

## **Internet Webcast and Streaming FAQ, Guidelines, and Policies**

### **1. Can a local league or district self-produce webcast/stream games and Little League-related events?**

A local league or district may produce its own internet-based multimedia product (audio-only, video-only, or audio with video, live or recorded) by using any commercially-developed electronic platform designed to capture audio and/or video, and send it through a computer or other electronic capture device with internet connection capability for the purpose of sharing or “streaming” the event (to be referred to as a webcast). This includes streaming events through a local league website, Facebook, and/or other social media platforms, provided the local league or district follows all of Little League’s policies regarding commercialization and trademarks (see Little League’s Current edition of the Official Regulations, Rules, and Operating Policies).

### **2. How does a league or district decide to produce/stream a webcast?**

To stream a game or event as a self-produced piece of content, the local league or district must first decide if it wishes to take on the responsibility of adding this component to its operations. If the Board of Directors votes to organize and manage this content, then it will need to budget the appropriate funds to acquire the necessary hardware/equipment; for example: internet domain/website; web-based program/platform with archive management capability; video camera(s); computer(s); audio mixer(s); microphone(s), and designated staff to operate and maintain the equipment needed for the production.

### **3. Can a local league or district use a webcast as a fundraiser?**

Once the decision is made, the website portal or where you’ll be airing your games is determined, equipment is purchased, and staff is in place to make operational, the league or district must consider if it will monetize (charge the consumer to access) the webcast. – The consumer doesn’t necessarily have to be charged for a league to monetize.

If a local league intends to monetize the webcast its must:

- Decide on the type of marketing and advertising that will be displayed on, and around, the webpage presentation in accordance with Little League’s regulations governing licensing, marketing, and trademark usage.
- The access method(s) – i.e. – Registration wall, single-event live pay-per-view, subscription, on-demand archive, other, etc.
- Forms/method of accepted payment – i.e. – credit card; prepaid account, credits, tokens, coupons, vouchers, promotion code, other, etc.
- Cost for access – i.e. – per-event charge, monthly subscription, volume charge per click, or duration of viewing, other, etc.
- What about non-website based streaming, like Facebook and Twitter?

### **4. What does a league or district need to do to notify teams about appearing on the internet?**

At a minimum of three days prior to the webcast, the league or district that intends to webcast games or events, must notify each league, team, and individual that they may appear as part of the league’s webcast coverage. The host league is responsible for securing permission to use the likeness of each

person prior to the game by using a model release form ([you can find a sample on LittleLeague.org](http://www.littleleague.org)). The host league is to indefinitely maintain a signed copy of the model release past the first date the game/event is webcast.

The league/district does NOT have permission to make digital copies (DVD, Mp4, or Mp3 downloads) of the game/event for the purpose of retail distribution.

The league/district does NOT have permission to make digital copies (DVD, Mp4, or Mp3 downloads) of the game/event for gifting to players, umpires, volunteers, sponsors, or anyone else directly or indirectly associated with the game, event, league, or district.

## **5. What are Little League International's requirements and permissions for online streaming Little League games and events?**

Audio-only webcasts are subject to the same guidelines as those listed above for video webcasts.

If a local/league or district enters into an agreement to link to a terrestrial radio station's webcast that utilizes self-produced video and the audio game coverage of a local terrestrial radio station that intends to simulcast the game/event (broadcast the game live over the air and stream through its website or the league/district site), the league/district is not permitted to webcast the station's advertising during presentation of the game/event.

- Audio-only webcasts

- A local Little League has the ability to produce an online/internet audio-only webcast of a live game or event.
- The audio webcast can utilize the Public Address audio or be a dedicated production streamed through the local league's website or other digital platform.
- The play-by-play of a single person/talent, or a multi-person/talent production can be streamed live or recorded for posting at a later time or date.
- The audio webcast is permitted to be streamed through the local league's website or official social media accounts.
- Any visual or audible advertising or messaging must be in accordance with Little League's sponsorship guidelines. All visual advertising or messaging (tile ads, etc.) associated with webcast/podcast must also be in accordance with Little League's sponsorship guidelines.
- A local league's Board of Directors may authorize a third party (i.e. - radio station, webcasting company) to produce an audio-only webcast, provided the third party completes and enters into a contractual agreement with the league prior the playing of the game to be webcast.

- Video webcasts

- A local Little League has the ability to produce an online/internet video-only webcast of a live game or event. This production does NOT include any audio commentary.
- The video webcast can utilize single or multiple, fixed or manned cameras as part of a dedicated production streamed through the local league's website or other digital platform. If using manned cameras, no camera location may be located inside the field of play, or in "in-play" areas. All fixed cameras may be free standing or fixed to the facility's fencing and/or backstop.

- If the local league does not own the property or facility where the webcast is to originate, prior permission from the property/facility owner must be secured through the presentation and approval of a treatment document that outlines the production plan.
  - The video production can be recorded for posting later through the local league's website, official social media accounts, or other digital platform that is operated by the league.
  - All visual advertising or messaging (tile ads, etc.) associated with webcast must be in accordance with Little League's sponsorship guidelines.
  - A local league's Board of Directors may authorize a third party (i.e. - webcasting company) to produce an video-only webcasting, provided the third party completes and enters into a contractual agreement with the league prior to game to be webcast is played.
- Audio/video webcasts
    - A local Little League has the ability to produce an online/internet video/audio webcast of a live game or event.
    - The video/audio webcast can utilize the Public Address audio or be a dedicated production streamed through the local league's website. The play-by-play of a single person/talent, or a multi-person/talent production can be streamed live or recorded for posting later.
    - The video/audio webcast is permitted to be streamed through the local league's website, official social media accounts, or other digital platform that is operated by the league.
    - The video/audio webcast can utilize single or multiple, fixed or manned cameras as part of a dedicated production streamed through the local league's website. If using manned cameras, no camera location may be located inside the field of play, or in-play areas. All fixed cameras may be free standing or fixed to the facility's fencing and/or backstop.
    - If the local league does not own the property or facility where the webcast is to originate, prior permission from the property/facility owner must be secured through the presentation and approval of a treatment document.
    - The audio/video production can be streamed live, or recorded for posting later through the local league's website.
    - All visual advertising or messaging (tile ads, etc.) associated with webcast must be in accordance with Little League's sponsorship guidelines.
    - A local league's Board of Directors may authorize a third party (i.e. - webcasting company) to produce an audio/video webcasting, provided the third party completes and enters into a contractual agreement with the league prior to game to be webcast is played.

## **6. Can a webcasting company stream Little League games and events?**

If a third-party company wishes to enter into a commercial agreement with a local league or district for the purpose of streaming a Little League event, then a rights fee, established by the Little League International Communications Department, will be applied in accordance with the execution of the contract. The full amount of the per-game rights fee is to be paid prior to the event, with 100 percent of the total going to the host league or district to offset tournament (and operational) expenses. All media contracts for the current year are available online at LittleLeague.org on the forms and publications page. Only the host League's President, or the tournament director may initiate the contract process.

For additional information or direction on streaming/webcasting Little League games or events, contact Chris Downs ([cdowns@LittleLeague.org](mailto:cdowns@LittleLeague.org); 570-326-1921; ext. 2238), Director of Constituent Communications, at Little League International, in Williamsport, Pa.

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