

CIRCULAR



PERTH FOOTBALL
L E A G U E

Subject: FILMING, STREAMING & BROADCAST – EXCLUSIVE RIGHTS

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Audience: Club Committees, Board

Summary: Clubs wishing to Digitally Broadcast any matches themselves or through a third-party media production company or otherwise are required to advise the PFL and meet the required obligations. All Digital Broadcasts must go through PFL's nominated Platform.	Action: Clubs to complete the following form if they wish to film and/or stream any matches this season: https://wafootball.forms-db.com/view.php?id=636483
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Perth Football League (**PFL**) owns the rights to all intellectual property associated with matches which are fixtured by, and played under the control of PFL, including any Digital Broadcasts of those matches.

PFL is in the process of appointing a sports streaming platform to be the exclusive provider for Perth Football League matches. We will provide more details of this appointment before the start of the 2023 season once negotiations are finalised.

Additionally, the PFL has committed to Live Streaming a selection of A-Grade Men's and Women's matches, however this service will not occur until all negotiations with the production company and streaming platform are complete.

This circular is a reminder of Clubs' obligations under the PFL By-Laws in respect to the recording and broadcast of PFL matches.

In order to protect the brand and reputation of PFL and its affiliated Clubs, and to ensure compliance with current and future sponsorship and supplier agreements and other commercial requirements of the PFL, Clubs must not Digitally Broadcast, or permit the Digital Broadcasting of any match (whether by the Club, its members or employees, or any third party) without the prior written approval of the PFL Chief Executive Officer.

Any Club which Digitally Broadcasts or permits the Digital Broadcasting of any match without the prior written approval of the PFL Chief Executive Office may be prohibited from hosting fixtures at its home ground/s until such time as the Chief Executive Officer determines otherwise.

Content means audio-visual filming or recording of any Perth Football League match.

Digital Broadcasting: means the filming or recording (audio and/or visual) of any Perth Football League match, and broadcast or otherwise distribution of digital content associated with that filming or recording. For the avoidance of doubt, this includes but is not limited to 'live streaming' and broadcast via social media or other digital channels.

CLUB OBLIGATIONS

1. To inform PFL if the Club intends to create Content and/or Digitally Broadcast any matches.
2. To not create Content and/or Digitally Broadcast any matches without the prior written approval of the PFL Chief Executive Officer.
3. To ensure Digitally Broadcasted matches available for public viewing do not depict or show behaviour such as swearing, abuse or other inappropriate behaviour. Matches must be filmed at an appropriate location at grounds to prevent this and spectators/players must be made aware that filming is taking place.
4. To provide the PFL with copies of any content.
5. To ensure Digital Broadcasts go through the PFL's nominated platform.

The PFL has the right to take action against Clubs in accordance with the By-Laws and/or for infringement of Intellectual Property Rights if these obligations are not met.