



FIFA TV Division

FIFA Beach Soccer World Cup Ravenna/Italy 2011

**News Access Policy
for Television, Internet and Mobile broadcasters**

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1. Policy Objectives

FIFA's News Access Policy for the FIFA Beach Soccer World Cup Ravenna/Italy 2011 is designed to provide the broadest possible exposure of the event through the world's media outlets, while protecting the rights of the Media Rights Licensees and FIFA's intellectual property.

This policy is subject to change as directed by FIFA from time to time.

2. Permitted Transmission Media

FIFA allows only for transmission of News footage via traditional television transmission media, such as Terrestrial, Cable and Satellite transmission, and footage can only be used in linear, regularly scheduled news bulletins. No internet or mobile transmission is permitted.

3. Media Rights Licensee Rights and Obligations

Media Rights Licensees can be divided into three broad categories with regard to News Access.

1. Exclusive right to provide News Access in the territory

The Media Rights Licensee has the right and obligation to provide News Access to Non-rightsholders in the territory. FIFA may not appoint third parties to provide News Access to Non-rightsholders for the purpose of News broadcasts within the territory. FIFA may however provide News Access to Broadcasters whose pan-regional broadcasts are shown in the territory.

2. Non-exclusive right provide News Access in the territory

The Media Rights Licensee has the right and obligation to provide News Access to Non-rightsholders in the territory. FIFA may appoint third parties to provide News Access to Non-rightsholders for the purpose of News broadcasts within the territory. FIFA may also provide News Access to Broadcasters whose pan-regional broadcasts are shown in the territory.

3. Must be consulted prior to third parties being provided News Access

The Media Rights Licensee has the right and obligation to provide News Access to Non-rightsholders in the territory. FIFA may appoint third parties to provide News Access to Non-rightsholders for the purpose of News broadcasts within the territory and/or pan-regional broadcasts, subject to prior consultation with the Media Rights Licensee.

The current list of Media Rights Licensees with rights to provide News Access is attached in Appendix A. Please note this is subject to change.

4. Non-rights holders News Access

Using the FIFA News Access Contact List as a reference, non-rights holders should in the first instance contact the Broadcaster listed against their territory to obtain footage. Non-rights holders may thus gain News Access to the FIFA Beach Soccer World Cup Ravenna/Italy 2011 via the following methods.

1. Contacting the FIFA Media Rights Licensee in the territory. The full list of contacts is attached in Appendix A.
2. If the territory is not listed in Appendix A, Non-rights holders should contact FIFA at tv@fifa.org to arrange access.

The conditions attached to the use of the footage are subject to the terms and conditions of local customary news access laws and customs in the territory of use. In the absence of any such laws or customary terms in the relevant territory, the following shall apply:

1. The footage will only be available after the end of each match Programme and use of footage must be limited (including any agreed embargo) accordingly even if footage is accidentally obtained prior to the end of the match.
2. Exploitation period is up to 24 hours after the end of the match.
3. A maximum of 90 seconds of footage may be used per news programme.
4. No archive rights are granted in relation to the match.

5. Pan-regional and International News Access

Pan-regional and International News programs may gain access to materials by signing a News Access agreement directly with FIFA.

All enquiries should be directed to tv@fifa.org.

6. Legal Considerations

In territories where fair trading provisions make the conditions set out in 4 a violation of national legislation, then the principles laid out in that territories Fair Trading legislation shall apply. Furthermore, standard practice with regard to news access between broadcasters within a certain territory can be adhered without breach of FIFA regulations, with FIFA's prior written consent.