



Little League® University
Live Webinar Series
Streaming League Games



objectives

- Understanding the dos and don'ts of streaming games.

- Learning about the technology available.

- Knowing when you need a contract and permission from Little League International



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Communications

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As streaming becomes easier to accomplish, many local leagues are embracing this technology.

- Makes it easy for family members/friends who can't attend games to follow along.
- Engages social media followers
- Enhances the experience for players and families



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What's Permitted?

- If a stream is completely operated by a league/district and shown on a league owned/operated website and/or social media page, without any money being exchanged, in-kind donation from a video production company, or similar business transaction, a league/district is encouraged to stream its games.
 - **Example:** A league volunteer has an iPad that is set up in the press box, and the league uses their Facebook page to live stream the game.

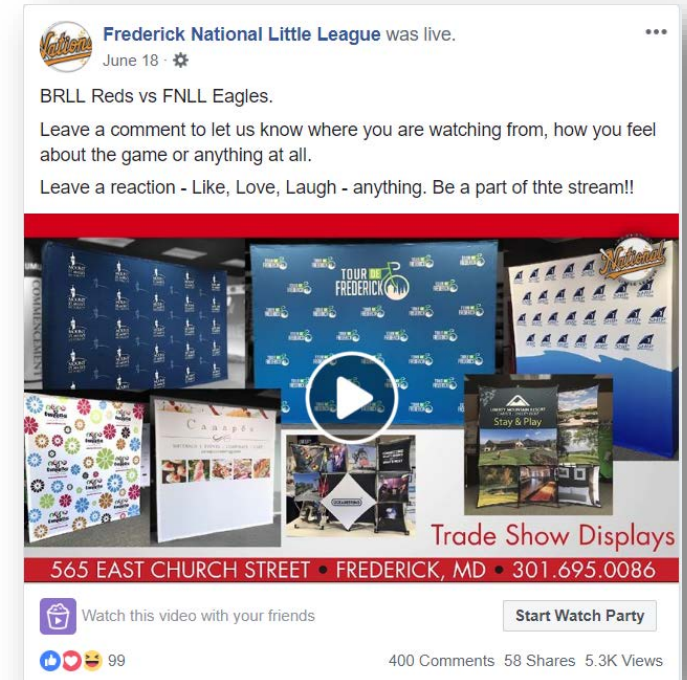


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When Do You Need a Contract?

- If the stream, in anyway, has a business transaction associated with it, or is being shown on a website and/or social media page that is not owned/operated by the league/district, there must be a contract.
 - **Example:** A local company who streams high school games offers to stream your games for free, and, in turn, promotes their own sponsorships during the streams of your games, your league/district would need a contract.



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Best Practices

- Gather Model Release forms for all participants.
- Post notices and announce that the game is being streamed.
- Limit music between innings
 - Some platforms have automated monitoring of protected music, which could lead to your stream being stopped.



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Join us in two weeks...

When:

March 28, 2019 at 2 P.M. Eastern

Topic:

**Division Resources, Tee Ball, Coach Pitch and
Little League University**

Questions?

Thank you!



Sam Ranck
Director of League
Development and
Challenger Program