



16.04.2023.

6th year with an IISHF Livestreaming Sponsorship package (2023, 2022, 2021, 2019, 2018 and 2017).

## **IISHF Livestreaming Sponsorship 2023 – IISHF Title Events**

**– Agreement covering a livestreaming solution provided by the hosting club or an approved external provider.**

Budget for 2023 with livestreaming at Title Events as approved at the IISHF AGM 2023 is 3.500 Euro based on 7 events with estimated 500 Euro per event.

Please note that the total expenses for livestreaming will be subject to change if events are cancelled or postponed. In addition please also note that the maximum for a livestreaming would still be 750 Euro so if all events will deliver the service as described in option 3 a proportional payment will still come into effect.

### **2 day Events including any Friday evening games: Maximum of 500 Euro**

IISHF Sponsorship based on the conditions described below – payment after the event – partially payment to be expected.

### **3 day Events: Maximum of 750 Euro**

IISHF Sponsorship based on the conditions described below – payment after the event – partially payment to be expected.

### **General terms:**

**IISHF will always maintain the rights for the livestreaming but we will after written agreement co-share the rights with a selected provider.**

- The payment will only be done if this livestreaming is done in a "good" way and the performance is good. Payment will be done after the event when IISHF have the guarantee that the livestreaming worked well.
- Furthermore the maximum will only be for full coverage of all games otherwise the IISHF sponsorship will only be partially (as described below).
- Before IISHF make any approval, IISHF should know the details and quality of the livestreaming. If the quality is not "acceptable", IISHF will not support it.

### **Equipment:**

- It's the hosting club and/or designated providers duty to provide the necessary equipment and internet connection in order to deliver the livestreaming.
- It's the hosting club and/or designated providers duty to provide the necessary personel and manpower to deliver the livestreaming.

·It's not sufficient to install one single unmanned camera covering the pitch. It needs to be one or more cameras operated by a livestreaming crew.

#### **Option 1 (only live): Maximum of 200 Euro per day:**

Payment after all the Title Events for the year has been completed based on the following evaluation.

- 1) Sponsorship only for livestreaming done by the hosting club or a provider approved by IISHF based on an agreement with the IISHF Presidium.
- 2) There has to be a website link for the livestream.
- 3) Partial payment based on the number of games livestreamed. For example with 12 games of total 24 games livestreamed the payment will be 50%.
- 4) Definition of a game livestreamed – a game that was completely streamed e.g. that the connection had no interruptions (check done by IISHF).
- 5) The livestream has to be a decent quality in the perspective of the IISHF Presidium based on an evaluation during and after the event has been completed. The IISHF Technical Director and/or IISHF Presidium Member present at the event will check the quality of the livestream during the event.
- 6) IISHF will only sponsor a maximum of one livestream for each IISHF Title Event.

#### **Option 2 (live + recording): Maximum of 250 Euro per day:**

Payment after all the Title Events for the year has been completed based on the following evaluation.

- 1) The same as described in option 1 in addition the following applies:
- 2) All the games livestreamed are available in full length after the event on a website for at least one month.
- 3) All the games livestreamed are with commentating in English. Domestic language can be used as the second language.

#### **Technical Points:**

The organizer of the event has to provide a internet access with an Ethernet connection or an excellent WIFI network.

#### **Sponsorship from National Member Associations:**

Livestreaming from IISHF Title Events cost money and IISHF is willing to support this as described however it's important that we get extra support from the NMA's.

#### **IISHF Strategy for livestreaming**

- 1) IISHF is in favor of a centralized livestreaming solution as this means organizational learning and standardized quality.
- 2) However, a centralized approach means expenditures beyond the technical realization, such as travel and accommodation.
- 3) IISHF have plans to create an IISHF You Tube channel, where we show the IISHF livestreaming events but also create playlists of game reports provided by the national federations.
- 4) If we worked around one European platform we could easier generate significance in subscriptions and, afterwards, generate incoming from advertising and sponsorship
- 5) Meaning, our national leagues (game reports, maybe also live streams if available and wanted) and our IISHF events support each other and lead to permanent traffic onto the platform. Otherwise we risk to create island

solutions where none generates enough interest. So, IISHF would suggest that we work to create one platform.

- 6) Once we create video material, the next step will be to create game reports and promo videos (best goals, safes, moments) for which the participating clubs may pay a fee

On behalf of the IISHF Presidium

Erik Sommer (*President*)