



College Sports Commission Releases Latest NIL Go Data Report

WASHINGTON, September 9, 2026 – Student-athletes have cleared 46,478 name, image and likeness deals worth \$582.49 million since NIL Go opened in June 2025, according to the latest NIL Go Data Report released today by the College Sports Commission. July and August 2026 accounted for 12,283 of those deals, worth \$227.25 million. That is the highest two-month total the platform has recorded, and it represents nearly 40 percent of all deal value cleared to date. During July and August, the College Sports Commission processed an average of more than 200 NIL deals per day.

The full NIL Go Data Report is available at collegesportscommission.org. NIL Go is the Commission's platform for reviewing third-party NIL agreements submitted by student-athletes.

"More than half a billion dollars in deals have cleared this system, and \$227 million of that came in July and August alone. Our job is to review every deal for compliance with the rules, and to do so consistently, efficiently, and as quickly as we can. We have built a process that can do that at this volume, and we are going to keep working to make it even better," said Bryan Seeley, CEO of the College Sports Commission.

Two planned platform changes took effect during the reporting period. Aspects of the evaluation of deal compensation that had previously required manual steps handled off-platform now run automatically on the platform, and an updated valuation model went live. Some deals were paused during that transition and actioned once it was complete. Those deals contributed to the July and August totals alongside continued growth in deal submissions.

The Commission will continue administering the rules, publishing aggregate data on a regular schedule, and improving the process for student-athletes, schools, and businesses.

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) 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.

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