

Licensing 101

The Basics of Content Licensing

Any media (video or photo) from an athletic event (game, practice, workout) has various owners and stakeholders, including, but not limited to: The individual athlete(s), the school, the conference, and the broadcast partners. Additionally, there may also be logos and trademarks captured in the media which are also protected. Each time a piece of content is distributed commercially, all of these stakeholders have certain rights and protections.

If an individual athlete shares an image for profit without proper clearance and approval, there are numerous potential ramifications. For example:

- If an athlete sells a photo of him/herself without consent from the photographer or photo owner,
- If an athlete uses video highlights of him/herself in a commercial manner without permission from other players captured in the video, or
- If an athlete sells video highlights or redistributes content owned by the school/conference without their approval, then the infringed parties may have grounds for a dispute.

In each of these scenarios, numerous people or organizations have protected rights. They are all potentially entitled to financial gain. As such, they are also entitled to legal recourse if they are excluded from the process.

While there are countless scenarios in which copyrighted content may be used and each should be handled on a case-by-case basis, the point remains the same: An athlete must go through the proper channels to protect him/herself when using photos or video in a commercial manner.

The goal at Catapult is to guide athletes, schools, and conferences through this licensing process so that all parties may maximize opportunities for exposure and revenue.

The information provided in this document does not, and is not intended to, constitute legal advice; instead, all information, content, and materials available are for general informational purposes only.