



TIPS FOR LIVESTREAMING YOUR GAMES

“Don’t Get Muted!”

Due to the COVID19 pandemic, many athletic departments are limiting spectator capacity in their sports venues and instead plan to livestream their events over the internet in an effort to allow more fans to watch the game in real time. Those live broadcasts may be made available later for on demand viewing, as well.

If your school plans to implement internet broadcasting of your sporting events -- whether live or on demand -- you need to be aware of how **music copyright regulations** could affect your efforts.

Your subscription to **Neptune GameTime** gives you the opportunity to play copyrighted music over the public address system at any athletic venue you use. However, your subscription **does not** give you the ability to stream that same music via the internet.

In fact, background music subscriptions with any service (Spotify, Pandora, Apple Music, etc.) **do not cover broadcast via the internet.**

Most online video streaming service platforms -- YouTube, Twitter, Facebook, etc. -- have built-in algorithms that continuously scan all content and “listen” for copyrighted music. If they detect copyrighted music, the audio channel of your broadcast **will immediately be muted.** The video may remain, but the entire audio channel will disappear, to include the voices of your broadcast team and any other audio in the broadcast. This “muting” can occur in either a live or on demand broadcast.

Again, these streaming service platforms don’t just mute the portion of the broadcast during which you are playing copyrighted music. They will mute ALL of the audio for the entire broadcast if they detect or suspect music copyright infringement at any point.

So what does this have to do with **Neptune GameTime**? If your school is doing an internet broadcast of a sporting event, and the microphones you use clearly pick up **Neptune GameTime** music playing in the background, there is a chance that your audio will be muted on the live stream or later in the on demand playback.

Here are some tips for making sure your broadcasts don't get muted (or removed altogether) due to music copyright infringement:

- 1.** If you are using **Neptune GameTime** at a sporting event being broadcast via the internet (live or on demand), **make sure that none of the microphones being used are clearly picking up the music in the background.** Typically, the "broadcast headset" microphones used by the broadcast team only pick up audio for 6-12 inches; however, "crowd mics" are often used to add quality and excitement to the broadcast -- and those will very clearly pick up music being played at the venue. It's OK if you can hear **GameTime** music faintly playing in the background while the announcers are talking, but if the music is "front and center" during the broadcast, muting can often occur.
- 2.** At halftime or during timeouts of many sporting events, there will often be performances by the Dance and/or Cheer Teams, and those usually include the use of copyrighted music. If you broadcast those performances and the dance music is clearly identifiable during that broadcast, you are running a risk of having all of your audio muted for the remainder of that sporting event -- even after the performance ends. Our recommendation: **Do not broadcast any cheer or dance performances that include music.**
- 3.** Many times broadcast announcing teams will build "bumper music" to use during breaks in the game -- for example, during halftime, in between innings, during pitching changes, etc. If that bumper music is copyrighted, there is a significant risk of the audio channel being muted. To avoid this, **use non-copyrighted music for bumpers** if you plan to livestream your events or upload them to the internet later for on demand viewing. NOTE: If your broadcast team needs some non-copyrighted music to use for bumpers, **Neptune GameTime** will be happy to provide multiple options for you at no charge.

As always, if you have any questions, we are here to help. Please give your Partner Success Manager a call if you have any questions or concerns.