

Guidelines for News and Current Affairs Broadcasters (DLF IPL 2010)

These Guidelines are solely for News Broadcasters registered under the category of "News and Current Affairs" channels under the Ministry of Information and Broadcasting's "Downlinking Guidelines" ("News Broadcasters") and are not applicable to other channels including in particular Sports Channels or Sports News/Programmes on Sports Channels.

News Broadcasters may use footage from the live telecast of the DLF IPL 2010 by SET MAX, the DLF IPL official broadcaster ("Official Broadcaster"), without payment to the Official Broadcaster or the DLF IPL, within the following parameters:

Use of Footage:

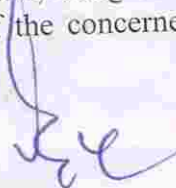
1. News & Current Affairs Broadcasters will be allowed a maximum of 5.5 minutes of 'fresh footage' per Match in a Day including not more than 4.5 minutes (of deferred live coverage of Match play & not more than 1.5 minutes of deferred in-stadium entertainment footage, provided however that:
 - a. A maximum of not more than 5.5 minutes of footage per Match may be broadcast per Day.
 - b. In-stadium entertainment footage shall mean any entertainment footage of performances at the Match venue held ten (10) minutes before the commencement of play and ten (10) minutes after the conclusion of the Match or after the Match and till the presentation ceremony is concluded, whichever is later, and shall be broadcast only after the conclusion of the Extraaa Innings module by the Official Broadcaster. For the avoidance of doubt the presentation ceremony shall not be considered part of the In-stadium entertainment.
 - c. 'Day' shall mean a period of 24 hours from the commencement of a Match and 'Fresh footage' shall mean footage used for the first time.
2. An aggregate of two (2) minutes of footage per half an hour of broadcast may be used subject to not more than 5.5 minutes of fresh footage per Match and the other conditions stated above.
3. A maximum of two repeats of footage initially broadcast by the News Broadcaster would be permitted in each hour of broadcast.
4. The use of live footage is not permitted at any time and under any circumstances. There will be a minimum of a 10 minute delay from the Live telecast by the Official Broadcaster before telecast of any Match play footage by a News Broadcaster, provided however, that News Broadcasters will be allowed to telecast an Exceptional Event occurring during the course of a Match with a minimum of a five (5) minute delay from the conclusion of the Live telecast of such Exceptional Event. "Exceptional Event", for the avoidance of doubt, shall be a newsworthy event of an extraordinary nature and shall not include events such as the scoring of boundaries, the dismissal of a batsman, the fall of wickets, the scoring of a half-century, the taking of catches or the achievement of personal cricketing landmark/s by player/s unless they are world records. "Live" for this purpose shall include the period from the first ball to the last ball of any Match and will extend to the post-Match presentation ceremony.



5. News Broadcasters may use footage in their programmes during the 2010 DLF IPL season subject to a maximum of six (6) minutes of footage per half hour and provided such footage is used in not more than six (6) such programmes in a Day with not less than a two hour interval between any two programmes.
6. Archival Match play footage from previous DLF IPL seasons and for Matches of the 2010 DLF IPL that have concluded not less than 72 hours prior to broadcast may be used during the 2010 DLF IPL season provided it does not exceed six (6) minutes per half-hour news bulletin.
7. The use of all footage by a News Broadcaster is limited for news, current affairs and programme purposes and will not be used for any commercial purpose.

To clarify, a News Broadcaster may commercially exploit a news, current affairs and programme in its entirety in the regular course through normal ad breaks, as long as no ad, sting, logo, graphic or any other commercial (morphing) activity is carried out immediately before, immediately after or during a clip using footage from any Match, and no association is created between such clip and any third party brand or product.

8. Upon the completion of the 2010 DLF IPL season, use may be made of archival clips of IPL Match play footage by the News Broadcaster up to a maximum of two (2) minutes per day for news, & current affairs purposes till the next DLF IPL season.
9. Courtesy bugs acknowledging the DLF IPL and the Official Broadcaster will be pasted by the News Broadcaster throughout the use of content on-air. Both the logos of the DLF IPL and the Official Broadcaster should be seen "as is" or referred to with due prominence. If either of the logos is covered by the News Broadcaster's logo or overlays, there must be a source credit or a courtesy line extended at the bottom of the screen displayed in the same font size as the News Broadcaster's own logo or overlay.
10. News Broadcasters must carry the name of the league and the logo, viz., DLF IPL in all their broadcast mentions.
11. These Guidelines have been framed on the basis of well-established fair use principles upheld by the Hon'ble Courts in India and after detailed consultation with the News Broadcasters Association ('NBA'), the representative body of news channels in India. The News Broadcaster hereby agrees and undertakes to abide by the said Guidelines. News Broadcasters may only use footage as above without financial obligation to the DLF IPL. Usage of footage by the News Broadcasters shall be monitored by the TAM Media Research Pvt. Ltd. ('TAM') and any violation of these Guidelines shall be brought to the attention of the NBA by the DLF IPL and/or the Official Broadcaster whereupon NBA shall take appropriate action against the erring member. This shall, however, not affect the right of IPL or that of the Official Broadcaster to take action against the News Broadcaster which is in default. The NBA shall circulate these Guidelines to all its members and ensure that members sign and confirm their acceptance. Members failing to do so shall not be given the benefit of these Guidelines and their names will be intimated to the BCCI and the Official Broadcaster prior to the commencement of the tournament.
12. Any use beyond these Guidelines if not under a prior bilateral agreement between the relevant News Broadcaster and the Official Broadcaster will be treated as a violation.
13. In the event of any disagreement with regard to the nature or extent of violations of these Guidelines by a News Broadcaster, the matter, along with audio-visual evidence gathered by TAM and the footage/log sheet of the concerned broadcaster, may be



referred by any of the concerned parties to KPMG or Deloitte & Touche or any other independent auditor nominated by the BCCI-IPL ("Independent Auditor"), with instructions to make available the assessment report not later than 48 hours of the reference and the parties agree to accept as binding the determination of the Independent Auditor in this regard. The Independent Auditor in arriving at its determination shall act as an expert and not as an arbitrator. If such determination indicates violation by the News Broadcaster of these Guidelines, the NBA will take immediate disciplinary action against such News Broadcaster to prevent a recurrence, which may include the imposition of fines and other penalties. The scale of such fine or penalty shall be commensurate with the extent of violation.

14. News Broadcasters are allowed live video streaming of their news channels on their official nominated websites as long as the content being streamed on the website is the exact replica of the program run on the broadcaster's news channel and is displayed simultaneously with its television news broadcast. Subject to the aforementioned, News Broadcasters shall not display deferred or archived video footage of the DLF IPL, whether as part of news bulletin or otherwise, on their own website or via their account on a third-party video-upload site such as YouTube, DailyMotion, etc.
15. It is reiterated that the assessment report and / or penal action taken by the NBA shall be in addition to the rights of the IPL and/or the Official Broadcaster to take appropriate action against the News Broadcaster that has violated these Guidelines. Nothing contained in these Guidelines shall limit the rights of the DLF IPL or the Official Broadcaster to exercise remedies available under law for violations of these Guidelines.

Signed by Authorised Signatories of:

1. Indian Premier League (IPL)/BCCI



2. Multi Screen Media Pvt. Ltd.

FOR & ON BEHALF OF OFFICIAL BROADCASTER



3. News Broadcasters Association
Secretary General
News Broadcasters Association
New Delhi

March 12, 2010