



GAA STREAMING POLICY

Note: This policy applies to all GAA Units as defined in the Official Guide.

1. Introduction

- 1.1. Streaming of audio and audio-visual content is now a worldwide phenomenon and the practice of online live sports consumption has seen particularly high growth levels in recent times.
- 1.2. This phenomenon in a GAA context not only offers a service to those who cannot attend a match in person (e.g. those with health and mobility issues, people in hospital, nursing homes or other care-giving locations, those who are overseas or are simply unable to attend the game due to other commitments) but it also creates a potential revenue source for GAA Units (as defined below).
- 1.3. This policy sets out what all GAA Units and stakeholders must do to gain approval before **any** match streaming can occur.
- 1.4. The approvals process is necessary to ensure health and safety standards are met, all necessary insurances are in place, child protection guidelines are adhered to and that the streaming activities comply with all applicable laws and regulations. This is of paramount importance to the GAA and is in the best interests of each GAA Unit and members of the GAA.
- 1.5. This policy is also intended to reduce the workload and pressure on volunteers, to manage potential risks for GAA Units and to ensure a sustained level of quality for viewers.
- 1.6. Further, this policy protects the rights held by Official GAA Broadcast Partners (as defined below), a group of partners that generates a significant amount of annual revenue for the GAA, 83% of which is subsequently redistributed to GAA grass roots.

2. Policy Statement

- 2.1. The aim of this policy is to establish a consolidated process for the approval of streaming by GAA Units.
- 2.2. GAA Units are required to abide by and implement this policy.
- 2.3. Any and all breaches or suspected breaches of this policy should be reported to the GAA Broadcasting Committee immediately via streaming@gaa.ie.

3. Interpretation

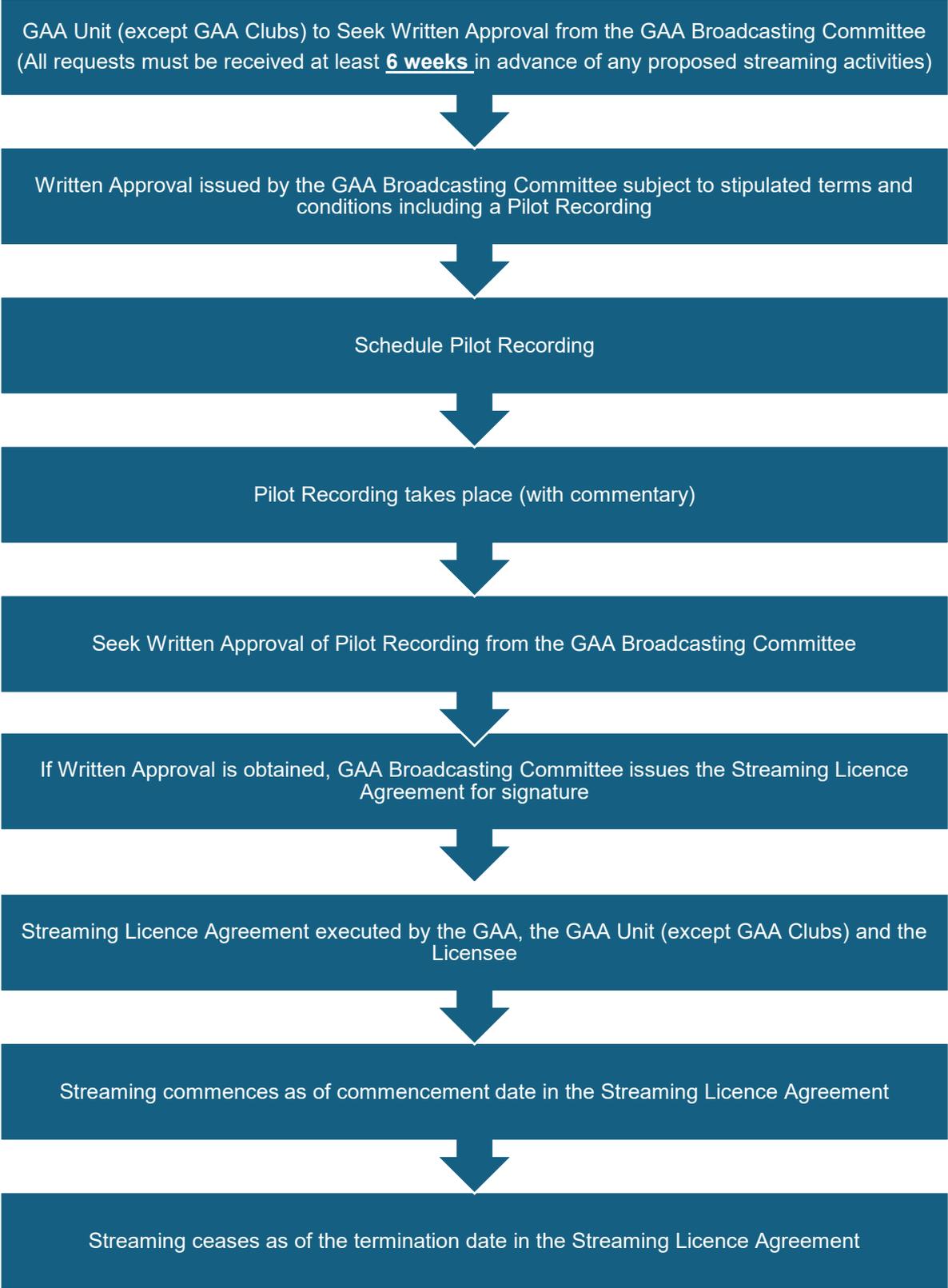
Definition	Meaning
“County Board”	means a county committee as recognised by the Central Council of the GAA.
“Facilities & Safety Officer”	means an officer appointed for each sportsground and having sufficient status, competence and authority to take responsibility for safety at the ground (including the equipment and materials and the up-keep of the first-aid room) and who shall be able to authorise and supervise safety measures, subject always to the authority of the event controller, on the occasion of each event.
“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 Club”	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 Commercial & Marketing Department”	means the GAA's commercial and marketing department in Croke Park.
“GAA Corporate Trustee”	means Iontaobhas Corporáideach Cuideachta Faoi Theorainn Ráthaíochta.
“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.
“Match Event Controller”	means the match event controller responsible for overseeing match logistics, stewarding, access, event management plans, Gardaí and any and all other issues relating to a match day event.
“Minimum Production Requirements”	means the minimum production requirements as more particularly specified in Appendix 3.
“Official GAA Broadcast Partners”	means the official GAA broadcast partners who have been granted certain specified broadcasting rights at national level, a list of which is included in Appendix 1 as updated from time to time.
“Official GAA Sponsors”	means the official GAA sponsors who have been granted certain specified sponsorship rights at national level, a list of which is available from the GAA Commercial & Marketing Department.
“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 subject to the terms and conditions stipulated therein.

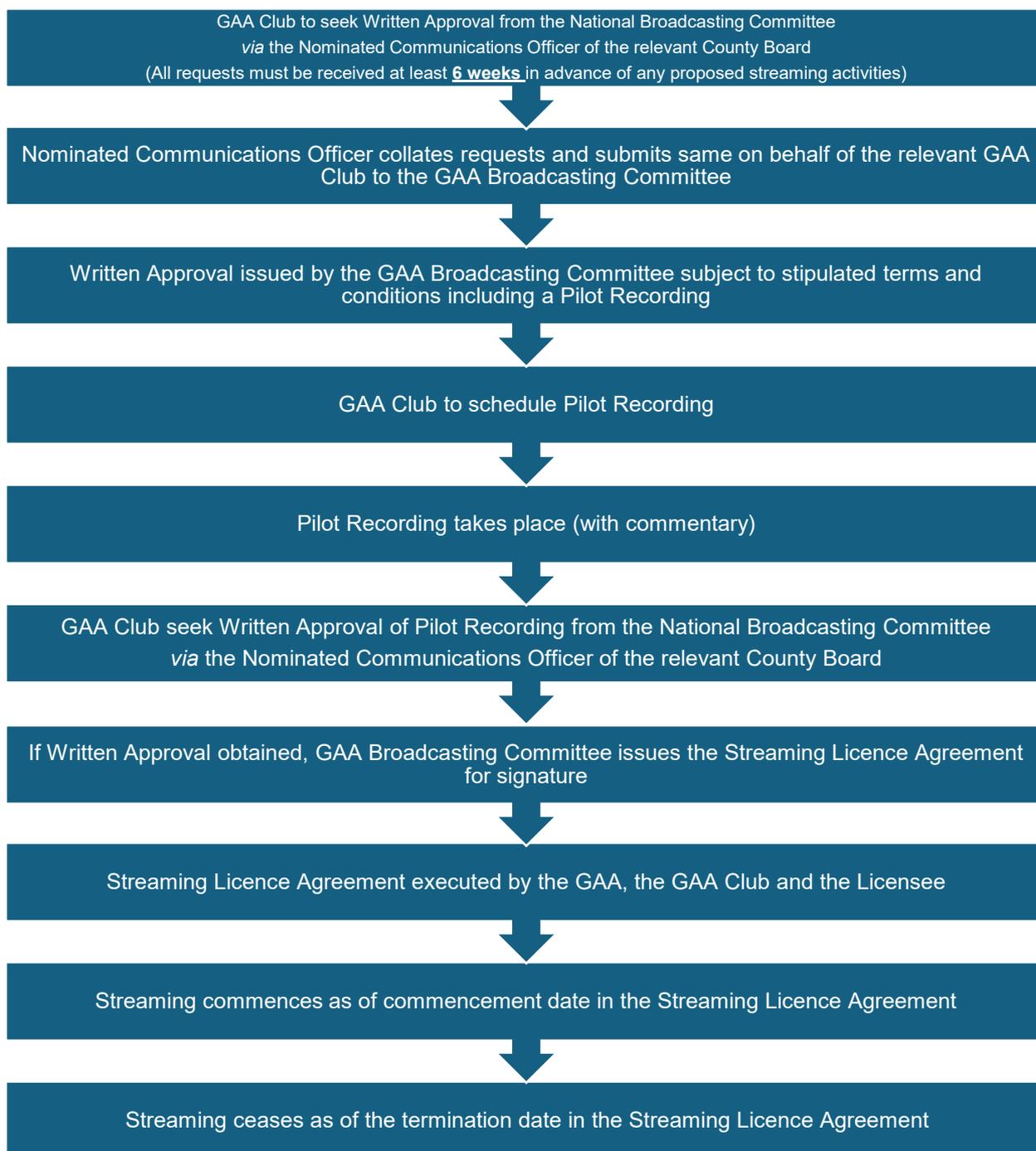
4. Approvals Process

- 4.1. All streaming activities are subject to the approvals process. This is a staged process and at each stage a form of Written Approval must be obtained from the GAA Broadcasting Committee.
- 4.2. All requests must be submitted at least **6 weeks** prior to the proposed streaming activities. The onus is on each GAA Unit to submit requests for approval in a timely manner. No streaming activities may commence unless and until the approvals process has completed and a Streaming Licence Agreement has been duly signed and executed by all parties. Requests for approval less than 6 weeks prior to the proposed streaming activities will only be considered in exceptional circumstances and may be refused if there is insufficient time to comply with the requirements of this GAA Streaming Policy.
- 4.3. In the case of the GAA Units (except GAA Clubs), requests for Written Approval should be sent using the form set out in Appendix 2 to the GAA Broadcasting Committee - streaming@gaa.ie. The GAA Unit should submit their overall streaming plan for the year, quantity of games and start and end date of the streaming plan.
- 4.4. In the case of the GAA Clubs, requests for Written Approval should be sent using the form set out in Appendix 2 to the GAA Broadcasting Committee via the Nominated Communications Officer of the relevant County Board. The Nominated Communications Officer will collate all requests and submit them on behalf of the relevant GAA Clubs to the GAA Broadcasting Committee - streaming@gaa.ie.
- 4.5. Requests for Written Approval must contain the following information:-
 - 4.5.1. Proposed match or matches to be streamed;
 - 4.5.2. Date of match or matches;
 - 4.5.3. Match venue;
 - 4.5.4. Proposed Licensee;
 - 4.5.5. Proposed streaming platform;
 - 4.5.6. Confirmation that the Licensee can fulfil the Minimum Production Requirements;
 - 4.5.7. Details of broadband capabilities;
 - 4.5.8. Confirmation from the proposed Licensee on their headed paper that that a valid Tax Clearance Certificate is obtainable;
 - 4.5.9. Confirmation that the proposed Licensee has the necessary insurance cover; and
 - 4.5.10. Details of proposed charges.

4.6. All GAA Units (except GAA Clubs) are required to adhere to the following approvals process:-



4.7 All GAA Clubs are required to adhere to the following approvals process:-



5. Key Requirements

- 5.1. If the competition within which the match occurs falls under any existing rights granted by the GAA to its Official GAA Broadcast Partners, GAA Units are not permitted to stream the match.
- 5.2. Official GAA Broadcast Partners, including GAA+, have a right of refusal on broadcasting games of their choice. Whilst they are contractually obliged to show certain matches, they may not elect to show all matches. In that instance (and only in that instance), a special dispensation may be granted by the GAA Broadcasting Committee to a GAA Unit wishing to stream a match. Special dispensation does not extend to inter-county matches in any

competition which for the avoidance of doubt includes all GAA championship and national league games.

- 5.3. Irrespective of the competition, GAA Units are not permitted to stream a match at the same time as any national broadcast partner coverage of a match from their county.
- 5.4. **Insurance Cover:** GAA Units and Licensees are responsible for ensuring acceptable Public Liability, Employer Liability and Media Liability insurance cover is in place before streaming any match. The minimum required cover is as set out in the Streaming Licence Agreement, details of which are available from the GAA Broadcasting Committee. The minimum insurance cover is in line with industry standards and befitting of a live sports broadcast operation. Evidence of cover should be presented in hard copy format to the Match Event Controller prior to the commencement of the match, if requested.
- 5.5. **Vetting and child safeguarding:** GAA Units and Licensees are responsible for ensuring acceptable vetting and child safeguarding policies and guidelines are adhered to, particularly in relation to the recording of minors. GAA units should contact the GAA Child Welfare & Protection Department in Croke Park should further guidance on this matter be required or refer to www.gaa.ie for further information and up to date policies and guidelines.
- 5.6. **Health & Safety:** Relevant Health & Safety checks relating to any streaming operation should be carried out by the host GAA Unit's Facilities & Safety Officer as part of their overall event plan.
- 5.7. **Treatment of VAT:** Due to the commercial nature of streaming, the proposed Licensee must be fully tax compliant. For more information on this visit www.revenue.ie or contact the GAA Finance Department in Croke Park. Particular attention should be paid to VAT thresholds.
- 5.8. **Commercial (pricing), Sponsorship & Branding:** If a match is being streamed behind a paywall, the per match charge will be at the discretion of the GAA Unit. However, in the interest of encouraging people to attend matches in person first and foremost, but with an appreciation for extenuating circumstances whereby physical attendance is not possible (e.g. those with health and mobility issue, those in hospital, nursing homes or other care-giving locations, those who are overseas or are simply unable to attend the game due to other commitments), the GAA Broadcasting Committee recommends adherence to the following when deciding on the match stream price:-
 - 5.8.1 A minimum per game charge of £8 / €10.
 - 5.8.2 A maximum per game charge of £17 / €20 or if the gate fee is in excess of these maximum charges, no greater than the price charged on entry at the gate.

PROVIDED ALWAYS that the relevant GAA Unit shall always be consulted by the Licensee prior to the setting of any charges.

- 5.9. GAA Units should consider how they can facilitate local hospitals, nursing homes and other care-giving locations with complimentary match passes.
- 5.10. GAA Units should also consider pricing their streamed games based on a percentage of the physical match ticket price, as a means to encourage venue attendance which is ultimately the GAA's primary objective (e.g. match stream price = 80/90% of the physical match ticket price) to ensure community engagement at all levels.

- 5.11. The recommendations are to ensure a fair value exchange for subscribing members, as well as an acknowledgement to those who would like to attend the game but unfortunately cannot. The recommendations are also to ensure consistency and fairness across all streaming platforms for members and fans. Bundled pricing and season passes are also recommended where possible.
- 5.12. GAA Units are advised to monitor any streaming of matches in a group setting such as in a commercial premises. GAA Unit should address any such streaming as they see fit and if necessary report the matter to the GAA Broadcasting Committee. A 'cease and desist' legal letter can be supplied by the GAA Broadcasting Committee to the GAA Unit upon request.
- 5.13. GAA Units should familiarise themselves with "Sponsorship & Marketing" obligations as set out in clause 3 of the Streaming Licence Agreement available from streaming@gaa.ie and the GAA brand assets and guidelines available at [Brand Guidelines](#).
- 5.14. The GAA Commercial & Marketing Department reserves the right to integrate Official GAA Sponsor branding into live match streams where appropriate (this may take the form of a number of pre-agreed stings, adverts or verbal mentions on air prior to throw-in, at half-time and post-match). The Licensee and the GAA Unit shall not be entitled to any revenues in respect of any such sponsorship.
- 5.15. The Licensee and GAA Unit may not allow competitors of any existing Official GAA Sponsor to sponsor the Licensee's transmission of the stream, or indeed any brand that may have a negative impact upon the image of the GAA (including but not limited to any brand in the alcohol or gambling sector). The Licensee will not include any adverts for any competitor brand in this regard before, during or after any transmission of any live match stream.
- 5.16. Any local sponsorship or advertising before, during or after a live match stream howsoever arising must be pre-approved in writing by the GAA Commercial & Marketing Department. The Licensee shall pay to the GAA Unit an amount equivalent to 50% of any revenues derived by the Licensee from local sponsorship, subscriptions or advertising around the Licensee's streaming of the match unless an alternative revenue model is agreed upon by the GAA Unit, the GAA Broadcasting Committee and the Licensee.
- 5.17. Streaming transmitted by the Licensee shall not contain any "virtual advertising", enhancements or labelling or on-screen commercial graphics whether in the form of sponsorship, sponsor's messages, product placement, signs or logos, or commercial credits in any way that intrudes or affects the clear and unencumbered view of a match or any signage featured at a venue. Moreover, any on-screen graphics and commercial branding must be pre-approved by the GAA Commercial & Marketing Department. Any commercial arrangements linked to a match stream must comply with the GAA Official Guide and not infringe on any existing GAA national sponsorship arrangements.
- 5.18. **Internal team analysis filming:** Please note, this policy relates to the streaming of matches to a public audience and is separate to recordings carried out for internal team purposes (e.g. training and analysis purposes). Therefore, team video analysts / statisticians should continue to gain approval from the relevant GAA Unit for their purposes. For clarity, any such recordings by their very nature are not for general public viewing or consumption and cannot be shared on any public platform or any streaming platform howsoever arising. Such recordings may only be used for statistical, training, analysis and education purposes. Such recordings may only be screened in private settings. Any such recordings shall comply with all health and safety regulations in force from time to time. Further, the GAA Units and Licensees are responsible for ensuring acceptable vetting and child safeguarding policies and guidelines are adhered to prior to any such recordings taking place.

6. Pilot Recording & Commentary

- 6.1. Pilot Recordings are required to take place to ensure that the GAA Broadcasting Committee is 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.
- 6.2. The Pilot Recording 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.
- 6.3. The Pilot Recording should feature the proposed commentary team. The commentary team should be experienced and the Pilot Recording should demonstrate his or her capabilities. In the event it is not possible for the whole commentary team to feature in the Pilot Recording, a demo link to a previous commentary should be provided along with the Pilot Recording.
- 6.4. When the Pilot Recording is complete, it should be provided to the GAA Broadcasting Committee (including any demo links to be considered for the purposes of approving members of the commentary team). The GAA Broadcasting Committee will issue Written Approval if the Pilot Recording and commentary team is deemed of an acceptable standard. It is important that the live match streaming achieves the same quality levels as the Pilot Recording. Written Approval of a Pilot Recording and commentary team enables a GAA Unit to move to the formal contract stage.
- 6.5. Commentators that are not part of the approved commentary team will not be permitted to commentate on any matches. Commentators shall not say or do anything or omit to do or say anything that shall materially harm or bring into disrepute the image, reputation or goodwill of any player, match official, volunteer, steward, the GAA, any GAA Unit or any other person.

7. Streaming Licence Agreement

- 7.1. No streaming may take place unless and until a Streaming Licence Agreement has been duly executed.
- 7.2. Streaming is permitted solely on an official GAA website (i.e. official club / county board / provincial council website), pre-approved platforms or, in specific cases, a pre-agreed social platform such as Facebook or YouTube. Any intended platform must be agreed before proceeding and will be specifically authorised under the Streaming Licence Agreement.
- 7.3. The form of the Streaming Licence Agreement is approved by the GAA. The terms and conditions contained therein are approved by the GAA. No variation and/or alteration thereof shall be permitted save with the prior written agreement of the GAA.
- 7.4. No agreement other than the Streaming Licence Agreement is approved for use for any and all streaming activities.
- 7.5. No legal or other obligations or rights will arise between the GAA, a GAA Unit and a Licensee until a Streaming Licence Agreement has been duly executed.

8. Consequence and sanctions for failing to comply with this policy

- 8.1. If a GAA Unit is streaming without Written Approval and without a Streaming Licence Agreement having been entered into, it will not be granted rights for any future matches until further notice. The GAA Broadcasting Committee acting in its absolute discretion may after a period of review re-assess a GAA Unit's right to make streaming proposals.
- 8.2. Any and all breaches of this policy shall be reported to the GAA Broadcasting Committee. If the GAA Broadcasting Committee finds that a GAA Unit has entered into any form of streaming agreement or granted any streaming rights not duly authorised by the GAA Broadcasting Committee, the GAA Broadcasting Committee acting in its absolute discretion may impose such sanctions and/or penalties (including financial and other penalties) on any GAA Unit found to be in breach of this policy.
- 8.3. Such findings, sanctions and/or penalties may be appealed to the Árd Stiúrthóir. The Árd Stiúrthóir acting in its absolute discretion may determine an appeal. Any such decision and determination of the Árd Stiúrthóir is binding and final. All appeals to the Árd Stiúrthóir shall be an appeal on the record.

9. Reservation of Rights & Disclaimer

- 9.1. The GAA Broadcasting Committee acting in its absolute discretion may reject any request for Written Approval.
- 9.2. The GAA reserves the right to change and update this policy from time to time acting in its absolute discretion. It is the responsibility of each GAA Unit to ensure that it is familiar with this policy and any updated version.
- 9.3. The GAA and the GAA Broadcasting Committee, both acting in their absolute discretion, reserve the right to deviate from this policy from time to time.
- 9.4. Each GAA Unit shall ensure that the entire copyright throughout the world in all recordings shall be assigned to the GAA Corporate Trustee or such other entity as it is nominated by the GAA from time to time for the full period of copyright, and any and all renewals, revivals, extensions or reversions thereof and thereafter, in so far as possible, in perpetuity.

Appendix 1 (National Broadcast Agreement Competitions)

The below list represents competitions that already have national broadcast agreements in place and are therefore not permitted for streaming by a third party, unless special dispensation has been granted by the relevant Approving GAA unit (in situations of doubt, the Commercial & Marketing Department should be contacted).

Where applicable, the below list also includes Provincial Championship & All-Ireland Qualifier and All-Ireland series fixtures.

- GAA Football All-Ireland Senior Championships (Tier 1 & Tier 2)
- GAA Hurling All-Ireland Senior Championships (Tier 1-5)
- Allianz GAA Football & Hurling Leagues
- GAA Football & Hurling County Club Championships (all grades)
- AIB GAA Football & Hurling Provincial Club Championships (all grades)
- AIB GAA Football & Hurling All-Ireland Club Championships (all grades)
- Dalata GAA Football U20 Championship (Provincial & All-Ireland series)
- Fulfill GAA Hurling U20 Championship (Provincial & All-Ireland series)
- Electric Ireland GAA Minor Championships (Provincial & All-Ireland series)
- Masita GAA Post Primary School Championships (All Ireland finals and semi-finals)
- Electric Ireland GAA Higher Education Championships & Leagues
- International Rules Series
- GAA Inter Provincial Football & Hurling Championships
- John West Féile Peile na nÓg & Féile na nGael
- Inter-county provincial competitions (e.g. Mc Kenna Cup, Walsh Cup)

Appendix 2 (Request Form)

GAA UNIT REQUEST (EXCEPT CLUBS)

To: [GAA BROADCASTING COMMITTEE]
streaming@gaa.ie

Date:

Re: **INITIAL REQUEST FOR STREAMING ACTIVITIES**
GAA UNIT: [INSERT NAME]

Dear _____

We are writing to seek written approval in respect of certain streaming activities, the details of which are set out below:-

	Details
Proposed match or matches or competition to be streamed	
Date of match or matches or competition	
Match venue(s)	
Proposed Licensee	
Proposed streaming platform(s)	
Confirmation that the Licensee can fulfil the Minimum Production Requirement	
Details of broadband capabilities	
Confirmation from the proposed Licensee on their headed paper that that a valid Tax Clearance Certificate is obtainable	
Evidence of Insurance Cover: Public Liability Insurance: €6,500,000 Employers Liability Insurance: €13,000,000 Media Liability Insurance: €1,500,000	Yes ____ No ____ Attached ____ Not Attached ____
Details of proposed charges	

We look forward to hearing from you.

Yours sincerely

[INSERT GAA UNIT CONTACT PERSON NAME]
[INSERT GAA UNIT NAME]
[INSERT GAA UNIT EMAIL]

GAA CLUB REQUEST

To: [NOMINATED COMMUNICATIONS OFFICER]
[COUNTY BOARD]
[COUNTY BOARD NCO EMAIL]

Date:

Re: **INITIAL REQUEST FOR STREAMING ACTIVITIES**
GAA CLUB: [INSERT NAME]

Dear _____

We are writing to seek written approval in respect of certain streaming activities, the details of which are set out below:-

Requirements	Details
Proposed match or matches to be streamed	
Date of match or matches	
Match venue(s)	
Proposed Licensee	
Proposed streaming platform(s)	
Confirmation that the Licensee can fulfil the Minimum Production Requirement	
Details of broadband capabilities	
Confirmation from the proposed Licensee on their headed paper that that a valid Tax Clearance Certificate is obtainable	
Evidence of Insurance Cover: Public Liability Insurance: €6,500,000 Employers Liability Insurance: €13,000,000 Media Liability Insurance: €1,500,000	Yes ____ No _____ Attached ____ Not Attached ____
Details of proposed charges	

We look forward to hearing from you.

Yours sincerely

[INSERT GAA CLUB CONTACT PERSON NAME]
[INSERT GAA CLUB NAME]
[INSERT GAA CLUB EMAIL]

Appendix 3 (Minimum Production Requirements)

Production and presentation:

Camera quantities

For streamed games at senior inter-county grade a minimum two-camera setup is required.

For streamed games at all other grades a single camera setup is acceptable but additional cameras are recommended to enhance the viewing proposition, if feasible.

Camera resolution

The minimum camera resolution standard for any live stream is -

- 1280 x 720p, 60fps at 720p

The recommended* camera resolution standard for any live stream is -

- Full HD 1920 x 1080p, 30fps at 1080p

*As technology continues to advance at a rapid pace, it is assumed that camera quality standards will be enhanced and embraced by GAA Units.

Internet / Connectivity

Host venue internet connectivity (broadband / wi-fi) should be investigated thoroughly by the GAA Unit in advance of any live match streaming. Consideration should be given to the minimum viable broadband speed required to service an online audience versus what the host venue can actually facilitate (i.e. the actual broadband speed within the host venue). A site visit is therefore suggested in advance of match day and no assumptions about the venue's connectivity resources should be made until thorough investigation on the matter is carried out.

For more information and further guidance on this -

- Contact your existing internet service provider (e.g. Eir, Virgin, Vodafone...)
- Contact National Broadband Ireland (www.nbi.ie)
- Visit <https://broadbandspeedtest.ie/> or www.speedtest.net

