



2018

**COLLEGE FOOTBALL PLAYOFF
YEAR IN REVIEW**



WELCOME TO THE 2017-18 COLLEGE FOOTBALL PLAYOFF YEAR IN REVIEW!

This all started in the summer of 2012 when a group of courageous university presidents, conference commissioners and athletics directors created a new event, firm in the belief that college football's traditional postseason could be made even better.

Enormously popular with fans, coaches and student-athletes, the College Football Playoff (CFP) has enjoyed tremendous success in its first four years. As the culmination of college football's regular season, the CFP is the crown jewel of the postseason, and provides memorable experiences for all participants. It is a win-win.

In 2017-18, the event captured the attention of avid fans and brought new people to the sport. Georgia and Oklahoma engaged in a classic two-overtime gem before Alabama pulled away from Clemson in the second half of the other semifinal. The national championship game went down to the wire, and then some, providing a memorable finish for thousands in attendance – and millions watching on television.

As we relive this year's games, events and accomplishments, we also celebrate the path that led us to the CFP – a journey based on rich history and remarkable innovation, but most importantly, a passion for the fantastic game of college football. We look forward to its future.


Bill Hancock
BILL HANCOCK
Executive Director, College Football Playoff

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COLLEGE FOOTBALL PLAYOFF



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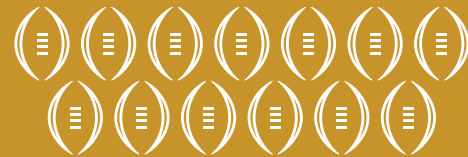
appearances made by the College Football Playoff National Championship Trophy during the 2017-18 trophy tour.



Number of future national championship sites announced in November.

140,000
NEW FOLLOWERS ON
**COLLEGE
FOOTBALL
PLAYOFF
SOCIAL MEDIA
PLATFORMS.**

13



Committee members responsible for ranking teams and selecting the Playoff Semifinal matchups.

40

Number of CFP Foundation partners across the country that hosted in-stadium activations during 2017 Extra Yard for Teachers Week.

1.6 MILLION STUDENTS
55,000 TEACHERS
REACHED AND
POSITIVELY IMPACTED
BY EXTRA YARD FOR
TEACHERS IN 2017-18.

5

Number of Atlanta Football Host Committee "All In" moments that resulted in major grants for Atlanta-area schools through Extra Yard for Teachers.

77,430

Attendance at Mercedes-Benz Stadium for the 2018 national championship game.

21

Interactive track towers placed throughout **Championship Campus** in conjunction with the **CFBPlayoff: All Access** program.

41
YARDS

Length of the touchdown pass that propelled Alabama to a fifth national championship in nine years.

54,000

Tweets posted per minute following Alabama's game-winning touchdown.



Number of times a playoff-era national championship game has gone into **overtime.**

20

NUMBER OF PRODUCTIONS FEATURED AS PART OF ESPN'S MEGACAST COVERAGE OF THE NATIONAL CHAMPIONSHIP GAME.

125,000

Record number of guests that visited **Championship Campus** in downtown Atlanta.

63,800 SQUARE FEET

Size of the halo board at Mercedes-Benz Stadium.

PLAYOFF SEMIFINALS

The Playoff Semifinal at the Rose Bowl Game presented by Northwestern Mutual saw a crowd of 92,844 in Pasadena for the double-overtime thriller. In New Orleans, the Playoff Semifinal at the Allstate Sugar Bowl hosted a sellout crowd of 72,360.



NATIONAL CHAMPIONSHIP GAME

The 2018 College Football Playoff National Championship matchup became the second most-viewed cable presentation of all time, averaging 28.4 million viewers. For the fourth consecutive year, ESPN's MegaCast Presentation offered more than 20 different productions for the game.

Inside Atlanta's new Mercedes-Benz Stadium, a crowd of 77,430 witnessed the first national championship game overtime of the playoff era.



2017-18 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP TROPHY TOUR



SEPTEMBER 2
Florida State vs. Alabama
(Atlanta, Georgia)

SEPTEMBER 4
Tennessee vs. Georgia Tech
(Atlanta, Georgia)

SEPTEMBER 9
Oklahoma at Ohio State

SEPTEMBER 16
Clemson at Louisville

SEPTEMBER 23
TCU at Oklahoma State

SEPTEMBER 29
USC at Washington State

OCTOBER 7
West Virginia at TCU

OCTOBER 14
Georgia Tech at Miami

OCTOBER 21
Michigan at Penn State

OCTOBER 28
Texas Tech at Oklahoma

NOVEMBER 4
Ohio State at Iowa

NOVEMBER 11
Notre Dame at Miami

NOVEMBER 18
Michigan at Wisconsin

NOVEMBER 25
West Virginia at Oklahoma

2018

JANUARY 1
Playoff Semifinal at the
Allstate Sugar Bowl
(New Orleans, Louisiana)

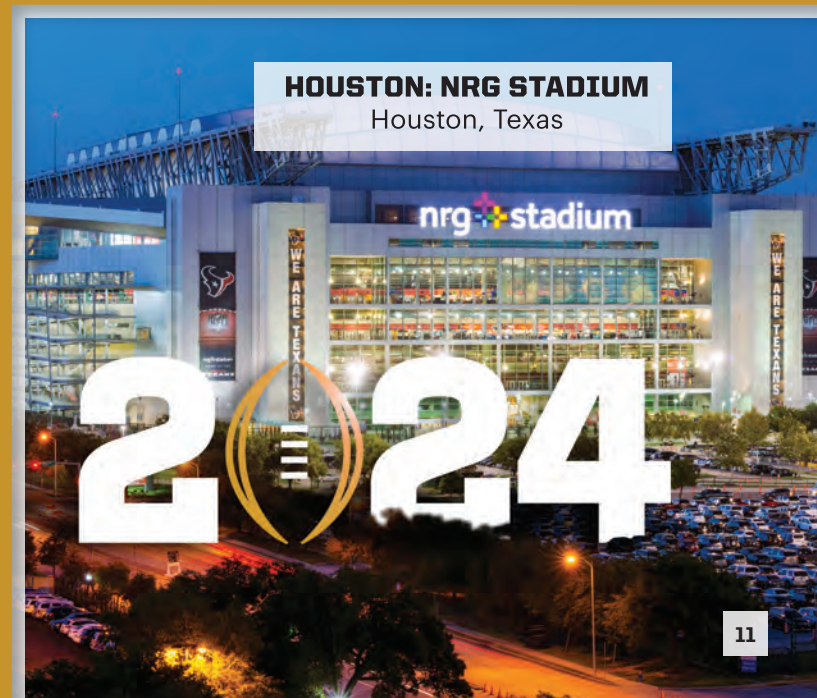
JANUARY 8
2018 College Football Playoff
National Championship
(Atlanta, Georgia)





FUTURE NATIONAL CHAMPIONSHIP SITES

In November, the College Football Playoff announced championship sites for 2021-2024, completing 'ten in ten' — with ten different communities hosting the national championship game in the first ten years of the playoff.





COLLEGE FOOTBALL PLAYOFF OVERVIEW



GOVERNANCE

Members of CFP Administration, LLC, are the 10 FBS conferences (American Athletic, Atlantic Coast, Big Ten, Big 12, 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 officers of the company. It has authority over all aspects of the company's operations.

Eric Barron, President
Penn State University (Big Ten)
Rodney Bennett, President
University of Southern Mississippi (C-USA)
Greg Fenves, President
University of Texas-Austin (Big 12)
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)
Max Nikias (chair), President
University of Southern California (Pac-12)
John Thrasher, President
Florida State University (ACC)
Satish Tripathi, President
University at Buffalo (MAC)
Gerald Turner, President
Southern Methodist University (American Athletic)

MANAGEMENT COMMITTEE

The committee manages 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.

Mike Aresco, Commissioner
American Athletic
Karl Benson, Commissioner
Sun Belt
Bob Bowlsby, Commissioner
Big 12
Jim Delany, Commissioner
Big Ten
Judy MacLeod, Commissioner
C-USA
Greg Sankey, Commissioner
SEC
Larry Scott, Commissioner
Pac-12
Jon Steinbrecher, Commissioner
MAC
Jack Swarbrick, Athletics Director
Notre Dame
John Swofford, Commissioner
ACC
Craig Thompson, Commissioner
Mountain West



STAFF

Bill Hancock, Executive Director
Will Baggett, Operations Coordinator
Mike Bos, Director of Ticket Operations
Laila Brock, Senior Director of Operations and Logistics
Claudia Dorsey, Business and Ticket Operations Coordinator
Allison Doughty, Director of Events and Hospitality Services
Nikki Epley, Director of Stadium and Game Operations
Tim Frick, Controller
Wes Gentry, Director of Administration and Technology
Ben Habern, Marketing and Strategic Partnerships Coordinator
Ryan Allen Hall, Director of Community Relations
Michael Kelly, Chief Operating Officer
Lauren Lanier, Communications Coordinator
Gina Lehe, Senior Director of Communications and Brand Management
Dave Marmion, Chief Financial Officer
Courtney Stanford, Special Projects Coordinator
Rijo Walker, Team Operations Coordinator
Alfred White, Senior Director of Marketing and Strategic Partnerships

CFP FOUNDATION

Britton Banowsky, Executive Director
Ally Wilker, Marketing and Brand Management Coordinator

INTERNS

Willi Anderson, Communications
(Tom Mickle Intern)
Riley Hart, Marketing and Strategic Partnerships
Morgan Jones, Hospitality and Fan Services
Jasmyn Le-Compte, Community Relations
Tiye-Saran Mutazz, Team Operations
Erick Newman II, Stadium and Game Operations



COLLEGE FOOTBALL
PLAYOFF



SELECTION COMMITTEE

A talented group of high-integrity football experts, including current athletics directors and university administrators, and former coaches, student-athletes and journalists, comprise the selection committee. Members of the 2017-18 committee were: Kirby Hocutt (chair), Frank Beamer, Jeff Bower, Herb Deromedi, Chris Howard, Tom Jernstedt, Bobby Johnson, Jeff Long, Rob Mullens, Dan Radakovich, Gene Smith, Steve Wieberg and Tyrone Willingham.



RANKINGS

In 2017, the first set of rankings were announced on Tuesday, October 31, with additional rankings released the following five weeks. On Selection Day, Sunday, December 3, the selection committee unveiled its final rankings of the season, as well as pairings for the Playoff Semifinals and the New Year's bowls.

FINAL 2017 RANKINGS

- 1 **Clemson**
- 2 **Oklahoma**
- 3 **Georgia**
- 4 **Alabama**
- 5 **Ohio State**
- 6 **Wisconsin**
- 7 **Auburn**
- 8 **Southern California**
- 9 **Penn State**
- 10 **Miami**
- 11 **Washington**
- 12 **UCF**
- 13 **Stanford**
- 14 **Notre Dame**
- 15 **TCU**
- 16 **Michigan State**
- 17 **Louisiana State**
- 18 **Washington State**
- 19 **Oklahoma State**
- 20 **Memphis**
- 21 **Northwestern**
- 22 **Virginia Tech**
- 23 **Mississippi State**
- 24 **North Carolina State**
- 25 **Boise State**



NEW YEAR'S BOWLS



GOODYEAR COTTON BOWL CLASSIC

December 29, 2017

No. 8 Southern California vs. No. 5 Ohio State

Final Score: OHIO STATE 24, Southern California 7



CAPITAL ONE ORANGE BOWL

December 30, 2017

No. 10 Miami vs. No. 6 Wisconsin

Final Score: WISCONSIN 34, Miami 24



PLAYSTATION FIESTA BOWL

December 30, 2017

No. 11 Washington vs. No. 9 Penn State

Final Score: **PENN STATE 35, Washington 28**



CHICK-FIL-A PEACH BOWL

January 1, 2018

No. 12 UCF vs. No. 7 Auburn

Final Score: **UCF 34, Auburn 27**





PLAYOFF SEMIFINALS



PLAYOFF SEMIFINAL AT THE ROSE BOWL GAME PRESENTED BY NORTHWESTERN MUTUAL

January 1, 2018

No. 3 Georgia vs. No. 2 Oklahoma

*Final Score/2OT: **GEORGIA 54, Oklahoma 48***

The No. 3 Georgia Bulldogs overcame a 17-point deficit to win the Playoff Semifinal at the Rose Bowl Game presented by Northwestern Mutual, defeating the No. 2 Oklahoma Sooners, 54-48. The first Rose Bowl Game in history to go into overtime, the game's 104th edition was also the highest-scoring with 102 combined points.

With just seconds left in the first half, Heisman Trophy winner Baker Mayfield caught a touchdown pass, giving the Sooners a 31-14 advantage. In the second half, the Bulldogs' offense closed the gap. Throughout the double-overtime classic, Georgia's Sony Michel and Nick Chubb combined for 326 yards and six touchdowns, including the game-winning 27-yard run by Michel following the Sooner's blocked field goal attempt.

The thrilling victory in Pasadena sent the Bulldogs to play for the program's third national title, the first since 1980.



**PLAYOFF
SEMIFINAL**



presented by
**Northwestern
Mutual**

PLAYOFF SEMIFINAL AT THE ALLSTATE SUGAR BOWL

January 1, 2018

No. 4 Alabama vs. No. 1 Clemson

Final Score: **ALABAMA 24, Clemson 6**

The No. 4 Alabama Crimson Tide pushed past the No. 1 Clemson Tigers in the second half of the Playoff Semifinal at the Allstate Sugar Bowl, claiming a 24-6 victory over the reigning national champions.

Alabama led 10-3 at halftime, before two crucial Clemson turnovers in the third quarter allowed Tide defensive players Da'Ron Payne and Mack Wilson to score touchdowns just 13 seconds apart.

Clemson's last effort to reach the end zone with just over a minute remaining was an unsuccessful fourth-down pass. By the end of the game, Alabama's defense held Clemson to 188 yards of total offense, 260 yards below the Tigers' season average.

Reaching the national championship game for the third straight year, the Crimson Tide advanced to Atlanta with hopes of a 17th national title.



PLAYOFF
SEMIFINAL

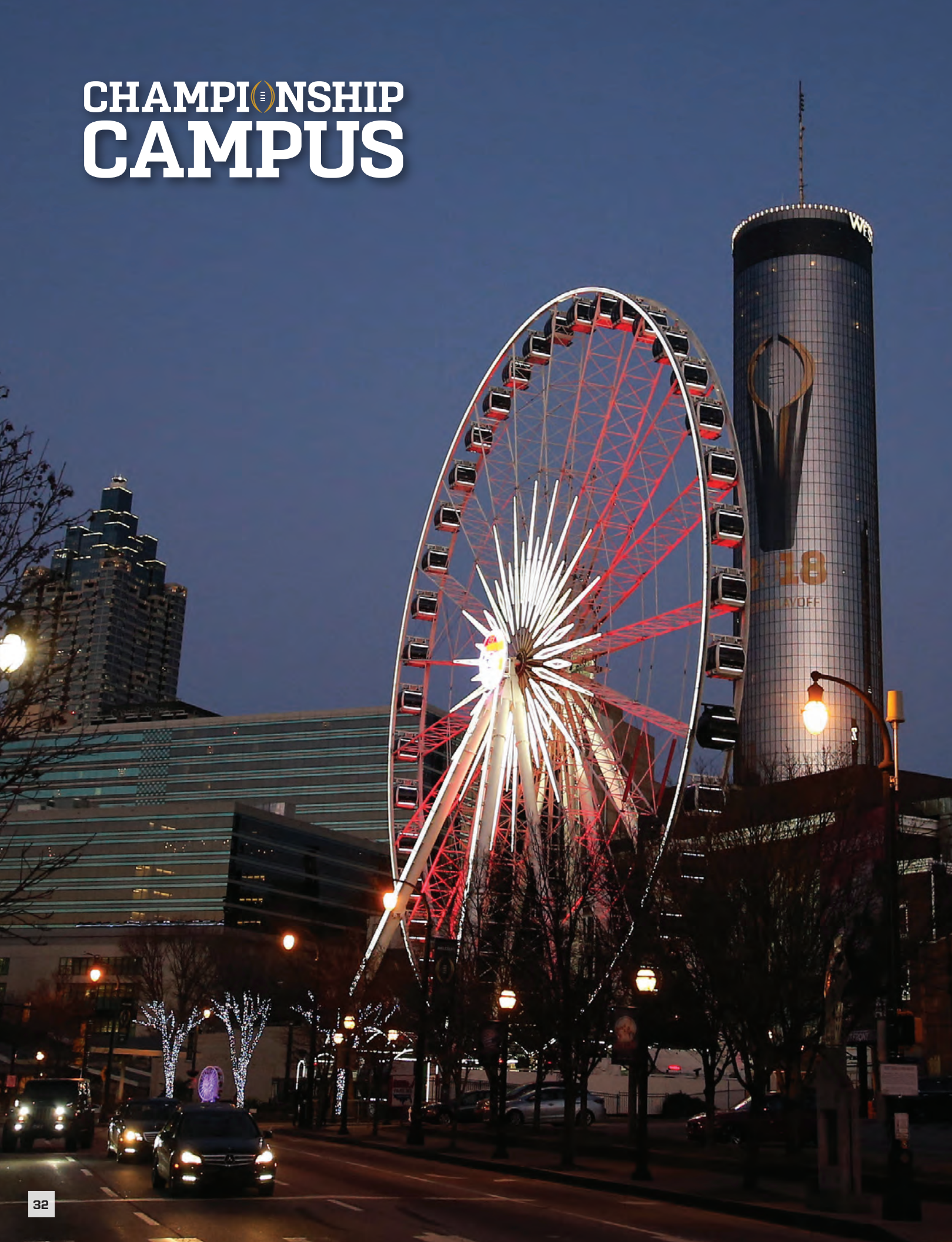




CHAMPIONSHIP WEEK



CHAMPIONSHIP CAMPUS



“Downtown Atlanta is built to host events like this . . . Atlanta has a passion every day for college football.”

– **DAN CORSO**

President of the Atlanta Football Host Committee



CHAMPIONSHIP CAMPUS

Championship Campus in downtown Atlanta provided a fan-friendly, walkable footprint featuring a comprehensive lineup of events and attractions. Throughout the week, a record 125,000 guests enjoyed Championship Campus, the ultimate college football experience.



PLAYOFF FAN CENTRAL

A 300,000 square-foot interactive experience at the Georgia World Congress Center, Playoff Fan Central gave thousands the opportunity to be a part of the College Football Playoff National Championship. Taking place on Saturday, Sunday and Monday, the event included games, clinics, pep rallies, band performances, special guest appearances, autograph signings and exhibits celebrating college football and its history. More than 48,000 attendees joined in on the fun – a record for the event.



AT&T PLAYOFF PLAYLIST LIVE!

Serving as the ultimate soundtrack for championship week, AT&T Playoff Playlist Live! brought three full days of music to downtown Atlanta. Performances by Jason Derulo and Charlie Puth kicked off the event on Saturday night, along with special guest Lizzo. The Chainsmokers headlined Sunday, with additional performances by Bebe Rexha and Spencer Ludwig. Monday's pregame performance featured Darius Rucker live from the Capital One Quicksilver® Music Stage, along with opening act Brett Young.



CHAMPIONSHIP TAILGATE PLAZA

CHAMPIONSHIP TAILGATE PLAZA

Thousands of fans enjoyed outdoor entertainment at Championship Tailgate Plaza on Saturday, Sunday and Monday. The free event included various fan activities and games, as well as live ESPN broadcasts and sponsor giveaways.



MEDIA DAY

MEDIA DAY

More than 3,000 fans attended Media Day Saturday morning at Philips Arena. Attendees had the opportunity to watch and listen as media members previewed the national championship game with coaches and student-athletes from the University of Alabama and the University of Georgia.



EXTRA YARD 5K

A record 1,500 runners participated in the Extra Yard 5K, the official road race of the College Football Playoff. The race was held in downtown Atlanta and included family-friendly entertainment, sponsor activities and more. Proceeds from the race benefited the College Football Playoff Foundation's Extra Yard for Teachers initiative.



TASTE OF THE CHAMPIONSHIP

Sunday night's Taste of the Championship offered guests the unique opportunity to sample gourmet cuisine at the Georgia Aquarium, with proceeds supporting the College Football Playoff Foundation and Extra Yard for Teachers. The event also included live music and appearances by legends of college football.



WOMEN'S LUNCHEON

In its inaugural year, the Celebrating Female Playmakers luncheon focused on successful women with careers in business and sports. Hosted by the Atlanta Football Host Committee, the event featured a special panel of trailblazers known for shaping their industries.



NATIONAL ASSOCIATION OF COLLEGIATE DIRECTORS OF ATHLETICS

The National Association of Collegiate Directors of Athletics (NACDA) hosted its annual FBS Leadership Summit during championship week. The summit allowed attendees to participate in a professional development opportunity focused on leadership.



NATIONAL FOOTBALL FOUNDATION

The National Football Foundation (NFF) staged several events in Atlanta during championship week. The events included the induction of Atlanta Falcons Owner Arthur Blank into the NFF Leadership Hall of Fame, as well as the announcement of the 2018 College Football Hall of Fame Class. Newly announced members also participated in the coin toss ahead of Monday night's game.



FOOTBALL WRITERS ASSOCIATION OF AMERICA

The Football Writers Association of America (FWAA) hosted its Past Presidents' Dinner on Friday, bringing together former leaders for the group's annual celebration. The FWAA also hosted the Eddie Robinson Coach of the Year Reception, as well as the FWAA Awards Breakfast.



PLAYOFF PREMIUM

Playoff Premium offered a first-class experience at the national championship game. Guests enjoyed premium amenities, food, beverages and musical entertainment.



PLAYOFF PREGAME

Live entertainment and premium catering highlighted the pregame party at the Georgia World Congress Center.



TEAM EXPERIENCE

The CFP provided student-athletes from both universities a memorable, championship-caliber experience. The Alabama Crimson Tide and Georgia Bulldogs participated in special team-only events and enjoyed outstanding hospitality while in Atlanta.





NATIONAL CHAMPIONSHIP GAME





PREGAME PAGEANTRY

Pregame festivities at the 2018 College Football Playoff National Championship featured old and new traditions. Prior to kickoff, Zac Brown Band performed the national anthem, accompanied by David Walker & High Praise, Atlanta's premier gospel choir.

The nation's colors were presented by U.S. Marines from Bravo Company, 4th Reconnaissance Battalion, based in Smyrna, Georgia. Drummers from the Georgia and Alabama bands played side-by-side as the color guard was introduced.



For the fourth consecutive year, pregame festivities included the "Path to the Championship" procession of 130 banners, representing all the Football Bowl Subdivision institutions and conferences.

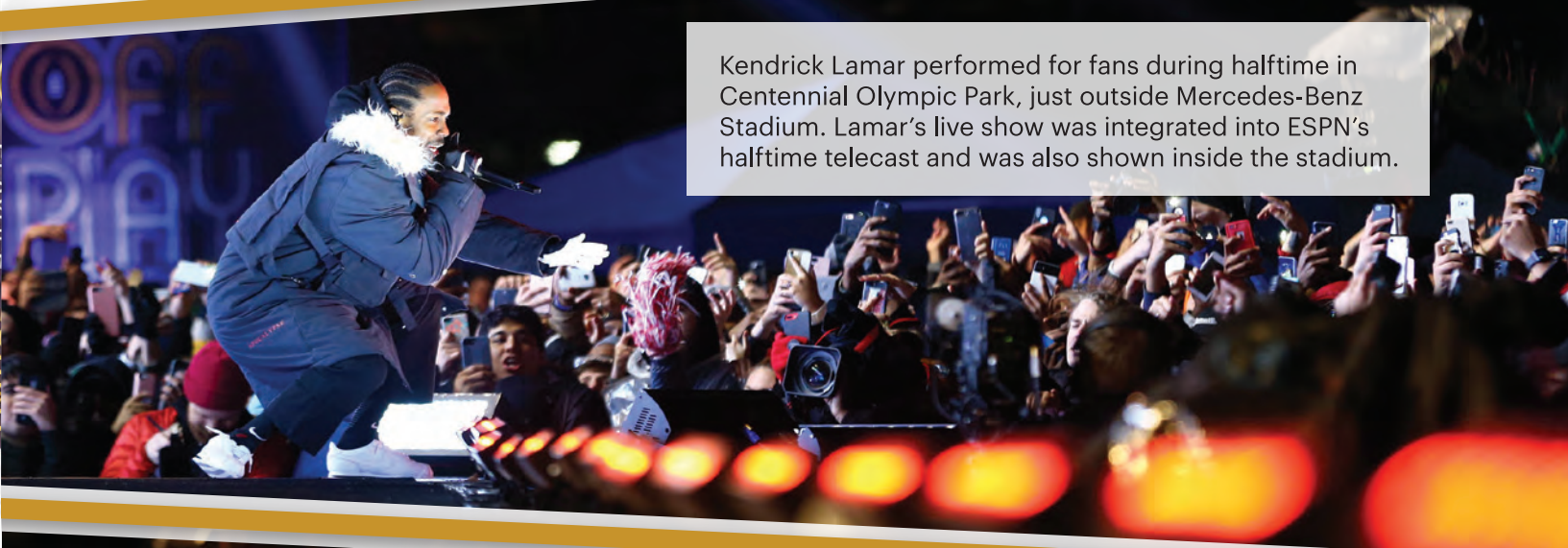


As part of the CFP Foundation's Extra Yard for Teachers initiative, the 2017 teacher of the year from each U.S. state and territory were honored on the field as part of the pregame celebration.

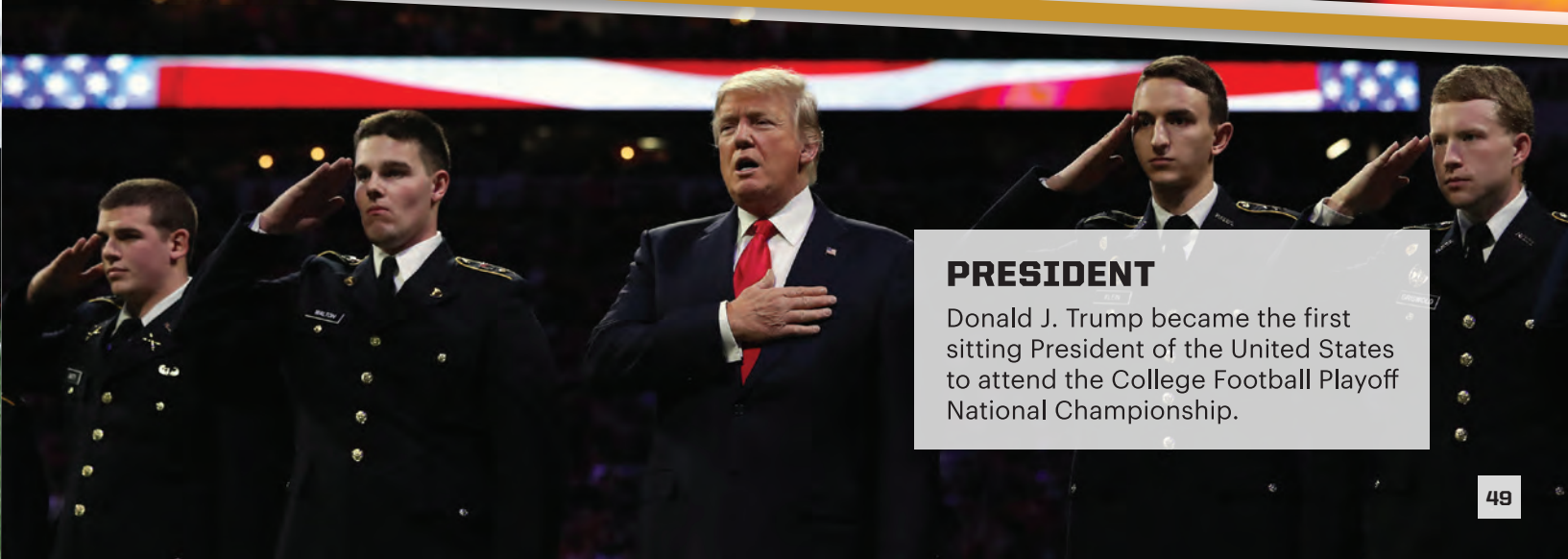


HALFTIME

Halftime entertainment featured performances from the Georgia Redcoat Marching Band and the University of Alabama's Million Dollar Band.



Kendrick Lamar performed for fans during halftime in Centennial Olympic Park, just outside Mercedes-Benz Stadium. Lamar's live show was integrated into ESPN's halftime telecast and was also shown inside the stadium.



PRESIDENT

Donald J. Trump became the first sitting President of the United States to attend the College Football Playoff National Championship.



"This has been a wonderful experience for us. This will be a game that I'll never forget."

- NICK SABAN
Alabama Head Coach



“It's our privilege to represent the institution, our fans and players, in what I think is one of the greatest events in all of sports – the College Football Playoff.”

– **KIRBY SMART**
Georgia Head Coach







COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP GAME

January 8, 2018

No. 4 Alabama vs. No. 2 Georgia

Final Score: **ALABAMA 26, Georgia 23**

Offensive Player of the Game:

Tua Tagovailoa, Alabama

Defensive Player of the Game:

Da’Ron Payne, Alabama

Score by Quarter:	1st	2nd	3rd	4th	OT	T
Alabama	0	0	10	10	6	26
Georgia	0	13	7	0	3	23

The No. 4 Alabama Crimson Tide defeated the No. 3 Georgia Bulldogs, 26-23, in an overtime victory at Mercedes-Benz Stadium in Atlanta, Georgia.

Despite allowing an interception on the third play of the game, Georgia’s offense secured the first half, with their defense leaving the Crimson Tide scoreless.

Trailing the Bulldogs 13-0 at halftime, Alabama gave the nod to true freshman quarterback Tua Tagovailoa. Leading the team to a comeback and 20 points over two quarters to force overtime, Tagovailoa was named Offensive Player of the Game. The backup quarterback threw for three touchdowns, including the game-winning 41-yard touchdown pass to freshman wide receiver DeVonta Smith.

It was Alabama’s fifth national title in nine years and the program’s second of the playoff era. The win also marked head coach Nick Saban’s sixth career national championship.





EMPIRE STATE BUILDING

Following Alabama's overtime win, the Empire State Building was illuminated in crimson and white to celebrate the Crimson Tide.



COLLEGE FOOTBALL PLAYOFF FOUNDATION

20



18

EXTRA YARD FOR TEACHERS

COLLEGE FOOTBALL PLAYOFF
FOUNDATION

COLLEGE FOOTBALL PLAYOFF FOUNDATION

The College Football Playoff (CFP) Foundation is the charitable arm of the College Football Playoff and supports education and teachers across the country. The CFP Foundation's primary initiative, Extra Yard for Teachers, elevates the teaching profession by inspiring and empowering teachers through the development and implementation of programs in four focus areas: resources, recognition, recruitment and professional development.

EXTRA YARD FOR TEACHERS WEEK

An eight-day period dedicated to celebrating teachers across the country, the CFP Foundation asked the college football community to support teachers during Extra Yard for Teachers Week, September 16-23.



EXTRA YARD
FOR TEACHERS
WEEK



Universities, conferences, bowls and other CFP Foundation partners participated by recognizing teachers at home football games, donating funds for classroom resources, promoting the cause on social media and honoring educators in other unique ways.



Extra Yard for Teachers Week also extended to Atlanta, site of the 2018 College Football Playoff National Championship. The Atlanta Football Host Committee celebrated the teaching profession by giving local educators DonorsChoose.org gift cards, as well as presenting a \$50,000 donation to Atlanta's Grady High School.



EXTRA YARD FOR TEACHERS LOUNGE

EXTRA YARD FOR TEACHERS LOUNGE

Held at the Georgia World Congress Center during championship week, the Extra Yard for Teachers Lounge offered more than 50 activities and served as a VIP space reserved exclusively for local and national teachers.



EXTRA YARD FOR TEACHERS SUMMIT

EXTRA YARD FOR TEACHERS SUMMIT

More than 800 teachers were treated to a series of gripping, wide-ranging presentations and performances at the Extra Yard for Teachers Summit. Highlights included a performance by American Idol winner Phillip Phillips, a discussion of National Geographic explorations by TED Talks star Andres Ruzo, and an inspiring message from Sydney Chaffee, 2017 National Teacher of the Year.



TEACHER OF THE YEAR CHAMPIONSHIP EXPERIENCE

During championship week, the CFP Foundation and Council of Chief State School Officers (CCSSO) partnered to host the Teacher of the Year Championship Experience presented by Dr Pepper. The 2017 State Teachers of the Year enjoyed hospitality and a full lineup of events and entertainment during their time in Atlanta. On Monday, the educators were recognized on-field prior to kickoff of the national championship game.

“I wish that every educator could experience such an amazing celebration of the work that we all do in our communities.”

– **AMY HYSICK**
2017 New York Teacher of the Year

“Through hosting the 2018 College Football Playoff National Championship, we have a phenomenal opportunity to impact Atlanta Public Schools and local teachers.”

– **CARL ADKINS**
Executive Director of the Atlanta Football Host Committee



EXTRA YARD FOR TEACHERS IN ATLANTA

Partnering with the Atlanta Football Host Committee, the CFP Foundation made a difference in the lives of thousands of teachers and students in the Atlanta area. More than \$1 million was invested into the Atlanta education system, with funds supporting classroom technology upgrades, scholar-athlete programs and early literacy training.





PLAYOFF GREEN

CHAMPIONSHIP ATLANTA 2018

PLAYOFF GREEN

PLAYOFF GREEN

A number of sustainability projects were put into place across Atlanta to “green” the College Football Playoff National Championship.

SOLID WASTE DIVERSION/RECYCLING

- CFP-branded recycling bins were provided at major event venues throughout Championship Campus. Venues included Mercedes-Benz Stadium, the Georgia World Congress Center, International Plaza, Centennial Olympic Park, Philips Arena and downtown hotel properties.
- More than 50 local volunteers were trained as “green ambassadors” and helped educate fans on the importance of recycling.

PREPARED FOOD RECOVERY

- Thousands of pounds of prepared food were recovered and deployed to those in need.
- Local partnership agencies for food recovery included the Salvation Army and the Atlanta Community Food Bank.

MATERIAL RECOVERY AND REPURPOSING

- Leftover materials were recovered and repurposed in an effort to reduce waste transported to local landfills. Recovered material included turf, carpeting, décor (fabric, vinyl, mesh), office supplies, merchandise, equipment and more.
- Participating agencies included Habitat for Humanity and Atlanta Public Schools, as well as Atlanta-area homeless shelters. Additional turf material were donated to nearby animal shelters.

PLAYOFF GREEN CAMPUS CHALLENGE

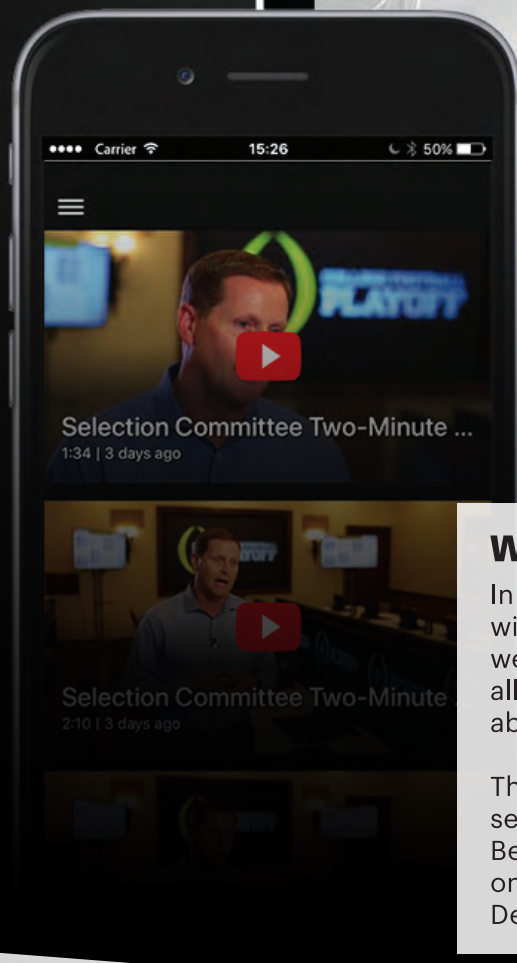
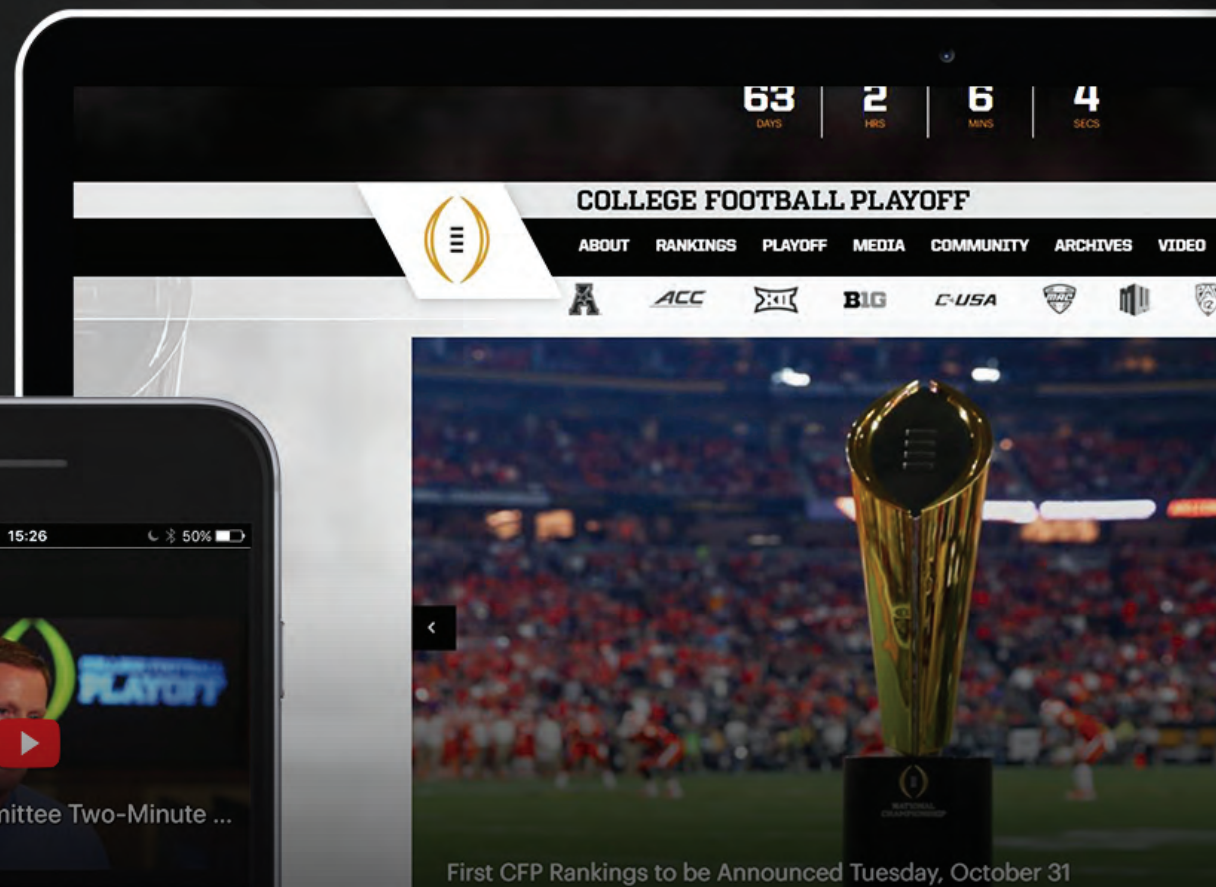
- Nine elementary programs from Atlanta Public Schools were tasked to implement various sustainability projects as part of the Playoff Green Campus Challenge. Schools that successfully completed the Campus Challenge were awarded grants for urban forestry projects, as well as gift cards for school supplies.





DIGITAL AND SOCIAL MEDIA

#CFBPLAYOFF



WEBSITE AND APP

In the fall of 2017, the College Football Playoff partnered with SIDEARM Sports to launch a redesigned, comprehensive website and mobile app. The new, rebranded experience allowed fans to stay up-to-date with the latest information about the playoff and the national championship game.

The CFP's official website, www.collegefootballplayoff.com, served as the go-to source for the latest rankings information. Between the release of the first selection committee rankings on Tuesday, October 31, and Selection Day on Sunday, December 3, the website saw more than 1.3 million new users.



PLAYOFF PODCAST

New for 2017-18, Playoff Podcast brought fans a behind-the-scenes look at the selection committee's weekly rankings, including exclusive features and interviews.

CFBPLAYOFF: ALL ACCESS

As part of the CFBPlayoff App, CFBPlayoff: All Access allowed fans to engage with sponsor activations and on-site experiences by delivering a single registration platform, seamless brand integration and rewards based on participation. The program registered more than 74,000 fan engagements, a new record among sporting events.



360-DEGREE VIRTUAL AND AUGMENTED REALITY VIDEOS

Using the latest technology, video content from Mandt Media provided immersive entertainment for fans looking for an in-depth national championship game experience.



    **cfbplayoff**
#CFBPlayoff

SOCIAL MEDIA

College Football Playoff social media accounts continued to engage fans in 2017-18, growing by more than 140,000 new followers on primary platforms. Conversation surrounding the playoff also grew, with a 25% increase in year-over-year impressions.



GAME WEEK SOCIAL MEDIA

Fans in Atlanta were encouraged to join the conversation and share their experience on social media. Social media engagement surrounding the national championship game hit record numbers, producing millions of impressions throughout the week.



During championship week, social content was displayed in real-time through the software platform, Tagboard. The technology allowed fans to share their event experience, while encouraging a larger social media conversation with the incorporation of event-specific hashtags.



On-site activations from Facebook, Instagram and Twitter contributed to increased social interaction among fans, the participating teams and members of the media.

2018

NATIONAL CHAMPIONSHIP

JANUARY 8 | ATLANTA





COLLEGE FOOTBALL PLAYOFF

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