



12.06.2024. Updated version for 2024.

7th year with an IISHF Livestreaming Sponsorship package (2024, 2023, 2022, 2021, 2019, 2018 and 2017).

General statement about IISHF Livestreaming.

- All live commentary where possible should be in English.
- All live commentary **MUST** be fair and neutral for both teams participating, the host and the officials on the game(s).

Regarding commentary on the live streams at IISHF Title Events we must ensure that there is a neutrality in the commentating on any games where there is active commentary during a live stream so as not to cause any offence or cause for complaint by any spectator as this could affect the percentage of the live stream support package on offer by IISHF.

Attached please find the updated IISHF Live Streaming Package covering 2024 as approved at the IISHF AGM 2024. The regulated Budget for 2024 with livestreaming at IISHF Title Events is 3.500 Euro based on 7 events with estimated 500 Euro per event. Please note that the total expenses for live streaming will be subject to change if events are cancelled or postponed.

When streaming the games live – general conditions.

IISHF would like to understand your capacity for Live Streaming so that we can make provision on the website and our social media channels to direct spectators from around the world to the games.

- When streaming the games live
 - Is this one continual stream per day?
 - Is this multiple streams of an extended duration (multiple games, multiple streams)
 - Is this one stream per game?
 - Will there be any commentary on the live stream?
 - All live commentary where possible should be in English
 - All live commentary **MUST** be fair and neutral for both teams participating, the host and the officials on the game(s).

- Have you a dedicated YouTube, Vimeo or other live streaming channel that we can use to embed the video on IISHF website.
 - If you are using YouTube, are you able to set permissions prior to the game being loaded to allow embedding of the live feed into external websites?
- Prior to the event, how soon can you deliver the live stream URL so that we can embed the stream onto the website.
- Following the event, will the video footage still be available for spectators, teams, clubs be able to view the footage?

IISHF Livestreaming Sponsorship 2024 – IISHF Title Events

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

Budget for 2024 with livestreaming at Title Events as approved at the IISHF AGM 2024 is 3.500 Euro based on 7 events with estimated 500 Euro per event. In the budget for 2024 there was actually allocated 4.000 Euro which was based on 8 events but since the IISHF U19 European Championships 2024 was cancelled the budget in practice is regulated to 3.500 Euro for the remaining 7 IISHF Title Events for 2024.

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 at the end of the financial year – partially payment to be expected.

3 day Events: Maximum of 750 Euro

IISHF Sponsorship based on the conditions described below – payment at the end of the financial year – partial 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 at the end of the financial year when IISHF have the guarantee that the livestreaming worked well, and all Title Events have been completed.

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 to deliver the livestreaming.

It's the hosting club and/or designated providers duty to provide the necessary personnel 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 must 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 must be a decedent 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.

It is recommended that this is a dedicated connection free from interruption by other guests connecting and reducing capacity.

It is recommended that you have a minimum of 8Mbps upload speed for streaming at 1080P and a minimum of 25Mbps for 4K.

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 the option to establish/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 creating 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*)