



Global Clash Cup



**Broadcast
Guidelines**

Season 9

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Introduction

Global Clash Cup (“GCC”) is an international Clash of Clans friendly war competition welcoming teams of varying sizes and skill levels from all over the globe. GCC is run by the **League Management Team** (“LMT”), who strive to achieve league excellence through impeccable organization. As of 19th January 2022, GCC is a registered association in France.

These Guidelines aim to provide guidance on the creation of content and apply to all Broadcasters. All Broadcasters must be approved by GCC.

By creating content, you acknowledge and agree to the following:

1. That you have read, understand, and will abide by the conditions set forth in this document.
2. That a violation of any of these Guidelines may result in immediate prohibition from creating content as determined by the LMT.
3. That GCC may update, amend, or supplement these Guidelines at any time, with or without notice to Broadcasters.
4. That GCC may interpret or apply these Guidelines by releasing notices, online postings, e-mails, or other electronic communications that provide instructions and guidance to Broadcasters.

GCC Season 9 is proudly sponsored by **Clash of Clans Esports**. Check out the **[Clash of Clans Esports website](#)** and follow Clash of Clans Esports on **[X \(formerly Twitter\)](#)**, **[Facebook](#)**, **[Instagram](#)**, **[YouTube](#)** and **[Twitch](#)**.

GCC Season 9 will be managed by a specially designed bot for the league, the **Global Clash Cup bot**. Take note of the **[GCC Bot Terms of Service and Privacy Policy](#)**.

Join us on **[Discord](#)**.

Follow us on **[X \(formerly Twitter\)](#)**.

Visit our **[website](#)**.

Follow us on **[Twitch](#)**.

Subscribe to our **[YouTube](#)** channel.



1. Information

- 1.1. **Broadcasters** are a group of creators who produce content for GCC. GCC provides equal opportunities for all Broadcasters to be able to create content, welcoming both beginners and well-known creators.
- 1.2. Any content creator who wishes to create content must apply in the [GCC Discord server](#). Application as a Broadcaster does not guarantee acceptance by GCC and is subject to the review, verification and approval of the LMT. Permission to create content is only granted upon approval by GCC following a successful application.
- 1.3. **Content** refers collectively to livestreams, videos and any other form of broadcast of a GCC match.
- 1.4. **Livestream** refers to a live broadcast of a GCC match over the internet.
- 1.5. **Video** refers to a video recording of a GCC match.
- 1.6. GCC may record, reproduce, host, cache, display, perform, distribute, broadcast, transmit or stream any part of content for the advertisement and promotion of the league and other GCC events.
- 1.7. Nothing contained in these Guidelines shall constitute or be deemed to constitute an agency, partnership, joint venture or any other relationship between GCC and a Broadcaster. Neither party shall have authority to enter into any agreement or undertaking on behalf of the other, incur liability on behalf of the other, nor otherwise bind the other party in any manner.
- 1.8. The LMT reserves the right to impose sanctions in cases that are not explicitly supported or detailed in these Guidelines, as necessary to protect the integrity of the league and/or its sponsors.

2. General Guidelines

- 2.1. Before creating content, Broadcasters must schedule a livestream or video for the match with the GCC bot by using **/media schedule**.
- 2.2. To facilitate entry into clans, Broadcasters must provide at least one in-game account to be used for the purpose of creating content. Accounts must be submitted via the GCC bot by using **/broadcaster modify** and selecting **"Claim account"**. If unable to enter a clan to broadcast a match, Broadcasters may notify Representatives with the GCC bot by using **/broadcaster clanentry**.
- 2.3. Broadcasters are required to conspicuously display the official GCC logo and logos of all GCC sponsors, as provided by GCC, in all content. The following requirements shall apply to the use of the GCC logo:
 - 2.3.1. The logo should only be used with a transparent background and not be manipulated in any way; stretched, skewed, rotated, or color varied. Broadcasters must seek GCC's prior written approval in case of any required alteration.



- 2.3.2. The logo should be easily readable against the livestream background and avoid busy, high-contrast, and patterned backgrounds.
- 2.4. GCC sponsors must be mentioned at some point during a livestream. Further information is provided in [Section 6: Commitment to Sponsors](#).
- 2.5. The GCC thumbnail graphic may be used in the promotion of livestreams on social media platforms. Thumbnails may be generated with the GCC bot by using `/media thumbnail`.
- 2.6. GCC collects statistics of content for analysis and decision-making. Broadcasters are **required** to submit the viewer analytics of all content within **7 days** of creation, with the exception of Twitch livestream statistics that conform with [Section 3.10](#).
 - 2.6.1. For livestreams, the viewer analytics should include the following:
 - 2.6.1.1. Duration of livestream
 - 2.6.1.2. Peak concurrent viewers
 - 2.6.1.3. Average viewers
 - 2.6.2. For videos, a link to the video must be submitted.
- 2.7. Broadcasters are encouraged to report violations of the rules in [Section 10: Code of Conduct and Fair Play Rules](#) of the [Esports Divisions Rulebook](#) and [Established Divisions Rulebook](#) that occur during a match. Reports may be made through the [GCC Discord server](#) ticket system.
- 2.8. In the creation of content, Broadcasters shall not promote or advertise products or services that may conflict with the principles of the league. These categories include but are not limited to the following:
 - 2.8.1. Alcohol
 - 2.8.2. Prescription drugs, narcotics or controlled substances
 - 2.8.3. Gambling or betting
 - 2.8.4. Cryptocurrency, cryptocurrency markets or blockchain technologies
 - 2.8.5. Firearms and weapons
 - 2.8.6. Pornography or sexually explicit material
 - 2.8.7. Politics or religion
- 2.9. In the creation of content, Broadcasters shall ensure that the accompanied chat is kept clean. The chat must be adequately moderated to prevent foul language or an otherwise unwholesome environment.
- 2.10. Broadcasters are responsible for any invited guests during the creation of content. Guests must act in conformity with these Guidelines at all times.
- 2.11. Broadcasters shall not at any time, directly or indirectly, make or communicate statements in any form which may reasonably be construed to be disparaging, derogatory or damaging to the integrity and reputation of GCC, its sponsors, or participants.



- 2.12. In the creation of content, Broadcasters shall adhere to the Terms of Service, Guidelines and Standards of the respective broadcast platforms, as well as the **Supercell Terms of Service**.

3. Livestream and Video Guidelines

- 3.1. During livestreams, the war bases of either team in a match must not be scouted before it has been attacked. However, an opponent's war base may be shown if the Broadcaster is in the war lineup for that match.
- 3.2. If affiliated to one of the teams in a match, a Broadcaster must join the clan of that team in order to livestream or record a video of the match.
- 3.3. Broadcasters must not protect the war bases of affiliated teams by declining to show attacks on these bases.
- 3.4. War bases must not be copied without the permission of the team in question.
- 3.5. The clan chat must not be shown at any time.
- 3.6. Livestreams and videos must have a minimum resolution of **1280 x 720 pixels**.
- 3.7. Copyrighted music may only be used if the Broadcaster obtains the requisite permission from the copyright owner.
- 3.8. Twitch VODs (Videos On Demand) are permitted for livestreams.
- 3.9. **"Global Clash Cup"** or **"GCC"** must be included in the title of livestreams, in addition to the name of the division that the teams in the match participate in.
- 3.10. In order to facilitate the auto-capture of livestream statistics by the GCC bot, Broadcasters livestreaming on **Twitch** are required to include one of the following in the title, in addition to **"Global Clash Cup"** or **"GCC"**:
 - 3.10.1. Division name. e.g. Gothic
 - 3.10.2. Round name. e.g. Week 1 or Round of 32
 - 3.10.3. Names of both teams in the match.

Example: GCC Gothic Team A vs Team B

4. Clan Access

- 4.1. For matches in Esports Divisions, it is important that teams have adequate time to prepare. As such, Broadcasters must request access to the clan with a submitted in-game account prior to the scheduled start time. Teams that are unable to accept requests after their matches have started shall not be sanctioned.
- 4.2. Where a Broadcaster doubles as a player, GCC grants the Broadcaster permission to visit the clans of teams competing in the same division as that of the Broadcaster's team in order to create content, with the understanding that all provisions of this document as well as **Section 10: Code of Conduct and Fair Play Rules** of the **Esports Divisions Rulebook** and **Established Divisions Rulebook**, as applicable, shall be adhered to.



- 4.3. Teams may deny access to a Broadcaster who doubles as a player for another team competing in the same division, without sanction, if there are genuine fair play concerns.

5. Resources and Promotion

5.1. Resources

The [GCC Discord server](#) contains all the resources needed to facilitate effective creation of content. These include

- 5.1.1. a list of scheduled matches in chronological order;
- 5.1.2. the GCC bot for generating thumbnails and scheduling livestreams and videos;
- 5.1.3. team logos and other relevant team information; and
- 5.1.4. the Broadcaster Graphics folder containing GCC and sponsor logos, overlays, and other assets.

5.2. Promotion

- 5.2.1. GCC will highlight and seek to connect Broadcasters to premium content opportunities such as key matchups and higher-visibility teams.
- 5.2.2. GCC will relay requests from teams who wish to have their matches broadcast.
- 5.2.3. GCC will promote content in the [GCC Discord server](#) and on the [GCC X \(formerly Twitter\) account](#).
- 5.2.4. Content may be shared with Supercell for in-game or social media promotion.

6. Commitment to Sponsors

GCC Season 9 is proudly sponsored by **Clash of Clans Esports**. Clash of Clans Esports is the hub for all things esports in the Clash of Clans mobile game. From Golden Ticket tournaments to the biggest tournament of them all, the World Championship Finals, never miss out on any of the action.

Visit the [Clash of Clans Esports website](#) and follow Clash of Clans Esports on the various social media platforms to stay up to date with all the news about the competitive scene.

7. Sanctions

- 7.1. It is the responsibility of a Broadcaster to inform the affected team if any of the following infractions is committed during a livestream.
 - 7.1.1. Showing the clan chat, thereby exposing sensitive information such as discussions about the match or other private information.
 - 7.1.2. Scouting a war base, contrary to [Section 3.1](#).



7.1.3. Revealing the troops in the clan castle of a war base before it has been attacked.

7.2. Failure to comply with these Guidelines may result in sanctions as provided in the **Sanctions Board** below.

Infraction	Sanction
Advertisement or promotion of prohibited products or services	Indefinite prohibition from creating content
Any form of harassment	Indefinite prohibition from creating content
Trash talk and similar infractions	1st offense: Warning 2nd offense: Prohibition from creating content for the season
Showing clan chat	1st offense: Warning 2nd offense: Prohibition from creating content for 1 week 3rd offense: Prohibition from creating content for the season
Scouting a war base and/or revealing clan castle troops	1st offense: Prohibition from creating content for 1 week 2nd offense: Prohibition from creating content for 1 month 3rd offense: Prohibition from creating content for the season
Copying a war base	Prohibition from creating content for the season
Creating content at a lower resolution than the minimum threshold	1st offense: Warning 2nd offense: Prohibition from creating content for 1 week 3rd offense: Prohibition from creating content for the season
Failure to schedule livestreams and videos	1st offense: Warning 2nd offense: Prohibition from creating content for 1 week 3rd offense: Prohibition from creating content for the season
Failure to submit livestream viewer analytics	1st offense: Warning 2nd offense: Prohibition from creating content for 1 week 3rd offense: Prohibition from creating content for the season
Failure to submit video links	1st offense: Warning 2nd offense: Prohibition from creating content for 1 week 3rd offense: Prohibition from creating content for the season