

NFHS Network: Policy on Streaming via Social Media Platforms

The ability of fans or news media companies streaming events through new streaming technologies is becoming more of an issue around the country and is only going to increase. These platforms include but are not limited to Facebook Live, Instagram Live, and Periscope.

When fans broadcast events via social media or alternative streaming platforms the Network is adversely affected financially. The people watching the illegal stream are the fans most likely to be interested in buying a pass to watch the event and therefore the Network suffers a reduction in subscription sales.

We expect credentialed news organizations to know and follow policies, but fans are a different story. We assume that the majority of fans using these streaming technologies are unaware of the rights they are infringing upon. **Therefore, we have outlined a strategy for States that focuses on building awareness to protect the rights of the NFHS Network.**

While States have limitations in what they can enforce during an event, here are the four recommended courses of action to educate schools and fans:

1. Update media policies
2. Add updated rules to website
3. Disseminate information to participating schools, host sites, and media outlets
4. Notify fans and attendees through in venue messaging

Association Media Policies

States should update published media policies with language that makes schools, fans, and other media outlets aware of the rules.

The NFHS Network is the exclusive broadcast rights holder of this postseason event. Any individual streaming a game is strictly prohibited and in direct violation of the SECTION IX's agreements with the NFHS Network. Any violation of NFHS's exclusive broadcast rights may result in disciplinary action by the SECTION IX or legal action by the NFHS Network.

Association Website Posting

Since it is unlikely that a fan would ever read the media policy in the by-laws, States should also put messaging on the pages on their website where parents and fans would go to find the event information (i.e. event page or tournament page). This will ensure that interested parties are aware of the rules ahead of the event.

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Pre-Event Communication

States should notify schools ahead of time through information packets they send out to participating teams as well as host sites. This is the most effective way to ensure all participating schools are made aware of the rules. The same messaging needs to be sent to anyone who has been granted a media pass for the event.

The NFHS Network is the exclusive broadcast rights holder of this postseason event. Streaming all – or any part of – the game is strictly prohibited and in direct violation of SECTION IX's contracts with the NFHS Network. Please notify your fans and parents of this policy, and encourage fans who can't attend to visit NFHSnetwork.com to watch the game live.

In Venue Announcements

PA announcements will need to be implemented during the events. Multiple times. Physical signs with similar messaging would be ideal where it is feasible.