

To: Community and Operations Services Committee

From: Kevin Alexander, Commissioner,  
Community and Operations Services Department

Report Number: CO-25-14

Date of Report: April 9, 2025

Date of Meeting: April 14, 2025

Subject: Live and On-demand Video Streaming at City Arenas

Ward: All Wards

File: 03-05

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## **1.0 Purpose**

The purpose of this report is to provide information regarding live and on-demand video streaming service technology and to seek approval for installation for Fall 2025 at various city arenas.

Attachment 1 is a listing of Ontario Municipalities in which LiveBarn streaming infrastructure has been installed in public facilities and arenas.

## **2.0 Recommendation**

That the Community and Operations Services Committee recommend to City Council:

That based on Report CO-25-14 dated April 9, 2025 concerning live and on-demand video streaming services at city arenas:

1. That staff be authorized to advance discussions with LiveBarn streaming service regarding facility access, infrastructure and timing for implementation of event streaming as it pertains to arena events; and,
2. That the Commissioner, Community and Operations Services Department be authorized to execute an agreement with LiveBarn streaming service, in a form and content satisfactory to the Commissioner, Community and Operations Services Department, Commissioner, Corporate and Finance Services Department and the City Solicitor.

### **3.0 Input From Other Sources**

- Finance Services
- Information and Technology Services
- Legal Services
- Legislative Services
- Municipalities: Whitby, Orillia, Clarington
- Durham Municipal Insurance Pool
- Minor Sport Organizations:

### **4.0 Analysis**

#### **4.1 Background**

Live and on-demand video streaming has become more prevalent within municipalities and organizations since the COVID-19 pandemic. During that time, family members were often unable to attend their children's practices and competitions because of health concerns, capacity limits and social distancing requirements. Streaming technology played a key role in bringing youth sport events to family and friends.

Family members often struggle to attend all of their children's sporting events in person. With today's busy lifestyle, parents/guardians frequently need to divide responsibilities to get their children to various activities. Often one parent/guardian takes one child to a specific activity while the other takes another child. Extended family members, guardians or other families also help with transporting a child to an event. This sometimes involves traveling to events in different municipalities.

Live on-demand streaming allows users to watch live events or content at their convenience, either in real-time or up to the 30 days after the event. This technology can be particularly helpful for parents and guardians who struggle to attend all their children's sporting events in person due to busy schedules.

#### **4.2 Benefits of Live and On-demand Video Streaming**

When looking at the initial use of these services at City arenas, two major benefits stand out. For those who cannot attend in person, they can still watch live or recorded events from anywhere increasing overall engagement and accessibility. It allows parents, grandparents or other family members who are not able to travel to still watch their family members participate.

Teams can also use the service to enhance player development and improve performance. Coaches and players can review game footage to analyze performance, identify strengths and weaknesses, and develop targeted training plans. Regular access to practice and videos helps players refine their techniques, understand gameplay dynamics, and improve their overall skills.

### **4.3 Video Streaming Companies**

City staff were first approached by GameOnStream in 2018 about the prospect of providing streaming infrastructure solutions at city arenas. The company, incorporated in 2014, developed a proprietary end-to-end solution to broadcasting sporting and other events live and on-demand for parents, players, fans and coaches.

GameOnStream merged with LiveBarn in 2023. LiveBarn, founded in Montreal, considers itself the leader in amateur sports broadcasting in North America with cameras in arenas across Canada and the United States. Their company profile indicates that their venue partners are comprised of private and public facilities with partnerships in over 100 municipalities in Ontario. They have streaming agreements in place with several youth leagues in Ontario including Ontario Minor Hockey Association ("O.M.H.A.") and Ontario Women's Hockey Association ("O.W.H.A.").

LiveBarn has continued to pursue Oshawa as a municipality of choice for the services they offer. According to LiveBarn, the following benefits would be realized should the City partner with them on live and on-demand streaming services.

- LiveBarn provides a streaming service to venues at no cost - this includes all hardware, software, cabling, installation, maintenance, upgrade, and replacement of all equipment.
- LiveBarn pays for, installs, and maintains a dedicated Internet Service line, unless the facility prefers to use their own. This ensures that LiveBarn is responsible for all service issues with no burden on the municipality's IT staff.
- LiveBarn delivers comprehensive physical and digital marketing materials and best practices to ensure that revenue share is maximized by subscriber promo code usage.
- LiveBarn is an automated, permanently mounted solution with little-to-no "touch" required - cameras utilize proprietary AI auto-on/off functions. Staff receive complimentary viewing accounts and tools to control content.

To access live and on-demand events, individuals (parents, coaches, sports teams) require a monthly or yearly subscription and can choose between a basic or premium plan. Plans are available on a monthly or annual basis with pricing ranging from \$25.95 to \$35.95 for a monthly plan or \$19.95 to \$27.95 a month for the annual plan.

LiveBarn has listed the following arenas they wish to install cameras for the purpose of live and on-demand video streaming capabilities.

- Delpark Homes Centre (4 ice surfaces)
- Donevan Recreation Complex (1 ice surface)
- Harman Park Arena (2 ice surfaces)

Although cameras would be installed in these arenas, the streaming service will be available only for sporting events organized by third-party sports organizations that have requested the service, as specified in Section 4.5.

No additional companies have approached the City regarding streaming service.

#### **4.4 Privacy and Liability Concerns and Use in Other Municipalities**

Use of streaming services in City arenas raised concerns from Legislative Services and Legal Services regarding privacy of users and liability to the City. These concerns included:

- The proposed use of cameras would fall outside of the scope of the [City's Video Surveillance Policy](#), which does not cover commercial uses of footage. This means that separate signage would need to be installed at the sites, including the contact information for the service provider because City staff would not be equipped to answer questions about their collection and use of footage. Notices of collection of personal information by institutions are regulated by section 29 of Municipal Freedom of Information and Protection of Privacy (MFIPPA) and require that contact information be included for any questions or concerns.
- Retention of video footage: Video footage is retained by the service provider and therefore the City has concerns about liability since it is out of the City's control and not subject to the [City's Record Retention By-law](#).
- Cybersecurity and Privacy: Liability concerns regarding the City's responsibilities if the service provider was the victim of a cybersecurity attack or a privacy breach.
- Confirmation of responsibility of the service provider to provide records if requested by a law enforcement agency such as Durham Regional Police Service or in response to a Freedom of Information request.
- Cameras that are installed are not to interfere with the security of City facilities, including security practices, procedures and protocols.

Durham Municipal Insurance Pool has provided the following recommendations should an agreement with LiveBarn be pursued.

- Inclusion of an indemnity clause in favour of the City whereby LiveBarn indemnifies, defends and holds harmless the City.
- The City should be added as additionally insured under their general liability insurance policy.
- The City should not be responsible for any equipment installed or used for the streaming service.

Attachment 1 provides a list of current municipalities that are using LiveBarn streaming service in public facilities.

Staff consulted with some municipalities on how they addressed privacy concerns. The Municipality of Clarington advised LiveBarn provided static stickers that are posted throughout the facility to inform the public that live streaming is in place. They also utilize sandwich boards and free-standing signs that are placed in public areas, also provided by LiveBarn.

The City of Orillia indicated their municipal privacy policy mirrors the Federal Government privacy policy. The public has the right to privacy in areas where it is reasonably expected such as washrooms and changerooms. An area that is open to the public, such as an arena, would not be an area that has a reasonable expectation of privacy. They have posted signage that indicates that live streaming and video recording may be occurring.

Concerns regarding liability and privacy will need to be addressed before the execution of any agreement is completed. The volume of public and private locations at which the service has already been implemented indicates that LiveBarn is prepared to address any concerns and that municipalities have been able to move forward with the service.

#### **4.5 Service Use by Minor Sport Organizations**

Minor sport organizations utilize the ice pads for seasonal play and tournaments. The hockey organizations are members of the O.M.H.A. or O.W.H.A. and therefore would potentially utilize the streaming service for their scheduled ice times including games, practices and tournaments. The other minor ice organizations, including Oshawa Skating Club and Oshawa Storm Ringette would also have the option to participate in the streaming service from September to April. Additionally, there are floor events held for lacrosse and ball hockey.

Events and bookings that are not to be streamed would be removed or “blackened out” from the streaming service. These would include any City registered or drop-in programs. Staff would confirm with minor sport organizations which events they would like to broadcast. Dates and time periods not required would have their bookings blacked out from the system by City staff.

The following minor sport organizations have expressed support for the installation of live and on-demand video streaming services in City arenas:

- Oshawa Minor Hockey Association
- Oshawa Girls Hockey Association
- Oshawa Community Hockey League
- North Shore Whitecaps (Combined Oshawa/Clarington AAA hockey organization)

Staff have also received emails from parents asking if the City is considering such a service as they are aware of its use at other municipalities.

## **5.0 Financial Implications**

There are no financial implications for the installation of the live and on-demand infrastructure. All costs are covered by the service provider.

Membership revenue generated from the streaming service would go to LiveBarn. The City will be provided with a unique code to enable it, if the City chooses, to market and solicit new memberships for the LiveBarn platform, for which LiveBarn will pay the City a negotiated percentage of the revenues generated from these new memberships over the term of an executed agreement. This code will track the memberships generated by the City on a quarterly basis.

Revenue payments to the City will only apply to LiveBarn memberships originated with the unique code allocated to City. LiveBarn will pay the City its revenue share within 30 days of the end of each calendar quarter together with a corresponding revenue statement. The revenue generated is expected to be minimal.

## **6.0 Relationship to the Oshawa Strategic Plan**

This report responds to the Oshawa Strategic Plan Priority Area “Lead: Governance and Service Excellence” with the goal to embrace innovation and advance continuous improvement initiatives and actions.



Brendan Browne, Manager, Programs and Facilities,  
Recreation Services



Kevin Alexander, Commissioner,  
Community and Operations Services Department

**Ontario – LiveBarn Municipal Partners (March 3, 2025)**

City of Barrie  
City of Brampton  
City of Brantford  
City of Burlington  
City of Cambridge  
City of Clarence-Rockland  
City of Cornwall  
City of Dryden  
City of Hamilton  
City of Kenora  
City of Kingston  
City of Kitchener  
City of London  
City of Markham  
City of Mississauga  
City of Niagara  
City of Orillia  
City of Peterborough  
City of Sarnia  
City of St Catharines  
City of St Thomas  
City of Stratford  
City of Temiskaming Shores  
City of Timmins  
City of Toronto  
City of Vaughan  
City of Waterloo  
City of Welland  
City of Woodstock  
Municipality of Lakeshore  
Municipality of Arran Elderslie  
Municipality of Chatham-Kent  
Municipality of Clarington  
Municipality of East Ferris  
Municipality of Grey-Highlands  
Municipality of Huron East  
Municipality of Leamington

Municipality of Mapleton  
Municipality of Middlesex Centre  
Municipality of North Grenville  
Municipality of Port Hope  
Municipality of West Grey  
Norfolk County  
Regional Municipality of Halton  
Seguin Township  
The Municipality of South Dundas  
The Municipality of St Charles  
The Nation Municipality  
Town of Arnprior  
Town of Aurora  
Town of Caledon  
Town of Cobourg  
Town of Collingwood  
Town of East Gwillimbury  
Town of Englehart  
Town of Essex  
Town of Fort Erie  
Town of Georgina  
Town of Hawkesbury  
Town of Iroquois Falls  
Town of Kirkland Lake  
Town of LaSalle  
Town of Lincoln  
Town of Milton  
Town of New Tecumseth  
Town of Newmarket  
Town of Niagara on the Lake  
Town of Oakville  
Town of Orangeville  
Town of Pelham  
Town of Perth  
Town of Port Colborne  
Town of Prescott  
Town of Renfrew  
Town of Smooth Rock Falls  
Town of Tecumseh



Town of Tillsonburg  
Town of Whitby  
Town of Whitchurch-Stouffville  
Township of Asphodel-Norwood  
Township of Athens  
Township of East Perth  
Township of Edwardsburgh Cardinal  
Township of King  
Township of Lucan Biddulph  
Township of North Dumfries  
Township of North Dundas  
Township of North Glengarry  
Township of South Frontenac  
Village of Point Edward  
Village of Westport  
Woolwich Township