

GAA Streaming: Frequently Asked Questions



Definition	Meaning
“County Board”	means a county committee as recognised by the Central Council of the GAA.
“GAA Broadcasting Committee”	means the broadcasting committee of the Gaelic Athletic Association responsible for the establishment, implementation and enforcement of Gaelic Athletic Association broadcasting and streaming policies and procedures.
“GAA Clubs”	means a basic unit of the GAA whose objective shall be the promotion at local level of GAA’s aims, as stated in the Official Guide.
“GAA Streaming Policy”	means the policy of the Gaelic Athletic Association relating to the streaming of matches and other content by GAA Units.
“GAA Unit”	means any and all units of the Gaelic Athletic Association.
“Licensee”	means a streaming provider and/or production team.
“Official Guide”	means the Official Guide (including its appendices) of the Gaelic Athletic Association as amended or replaced from time to time.
“Pilot Recording”	means a trial recording of a match by a prospective Licensee.
“Streaming Licence Agreement”	means the GAA approved template form streaming licence agreement.
“Written Approval”	means approval in writing from the GAA Broadcasting Committee to the proposed streaming activity by a GAA Unit.

1. What is streaming?

It is the transmission of audio and audio-visual content online either live or on-demand.

2. What do requesting GAA Units (except Clubs) need to do when considering streaming of matches?

- a. Seek Written Approval from the GAA Broadcasting Committee.
- b. Schedule and conduct a Pilot Recording.
- c. Secure Written Approval of the Pilot Recording by the GAA Broadcasting Committee.
- d. Execute a Streaming Licence Agreement as issued by the GAA Broadcasting Committee.
- e. Adhere to the GAA Streaming Policy.

3. What do requesting GAA Clubs need to do when considering streaming of matches?

- a. Seek Written Approval from the GAA Broadcasting Committee via the Nominated Communications Officer on your County Board.
- b. Schedule and conduct a Pilot Recording.
- c. Secure Written Approval of the Pilot Recording from the GAA Broadcasting Committee via the Nominated Communications Officer on your County Board.
- d. Execute a Streaming Licence Agreement as issued by the GAA Broadcasting Committee.
- e. Adhere to the GAA Streaming Policy.

4. When do I need to start the approvals process?

You must seek written approval at least 6 weeks prior to the proposed streaming activities.

5. What is a Pilot Recording?

This is in effect a trial run. This is to ensure that the requesting GAA Unit and GAA Broadcasting Committee are satisfied that the production quality (including picture resolution, graphic overlays, sound quality and commentator capabilities) are to a standard befitting of a live public broadcast.

This pilot should be carried out in similar circumstances to the intended “*real*” stream – i.e. the same camera crew, equipment, number of cameras, venue, editing and commentary team, etc.

When the Pilot Recording is complete, the requesting GAA Unit should send the recording to the GAA Broadcasting Committee for review and a subsequent stop/go decision will then be made.

6. Who drafts the Streaming Licence Agreement?

If the GAA Broadcasting Committee is satisfied with the Pilot Recording, a Streaming Licence Agreement will be issued by the GAA Broadcasting Committee for signature. No amendments to the Streaming Licence Agreement may be made save by the GAA Broadcasting Committee.

7. Who needs to sign the Streaming Licence Agreement?

The parties who must sign this agreement are:

- the “Licensee” (the camera / production team)
- the GAA Unit
- the GAA

8. Who has authority to enter into a Streaming Licence Agreement on behalf of a GAA Unit?

This depends on the relevant GAA Unit. This is determined in accordance with the Official Guide.

9. How do requesting GAA Units know what matches can be licensed to a Licensee?

You need to find out if the competition within which the match occurs falls under any existing rights sold by the GAA to its broadcast partners at national level. See the GAA Streaming Policy for the current list and/or request an updated list from streaming@gaa.ie If the match falls within one of these competitions already linked to a national broadcast agreement, GAA Units are not permitted to stream the match.

10. Are all matches licensed to broadcast partners?

No. However, GAA Units must be mindful of pre-existing rights which have been granted to official GAA national broadcast rights holders.

Official GAA national broadcast rights holders, including GAA+, have first right of refusal on broadcasting games of their choice. For example, in the instance of local club championships, both TG4 and RTÉ are contractually entitled to show two matches each per week and only after these picks are made might GAA Unit streaming activity be considered.

However, official GAA national broadcast rights holders are not obliged to broadcast every match within their remit. Therefore, in instances when national broadcast coverage will be absent, special dispensation may be granted to a GAA Unit wishing to stream the match. It should be noted that such special dispensation does not generally extend to inter-county matches of any grade.

11. How do I know which Licensee to choose?

If you don't know which Licensee to choose or you have any concerns about a Licensee, please contact the GAA Broadcasting Committee via streaming@gaa.ie

Ideally, streaming should take place on an official GAA website (i.e. official club / official county board / official provincial council site). However, in the alternative, a pre-agreed platform such as Facebook, YouTube or a streaming platform made available by a Licensee may be permitted. Any such platform will be clearly identified in the Streaming Licence Agreement. No deviation shall be permitted save by agreement.

The GAA Unit must check with the GAA Broadcasting Committee that the site they intend using is agreed with before proceeding.

12. What do Licensees need to do after a match has been streamed?

After each match concludes, a time recorded digital file of the recording should be provided to the GAA and the Licensee shall within 24 hours of the match being made available on the streaming platform upload a full copy of the recording of such match to the GAA's FTP site (or social media verification system) or such other web address as the GAA may request. This protocol is important in protecting the GAA archive for future generations and ensuring footage is retained and owned by the GAA.

There is provision in the Streaming Licence Agreement for a GAA Unit to request a digital file of the recording.

All digital files of the recordings will be provided free of charge.

13. What are the consequences of failing to put in place a Streaming Licence Agreement?

If a GAA Unit is found streaming without prior approval, it will not be granted rights for future games or, at the very least, until after a review has been undertaken by the GAA Broadcasting Committee.

Furthermore, financial and other penalties may be imposed on infringing parties. This is owing to the seriousness of the many variables at play during a stream such as health and safety, insurance, child protection and national broadcast contracts.

14. Further Information

For further information, please consult the GAA Streaming Policy or email your queries to streaming@gaa.ie