

Best Practices for Streaming Little League® International Tournament Games

With livestreaming becoming much easier to accomplish, local leagues may be interested in webcasting or livestreaming games through their owned and/or officially operated local league website, official social media account(s), subscription-based platforms, or another digital platform.

Leagues are permitted to stream/webcast games International Tournament games through the State/Country level using league-owned and managed platforms (for example: official league social media accounts, subscription-based livestream platform, website) granted they follow all Little League policies regarding commercialization and trademarks and have the appropriate releases from all participants and notices for attendees.

For any stream/webcast that is through any outlet that is not fully owned and/or operated by a local league, or for Little League International Tournament Regional level games, an agreement is required to outline the livestreaming/webcasting agreement. Agreements may be arranged with Little League International by contacting Media@LittleLeague.org.

Guidance on regular season streaming/webcasting can be found in the FAQ section of the Rulebook and at LittleLeague.org/Livestreaming. (See Regulation XV.)

Getting Online

The simplest way to stream games is to self-produce your league's events. If the tournament site has the equipment, infrastructure, operation training, maintenance, and oversight to operate a stream, each game is to be streamed with same level of access for all viewers. Self-produced games can be as simple as connecting a camera to a tablet, laptop, or mobile device, that is positioned to show as much of the field as possible. The use of a social media platform such as Facebook Live is also a viable option. The same permission and notice are required. Generally, if a league/tournament site is self-producing games and livestreaming them through a league owned or operated platform, no contract is needed.

While local leagues or districts are encouraged to offer their live streams at no, or minimal cost, they may also choose to explore using established subscription-model streaming platforms to host their self-produced broadcasts, such as Game Changer or GoDog Sports.

Know Your Surroundings

Evaluate the area that will be seen on camera. Consider the condition of these spaces, including the playing field, backstop area, fencing, dugouts, bleachers, sponsor signage, press box/official scorer's area and beyond the outfield fence. Make sure they are safe and secure, and the cameras are located where they cannot be contacted by any of the participants, or a batted, or thrown ball. The placement of the device(s) streaming the game CANNOT be located inside the facility's fence or on the field of play, create a safety risk to any of the game's participants, distract players or coaches, obstruct the view of persons attending the game, or be placed in either dugout.

It is also important to evaluate what sound may be picked up from the cameras in these areas, and if there are any concerns with those sounds being broadcasted in your stream. For example, if the camera may pick up live, personal conversations of families or friends, you may want to evaluate a new location for the camera and/or microphone.

Permission and Public Notice

The League President of the hosting league or Tournament Director must inform the parents or legal guardians of the players participating in the tournament that they are required to complete a [form release and waiver](#) specific to the tournament that is to be streamed/webcast. All volunteers and support staff who may appear on camera are also required to sign a form and release waiver. This document must be signed and filed with the hosting league or district to allow for any participant who may appear (be visible to the camera) to be included in the video stream. This stipulation is also extended to coaches, and umpires. Throughout the tournament, visual and verbal public notice is to be given (both online and at the event site) prior to the day of the streamed tournament games. During these games, it's encouraged to have [signage](#) posted that the game(s) is being streamed and make announcements over your public address system. If a situation arises whereby a parent/legal guardian refuses consent to allow their child/children to appear on the scheduled streamed event/game, it is recommended that the stream be cancelled, not the event/game. If this situation does occur, it is important to respect the personal decisions of your league or district's families and understand each family may be facing personal situations they are not comfortable sharing details of.

Consuming and Sharing Content

You are most certainly invited to share Little League International Tournament games remotely using the Internet. Through these platforms, a user experience may require a paid subscription to access content and/or provide download and/or On-Demand viewing options. Viewers are likely to have access to recorded footage for a predetermined time after the game has been completed. Know that subscription streaming services or third-party production companies are not permitted to sell, distribute, and/or gift any recorded content of any Little League event. Subscribers to this content are also restricting from selling this content, but may distribute and/or gifting any recorded Little League content.

You may advise those who are viewing any Little League International Tournament games carried on a satellite or cable provider and who have access to a digital video recorder (DVR), they may capture the game for viewing later. Again, this content may be reproduced or distributed, but not for profit.

More guidance on streaming Little League events/games is available at: LittleLeague.org/Livestreaming.

Little League reserves the right to modify or change requirements around broadcasting, livestreaming and/or the distribution of regular season and tournament games. If modifications are necessary, additional guidance will be provided.

NOTE: Any streamed Little League-related content may be subject to review by the Little League International Charter and Tournament Committees in Williamsport, Pennsylvania. Local Leagues and Districts wishing to stream or broadcast their games should contact Media@LittleLeague.org for more information.