

Case Study: College Football Playoff National Championship

Date: 2016-2020

Location: Varies Annually

Client: ESPN

Event Summary: The College Football Playoff Championship game moves annually. Since 2016, ESPN has entrusted Kilowatt to create the layout and build the infrastructure for this elaborate TV compound.

The compound needs to support all ESPN affiliated networks, 1,000+ staff, a complete catering set-up, and green room spaces for talent. The build time typically takes about a week, followed by then moving in and working around the clock for 5 days prior to the game. This compound is the backbone of every piece of footage you watch on the air. Without it, there would be no televised broadcast of the game.

These compounds proudly host an average of 10 TV production trucks, 15 office trailers, 3 satellite uplinks, (3) 40' generators, and miles of cable.



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Challenges & Relevant Experience: A rotating venue means every year presents a new set of challenges. Due to the remarkable scale of the production as a whole, monthly site visits are required leading up to the January game.

Stadiums are not always able to meet our exact or desired footprint needs, which means we often need to get creative with how we find the space for all the necessary elements. In the past 5 markets, we've been in parking lots, in loading docks, and under overpasses.

The height of the NFL season overlaps with the end of the college season – pending NFL Playoff results, we have to make quick shifts in the build schedule or layout to accommodate their home games in the middle of our load in.

ESPN uses more cameras for this game (over 300) than the domestic broadcast of the Super Bowl. This equates to lots of moving pieces and tons of technical challenges, we are constantly facilitating an evolving delivery schedule under incredibly tight security. This means creating a relationship with the Stadium & CFP that shows we are organized and trustworthy partners.

And last but not least, a January event means weather is almost always a factor!

