



MEETING DATE: December 3, 2024

TO: Mayor and Members of Council
FROM: Darcey Cook, Director of Community Services & Facilities
REPORT NO.: PR-09-2024
SUBJECT: Livestreaming Services

RECOMMENDATION:

THAT Report No. PR-09-2024 be received

AND THAT the Council of the Township of Lucan Biddulph approves staff to enter into an agreement with LiveBarn Inc. and NBC Sport engine for Streaming services at the Lucan Biddulph Community Memorial Centre.

PURPOSE:

The purpose of this report is to seek Council's approval for the adoption of livestreaming services to enhance user experiences at the arena and provide equitable access for teams, players, and their families.

BACKGROUND:

The idea of implementing livestreaming services has been discussed in collaboration with the Parks and Recreation Advisory Committee (PRAC). After careful consideration of user needs, two options were evaluated:

Sport Engine: Currently the sole provider of PJHL Livestreamed games.

LiveBarn: Popular in OMHA arenas and strongly supported by Lucan Minor Hockey.

PRAC reviewed both options and agreed on the value of offering both services to accommodate the varied needs of arena user groups

DISCUSSION:

The value of implementing both livestreaming services lies in their ability to meet the specific needs of our user groups.

Lucan Minor Hockey has identified LiveBarn as their preferred service, noting its widespread adoption among other minor hockey associations. This familiarity provides value to players and families who may already have existing LiveBarn memberships, as they are transferable between locations. Additionally, the service would provide a consistent experience for our minor hockey community, aligning with what is offered in other OMHA arenas.

The Lucan Irish 6 Junior Hockey Club is currently exploring an agreement with NBC Sport Engine, the only livestreaming provider permitted by the PJHL. While no formal agreement has been finalized, I would like to ensure the township is prepared to proceed with Sport Engine if the Juniors decide to move forward. Offering this service would align our arena with the league's standards and expectations.

Staff acknowledges that privacy is a critical consideration in the implementation of any livestreaming service. Both LiveBarn and Sport Engine adhere to industry-standard privacy protocols to protect user data. These platforms provide secure access to livestreams, requiring user accounts and subscriptions to view content. Additionally, areas of the facility not intended for public view will not be recorded or streamed.

Staff will work with both providers to ensure that signage is placed throughout the facility to notify users of livestreaming activities and ensure compliance with privacy legislation. Staff is committed to addressing any privacy concerns from facility users in a timely and transparent manner.

IMPACT TO BUDGET:

There is no cost to the Township for implementing these livestreaming services. Both LiveBarn and NBC Sport Engine operate on a subscription-based model, where users pay to access the services.

Additionally, both platforms offer an opportunity for user groups, such as Lucan Minor Hockey and the Lucan Irish Juniors, to provide their families with a unique sign-up code. This code not only facilitates user subscriptions but also generates financial kickbacks for the respective organizations, creating a potential revenue stream for them.

STRATEGIC PLAN:

This matter aligns with the following strategic priorities:

Strategic Direction Three: Healthy Communities
Goal 1: Access to high quality leisure programs

COMMUNITY SAFETY & WELLBEING PLAN (CSWB):

(While this issue is not specifically dealt with in the Community Safety & Wellbeing Plan it does speak to community safety, in general terms.)

ATTACHMENTS:

Darcey Cook

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Director of Community Services & Facilities