

Best Practices for Internet Webcasting and Streaming Local Little League® Games and Events

As these opportunities to webcast and livestream continue to become easier and more popular, local Little League® programs are encouraged to find ways to appropriately connect, virtually, with their families, friends, and members of the community.

And, while streaming can be a simple solution to share your league's games and activities, to assist volunteers and families with creating and sharing these activities using current technology, Little League has developed these best practices and related information.

It's important to note that a Little League game, or any activity associated with a district or chartered Little League, is considered a Little League event regardless of when it takes place during the calendar year.

How to Get Started

The simplest way to stream games is to self-produce your league's events. After discussing the extent of this initiative, equipment needed, and the amount of initial financial investment to be committed, the local league's Board of Directors can decide how to proceed with building infrastructure, operation training, maintenance, and oversight. Self-produced games can be as simple as connecting a camera to a tablet, laptop, or mobile device, that is positioned to show as much of the field as possible. Generally, if a league is self-producing games and livestreaming them through a league owned or operated platform, no contract is needed.

In general, there are three main types of live streaming available to local leagues:

1. **Self-Produced on a League-Owned and/or Operated Platform:** Little League International encourages that local leagues and/or districts should endeavor to make the stream available for no, or minimal, cost to the families of league participants and league officials; and easily accessible/visible to online viewers. This is typically done through the league or district's owned website and/or social media platforms, such as Facebook or YouTube, and fully operated/produced by the league/district. Utilizing these free services, no contract with Little League International required.
2. **Self-Produced on Subscription Platform:** While local leagues or districts are encouraged to offer their live streams at no, or minimal cost, they may also choose to explore using established subscription-model streaming platforms to host their self-produced broadcasts, such as Game Changer or GoDog Sports. There are many options to consider. If after researching various platforms and reviewing the terms of each platform's contract/agreement, the league or district Board of Directors should put the decision to a vote. If the resulting decision is to authorize the purchase of a subscription, the league should set up their account and make sure your administrator information is shared with the appropriate volunteers and individuals who will manage the account. It is recommended that access to the streamed league's event(s) be made available through the local league or district's website and/or official social media page(s); or the parent website of the streaming platform and promoted through your other digital media channels. It is important to note that those platforms that offer a user experience that requires a paid subscription to access content and offers download and/or On-Demand viewing options are not

permitted to re-distribute and/or gift any of recorded content of any Little League event. Subscribers are also not permitted to distribute and/or gift any recorded Little League content. No contract with Little League International required.

3. **Third-Party Produced:** Lastly, a contractual agreement may be established with a third-party webcasting company by which the league is approached by a media entity wishing to produce/record Little League events/games. These companies will produce the streams of the games, which could be streamed through a league-owned website or social media platform, or if desired, they could air on a platform that is owned and operated by a third-party. If such a proposition is presented to a local league or district, it may choose to accept or decline the offer. If the decision is made to have the event(s) streamed, a webcasting contract is required prior to the event/game taking place. This contract includes a per-game rights fee to be paid to the league or event host. A contract with Little League International is required.

For streaming questions, including contract inquiries, please contact Media@LittleLeague.org.

Communication with Your Constituents

Once your league or district has decided on how its Little League events will be streamed, it is critical to make consumers aware. Develop a communication strategy to educate your players, families, and volunteers on how and where they will be able to watch the events/games. Make sure the owner of your facility is also comfortable with you pursuing the streaming of your games.

It is recommended that this be a coordinated effort that involves the entire Board of Directors. The best time to share this initiative is during the preseason, preferably during registration, and certainly before games begin. Robustly promote this option through the league/district website and social media, and during any league meetings. Also, if the field facility where the game is to be played is not owned by the host league, the property owner is to be notified in advance of the event/game.

In doing so, inform the parents or legal guardians and volunteers that a form release and waiver will need to be signed and filed with the local league or district to allow for any participant who may appear (be visible to the camera) to be included in the video stream, including players, coaches, and umpires. Throughout the preseason and during the season, visual and verbal public notice is to be given (both online and at the event site) prior to the day of the streamed Little League event. During events, it's encouraged to have signage posted that the game is being streamed and make announcements over your public address system. If a situation arises whereby a parent/legal guardian refuses consent to allow their child/children to appear on the scheduled streamed event/game, it is recommended that the stream be cancelled, not the event/game. If this situation does occur, it is important to respect the personal decisions of your league or district's families and understand each family may be facing personal situations they are not comfortable sharing details of.

What to Look For

Once you decide where the cameras will be located, evaluate the area that will be seen on camera. Consider the condition of these spaces, including the playing field, backstop area, fencing, dugouts, bleachers, sponsor signage, press box/official scorer's area and beyond the outfield fence. Make sure they are safe and secure, and the cameras are located where they cannot be contacted by any of the

participants, or a batted, or thrown ball. The placement of the device(s) streaming the game CANNOT be located inside the facility's fence or on the field of play, create a safety risk to any of the game's participants, distract players or coaches, obstruct the view of persons attending the game, or be placed in either dugout.

It is also important to evaluate what sound may be picked up from the cameras in these areas, and if there are any concerns with those sounds being broadcasted in your stream. For example, if the camera may pick up live, personal conversations of families or friends, you may want to evaluate a new location for the camera and/or microphone.

You may also need to consider cellular data and/or internet connectivity available at your location to stream the games.

As always, it is important to inspect the playing equipment (bats, balls, helmets, catcher's equipment, bases) to make ensure they meet Little League rules and regulations.

In addition, your league should decide if the player uniforms will include names on the jerseys and have Little League patches affixed to the left sleeve. In a typical regular season, it is recommended that the players' names not be placed on the jerseys, and the Little League patch be properly placed on the jersey.

Any league or district hosting a streamed Little League event(s) is also required to adhere to the [guidelines for the Appearance of Little Leaguers in the Media](#).

Sharing with Family and Friends

The ability to watch/stream Little League events/games through various electronic devises has becoming increasingly common. The convenience of enjoying these events without the need of being on site does create certain specific challenges.

League and district officials need to be aware that no local league or district is permitted to give verbal or written permission to any third-party company to allow for distribution of streamed video content without the expressed written consent of Little League Baseball, Incorporated.

You are most certainly invited to enjoy these events remotely. However, understand that those platforms offering a user experience that requires a paid subscription to access content and/or provide download and/or On-Demand viewing options would have access to recorded footage for a predetermined time after the event has been completed. Know that subscription streaming services or third-party production companies are not permitted to distribute and/or gift any recorded content of any Little League event. Subscribers to this content are also restricted from distributing and/or gifting any recorded Little League content.

You may advise those who are viewing any Little League event(s) carried on a satellite or cable provider and who have access to a digital video recorder (DVR), they may capture the game for viewing later. Again, this content is not to be reproduced or distributed.

Streaming as a Fundraiser

A league or district may choose to monetize (charge for access) its streamed Little League events, provided all Little League guidelines regarding [commercialization](#) (Regulation XIII – Commercialization – See the Little League App or current edition of the Little League Rules, Regulations and Policies), [sponsorships and advertisements](#), and [trademark usage](#) are strictly adhered to. If generating funds from subscriptions, or using the stream as an added placement opportunity for league or district sponsors, the league/district must be careful not to publicly promote or refer to the platform or production company as the “official streaming service/platform of Hometown Little League.”

Tournament Games on the Internet

Any division of Little League International Tournament play below the regional tournament can be streamed by a local league, district, and/or the tournament host. The same guidelines listed above apply for communication and facilities. Regional tournaments wishing to stream or broadcast their games should contact Media@LittleLeague.org for more information. If approached by a media outlet wishing to present games, [a contract will need to be initiated by the Tournament Director of District Administrator](#). The following information is available through the Little [League Rulebook App](#) or current edition of the [Little League Rules, Regulations, and Policies](#).

Reminders:

- **News/Media Entities and Outlets**

Only Little League International may authorize the televising or streaming (live or recorded) of any tournament games during the International Tournament on a media entity’s digital/app/web platforms. The District Administrator or Tournament Director may recommend approval but may not make commitments or sign any agreement or contracts for the televising of games. Not later than two weeks prior to the start of the tournament at the level to be televised, the director having jurisdiction shall submit in writing complete details, including any commercial advertising or sponsorship, of the proposal to Little League International. Videotaping, or digital recording of games is permissible provided tapes or digital files are not sold or used for any commercial purposes. Brief, televised reports on tournament games and activities on news programs are permitted. More information on local league and district media guidance can be found at LittleLeague.org/Media.

- **Livestreaming/Webcasting**

Local leagues may be interested in webcasting or livestreaming games through their owned and/or officially operated local league website, official social media account(s), subscription-based platforms, or another digital platform. Leagues are permitted to stream/webcast games, both regular season and International Tournament games through the State/Country level through these league-owned and managed platforms (e.g. official league social media accounts, subscription-based livestream platform, league-owned website) granted they follow all Little League policies regarding commercialization and trademarks and have the appropriate releases from all participants and notices for attendees.

For any stream/webcast that is through any outlet that is not fully owned and/or operated by a local league, or for Little League International Tournament Regional level games, an agreement is required to outline the livestreaming/webcasting agreement. Agreements may be arranged with Little League International by contacting Media@LittleLeague.org.

For more information on livestreaming/webcasting of Little League International Tournament games, visit LittleLeague.org/TournamentStreaming. Guidance on regular season streaming/webcasting can be found in the FAQ section of the Rulebook and at LittleLeague.org/Livestreaming. (See Regulation XV.)

Little League reserves the right to modify or change requirements around broadcasting, livestreaming and/or the distribution of regular season and tournament games. If modifications are necessary, additional guidance will be provided.

NOTE: Any streamed Little League-related content may be subject to review by the Little League International Charter and Tournament Committees in Williamsport, Pennsylvania.