



Alberta Schools' Athletic Association  
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# MEMO

**Date:** February 16, 2024  
**To:** ASAA Member schools/general public  
**Re:** Live streaming  
**From:** The ASAA Executive Committee

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The ASAA wants to provide an opportunity to display student athletic participation as much as possible moving forward. Live streaming is an excellent way to do this and it deserves a platform that is reliable. We have undertaken two initiatives in 2023/24.

## **ASAA Provincials Paid Live Streaming**

In 2016/17 and 2017/18, the ASAA conducted a paid live streaming platform trial through SportsCanada.tv. Various challenges resulted in us postponing this initiative until school-based broadband and a suitable platform was available. In the fall of 2023/24 the ASAA was ready to try this initiative again and we signed a three-year agreement with Hudl to provide the ASAA with an effective and reliable live streaming platform called HudlTV. Some complaints were received regarding the re-introduction of a paid platform, production quality, and the unreliability of some internet connections. Within budget, the Association assists with production costs where possible, but in most cases, the host school works with Hudl to provide the best streaming they are capable of, using loaned Hudl hardware as well as Hudl's software program, Production Truck. Internet connection problems are typically at the user end; the ASAA cannot assist with home/work connectivity problems.

The ASAA understands the concerns that have been raised, however, it must be understood that ASAA Provincial Championship viewers now expect live streaming of



our championships wherever practical, and this does not come for free. Following discussion on this matter at the Annual Planning Meeting of the ASAA Board and subsequent discussions between the ASAA staff, Hudl staff and the ASAA Executive Committee, we will be continuing with this initiative and will evaluate it following the 2023/24 school year. We would like to provide the following pricing update:

- Badminton, cheerleading, curling, team handball, rugby sevens, rugby xv and wrestling
  - a. \$9.95 weekend pass (per sport)
  - b. \$4.95 per day (per sport)
  
- Basketball, football and volleyball will continue to be:
  - a. \$29.95 weekend pass (for all classifications per sport)
  - b. \$9.95 per game or match

Please note:

1. Based on initial projections, production-related costs for the broadcasting of provincials have the Association at either revenue neutral or in a deficit position at the end of 23/24 provincial championship season. Current streaming fees were based on a revenue neutral projection.
2. We will continue gathering information in order to assist us in determining how we might modify practices as required to optimise the viewing opportunities for 2024/25. We ask for the patience of our member schools and stakeholders/viewers during this new initiative.
3. As we look to 2024/25, we will be working toward enhancing community partnerships which we trust will provide greater support to championship hosts for their live streaming needs.
4. Moving forward, the Executive Committee and office aim to align gate admission costs with the cost to watch online.

### ***ASAA Games of the Week***

During the football and basketball season, the ASAA partnered with TELUS to make a number of games available for free viewing on TELUS Optik TV channel 1985. The ASAA paid the production costs for many of those games (producer, director, play by play, replay, etc.) to provide a sense of the quality of live streaming that is possible for high school games - and to let our member schools and others know what the Association's vision is for enhancing the profile of high school sport in Alberta.

### **Regarding both of the above initiatives:**

The ASAA has submitted a grant application to the Community Initiatives Program for up to \$75,000 in matching funding to help us enhance these initiatives for the 2024/25

school year. We will not know the outcome of this grant application until July 2024 and want to thank the more than 60 schools that have written letters of support for this grant application.

The ASAA Executive Committee thanks all member schools, their supporters and the general public for understanding the direction of the Association regarding live streaming/broadcasting of school athletic competitions - our students deserve the highest level of recognition we can provide.

If you know of anyone who might like to provide financial support for this initiative, please have them contact the ASAA office at [info@asaa.ca](mailto:info@asaa.ca)