

Guidelines for News and Current Affairs Broadcasters

(Indian Premier League, IPL)

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 play & not more than 1.5 minutes of in stadium entertainment programme subject to:
 - a. A total of not more than 5.5.mins.
 - b. The 1.5 minute of entertainment being aired only after the conclusion of the EXTRA INNINGS module on Sony
2. Two minutes of fresh footage per half an hour may be used subject to not more than five and a half minutes per match.
3. A maximum of four repeats of footage would be permitted in the news cycle, except in the case of an exceptional incident on the field of play. An exceptional incident, in this case being any event making immediate news value.
4. The use of live footage is not permitted at any time and under any circumstances. There will be a minimum cap of a 5 minute delay to the live telecast. 'Live' for this purpose is defined as the period from the first ball to the last ball of the game.
5. Unrestricted use of archival footage during the IPL season. The use of footage by a News & Current Affairs Broadcaster is limited for news & current affairs purposes and will not be re-harnessed for any commercial purpose. This will not prevent a News & Current Affairs Broadcaster from commercially exploiting a relevant program as a whole and/or segments of the relevant program, as long as no ad, sting, logo or any other commercial (morphing) activity is carried out immediately before, immediately after or during a clip, and no association is created between the clip used and any third party brand or product. However, a normal ad break may be carried.
6. Use of archival clips of IPL up to a maximum of 2 minutes per day for news coverage till the next IPL season
7. Courtesy bug will be pasted throughout the use of content on-air. Both the logos of the DLF Indian Premier League and the Media Broadcast Partner (Sony India) should be seen as or referred to. If either of the logo is covered by the News & Current Affairs Broadcasters, there needs to be a courtesy line extended at the bottom of the screen.
8. Additionally, going forward the News & Current Affairs Broadcasters would appropriately name the league as the DLF Indian Premier League in all their broadcast mentions.
9. On the basis of well-established fair use principles upheld by the Hon'ble Courts in various cases, News & Current Affairs Broadcasters may use footage as above without financial obligation.
10. Use beyond these parameters will be subject to bilateral agreement between the relevant News & Current Affairs Broadcaster and the rights owners, without the involvement of the News Broadcasters Association.

Accreditation Guidelines for Electronic Media

1. As per the guidelines of the Board of Control for Cricket in India, only one pair (journalist + cameraman) representing an Electronic Media Group will be given accreditation, unless otherwise agreed.
2. As per the guidelines of the BCCI, accredited reporters of News & Current Affairs Broadcasters will be given a desk in the main press box.
3. There will be no bar on players speaking to accredited reporters of TV news broadcasters when the IPL is being played, as long as the interviews are conducted as per the BCCI guidelines.
4. News & Current Affairs Broadcasters are allowed LIVE VIDEO STREAMING as long as the content being streamed on the website is the exact replica of the program run on the broadcaster's channel. Broadcasters' websites may carry only those still photographs which BCCI/IPL will syndicate and make available at standard / normal market prices such as charged by PTI and other agencies.

Date: 17.04.08