger, and this is a great team."

— Ohio State Head Coach
Urban Meyer

COLLEGE FOOTBALL PLAYOFF FOUNDATION

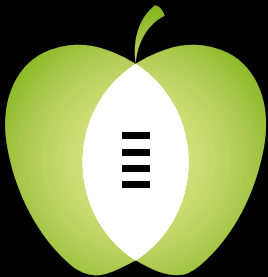


COLLEGE FOOTBALL PLAYOFF FOUNDATION

The playoff represented a major change in college football. Along with such a transformation on the field, the College Football Playoff Foundation maximized this unique opportunity to make an equally significant commitment off the field.



Funding for the College Football Playoff Foundation and the Extra Yard for Teachers initiative comes from the licensing revenue generated from CFP merchandise sales in addition to donations from corporations, host committees and individuals.



EXTRA YARD FOR TEACHERS

Overview

- Extra Yard for Teachers (EYFT) honors, celebrates, inspires and empowers teachers.
- The value of K-through-12 education is indisputable. We are proud to use football's visibility to plant the seed, and then help students achieve their dream of attending college.



- The pathway to college is illuminated by teachers, who are too often under-appreciated.
- Teachers sometimes must incur out-of-pocket expenses to provide for their students. CFP goes the extra yard to help them.

Extra Yard For Teachers Program Components

1. Direct provision of resources
2. Teacher recognition
3. Professional development and leadership training
4. Inspiring a college-going culture

COLLEGE FOOTBALL PLAYOFF FOUNDATION

Extra Yard For Teachers Program Components

1. Direct Provision of Resources

Providing and directing funds to support public school teachers with classroom project requests through the partnership with DonorsChoose.org. In 2014-15, this included the funding of match offers on classroom projects posted in Pasadena, New Orleans and North Texas – the areas that hosted the semifinals and national championship game.

Making An Impact

- On January 10, the College Football Playoff Foundation and ESPN fully funded all Dallas Independent School District (DISD) and Arlington Independent School District (AISD) projects on DonorsChoose.org.

- Through the partnership with DonorsChoose.org, the College Football Playoff distributed 75,000 DonorsChoose.org gift cards at the College Football Playoff National Championship. Fans, media and other attendees of the game were able to redeem the cards for classroom projects.

2014-15 By the Numbers

- 1,778 projects fully funded.
- 1,401 schools reached.
- Over 184,500 students impacted.
- More than \$500,000 donated.
- DonorsChoose.org gift cards redeemed in all 50 states with at least one project funded in each state.



"We're honored to work with the College Football Playoff...to recognize and support teachers, both here in Dallas and around the country," said Charles Best, founder and CEO of DonorsChoose.org. "These college athletes are proof that amazing things can happen when students have educators and coaches who inspire them, and we at DonorsChoose.org want that for every student in America."

2. Teacher Recognition

- Local teachers selected as regional Teacher of the Year were honored during the 2015 College Football Playoff National Championship in North Texas. Each teacher received two complimentary tickets to the game, as well as a meet and greet with the two head coaches at Media Day.



COLLEGE FOOTBALL PLAYOFF FOUNDATION

Extra Yard For Teachers Program Components



3. Professional Development and Leadership Training

- The 2015 Extra Yard for Teachers Summit brought together over 600 teachers from across North Texas for an engaging and energetic half-day of learning, featuring inspiring speakers and passionate performances. The event was simulcast and watched at more than 40 remote locations.
- The Teaching Trust Ed Fellows Program, launched in 2015, served 70 teachers across the DFW region by developing teaching leaders.

4. Inspiring a College-Going Culture

- Implemented programs, such as the college banner program and the college visit program, both aimed to inspire grade-school students in the host communities of the College Football Playoff National Championship to prepare for, attend and graduate from a college or university.
- The College Visit Program, focused on increased college aspirations, exposure and access, impacted 7,500 students.

College Banner Program

- Through the college banner program, over 525 schools (87% low income) were awarded collegiate banners to inspire students to attend college.
- 22,000 college banners were distributed, benefiting 327,000 students in 20,700 classrooms.
- Tim Brown, 1987 Heisman Trophy winner, hung a Notre Dame banner at his Dallas-area elementary school on September 16, 2014.



COLLEGE FOOTBALL PLAYOFF FOUNDATION

2014-15 Extra Yard for Teachers Marketing Highlights

- Extra Yard for Teachers holograms and hangtags were featured on over 3 million units of CFP products.
- CFP licensing generated more than \$1.8 million for the EYFT program.
- The Richards Group advertising agency estimated media value for all EYFT branding efforts over \$4 million with more than 150 million impressions.

- College Colors Day, taking place each fall, is a day dedicated to college sports fans wearing their school's colors to show school spirit. In 2014, signage featuring the EYFT logo was displayed in 12,000 doors and windows of 500 different national, regional and local retailers. EYFT activation within the College Colors Day mobile app received over 55,000 impressions.



PLAYOFF GREEN

Supporting a clean environment, the College Football Playoff initiated a number of unique sustainability projects to “green” the championship and to encourage others in the college football family to do the same.

QUICK FACTS

- CFP placed 1,000 recycling bins at event venues.
- Bins within AT&T Stadium increased by over 100 units.
- 100 new trees were planted in the Dallas/Fort Worth area as part of the college tree-planting competition. The event included area colleges and the Ohio State University Alumni Association.
- Materials including décor and construction items from all ancillary events and AT&T Stadium were shipped to repurposedMATERIALS, a company specializing in creative re-use.
- 250 renewable energy certificates were used to offset the electricity used at AT&T Stadium. Certificates were green e-certified and locally generated by wind turbines.

COLLEGE FOOTBALL PLAYOFF FOUNDATION

PLAYOFF GREEN PROJECTS COMPLETED

Recycling Program

- Co-sponsored by Nike and Gerdau, the recycling program at AT&T Stadium included a uniformed team of three dozen recycling ambassadors who staffed key stadium areas and assisted fans with the recycling of bottles and cans. The mission was to enhance the fan experience by facilitating recycling before, during and immediately after the game.
- Thousands of College Football Playoff branded recycling bins were distributed around the ancillary events, including Playoff Fan Central and Taste of the Championship, to provide recycling opportunities for fans.

Water Conservation Promotional Plan

- Developed in partnership with the regional water authority and the City of Dallas to highlight the disastrous drought conditions throughout North Texas.
- College football fans were encouraged to participate in water-conserving behaviors while enjoying the national championship game activities.

Material Donation Project

- Construction and décor materials from all College Football Playoff ancillary events and the national championship game were donated post-event in order to prevent materials from being sent to a landfill.

Urban Forestry Project

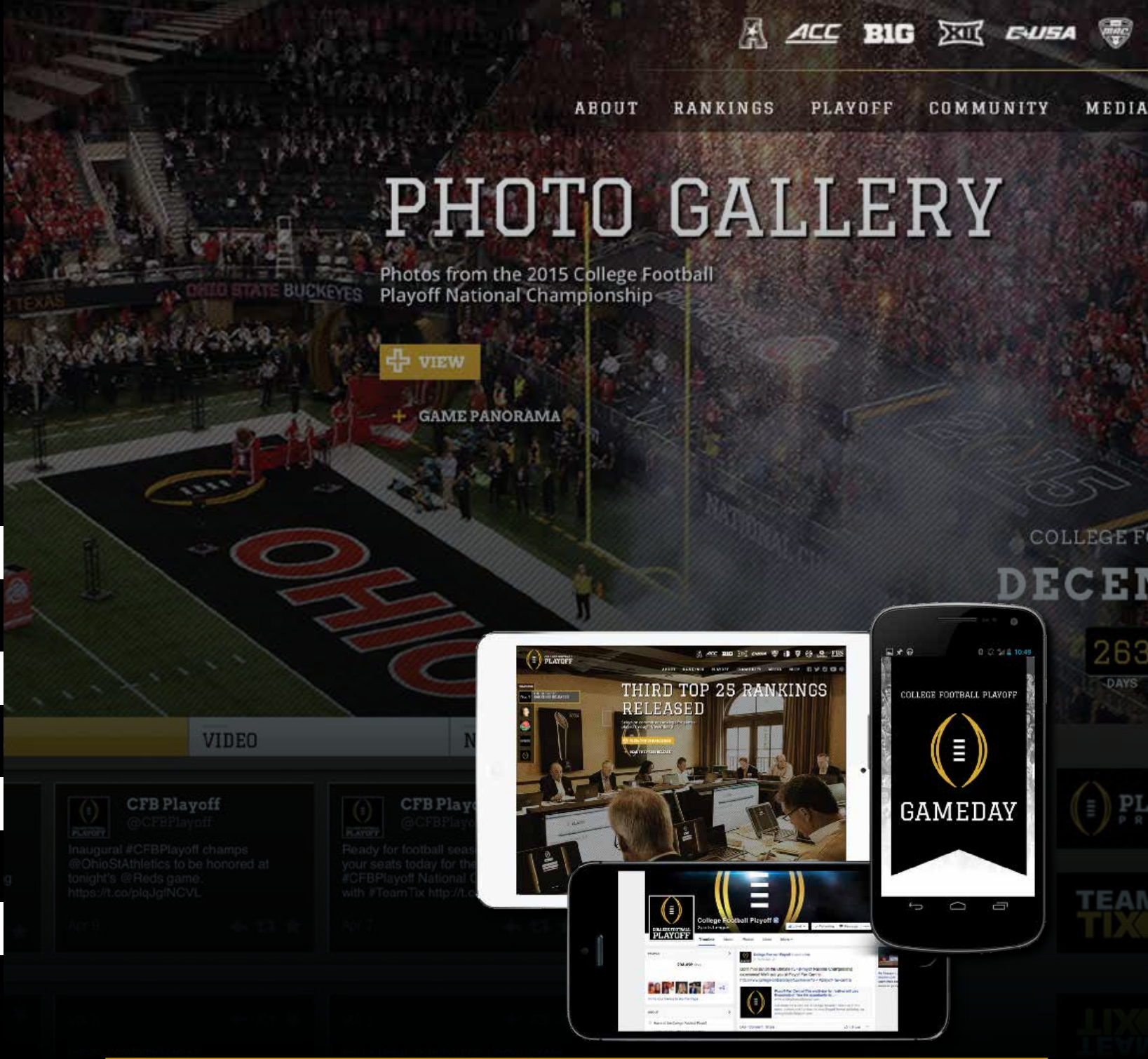
- The College Football Playoff Foundation created a tree planting event to generate awareness through local and national media coverage. The competition included teams planting ten trees expeditiously, while carefully following the guidelines of tree expert supervision.
- The event was sponsored by USDA Forest Service, the Texas A&M Forest Service, Dr Pepper, Employer Flexible, the Arlington Parks and Recreation Department and Gerdau. The event was organized by the Texas Trees Foundation.

Food Bank Project

- Several thousand pounds of prepared food was recovered from the kitchens of events and distributed to local soup kitchens and shelters through a partnership with Tarrant Area Food Bank.

2015

CFP DIGITAL



Launched New Website, collegefootballplayoff.com

- Over 7.4 million views.
- Viewed in over 200 countries.
- 77% of users were new visitors.

Website Page Views by Date

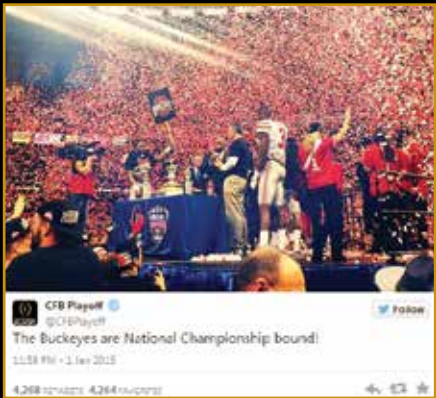
- 760,000 page views on Dec. 7 (Selection Day).
- 482,000 views on Jan. 1 (Playoff Semifinals).
- 256,000 views on Jan. 12 (National Championship).

Official App of the College Football Playoff, “CFP Gameday” Released

- Over 4,500 active users.
- More than 90,000 screen views.

College Football Playoff
Social Media Accounts

- Reach of over 150 million+ across Twitter and Facebook throughout the 2014-15 college football season.
- 90,000+ Twitter followers.
- 290,000+ Facebook likes.
- 47,000+ Instagram followers.



Game Week Social Media

Game week social experience included four fan activation areas and 22 different social visualizations created by the social media aggregation and display platform, Postano.



Top Tweet

4,268 Retweets

4,264 Favorites

"The Buckeyes are National Championship bound!"

— posted January 1, 2015



Top Instagram Post

4,645 Likes

"Best seat in a full house. #UOvsOSU"

— posted January 12, 2015



Official Hashtags Used
Over 400,000 Times
During Game Week

- #UOvsOSU
- #CFBPlayoff
- #GoDucks
- #GoBucks

118 Million+ Social Impressions Throughout Game Week

Top Facebook Post
57,172 Likes, Comments and Shares

"The Ohio State Buckeyes are the first ever #CFBPlayoff National Champions"

— posted January 12, 2015



WHAT THEY ARE SAYING



"On behalf of our coaching staff, administration and most importantly, our players, I want to really thank the College Football Playoff. This is uncharted waters...especially when you started thinking about how logistically you would turn this out. The hotel we stayed at, the city of Dallas, I mean, it's been perfect."

— Ohio State Head Coach Urban Meyer

"The new College Football Playoff has far exceeded everybody's expectations. Executive Director Bill Hancock and his outstanding staff have created something from nothing, and it's a huge credit to college football. Their attention to detail was truly impressive, transforming North Texas with countless events and utilizing the region as a national platform for promoting everything right with our great sport. It truly is great for the game."

— National Football Foundation Chairman Archie Manning

"The new College Football Playoff virtually defined how to make a great first impression. For an event that large and so anticipated, there was nary a hair out of place from beginning to end. Congratulations to the CFP staff and volunteers for their planning and effort for a much-awaited celebration of college football."

— FWAA President Lee Barfknecht





2015



COLLEGE FOOTBALL
PLAYOFF

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