



TELEVISION NEWS ACCESS RULES (NAR) APPLICABLE TO THE 12th SOUTH ASIAN GAMES - 2016

INTRODUCTION

The Organizing Committee of the 12th South Asian Games 2016 has granted Doordarshan the exclusive right to broadcast the 12th South Asian Games 2016 on television. When exclusive rights to broadcast the 12th SA Games is granted, no other organisation may broadcast sound or images of any SA Games Event, except as permitted by the News Access Rules (NAR) as set out below or as otherwise authorised by Organising Committee South Asian Games (OCSAG)

These NAR only apply to television broadcasting and do not apply to the broadcast or transmission of SA Games Events via any other media, including, without limitation, radio, internet and mobile telephony devices.

BROADCASTING

1. Non Rights-holders may broadcast Games Footage on television with the following NAR.
2. Games Footage may only be used as a part of regularly scheduled News Programs. The News Programs must not be positioned or promoted as SA Games programs and the Games Footage component must not be sponsored.
3. Games Footage must not appear in more than 3 News Programs per day, subject to the exception for all-news networks as set out in paragraph 6 below.
4. The duration of Games Footage used in any one News Program must not exceed a total of 3 minutes. In addition, such Games Footage must not contain:
 - (a) More than one third of the duration of a particular SA Games Event; and
 - (b) More than 30 seconds of a particular SA Games Event.

Notwithstanding the above, where the duration of the particular SA Games Event being broadcast is less than 15 seconds, the whole SA Games Event can be shown.

5. News Programs in which Games Footage appears must be separated by at least 3 hours. However, if a Non Rights-holder regularly telecasts multiple Hard News Programs from 16:00 hours to 19:30 hours local time, it may broadcast Games Footage during one locally-oriented Hard News Program and one network Hard News Program during this time period, as long as the combined broadcast time of the Games Footage shown in both Hard News Programs does not exceed a total of 3 minutes.
6. An all-news network may broadcast Games Footage during multiple News Programs the combined time of Games Footage does not exceed a total of 9 minutes per day and no more than 3 minutes of Games Footage is shown in any one News Program.
7. Non Rights-holders must not broadcast any Games Footage, unless that Games Footage has already been broadcast by the Rights Holder.
8. Non Rights-holders must cease broadcasting Games Footage, 48 hours after the earliest time at which broadcasts of such Games Footage may begin.
9. Games Footage shall not be used by any Non Rights-holder in any promotion whatsoever, including without limitation, in promotions of any News Program within which it is shown.
10. Subject to paragraph 11, Non Rights-holders may broadcast footage of all or portions of any Official SA Games 2016 Media Conference held at the Media Centre, with a delay of at least 30

minutes from the conclusion of the respective Official Organizing Committee South Asian Games (OCSAG) Media Conference.

11. Non Rights-holders may not originate programming or feed from the Media Centre and/or any Games Venue.
12. Non Rights-holders must not use any SA Games related indicia and/or images in their broadcasts unless to the extent that;
 - (a) such indicia and/or image is included in the Games Footage obtained from the Rights Holder; or
 - (b) such use is permitted under applicable law..

OBTAINING GAMES FOOTAGE

13. Non Rights-holders may record Games Footage directly 'off-air' with the agreement of the Rights-Holder.

GENERAL OBLIGATIONS

14. Non Rights-holders must ensure that:
 - (a) They do not make available or provide Games Footage to any third party without the prior written consent of OCSAG;
 - (b) No advertising, promotion, publicity or other message appears at the same time (be it superimposed or on a split screen or otherwise) as Games Footage and/or at the same time as any other coverage of the SA Games which contains any SAG indicia or images or SA Games related indicia or images; and
 - (c) No advertising or other message is placed before, during or after the broadcast of Games Footage in such a manner as to suggest sponsorship, approval or affiliation between a third party, or third party's product or service, and Games Footage or the SA Games.
15. Non Rights-holders must ensure that each broadcast of Games Footage shall give an on-screen credit to the Rights Holder and that all watermarks and/or logos contained in the feed from the Rights Holder are retained.

ACCREDITATION

16. Each Non Rights-holder will be entitled to seek ENR accreditation for its personnel, who, if accredited by OCSAG (in its absolute discretion) will have access:
 - (a) without equipment to:
 - (i) All sessions at competition venues except for those listed as ticketed high-demand sessions (ie PEL Events); and
 - (ii) The zone of the SA Games Village, provided that a media pass has been obtained; and
 - (b) With equipment, to all Official 12th South Asian Games 2016 Media Conferences at the Media Centre, provided that they comply with the restrictions set out in paragraphs 10 and 11.
17. The grant of accreditation is subject to the Non Rights-holders acknowledging and agreeing to the following terms:
 - (a) That access to Games Venues will be subject to accreditation and security procedures which shall be developed and implemented by SAGOC in its absolute discretion;
 - (b) That any application for accreditation shall be made in such form as is required by OCSAG in its absolute discretion and that nothing in these NAR compromises or fetters OCSAG's absolute discretion in relation to the accreditation of individuals;
 - (c) That OCSAG is not obliged to grant accreditation to any person or class of persons and that OCSAG may in its absolute discretion exercise at any time the right to (i) grant accreditation, (ii) grant accreditation with conditions, (iii) refuse accreditation, (iv) cancel accreditation, and (v) refuse entry by any individuals to Games Venues;
 - (d) that Non Rights-holders must ensure that their personnel at all times follow the OCSAG accreditation and security procedures in force from time to time; and

- (e) the Non Rights-holders executing an agreement to fully comply with all terms and conditions of these NAR and to fully comply with any terms and conditions of access to a Games Venue, whether through the issue of a ticket, an accreditation or otherwise.
- 18. Accreditation shall not entitle a Non Rights-holder to originate any programming or feed from any Games Venue.
- 19. OCSAG reserves the right to withdraw the accreditation of any person without notice, at the discretion of OCSAG, in order to enforce compliance with these NAR or with OCSAG accreditation and security procedures.

APPLICATION OF THE NEWS ACCESS RULES

- 20. These NAR shall come into effect from the date when a SA Games accreditation is required to obtain access into any of the Games Venues and shall continue until 16th February 2016 (inclusive). During their operation, the NAR shall be monitored and enforced by OCSAG's management. The OCSAG Executive Committee shall be the final authority with respect to the interpretation and implementation of these NAR.

DEFINITIONS

"South Asian Games" means the XIIth South Asian Games to be held principally in Guwahati & Shillong in 2016.

"SA Games Events" means the events held as part of the SA Games, including, without limitation, all sporting competitions, the opening, closing and medal ceremonies, and all other activities occurring at Games Venues.

"SA Games related indicia and images" includes any indicia, images, trademarks, service marks, copyrights, designs, mascots, logos, pictograms, designations, insignia or other intellectual property rights that relate to or are in any way connected with the SA Games 2016.

"SA Games Village" means the area set aside for the board and lodging of the athletes, officials, trainers and other participants in the SA Games.

"OCSAG" means Organizing Committee South Asian Games.

"Games Footage" means broadcast footage of SA Games Events, and includes, without limitation, visual, audio and audio visual coverage.

"Games Venues" includes all venues where SA Games Events are held, and includes without limitation, the SA Games Village, the Media Centre, competition venues, training venues, other venues at which medal presentations take place during the time that the medal presentations actually take place and venues which require Games accreditation or a ticket to gain entry.

"Hard News Programs" means News Programs focusing primarily on multiple local, regional, national or international current events.

"IOA" means the Indian Olympic Association.

"News Access Rules" means the rules as set out in this document,

"News Programs" means regularly scheduled daily news programs of which the actual news element constitutes the main feature.

"Non Rights-holder" means any broadcaster which has not been granted exclusive rights by SAGOC to broadcast the SA Games.

"Official SA Games Media Conference" means a media conference which is designated by SAGOC as an official media conference and for the avoidance of doubt excludes sports specific press conferences at the Media Centre.

"PEL Events" means prime event limitation events which will subject to high demand (eg swimming).

"Rights Holder" means the corporation/s who have been granted the exclusive right by SAGOC to broadcast the SA Games.