



NBA News Access Guidelines for Cricket Test Matches

INTRODUCTION

1. These News Access Guidelines shall be followed by all Members/Associate Members of the NBA.

DEFINITIONS

2. Capitalised terms used in these News Access Guidelines shall have the meanings given to them in the Schedule to these News Access Guidelines.

USE OF FRESH FOOTAGE

3. Subject always to paragraphs 6 to 10 below, a Designated News Broadcaster may broadcast a maximum of 6 minutes of Fresh Footage per Test Match Day which may be repeated in a News Cycle, provided always that:
 - (a) In addition to the 6 minutes of Fresh Footage mentioned above, not more than a maximum of 45 seconds of Fresh Footage from the pre-Match toss, any pre - Match entertainment, post-Match entertainment and any post-Match presentations may be used;
 - (b) if broadcast as part of a news or sports bulletin, a maximum of 2 minutes of the Fresh Footage per match may be used per half-hour of broadcasting;
 - (c) if broadcast as part of a special programme, a maximum of 6 minutes of the Fresh Footage may be used per hour of broadcasting; and
 - (d) the number of repeats is restricted to 2 repeat exhibitions per half-hour of news broadcast, provided that such restriction on repeats shall not apply to Fresh Footage of an Exceptional Event used in a news and/or sports bulletin.
4. The use by a Designated News Broadcaster of live Footage is not permitted at any time under any circumstances. There must be a minimum of at least 7 minutes delay following the live broadcast of any Footage by the official/host broadcaster before any extract of such Footage may be used by the Designated News Broadcaster pursuant to paragraph 3 above. Exceptions to this rule will only be permitted in the case of an Exceptional Event for which a minimum of at least 5 minutes delay following the conclusion of the Exceptional Event is required.

USE OF ARCHIVAL FOOTAGE

5. Subject always to paragraphs 6 to 10 below, a Designated News Broadcaster may broadcast a maximum of 6 minutes of Archival Footage per Test Match Day which can be repeated throughout the day, provided always that:



- (a) if broadcast as part of a news or sports bulletin, a maximum of 2 minutes of the Archival Footage may be used per half-hour of broadcasting ;
- (b) if broadcast as part of a special programme, a maximum of 4 minutes of the Archival Footage may be used per hour of broadcasting and the same can be repeated if the programme is repeated ;
- (c) if broadcast as part of promotional programming, a maximum of 10 seconds per promotion, show-open or montage is allowed with not more than a maximum of 60 seconds of Archival Footage to be used in a Test Match Day within promotional programming ; and
- (d) Archival Footage shall be subject to the same restrictions as to repeats as Fresh Footage.

COMMERCIAL GUIDELINES

- 6. The use of Fresh Footage pursuant to paragraphs 3 and 4 above and the use of Archival Footage pursuant to paragraph 5 above is strictly limited in each case to use within news and/or current affairs programmes. No use of Fresh Footage and/or Archival Footages is permitted in any circumstances for any commercial purposes.
- 7. For the avoidance of doubt, a Designated News Broadcaster may commercially exploit a news and/or sports and/or current affairs and/or other programme within which Fresh Footage and/or Archival Footage is broadcast as a whole, in the regular course, through normal advertising/sponsorship breaks usual in programming of news channels , provided always that, except as permitted pursuant to paragraphs 8 to 10 below, no advertising, sting, logo, graphic and/or any other commercial (morphing) activity occurs immediately before, immediately after or during the Fresh Footage and/or Archival Footage and no association is created between the use of Fresh Footage and/or Archival Footage and any third party brand or product.

CREDIT GUIDELINES

- 8. Courtesy bug acknowledging the concerned Host Broadcaster must be pasted by the Designated News Broadcaster throughout the broadcast of any Fresh Footage and/or Archival Footage.
- 9. Designated News Broadcasters must use the correct name of the Event and the Event Logo in any and all broadcasts in which the Event is mentioned or referred to, whether or not including the broadcast of any clips of Fresh Footage and/or Archival Footage.
- 10. In the event that the Event Logo should be covered by the logo of the Designated News Broadcaster, the Designated News Broadcaster must include a courtesy line extended at the bottom of, or elsewhere, on the screen.



SCHEDULE

DEFINITIONS

“Archival Footage” means any Footage relating to play conducted on the previous day of a Test Match that is part of Event and/or any and all match footage from previous Events ;

“Designated News Broadcaster” means any broadcaster that is a Member or an Associate Member of the NBA;

“Exceptional Event” means any newsworthy event of an extraordinary nature or a landmark achievement from a Match, including without limitation events such as the scoring of a boundary, the fall of a wicket, the scoring of a half-century or a century and/or the achievement of any personal cricketing landmark by any player;

“Event” means any cricket matches or series of matches being played as part of any cricketing tournament ;

“Footage” means all live signals (including all audio, visual and audiovisual material) and recorded audio, visual and audiovisual material, in either case relating to any Match (including, without limitation, unilateral footage, stump/wicket and/or helmet camera footage and microphone output and any interview with any player or others included in the live broadcast coverage of the Match from the pre-Match toss to the end of the post-Match presentation);

“Fresh Footage” means any Footage (other than Archival Footage) broadcast for the first time (premier) by a news broadcaster ;

“Host Broadcaster” means officially appointed host broadcaster for the Event;

“Match” means any cricket match forming part of Event;

“NBA” means the News Broadcasters Association, the representative body of news broadcasters/ channels in India;

“News Cycle” is defined as 18 hours from 6 am to midnight Indian Standard Time;

“Test Match Day” means any 1 (one) day of play of the 5 (five) day cricket test match comprising part of Event;

20-07-2010