



FIFA WORLD CUP
Brasil

FIFA TV Division

2014 FIFA World Cup™

**News Access Policy
for Television, Internet and Mobile broadcasters**

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1. Policy Objectives

FIFA's News Access Policy for the 2014 FIFA World Cup™ is designed to provide the broadest possible exposure of the event through the world's media outlets, while protecting the rights of the Media Rights Licensees and FIFA's intellectual property.

This policy is subject to change as directed by FIFA from time to time.

2. Permitted Transmission Media

FIFA allows only for transmission of News footage via traditional television transmission media, such as Terrestrial, Cable and Satellite transmission, and footage can only be used in linear, regularly scheduled news bulletins.

The above provision can be extended to mobile transmission and broadband transmission solely for the simultaneous re-transmission of such regularly scheduled news bulletins. Any further internet and mobile transmission, including but not limited to catch-up services and video-on-demand, of footage for news access purposes is prohibited without a license from FIFA.

3. Media Rights Licensee Rights and Obligations

Media Rights Licensees can be divided into three broad categories with regard to News Access.

1. Exclusive right to provide News Access in the territory

The Media Rights Licensee may have the right and obligation to provide News Access to Non-rightsholders in the territory in accordance with applicable laws. FIFA may not appoint third parties to provide News Access to Non-rightsholders for the purpose of News broadcasts within the territory. FIFA may however provide News Access to Broadcasters whose pan-regional broadcasts are shown in the territory.

2. Non-exclusive right provide News Access in the territory

The Media Rights Licensee may have the right and obligation to provide News Access to Non-rightsholders in the territory in accordance with applicable laws. FIFA may appoint third parties to provide News Access to Non-rightsholders for the purpose of News broadcasts within the territory. FIFA may also provide News Access to Broadcasters whose pan-regional broadcasts are shown in the territory.

3. Must be consulted prior to third parties being provided News Access

The Media Rights Licensee may have the right and obligation to provide News Access to Non-rightsholders in the territory in accordance with applicable laws. FIFA may appoint third parties to provide News Access to Non-rightsholders for the purpose of News broadcasts within the

territory and/or pan-regional broadcasts, subject to prior consultation with the Media Rights Licensee.

The current list of Media Rights Licensees with rights to provide News Access is attached separately. Please note this is subject to change.

4. Non-rightsholder News Access

Using the FIFA News Access Contact List as a reference, non-rightsholders should in the first instance contact the Broadcaster listed against their territory to obtain footage for use in the relevant territory. Non-rightsholders may thus gain News Access to the 2014 FIFA World Cup™ matches via the following methods.

The conditions attached to the use of the footage are subject to the terms and conditions of local customary news access laws and customs in the territory of use. In the absence of any such laws or customary terms in the relevant territory, the following shall apply:

1. The footage will only be available after the end of each match Programme and use of footage must be limited (including any agreed embargo) accordingly even if footage is accidentally obtained prior to the end of the match.
2. Exploitation period is up to 24 hours after the end of the match.
3. A maximum of 60 seconds of footage per match and a maximum of 90 seconds of footage may be used per news programme.
4. No archive rights are granted in relation to the match.

5. Pan-regional and International News Access

Pan-regional and International News channels may gain access to materials by signing a News Access agreement directly with FIFA.

To qualify for such a license, a channel must be legally permitted to broadcast a simultaneous, linear transmission in more than two territories.

All enquiries should be directed to tv@fifa.org.

6. Legal Considerations

In territories where fair trading provisions make the conditions set out in 4 a violation of national legislation, then the principles laid out in that territories Fair Trading legislation shall apply. Furthermore, standard practice with regard to news access between broadcasters within a certain territory can be adhered without breach of FIFA regulations, with FIFA's prior written consent.