

REPORT TO: Mayor and Members of Council

PREPARED BY: Brandon Drew, Director of Economic Development & Community Services

DEPARTMENT: Community Services

DIVISION: Facilities and Parks

MEETING DATE: July 16, 2025

SUBJECT: DCS-10-2025 LiveBarn Cameras at the HMS Insurance Centre

PROPOSED MOTION

THAT Council receive the report title DCS-10-2025 LiveBarn Cameras at the HMS Insurance Centre as information; AND,

THAT Council direct staff to proceed with the attached LiveBarn Agreement for the HMS Insurance Centre.

STAFF RECOMMENDATION

THAT Council receive the report title DCS-10-2025 LiveBarn Cameras at the HMS Insurance Centre as information; AND,

THAT Council direct staff to proceed with the attached LiveBarn Agreement for the HMS Insurance Centre.

EXECUTIVE SUMMARY

Staff are requesting to moving forward with an agreement to install LiveBarn streaming services at the HMS Insurance Centre in response to increasing demand from local hockey organizations, including the new Ausable Valley Coyotes and the existing minor hockey association. LiveBarn, which is already widely used in OMHA arenas across Ontario, offers a low-cost service that allows families and coaches to livestream games and practices, with the option to review footage. Under the agreement, LiveBarn will cover all installation and service costs, while the Municipality will provide electricity and post required privacy notices.

In return, the Municipality will receive 20% of subscription revenues linked to a promo code and three complimentary accounts per rink, though it must grant LiveBarn exclusive streaming rights for six years. The only immediate financial impact will be a minor signage cost, while future revenues will contribute to reducing the HMS Insurance Centre's annual operating deficit.

LINK TO STRATEGIC PRIORITIES

Staff, Culture, Work Environment By providing high-quality public services

Fiscal Responsibility By seeking fiscal sustainability by balancing service needs, demands, and growth

BACKGROUND

With the arrival of a new hockey association (The Ausable Valley Coyotes) as well as the desire from our existing minor hockey association for live streaming services, North Middlesex Staff and the Vice-President of Minor Hockey sat on a call with LiveBarn Streaming services.

Streaming services at arena's have become an industry trend since Covid allowing people to watch minor sports from the comfort of their home.

In 2024, Council approved the Junior C team to implement NBCSportsEngine Camera's within the facility. As LiveBarn is in the majority of arena's that offer hockey under the OMHA's umbrella, Minor Hockey has requested a streaming service that suits their needs.

LiveBarn is a leading live and on-demand streaming service tailored for youth and amateur sports across North America. Founded in 2014 and headquartered in Montreal, QC, the company equips venues—from hockey rinks to basketball courts, soccer fields, and even aquatics centers—with automated camera systems that deliver broadcast-quality coverage at no cost to venue owners.

Their broad portfolio includes coverage of over 3,000 venues in Canada and the U.S., with particular strength in Ontario: more than 800 ice hockey arenas, including sites under the OMHA, plus partnerships in indoor court sports and turf disciplines [LinkedIn](#). Integrated brands under the LiveBarn umbrella include GameOnStream (Ontario's largest hockey network).

LiveBarn's feature suite goes beyond standard streaming: subscribers can tag key plays live, download and share highlights, and access advanced analytics like player shift breakdowns via their AI-powered "Player Analysis Hub," built in collaboration with Sportlogiq.

They've gained industry recognition—winning three consecutive Deloitte Technology Fast 500 awards (2021–2023).

In sum, LiveBarn combines robust infrastructure, strategic brand integrations, and innovative analytics tools to deliver comprehensive, monetizable streaming solutions widely adopted by venues, leagues, and families.

DISCUSSION

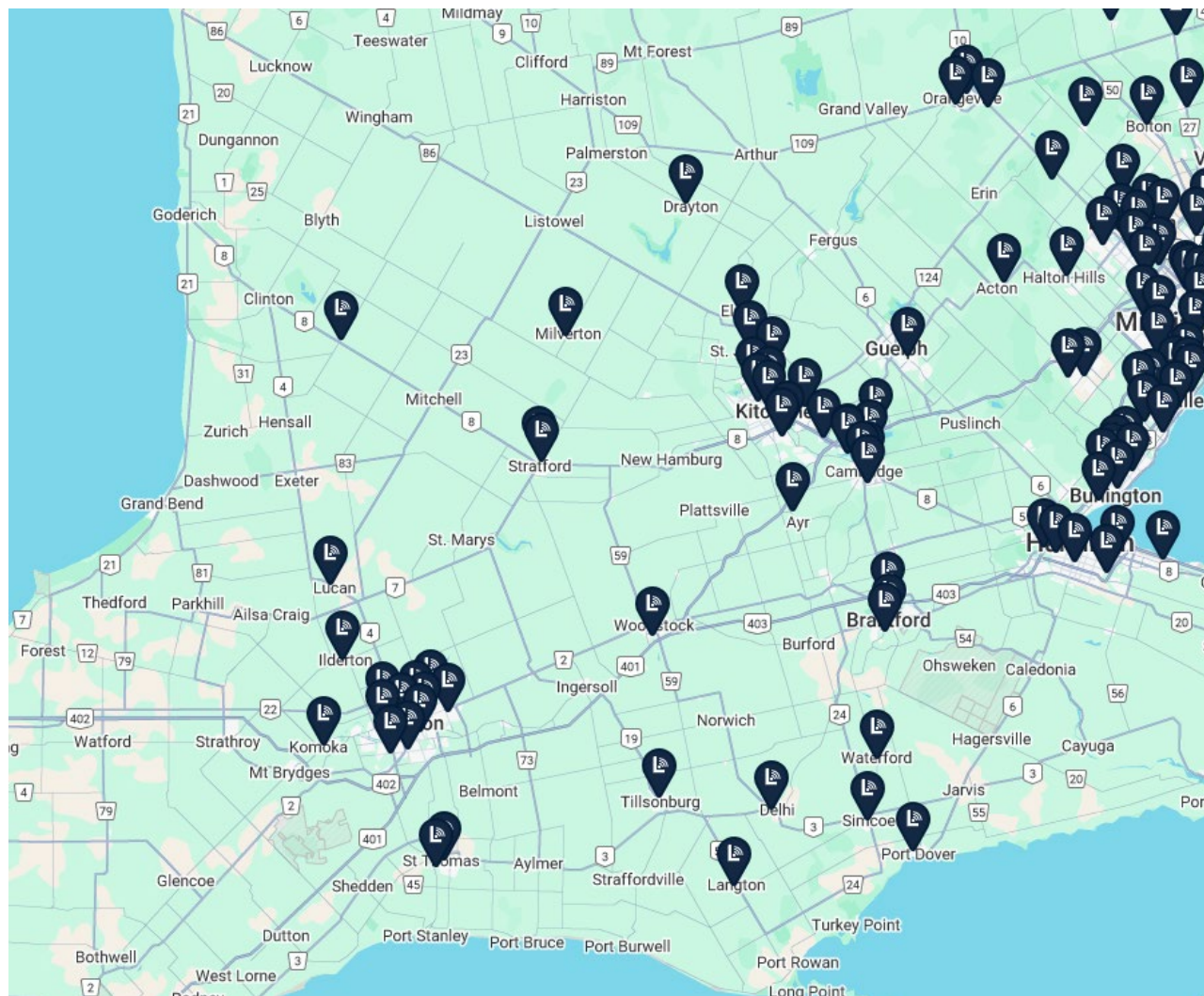
By installing LiveBarn in the HMS Insurance Centre, the service level will be increased for the end users. If desired, anyone utilizing the ice surface can create an account and view what is streamed if the organization has given permission to have their content on the application. This includes the ability to review game tape, practices, as well as numerous other reasons for review.

From the Municipality of North Middlesex's perspective, the LiveBarn agreement outlines the following key points:

1. **Installation and Service at No Cost:** LiveBarn will install and maintain an automated online streaming system at the Municipality's ice rink (HMS Insurance Centre) at their own expense, including hardware, software, and internet bandwidth. The Municipality provides only the electricity which in this case is minimal cost.
2. **Revenue Sharing:** The Municipality receives a 20% share of revenues generated from new LiveBarn subscriptions that use its unique promo code. It also receives three complimentary accounts per ice rink.
3. **Exclusivity:** LiveBarn holds exclusive streaming rights (using unmanned cameras) for six years—even if the agreement is terminated early—excluding the North Middlesex Stars PJHL team, which has a pre-existing deal.
4. **Privacy and Public Notice:** The Municipality must post signage informing the public about video streaming and incorporate disclosure clauses in user agreements for facility rentals.
5. **Termination:** Either party may terminate the agreement with 90 days' notice, but LiveBarn retains exclusivity for the initial 6-year term unless it ceases operations or materially breaches the agreement.
6. **Legal and Operational Terms:** LiveBarn assumes liability for its operations and maintains insurance. The Municipality is protected from liability related to service interruptions or facility issues.

Overall, the agreement offers a low-cost, potentially revenue-generating streaming service while committing the Municipality to exclusivity and promotional responsibilities.

Currently LiveBarn is in over 200 venues within Ontario and the image below outlines the venues currently using them. Neighbouring Municipalities Lucan-Biddulph and Middlesex Centre have been utilizing LiveBarn for some time now.



FINANCIAL

The impact to this year's budget will be the nominal cost of installing disclosure signage, which will show up in the Arena's building and maintenance line item.

The additional revenues earned will show up under the ice rentals revenue as the revenue is seen to be a direct benefit from the on-ice activity. In the future, these funds will help lower the annual deficit that occurs at the HMS Insurance Centre.

ATTACHMENT

LiveBarn Venue Agreement

Prepared By: **Brandon Drew, Director of Economic Development & Community Services**

Reviewed By: Ralph D'Alessandro, Director of Finance /Treasurer

Reviewed By: ____

Approved By: ____