A chara,

There has been a significant increase in the number of Provinces, Counties and Clubs looking to record and / or stream online GAA matches in recent months. In order to facilitate these requests without infringing on the rights held by the GAA’s broadcast partners, this document intends to set out the process and policy which GAA clubs / counties / provinces should follow before recording or streaming any GAA match.

In each case it is proposed that the GAA unit requesting permission to stream a game must attain the permission of the appropriate GAA unit (‘approving GAA unit’). For clarity:

* Clubs should seek approval from their County Board
* County Boards should seek approval from their provincial council
* Provincial councils should seek approval from the Commercial & Marketing Department in Croke Park

Step 1:

Find out if the competition (within which the game occurs) falls under the rights sold by the GAA at national level to its broadcast partners (a full list of these competitions is included in ‘Appendix 1\_National Broadcast Fixtures’).

If the competition does fall under these rights then no GAA unit has the right to record / stream this match.

The GAA’s broadcast rights holders are not required to broadcast / stream every game so even if a game is not going to be broadcast / streamed the rights for that competition still reside with the relevant broadcaster.

Step 2:

If the competition does not fall under the rights sold by the GAA at national level to its broadcast partners, the GAA unit is required to carry out a pilot recording in order for the GAA to be satisfied with the quality of the production. This pilot should be carried out in similar circumstances to the intended ‘real’ recording – i.e. same camera crew, same equipment, same number of cameras, same venue, same editing and commentary team etc.

When the pilot is complete the unit should pass the recording to the relevant GAA unit for approval.

Step 3:

The approving GAA unit then issues an agreement (attached) to the requesting unit for signing. The parties who must sign this agreement are:

* camera / production team
* requesting GAA unit
* approving GAA unit

The approving GAA unit must have an agreement signed by each of the three signatories outlined above in advance of the fixture. It is important that the streamed game achieves similar quality to the pilot. A DVD of the recording must be passed to the approving GAA unit afterwards for archiving. This agreement is important in protecting the GAA archive for future generations and ensuring that only the GAA retains the rights to a GAA fixture.

Step 4:

The match is now ready to be recorded / streamed, however it can only be streamed on official GAA websites (i.e. the official club / county / provincial site) or, in specific cases, a pre-agreed community channel platform. Check with the approving GAA unit that the site is official before proceeding.

**Please note, as this agreement relates to the online streaming of matches to a public audience it differs from the practice of recording footage for internal team purposes (e.g. training and analysis purposes). Therefore team video analysts / tacticians should continue to go through the existing channels when seeking permission to record.**