



## POLICY 12: BROADCASTING AND STREAMING

### 1. **BROADCASTING AND STREAMING**

#### 1.1 Rights & required sports

- a) For this document, broadcasting and streaming collectively refers to the transmission of Canada West regular season, playoff, and championships along with non-conference and exhibition games hosted by Canada West members in Canada West sanctioned sports (collectively referred to as “events”) either live or on demand.
- b) Canada West TV must be used for all events in the following sports:
  1. **Football (men’s)**
  2. **Volleyball (men’s and women’s)**
  3. **Basketball (men’s and women’s)**
  4. **Hockey (men’s and women’s)**
  5. **Soccer (men’s and women’s)**
  6. Swimming (men’s and women’s)
  7. Track and field (men’s and women’s)
  8. Wrestling (men’s and women’s)
  9. Rugby 15s (women’s)
  10. Cross country (men’s and women’s)
  11. Curling (men’s and women’s)
  12. Field hockey (women’s)
  13. Golf (men’s and women’s)
  14. Rugby 7s (women’s)

*NOTE: Team sports requiring mandatory webcasting of all regular season, playoff, and championship events in **bold**. Championship sports requiring mandatory webcasting underlined.*

- c) All broadcast and streaming rights for events are retained by Canada West.
- d) Individual CW members are not permitted to enter broadcast or streaming rights agreements without the expressed written consent of the Canada West office (“CW office”).
  1. Any agreements between members and broadcasters made prior to May 7, 2018 will be honoured through their conclusion.
  2. Any new agreements under consideration by individual members will require CW office consent to assure the interests of the conference (collective membership) – most notably the position of

Canada West TV as the primary source of content featuring Canada West members – are being considered.

- e) Any potential broadcast or streaming rights agreements with parties looking to broadcast or stream events outside Canada West TV will be assessed by the CW office using several key criteria, including but not limited to:
  - 1. Potential impact on Canada West TV viewership and revenues
- f) For the purposes of any rights agreement which contains a rights fee, event value will be assessed on a case-by-case basis.

### 1.2 Canada West TV – technical requirements

- a) All webcasts must follow the approved CW webcast workflows, which will be updated and circulated annually no later than August 15.
  - 1. For the current CW webcast workflow requirements see Appendix A.
    - i. In extenuating circumstances, as deemed by the CW Office, see Appendix C.

### 1.3 Canada West TV – production requirements

- a) All webcasts must follow the approved CW production requirements, which will be updated and circulated annually no later than August 15.
  - 1. For the current CW production requirements see Appendix B.
    - i. In extenuating circumstances, as deemed by the CW Office, see Appendix C.

### 1.4 Fines

- a) Fines may be assessed to members for failure to adhere to any of the policies. See Policy 16: Finance for specific details.

## APPENDIX A - TECHNICAL REQUIREMENTS/SUPPORT

### PREGAME:

- Confirm that the stream name has been entered correctly  
*The stream name for each game can be found by logging into the backend of Canada West TV using your monitoring account.*
- Place the correct scoreboard file with the field texts exactly matching the CW TV guide
- Test audio levels, making sure they are coming through crisp and at an appropriate volume  
*Ensure the provided Canada West TV audio track is playing in the background, so Yare is aware that audio is coming through at the time the stream goes live.*
- Make a final check that video and audio are transmitting by logging into your monitoring account, and checking the feed prior to start time  
*Simply find the game in the schedule, click the event, and then hit the play icon.*

### IN-GAME:

- Follow CWTV Production Document, CWTV Co-op Activation Document, CW Weekly Rundown, CW Co-op Activation Document & CW TV Guide for In-Game requirements.

### POST-GAME:

- Important to end the stream once the broadcast is over.

### ARCHIVED GAMES:

- Members, in collaboration with Yare and the CW office, are responsible for ensuring complete archives of all mandatory webcast events (along with soccer) are available on Canada West TV for on demand viewing. Failure to assure an archived event is uploaded will result in a fine (see Appendix B Policy 16).
- For soccer games that aren't live webcast, an MP4 version of the game must be sent to Yare (via a file transfer service of the member's choosing) by 5 p.m. PT on the first Wednesday following competition.
- If a member uses an incorrect stream URL resulting in an existing event archive being overwritten, the member is responsible for either: providing Yare with a transcoded version of the event or paying a \$50 fee to cover the costs associated with archive recovery. Either process must result in an archive being replaced by 5 p.m. PT on the first Wednesday following competition.

### CONTACT SECTION:

**If you encounter streaming issues, please follow the escalation process below:**

**Slack: Use your designated Slack account (information will be provided by your supervisor) to contact Yare's support team.**

**Email Yare: [cw.tech@yaretv.com](mailto:cw.tech@yaretv.com) (CC: [gamenight@canadawest.org](mailto:gamenight@canadawest.org))**

- **Call Yare: 1-778-382-7477 ext. 102**
- **Call Yare CEO Hugh Dobbie: 1-604-614-7170**

*\* Only to be used as a last resort, if you are unable to get a response using the first 3 methods.*

**APPENDIX B - GENERAL PRODUCTION REQUIREMENTS FOR ALL BROADCASTS:**

- Must be transmitted, uninterrupted, in high definition
- Use a minimum of one play-by-play commentator throughout the game
- Use a minimum of one actively operated camera
- Use the provided scoreboard and font formats as provided by CW
- All static graphics should use the CW provided template or be approved by CW prior to use
- To the best of members ability, broadcast scripting should follow the CW weekly rundown

**PRODUCTION ELEMENTS:**

(See CWTV-Co-op Document for detailed sponsorship requirements)

***PREGAME***

- All events must start with the Canada West TV Intro Video. (only use intro 1x per show)
- Broadcast should be 'on-air' immediately following Intro with one of the following options
  1. Commentator welcome/intro & game setup/preview with CW Matchup Stats graphic leading up to start
  2. Commentator welcome/intro to set up pregame produced video content.
    - Use of CW Matchup Stats graphic leading up to start
- As close to game start as possible on-air talent should throw to Co-op before returning to game start.

***QUARTER/SET/PERIOD BREAKS***

**\*Empty ice surfaces and courts should not be broadcast for any length of time. Full screen graphics and videos should fill dead air space.**

*End of Play*

- At the end of each quarter/set/period on-air talent should transition to break by using Co-op messaging within 30 seconds of the end of play.
  - (Only exception is for a live on camera interview with coach)
- A version of the Co-op video should be played immediately at the beginning of the break (need 3 plays per broadcast – not required once videos have played 3 times)

*After Fulfillment*

- Free to use school videos, CW videos to fill extra space.

*Return to Play*

- Return to venue with a CW graphic overlay (need to use 3 different per broadcast)
  - Ideally done with on-air talent analysis/comment

\*Coordinating webcasts with video board requirements may cause variations in element timelines during break. Where possible, feeds should feature CW content immediately before and after any on-court or on-ice promotions.

**APPENDIX C – TECHNICAL/PRODUCTION REQUIREMENTS  
(CW APPROVED EXTENUATING CIRCUMSTANCES)**

**TECHNICAL REQUIREMENTS:**

**PREGAME:**

- Confirm that the stream name has been entered correctly
- If being used, place the correct scoreboard file with the field texts exactly matching the CW TV guide.
- Test audio levels, making sure they are coming through crisp and at an appropriate volume
  - Use of play-by-play is recommended
- Make a final check that video and audio are transmitting by logging into your monitoring account, and checking the feed prior to start time.

**IN-GAME:**

- Use of CWTV provided scoreboard (if using any scoreboard)

**POST-GAME:**

- Important to end the stream once the broadcast is over.

**PRODUCTION REQUIREMENTS:**

- Must be transmitted, uninterrupted, in high definition
- Use a minimum of one actively operated camera
  - Exception: Volleyball can be stationary at end line in this instance
- If using a scoreboard, use the provided scoreboard and font formats as provided by CW. The use of a scoreboard with fields for scores is highly recommended.