

FOR IMMEDIATE RELEASE

New Delhi: April 15, 2008

Reproduced below is the letter sent today to Mr Lalit Modi intimating to him that the News Broadcasters Association (NBA) has decided to put all coverage of IPL on hold from midnight tonight until and unless an agreement is reached. .

Kindly release the text for publication/telecast.

Please acknowledge receipt

Regards,
Annie Joseph
Secretary General

15.4.08

Mr. Lalit Modi,
Commissioner, IPL
Cricket Centre
Wankhede Stadium, 'D' Road, Churchgate
Mumbai-400020.

Dear Mr Modi,

Relationship of DLF Indian Premier League with Television News Channels

In our letter of 14th April 2008 we stated our position in respect of the key issues pertaining to coverage of the Indian Premier League, and asked for your response by close of business today.

Our detailed and reasoned communication has not met with a direct response from you. We received a call from Mr Rohit Gupta of the Sony Network, followed by an email regarding access to footage (It may be appropriate to mention that even this was without any communication from you to the effect that Sony would represent IPL in any manner).

In response to specific queries, Mr. Gupta said he was not in a position to discuss matters other than access to footage, and that any offer Sony could make in that regard was limited within the framework of its contract with IPL. As Sony was by its own admission neither authorized nor competent to deal with the subject comprehensively, and moreover may reasonably be assumed to have a direct conflict of interest in extending use rights to television news channels, it is unacceptable to us to deal with them in this matter.

At the end of this day therefore our members are left with a partial and unsatisfactory response to our attempts to ensure a balanced approach between their rights to fair use and the rights and interests of IPL, and establish a relationship based on mutuality of interest and equity in law.

In the circumstances the members of the News Broadcasters Association have decided to put all coverage of IPL on hold until and unless an agreement is reached.

Yours sincerely,

Annie Joseph
Secretary General
CC: Mr Sharad Pawar, MP, President BCCI, Mumbai

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