

This note examines antitrust issues with regard to the Bowl Championship Series [“BCS”]. Amateur sports have an enduring place within the hearts and minds of Americans. College football is considered a chief example of an amateur sport despite the fact that outside organizations and advertisers funnel millions of dollars into it each year. The persistent myth of amateurism in college football enabled it to run relatively unregulated and immune to antitrust scrutiny up until a few decades ago. The note begins by examining the current state of antitrust law. It then examines the origins of the National Collegiate Athletic Association [“NCAA”] and the BCS and discusses how antitrust law applies to these institutions. The article concludes with alternative remedies to the BCS system, with particular attention given to the recently adopted four-team playoff format. These alternatives are not intended to destroy the BCS, but to remove barriers to competition inherent in its current design.