



April 2, 2019.

Third year with the IISHF Livestreaming Sponsorship package.

IISHF Livestreaming Sponsorship 2019 – IISHF Title Events

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

As mentioned in the minutes from the AGM 2019 (point 20 – presentation of budget for 2019) the amount of support for live streaming from IISHF in 2019 has been fixed to a maximum of 2.000 Euro.

Please note that due to the decision of the AGM 2019

Due to the decision of the AGM we have this maximum budget of 2.000 EUR. That means that we do not know before the end of the season (when then last title event has taken place) how much money shall be paid out and to whom. Simple example:

- Four teams offer live streaming and normally should get a package of 500 EUR each equal 2.000 EUR in total.
- At the last event a fifth host offers live streaming for 500 EUR equal 2.500 EUR in total.
- As consequence each host would then get only 400 EUR (2.000 divided by 5).
- For this reason we have completely modified the IISHF sponsorship package and state that the payment shall be done on 15.11.2019. If total payment is requested for more than 2.000 EUR, then partial payment will be done.

Payment: IISHF Sponsorship of a maximum of 500, 600 or 750 Euro 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 seleted 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 of 500 EUR (option 1), 600 EUR (option 2) and 750 EUR (option 3) 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.
- This sponsorship package is valid only for 2019 and will be evaluated at the end of the year preparing for a plan for the coming year 2020.

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.

Maximum of 500 Euro – option 1:

Payment after the event 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 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.

Maximum of 600 Euro – option 2:

Payment after the event 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.

Maximum of 750 Euro – option 3:

Payment after the event 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.

Other costs to be covered:

Please study the examples below for live streaming done at home or away.

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.

Extra points in regards to the IISHF Strategy as of March 2019 for livestreaming

- 1) IISHF is in favour 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 Youtube 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) In a year or two we may want to consider opening up for a European wider tender, as we will have enough experience regarding all requirements. That is likely to decrease costs.
- 7) 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*)