

College Football Playoff to expand to 12 Teams Beginning in 2024

Jack Gallagher

MILLEDGEVILLE, Ga—The College Football Playoff will adopt a 12-team format beginning in 2024.

The Rose Bowl's approval was the last hurdle preventing the College Football Playoff from expanding. The Rose Bowl agreed to amend its contract, enabling the Playoff to expand for the 2024 season. While trying to protect the tradition of The Rose Bowl Game, Chairwoman Laura Farber explained why she approved the expansion.

“We had no intention of being and did not believe we would ever be the sole reason why this didn't happen.”

This new Playoff format is expected to bring in billions in television revenue. In addition, the conferences and schools that participate can expect upwards of \$400 million in total revenue.

It is expected that the new College Football Playoff will have multiple broadcast partners. ESPN is currently the only network that broadcasts the CFP. ESPN has broadcast rights for the CFP through the 2025-26 college football season.

The College Football Playoff committee ultimately decided that this new playoff is in the best interest of college football. Bill Hancock, Executive Director of the College Football Playoff, explained the main purpose of expanding the Playoff.

“More teams and more access mean more excitement for fans, alumni, students and student-athletes.”

Former Big Ten Commissioner Jim Delany knows how deeply college football fans feel about their teams and their sport. Delany approved the CFP expansion because of the fans and the players, believing that increased participation is a good thing.

“I was a skeptic, but I understand that this new Playoff creates a truly national event that fans can get behind.”

While the new Playoff will be a financial boom for television networks, conferences, and schools, adding so many teams to the CFP is seen by some as a dangerous proposition. College football media personality, Josh Pate, explains his desire to continue with the current playoff.

“More football is like printing more money. If you keep making more money, it has no value. College football has always been the sport with the best regular season. If so many teams get into the Playoff, it takes away value from the regular season that we love.”

This new format will reward the four highest-ranked conference champions with the top-four seeds and a first-round bye. The next two highest-ranked conference champions and the six at-large bids will round out the Playoff.

While final details are still being ironed out, the first round of the Playoff is expected to be played on campus. Once the final eight teams are determined, the Playoff will be played out in bowl games.

The system for crowning a national champion will now undergo its second change in a decade. The BCS system mathematically established the top-two teams who would then play in the BCS National Championship. In 2014, the College Football Playoff replaced the BCS system, with a committee selecting the top four teams. 2024 will mark the beginning of the expanded, 12-team Playoff era.

:30 News Reader (90 words)

The College Football Playoff will be expanding to 12 teams starting in the 2024 season.

The Rose Bowl finally signed off on the expansion, enabling the Playoff to expand in 2024 rather than 2026.

This new College Football Playoff will create over a billion dollars in revenue per year, with nearly half of that going to the participating schools and conferences.

The Playoff committee decided the new format was in the best interest of college football, creating more entertainment for fans, alumni, students, and student-athletes

Jack Gallagher, Georgia College News

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1:00 News Reader (180 words)

Breaking news out of college football today, the College Football Playoff will be expanding to 12 teams starting in 2024.

The Rose Bowl was the final party to sign off on the expansion, Chairwomen Laura Farber informed us that

“The Rose Bowl never had the intention of being the sole reason why this didn’t happen.”

The new Playoff is expected to create over a billion dollars in revenue for the multiple TV networks that will be involved

Participating schools and conferences will also be sharing pieces of the revenue, many reports claiming that this revenue could be north of \$400 million

The College Football Playoff committee ultimately concluded that the new format was in the best interest of college football.

Chairman of the committee Bill Hancock said

“More teams and more access mean more excitement for fans, alumni, students and student-athletes.”

The format of the new Playoff will include every conference champion from the Power 5 as well as the highest ranked Group of 5 champion

The remaining at-large bids will be given to the highest ranked teams regardless of conference.

Playoff games will be played on campus as well as bowl game venues

Jack Gallagher, Georgia College News.

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