

**Neutral Arbitrator Affirms College Sports Commission’s Application of Settlement Rules
in Playfly-Nebraska Matter**

WASHINGTON DC, May 11, 2026– A neutral arbitrator has issued a final, binding decision affirming the College Sports Commission’s (CSC) application of the rules in connection with third-party NIL agreements between Playfly and student-athletes at the University of Nebraska. The neutral arbitrator found that the CSC properly determined that Playfly is an associated entity, and properly determined not to clear the NIL deals at issue based on a lack of a valid business purpose, including a violation of the rule against warehousing NIL rights.

Upon the completion of the arbitration process, the impacted student-athletes are now able to submit revised third-party NIL deals that comply with the rules for the CSC’s review.

“We are pleased with the arbitrator’s decision to affirm the CSC’s fact-based application of the rules,” said Bryan Seeley, CEO of the College Sports Commission. “This process shows the system is working as intended: a decision we made was challenged and a neutral arbitrator assessed the facts to inform a final decision. We hope and expect that the student-athletes will submit new deals that comply with the rules, so we can promptly review them.”

The arbitrator upheld the CSC’s application of the rules established by the House v. NCAA settlement and adopted by the NCAA Division I Board of Directors around the following issues:

1. Playfly, as Nebraska’s multimedia rights (MMR) partner and the purported sponsor of the deals at issue, meets the definition of an **Associated Entity** under the settlement rules.
2. The deals did not satisfy the **Valid Business Purpose** rule as they did not include goods or services offered to the general public for profit.
3. The deals did not include the direct activation of student-athletes’ NIL rights as required by the rules and instead amounted to “**warehousing**” of those rights.

Separately, the arbitrator did not find for either party on the issue of whether the deals were at rates and terms commensurate with compensation paid to similarly situated individuals.

Once redactions have been approved by all parties, the CSC intends to post the full decision at collegesportscommission.org/news.

About the College Sports Commission

The College Sports Commission (CSC) is an independent body established in 2025 to oversee and enforce compliance with rules governing student-athlete compensation in college sports, including institutional revenue sharing and third-party Name, Image, and Likeness (NIL)

College Sports Commission

agreements. Dedicated to the principles of fairness, integrity and opportunity, the College Sports Commission provides structure and accountability to ensure that student-athletes and institutions benefit from a transparent and equitable collegiate athletics system.

Media Contact

collegesportscommission@fgsglobal.com