



## RUGBY WORLD CUP SEVENS 2022

### NEWS ACCESS REGULATIONS

#### 1 Policy Objectives

The News Access Regulations for Rugby World Cup Sevens 2022 are designed to permit and promote broad distribution of television, internet and other electronically distributed news relating to Rugby World Cup Sevens 2022 whilst protecting the integrity of the television, radio and other Rights Holding Broadcasters (“RHBs”) licensed by Rugby World Cup Limited (“RWCL”).

Television, internet or other inter-active or electronic media broadcasters and/or other entities of any kind who are not designated RHBs (a “**Non-Rights Holder**” or “**NRH**”) shall not be permitted to broadcast, transmit, distribute and/or stream any sound or images (or a combination of them) anywhere in the world in connection with any Rugby World Cup Sevens 2022 match or function (including pre-match, halftime and post match ceremonies and on-field interviews) (“**Event**”), without limitation as to time (“**RWC Content**”) other than as permitted under these News Access Regulations.

#### 2 Permitted Media

RWCL shall permit the transmission of RWC Content by NRHs via traditional television transmission media such as terrestrial, cable and satellite on linear, regularly scheduled news bulletins (“**Television**”) as well as on the Internet, Mobile and Radio (together “**Permitted Media**”) pursuant to the restrictions set out in these News Access Regulations. Radio transmission use shall be subject to a separate Radio News Access policy document to be made available by RWCL.

#### 3 Non-Rights Holder News Access

RWCL has divided RWC Content into three distinct categories for the purposes of these News Access Regulations:

- (a) **Non Event Day Content** – this includes any footage (still and moving) taken outside RWCL accreditation controlled venues/areas (including open team training sessions with Participating Unions, interviews, press conferences, functions and events organised by the Participating Unions), as well as the Participating Union’s training sessions, in the days prior to the Event.

This content may be transmitted by an NRH on the Permitted Media (subject to the conditions of use set out in paragraph 4 below).

No Audio Visual equipment shall be permitted into RWCL accreditation controlled venues/areas other than as permitted by RWCL in relation to news reporting from the Participating Union's training sessions.

- (b) **Event Content** – this includes any footage taken within the RWCL accreditation controlled venues/areas on any Event day (from prior to kick off of match N° 1 until after the final whistle of the final match on the Event day in question and the closing ceremony on the final Event day). Such footage may include off-field interviews in designated RWCL accredited areas including the designated interview area being the “**Mixed Zone**”). This content may be transmitted by an NRH after the final whistle of the relevant match; it must be used within 48 hours of the end of the match and is subject to the following restrictions:

Television: No more than 90 seconds maximum of footage used per news programme for news reporting only;

Still Photographs: Still photographs of the Event can be published for news reporting purposes only, provided such photographs are not reproduced in a sequential manner, so as to simulate in any way moving images or tell a progressive story of the match in question;

Text: Text commentary and/or scoring service on any match can be published for news reporting purposes only, provided such text commentary (including play-by-play reporting) is not published live or “as live” and is not described as a “Live Match Tracker” (or similar).

- (c) **Post Event Content** – this includes any footage taken within the RWCL accreditation controlled venues/areas on an Event day but no earlier than 3 minutes after the end of a match (This does not include any on pitch interviews or flash interviews in the playing enclosure which shall be retained exclusively for use by RHBs) or in any event no earlier than the Mixed Zone activity (whichever is earlier). This content shall include the official post match media conference and permitted Mixed Zone activity.

This Post Event Content may be transmitted by an NRH on Television, Mobile and Internet and with a 3 minute delay for the RWCL official media conference and live from the Mixed Zone interview area.

NRHs may not originate or broadcast or transmit and/or stream any audio, visual and/or audio-visual programming from the Rugby World Cup Sevens 2022 accreditation controlled venues/areas otherwise than as expressly provided in these News Access Regulations.

#### 4 Conditions of Use of RWC Content

- (a) All and any use of RWC Content by NRHs shall be strictly subject to the terms and conditions of use set out in these News Access Regulations for Rugby World Cup Sevens 2022.

- (b) All NRHs must seek formal accreditation from RWCL for access to the RWCL accreditation controlled venues/areas (including Event Venues) in good time prior to the Rugby World Cup Sevens 2022. All access to accreditation controlled venues/areas shall be strictly subject to terms and conditions of accreditation produced by RWCL prior to the Rugby World Cup Sevens 2022.
- (c) All use by NRHs of RWC Content shall be restricted to non-sponsored bona fide news programming/bulletins (which shall specifically exclude any sports magazine, sports review/analysis, feature, editorial and/or discussion programming) of which the actual local, regional, national or international news elements constitute the main feature(s) of the programmes.
- (d) All RWC Content may be transmitted by means of simultaneous delivery of the NRHs' regularly scheduled news programming (including the Internet and Mobile platforms) provided it is not accessible "on demand" or downloadable in any way and provided the NRH has effective geo-blocking restrictions in place.
- (e) No news programmes (or use of the RWC Content by NRHs) may be positioned or promoted as Rugby World Cup Sevens 2022 programming or be used in any way that may be deemed by RWCL to wrongly associate the NRH or its advertisers/sponsors with Rugby World Cup Sevens 2022, its programming, RWCL or the commercial partners of RWCL.
- (f) No news programme may be presented in a manner which does or has the potential to devalue the valid commercial interests of the relevant RHB in that territory.
- (g) NRHs may sell their copyright material (whether by sub-licensing, syndication, sharing or otherwise) to third parties, for editorial use by such third party subject to both parties compliance with these News Access Regulations and the Media Accreditation Terms and Conditions. Any news programming generated by a NRH shall be aired solely on such NRH's channel(s)/network(s).
- (h) NRHs may not infringe, or facilitate the dilution or infringement of the rights of any third party officially associated with Rugby World Cup Sevens 2022 (including RHBs) and in this regard the NRHs may not, without limitation:
  - i. enter into any sponsorship or similar agreements or arrangements for the broadcast, transmission and/or streaming of any RWC Content; and/or
  - ii. allow any Rugby World Cup Sevens 2022 related element of any sports news bulletin to carry stand-alone sponsorship; and/or
  - iii. alter RWC Content in any way so as to remove, change or obscure any advertising or commercial messages appearing in the RWC Content (including, by way of example and without limitation, any venue signage); and/or
  - iv. add to RWC Content any sponsorship, product placement, signs or other credits (commercial or otherwise) in or around broadcast transmissions and/or streaming of RWC Content; and/or

- v. place any advertising or other messages (commercial or otherwise) for during or after the broadcast, transmission and/or streaming of RWC Content, in such a manner as to imply an association or connection between any third party (their products or services) with any RWC Content, Rugby World Cup programming or RWCL.
- (i) NRHs shall have no archive rights (or any other rights retained in the RWC Content) in the RWC Content used pursuant to these News Access Regulations or otherwise.
- (j) All NRHs shall ensure that a copy of all footage taken within the RWCL accreditation controlled venues/areas is delivered to RWCL in an agreed format no later than two (2) weeks following a request from RWCL or its nominee.
- (k) Should a NRH seek access to Event Content in accordance with section 3 above, the NRH shall request such footage from the RHB situated in its territory in the first instance. RWCL will make available a list of the RHBs available in due course. When any news coverage is recorded from a RHB in the relevant territory, such news coverage must include the RHB's logo or an appropriate on screen credit specified by the RHB. All news bulletins must include a credit to Rugby World Cup Sevens 2022 in the following form "Rugby World Cup Sevens 2022 footage © Rugby World Cup Limited".

## **5 Legal Considerations**

Should any NRH breach or violate the terms of these News Access Regulations, or demonstrate an intention to do so, RWCL reserves at its discretion, the right to withdraw accreditation or not permit access to any accredited persons to accreditation controlled venues/areas for the purpose of ensuring compliance with these News Access Regulations.

Without prejudice to the enforcement measures set out above, RWCL shall not be limited in its course of action against such violations as permissible under the applicable law of the relevant jurisdiction.

These News Access Regulations are subject to applicable laws and regulations and any condition set out in these News Access Regulations that is in violation of the relevant national legislation shall be superseded by those applicable statutory requirements or otherwise as set out Schedule 1 in the Geographical Variations.

## Schedule 1

### Geographical Variations

The following forms a variation to the generic Non-Rights Holder Access allowances as currently set out above based on geographical statutory regulations and/or guidelines in respect of Event Content as per section 3(b):

- (a) **Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Comoros, Congo, Democratic Republic of Congo, Equatorial Guinea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tome & Principe, Senegal, Sierra Leone, Seychelles, Socotra, St. Helena and Ascension, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe, Zanzibar and South Africa**– no more than two (2) minutes of Match Footage in aggregate duration per Match at any time following four (4) hours after final whistle of that Match and not exceeding two (2) minutes of RWC Content in any one hour of scheduled news programming.
- (b) **France** – no more than fifteen (15) seconds of RWC Content per Match (whether Event Content and/or associated interview material) and a maximum of ninety (90) seconds for any one (1) Event day during the Tournament may be featured in any single news programme/bulletin and, in the event of multiple broadcasts, such bulletin may not be exhibited more than once every four (4) hours.
- (c) **The United Kingdom** – RWC Content (whether Event Content and/or associated interview material) may be featured in news programming/bulletins in accordance with the prevailing News Access Code of Practice in the UK.
- (d) **Australia** – no more than thirty (30) seconds of RWC Content per Match (whether Event Content and/or associated interview material) may be featured in any single news programme/bulletin and such bulletin may be exhibited only up to three (3) times per day, each such bulletin to be separated by at least three (3) hours.
- (e) **New Zealand** – news coverage by NRHs to be governed by the Fair Dealing Access Agreement between the New Zealand television broadcasters.
- (f) **The United States** – RWC Content is available for a 24-hour period beginning after the conclusion of the RHB's Event broadcast (or from the conclusion of the Event if the RHB broadcast is delayed by more than 24-hours from the actual match kick-off time, or if the match is not broadcast). The excerpt shall not exceed fifteen (15) seconds per match or sixty (60) seconds of RWC Content per day of the RWC Sevens 2022, in the aggregate, during any one news programme.
- (g) **Italy** – For any match with a local kick-off time (being the time in Italy) prior to 10:00am, NRHs shall be entitled to use up to ninety (90) seconds of RWC Content (including no more than fifteen (15) seconds of RWC Content from a single match) in news programming..
- (h) **Other territories** – news coverage in accordance with applicable law or local

practice which shall generally include excerpts not exceeding three (3) minutes of RWC Content per day and maximum of fifteen (15) seconds of RWC Content per match (whether Event Content and/or associated interview material) in any news programme/bulletin.