



## News Broadcasters Association

### Voluntary Code of Practice for use of /access to Sports Channel footage

In the coverage of sporting events, matches and tournaments a News Broadcaster using footage, telecast live (including deferred live) by a Sports Broadcaster, without payment to the Sports Broadcaster, should do so within the following parameters:

1. Not more than two minutes of fresh footage should be used per hour of play on the day of play / event, subject to a maximum of seven minutes per match/game per day of play.

"Day of play / event" shall mean 24 hours from commencement of play/event.

"Fresh footage" shall mean footage used for the first time.

2. Not more than four repeat transmissions of footage in an hour, except in the case of an exceptional incident, occurrence or event in, or in relation to, the game, event or sport.

"An exceptional incident, occurrence or event" shall mean any incident, occurrence or event which has news value by virtue of not being a common occurrence.

3. Usage of fresh footage shall not exceed 30 seconds during any 30 minute telecast except in the following circumstances:

(a) additional fresh footage of up to 1 minute in case of outstanding performances like scoring a century, multiple-wicket haul, hat trick, injury to a player etc; or

(b) additional fresh footage of up to 2 minutes in case of land mark achievements like creation of world record etc.

These exceptions will be limited only to the telecasts immediately succeeding the occurrence of the event. All other 30 minute telecasts will maintain the 30 second limit.

4. Live footage is not to be used at any time and in any circumstances. There should be a minimum of 5 minute delay between live telecast and a News Broadcaster's use of the footage.
5. Archival footage may be used up to a maximum of two minutes of footage per day with unlimited repeat transmissions for news and current affairs coverage.

"Archival" footage shall mean footage of an event/ game/ match that is over.

Use of archival footage by a News Broadcaster beyond this two-minute limit should be based on bilateral agreement with the Sports Broadcaster concerned or the event rights owner.

However during an ongoing event or tournament the two-minute limit to the use of archival footage of a game/ match shall not apply in respect of games/ matches played during that event/ tournament.

6. Anything broadcast on a news channel will be treated as "news" whether so branded or not. All shows including studio discussions and chat shows with audience are "news & current affairs" and a broadcaster can use footage in any time band within stipulated guidelines.
7. The use of footage by a News Broadcaster is limited for news and current affairs purposes and will not be re-harnessed for specific commercial exploitation. This will not prevent a News Broadcaster from commercially exploiting a program as a whole and/or segments of a program, as long as no advertisement, sting, logo or any other commercial 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, all normal advertisement breaks may be carried.
8. Courtesy bug must be pasted throughout the use of a news clip on-air. If the logo of the Sports Broadcaster is covered by the News Broadcaster there will be a courtesy line extended at the bottom of the screen giving credit to the Sports Broadcaster.
9. This code is not intended to be applied other than to the use of footage of live events. This means free footage and other benefits are available only for live events, not for studio programmes etc, of a Sports Broadcaster.
10. Any use of footage beyond the provisions of this Code of Practice by any News Broadcaster should be supported by prior written agreement between the Sports Broadcaster and News Broadcaster(s).

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