

TELEVISION NEWS ACCESS RULES (NAR)

(22nd Asian Athletics Championships- Bhubaneswar July 5-9, 2017)

INTRODUCTION

The Organising Committee of the 22nd Asian Athletics Championship has granted Doordarshan the exclusive right to broadcast the 22nd Asian Athletics Championships on television. When exclusive rights to broadcast the 22nd Asian Athletics Championships is granted, no other organisation may broadcast sound or images of any AAC Event, except as permitted by the News Access Rules (NAR) as set out below or as otherwise authorised by Asian Athletics Championships organizing committee.

These NAR only apply to television broadcasting and do not apply to the broadcast or transmission of Asian Athletics Championships Events via any other media, including, without limitation, radio, internet and mobile telephony devices.

BROADCASTING

Non Rights-holders may broadcast Championships Footage on television with the following NAR.

2. Championships Footage may only be used as a part of regularly scheduled News Programs. The News Programs must not be positioned or promoted as Asian Athletics Championships programs and the Championships Footage component must not be sponsored.

3. Championships Footage must not appear in more than 3 News Programs per day, subject to the exception for all-news networks as set out in paragraph 6 below.

4. The duration of Championships Footage used in any one News Program must not exceed a total of 3 minutes. In addition, such Championships Footage must not contain:

More than one third of the duration of a particular Championships Event; and

More than 30 seconds of a particular Championships Event.

Notwithstanding the above, where the duration of the particular AAC Event being broadcast is less than 15 seconds, the whole AAC Event can be shown.

5. News Programs in which AAC Footage appears must be separated by at least 3 hours. However, if a Non Rights-holder regularly telecasts multiple Hard News Programs from 16:00 hours to 19:30 hours local time, it may broadcast Events Footage during one locally-oriented Hard News Program and one network Hard News Program during this time period, as long as the combined broadcast time of the Events Footage shown in both Hard News Programs does not exceed a total of 3 minutes.

An all-news network may broadcast AAC Footage during multiple News Programs the combined time of AAC Footage does not exceed a total of 9 minutes per day and no more than 3 minutes of AAC Footage is shown in any one News Program.

7. Non Rights-holders must not broadcast any AAC Footage, unless that AAC Footage has already been broadcast by the Rights Holder.

8. Non Rights-holders must cease broadcasting AAC Footage, 48 hours after the earliest time at which broadcasts of such AAC Footage may begin.

9. AAC Footage shall not be used by any Non Rights-holder in any promotion whatsoever, including without limitation, in promotions of any News Program within which it is shown.

Subject to paragraph 11, Non Rights-holders may broadcast footage of all or portions of any Official Asian Athletics Championships Media Conference held at the Media Centre, with a delay of at least 30 minutes from the conclusion of the respective Official Organizing Committee Asian Athletics Championships Media Conference.

11. Non Rights-holders may not originate programming or feed from the Media Centre and/or any AAC Venue.

12. Non Rights-holders must not use any AAC related indicia and/or images in their broadcasts unless to the extent that;

such indicia and/or image is included in the AAC Footage obtained from the Rights Holder; or

such use is permitted under applicable law..

OBTAINING GAMES FOOTAGE

13. Non Rights-holders may record AAC Footage directly 'off-air' with the agreement of the Rights-Holder.

GENERAL OBLIGATIONS

14. Non Rights-holders must ensure that:

(a) They do not make available or provide AAC Footage to any third party without the prior written consent of Organizing Committee;

(b) No advertising, promotion, publicity or other message appears at the same time (be it superimposed or on a split screen or otherwise) as Events Footage and/or at the same time as any other coverage of the Asian Athletics Championships which contains any AAC indicia or images or Asian Athletics Championships related indicia or images; and

No advertising or other message is placed before, during or after the broadcast of Championships Footage in such a manner as to suggest sponsorship, approval or affiliation between a third party, or third party's product or service, and Championships Footage or the Asian Athletics Championships.

Non Rights-holders must ensure that each broadcast of AAC Footage shall give an on-screen credit to the Rights Holder and that all watermarks and/or logos contained in the feed from the Rights Holder are retained.

ACCREDITATION

16. Each Non Rights-holder will be entitled to seek ENR accreditation for its personnel, who, if accredited by Organizing Committee (in its absolute discretion) will have access:

without equipment to:

All sessions at competition venues except for those listed as ticketed high-demand sessions (ie PEL Events); and

(ii) The zone of the team hotels, provided that a media pass has been obtained; and

With equipment, to all Official 22nd Asian Athletics Championships Media Conferences at the Media Centre, provided that they comply with the restrictions set out in paragraphs 10 and 11.

17. The grant of accreditation is subject to the Non Rights-holders acknowledging and agreeing to the following terms:

That access to Games Venues will be subject to accreditation and security procedures which shall be developed and implemented by Organizing Committee in its absolute discretion;

That any application for accreditation shall be made in such form as is required by OC in its absolute discretion and that nothing in these NAR compromises or fetters OC absolute discretion in relation to the accreditation of individuals;

That OC is not obliged to grant accreditation to any person or class of persons and that OC may in its absolute discretion exercise at any time the right to (i) grant accreditation, (ii) grant accreditation with conditions, (iii) refuse accreditation, (iv) cancel accreditation, and (v) refuse entry by any individuals to Games Venues;

that Non Rights-holders must ensure that their personnel at all times follow the OC accreditation and security procedures in force from time to time; and

the Non Rights-holders executing an agreement to fully comply with all terms and conditions of these NAR and to fully comply with any terms and conditions of access to a AAC Venue, whether through the issue of a ticket, an accreditation or otherwise.

18. Accreditation shall not entitle a Non Rights-holder to originate any programming or feed from any AAC Venue.

19. OC reserves the right to withdraw the accreditation of any person without notice, at the discretion of OC, in order to enforce compliance with these NAR or with OC accreditation and security procedures.

APPLICATION OF THE NEWS ACCESS RULES

20. These NAR shall come into effect from the date when a Asian Athletics Championships accreditation is required to obtain access into any of the Games Venues and shall continue until 9th July, 2017 (inclusive). During their operation, the NAR shall be monitored and enforced by OC management. The OC Executive Committee shall be the final authority with respect to the interpretation and implementation of these NAR.

DEFINITIONS

“Asian Athletics Championships” means the 22nd Asian Athletics Championships to be held principally in Bhubaneswar in 2017.

“AAC Events” means the events held as part of the Asian Athletics Championships, including, without limitation, all sporting competitions, the opening, closing and medal ceremonies, and all other activities occurring at Events Venues.

“Asian Athletics Championships related indicia and images” includes any indicia, images, trademarks, service marks, copyrights, designs, mascots, logos, pictograms, designations, insignia or other intellectual property rights that relate to or are in any way connected with the Asian Athletics Championships 2017;.

“Asian Athletics Championships” means the area set aside for the board and lodging of the athletes, officials, trainers and other participants in the SA Games.

“OC” means Organising Committee Asian Athletics Championships.

“Footage” means broadcast footage of AAC , and includes, without limitation, visual, audio and audio visual coverage.

“Championships Venues” includes all venues where AAC are held, and includes without limitation, the Media Centre, competition venues, training venues, other venues at which medal presentations take place during the time that the medal presentations actually take place and venues which require AAC accreditation or a ticket to gain entry.

“Hard News Programs” means News Programs focusing primarily on multiple local, regional, national or international current events.

“News Access Rules” means the rules as set out in this document,

“News Programs” means regularly scheduled daily news programs of which the actual news element constitutes the main feature.

“Non Rights-holder” means any broadcaster which has not been granted exclusive rights by OC to broadcast the Asian Athletics Championships.

“Official Asian Athletics Championships Media Conference” means a media conference which is designated by OC as an official media conference and for the avoidance of doubt excludes sports specific press conferences at the Media Centre.

“PEL Events” means prime event limitation events which will subject to high demand.

“Rights Holder” means the corporation/s who have been granted the exclusive right by the organizing committee to broadcast the Asian Athletics Championships.