

Who's Earning Money from March Madness?

A breakdown of revenue distribution by teams' academic performance

The NCAA shares revenue from the men's basketball tournament with Division I conferences based on the number of tournament games in which its member institutions play. The Knight Commission examined the \$409 million awarded for success only in the past five tournaments and found that nearly 44 percent of the funds (\$178.8 million) were earned by teams that had an Academic Progress Rate under 925, meaning that they were projected to graduate less than half their players.

Following is a breakdown of the revenues earned by each Division I conference for their member teams' performance in the past five tournaments, showing how much was earned by teams with APRs below 925:

NCAA Division I Conference	Revenue earned by conference teams for appearances and wins in 2006-2010 NCAA tournaments	Revenue earned by conference teams with APR score below 925 in 2006-2010 NCAA tournaments	Percentage of total revenue earned by teams with APR score below 925 in 2006-2010 NCAA tournaments
TOTALS	\$409,394,924	\$178,852,576	43.7%
Southeastern (SEC)	\$40,557,610	\$29,904,836	73.7%
Pacific-10	\$41,228,250	\$23,098,840	56.0%
Big 12	\$39,248,674	\$21,954,456	55.9%
Big East	\$58,456,894	\$21,523,250	36.8%
Big Ten	\$37,641,826	\$18,660,464	49.6%
Conference USA	\$13,819,398	\$11,397,898	82.5%
Colonial Athletic	\$10,401,098	\$6,897,230	66.3%
Atlantic Coast (ACC)	\$38,644,072	\$6,801,716	17.6%
Western Athletic (WAC)	\$6,257,538	\$5,589,648	89.3%
Mountain West	\$9,872,734	\$4,871,106	49.3%
Big Sky	\$4,300,094	\$4,060,430	94.4%
Metro Atlantic Athletic (MAAC)	\$4,393,964	\$3,295,410	75.0%
Southwestern Athletic (SWAC)	\$3,503,868	\$2,835,978	80.9%
Mid-Eastern Athletic (MEAC)	\$3,264,204	\$2,802,334	85.9%
Ohio Valley	\$3,965,738	\$2,438,958	61.5%
Big West	\$3,264,204	\$2,228,314	68.3%
Sun Belt	\$5,729,744	\$1,943,444	33.9%
Atlantic 10	\$13,661,220	\$1,797,650	13.2%
Mid-American (MAC)	\$3,503,868	\$1,703,780	48.6%
Southland	\$4,300,094	\$1,526,780	35.5%
Northeast	\$3,932,094	\$1,098,554	27.9%
Big South	\$4,123,094	\$1,035,890	25.1%
Horizon	\$9,427,050	\$923,740	9.8%
Southern	\$5,267,874	\$461,870	8.8%
Missouri Valley	\$13,571,432	\$0	0.0%
West Coast (WCC)	\$9,222,050	\$0	0.0%
Patriot	\$4,300,094	\$0	0.0%
Ivy League	\$3,743,532	\$0	0.0%
America East	\$3,264,204	\$0	0.0%
Atlantic Sun	\$3,264,204	\$0	0.0%
Summit (Mid-Continent)	\$3,264,204	\$0	0.0%

The "total amount of revenue earned for the 2006-2010 NCAA Men's Basketball Tournament Performances" represents only a portion of the total amount actually distributed during the years shown. The NCAA distributes money to conferences for their teams' men's basketball appearances and wins over a rolling six-year period, but this analysis includes only the amounts earned from the tournaments for which APR scores were available. For example, the amount calculated for the 2007 distribution represents 1/6th of the total NCAA Basketball Fund distribution for 2007 since APR scores were not published until Spring 2005, meaning that only one tournament (2006) of that particular distribution could be considered in the analysis. Similarly, the April 2011 distribution represents 5/6th of the total NCAA Basketball Fund distribution for 2011 since five of the six tournaments (2006-2010) were considered in the 2011 total. By adding up each of the distributions in the 2007-2011 time period, the NCAA awarded more than \$779 million. However, this research examined a little more than half (\$409.3 million) of the total revenue awarded during those revenue distribution cycles for the reasons described.