



NEWS ACCESS REGULATIONS APPLICABLE TO NON-RIGHTS HOLDING BROADCASTERS

The News Access Regulations for Rugby World Cup Sevens 2009 are applicable only to Rugby World Cup Sevens 2009 and are designed to permit broad distribution of television news coverage of the tournament and exposure of Rugby whilst protecting the integrity of Rights Holding Broadcasters licensed by Rugby World Cup Limited (RWCL).

When exclusive television rights to broadcast Rugby World Cup Sevens 2009 (“RWC Sevens 2009”) are granted by RWCL to an organisation for a particular territory (Rights Holding Broadcasters), no other organisation may broadcast within that territory sound or images of RWC Sevens, including match action, presentation ceremonies or other activities (including interviews) which occur within the RWC Sevens 2009 venues (“RWC Sevens 2009 Material”), beyond that which is permitted under these News Access Regulations.

RWC Sevens 2009 Material shall include all venues which require RWC Sevens 2009 accreditation/ticket to gain entry, including the competition venue and media facilities within.

In order to protect the rights of Rights Holding Broadcasters, but also to respect RWCL’s need to attain the fullest coverage of RWC Sevens 2009 by the different media and to the widest possible global audience, the IRB recognise that news organisations should have limited, (defined) access to RWC Sevens 2009 Material, for news purposes, in accordance with these News Access Regulations.

These News Access Regulations apply to television and radio broadcasting (by any means) by Non-Rights Holding Broadcast Organisations, and are subject to applicable national laws and regulations. In appropriate cases RWCL may agree with Rights Holding Broadcasters in their particular territories to issue supplementary news access regulations for such territories, which may be more or less restrictive.

These terms and conditions have been produced to specifically fit the unique structure of a three-day international Rugby Sevens tournament. For further questions, please contact Dominic Rumbles, IRB Communications Manager at dominic.rumbles@irb.com

RWC Sevens 2009 Material is subject to full RWCL copyright. All use of “RWC Sevens 2009 Material” is strictly subject to the following restrictions:

1. RWC Sevens 2009 material may only be used as part of regularly scheduled daily news programmes. Programmes shall not be positioned or promoted as RWC Sevens 2009 programmes.
2. Non-Rights Holding Broadcast Organisations may use a total of (120 seconds x2) of RWC Sevens 2009 Material per day being 120 seconds for each of the men's and women's events. No cross-transfer of material between the Events will be permitted.
 - a) RWC Sevens 2009 Material may appear in no more than four bona-fide scheduled news ("Programme") per day.
 - b) No more than 60 seconds of RWC Sevens 2009 material may be used in any one Programme.
 - c) These Programmes must be separated by a period of at least three hours.
 - d) RWC Sevens Material may appear in news bulletins of no more than 30 seconds at a frequency of no more than every 60 minutes.
 - e) RWC Sevens 2009 Material must be obtained through the Rights Holder in their territory with prior permission from the Rights Holder.
3. In the case of an all-news network, the network may use RWC Sevens 2009 Material during multiple news programmes, as long as:
 - a) the RWC Sevens 2009 Material is used in accordance with Clause 2

or
 - b) in no more than six scheduled programmes per day and does not exceed a total of 30 seconds in any one Programme. These programmes must be separated by a period of at least 60 minutes. The other provisions of Clause 2 shall continue to apply.
4. Should any applicable national law permit the use by Non-Rights Holding Broadcast Organisations of any footage of previous Rugby World Cup Sevens tournaments, then such footage will be included within the (120 x 2) seconds per day.
5. RWC Sevens 2009 Material may only be used for a period of 48 hours after the final match of the tournament. Thereafter Non Rights Holding Organisations may only transmit archive RWC Sevens 2009 Material with the express prior written agreement of the IRB/RWCL.
6. Non-Rights Holding Broadcast Organisations may broadcast RWC Sevens 2009 Material in accordance with the other conditions contained in these News Access Regulations, as follows:
 - a) At such time as may be agreed by the Rights Holding Broadcaster for its particular territory;

- b) At a time that the Rights Holding Broadcaster for its particular territory may wish to impose in accordance with applicable national law;

7. Non-Rights Holding Broadcast Organisations, provided that they are holders of Official RWC Sevens accreditation, will have access:

- a) Training Grounds
- b) Official 'out of competition' Press Conferences
- c) Without equipment to the Match Venue (including Main Media Centre)

Or access to the Match Venue with equipment if:

- i) no Rights Holding Broadcaster is appointed in their territory
- ii) express prior written permission granted from the Rights Holding Broadcaster in their territory.

For the avoidance of doubt Non-Rights Holding Broadcast organizations are not permitted to film match action. The IRB will endeavour to consider all reasonable additional filming/interview requests.

- 8. Non-Rights Holding Organisations may not originate or broadcast any programming or feed, including via the internet or mobile technology, from Rugby World Cup Sevens 2009 Match Venue, without the express prior approval of the IRB.
- 9. RWC Sevens 2009 Material may not be transmitted or communicated via the Internet, mobile technology or any other form of interactive medium without the express prior approval of the IRB.

Notwithstanding the above:

- a) Non Rights Holding Broadcast Organisations may broadcast, via the Internet, all or portions of press conferences or interviews conducted outside of the Match Venue, without any territorial restrictions.

10. Non-Rights Holding Broadcast Organisations shall respect the following provisions:

- a) They shall not make available or provide RWC Sevens 2009 Material to any third party without the express prior written consent of the IRB/RWCL;
- b) They shall ensure that no advertising, promotion, publicity or other message appears at the same time (be it superimposed or otherwise) as any other coverage of RWC Sevens 2009 which contains the Event Mark;

- c) they shall ensure that no advertising or other message is placed before, during or after the broadcast of RWC Sevens 2009 Material, in such a way as to imply an association, relationship or connection between a third party, and/or a third party's product and/or service and RWC Sevens 2009; and
- d) They must give an on-screen credit to the Rights Holder in their particular territory during each broadcast of Rugby World Cup Sevens 2009 Material by means of retaining the Rights Holding Broadcaster's watermark, or should the RWC Sevens 2009 Material not be sourced through the Rights Holding Broadcaster, a super video credit of at least five seconds to read as follows: "Footage provided by (Name of Rights Holding Broadcaster or (The International Rugby Board/Rugby World Cup Limited)" where there is no national Rights Holding Broadcaster)).

11. The accreditation of any organization or person(s) accredited at RWC Sevens 2009 may be withdrawn without notice at the discretion of RWCL, following a breach of these News Access Regulations and/or Media Accreditation Terms and Conditions.
12. These News Access Regulations shall come into effect when RWC Sevens 2009 Accreditation is required to gain access to the RWC Sevens 2009 Venue(s) up until 24 hours after the completion of the Events. RWCL reserves the right to amend these News Access Regulations, as it deems appropriate.
13. Any dispute, controversy or claim arising from or in connection with the execution or interpretation of these News Access Regulations or breach thereof will be resolved by RWCL.