



Terms and Conditions of Media Accreditation

GENERAL

Accreditation is required to provide a professional environment in which the needs of recognised media can be professionally managed in accordance with event logistics.

It is granted to a person (“Pass Holder”) to attend events organised by SA Rugby such as team training sessions, team press conferences, matches and media events (“Event”).

By accepting accreditation, the Pass Holder, and the organisation they represent, agree during the Event (whether the Pass Holder is in an accredited area or not) to always comply with these terms and conditions and any other terms and conditions imposed by SA Rugby.

Pass Holders acknowledge that they will be accredited into professional working environments and will behave accordingly. Unprofessional behaviour would be regarded as such things as inappropriate dress (including the wearing of team apparel), taking alcohol into Events (excluding where provided within a media centre), inviting family members into accredited spaces or disrespectful behaviour towards interviewees or staff.

ELIGIBILITY FOR ACCREDITATION AND ROLE SPECIFIC Ts&Cs

1) WRITTEN MEDIA AND VIDEO JOURNALISTS (Print or online)

A. Accreditation will be granted to print/digital or digital only media to report for normal journalistic and editorial purposes. The priority that will be applied to the granting of accreditation to online media is provided below. Please note: Where demand exceeds supply (usually for match accreditation) priority will be given as indicated here:

1. Local and international news agencies
2. National and international Sunday print media
3. Participating union/regional federation content crew
4. Local and international daily or weekly print/digital media
5. Digital platforms specialising in rugby
6. Non-rights holding radio
7. General sports/news websites and magazines
8. Other

B. Digital media must meet the following criteria to be eligible for accreditation:

1. Examples of current and previous work must be provided showing a history of reporting on at least 50 rugby Events;
2. Applicants must be able to demonstrate they have been active for at least two years prior to application;
3. And the media outlet must be a registered company or have an established audience of at least 10 000 subscribers/followers.



For clarity, digital media are advised that even should they fulfil all the above criteria, admission cannot be guaranteed should the event's media capacity have been absorbed by media of a higher priority.

C. AV RECORDING TERMS AND CONDITIONS

The following terms and conditions will apply to the audiovisual recording by video-journalists of Events (for clarity the filming and broadcasting of matches – either live or delayed – is expressly forbidden):

1. The live transmission of Events (such as media conferences, training sessions etc) is not permitted without the prior written consent of SA Rugby.
2. Media are not permitted to obscure or remove SA Rugby branding from the imagery of the Event
3. Discreet “watermarking” of the Event is permitted with the media entity’s logo (preferably in deep etch).
4. Media will comply should they be requested not to record any elements (or all) of an Event.

2) PHOTOGRAPHERS

A. Accreditation is granted to photographers working for news organisations.

Freelance photographers who are not working for news organisations will not be accredited.

If you have been commissioned by a commercial partner of SA Rugby, such entity will be required to apply on your behalf through the SA Rugby commercial department.

Where demand exceeds supply (usually for match accreditation) priority will be given as indicated here:

1. Local and international news agencies
2. National and international Sunday print media
3. Local and international daily print media
4. Federation photographers
5. Regional weekly print media
6. Rugby magazines
7. Digital platforms specialising in rugby
8. Sports magazines
9. General interest magazines/Websites

B. Freelance photographers commissioned by media outlets will be required to provide proof of editorial commission and six pieces of rugby match coverage in the preceding six months.



Photographers applying on behalf of digital channels must note that the entity must meet the requirements are per 1.B) above.

C. TERMS AND CONDITIONS

1. Photographers must only take photographs at the Event for normal journalistic use
2. Photographs taken of the Event may not be used for any commercial purpose or for the purposes of or in connection with any advertising, promotion, or endorsement without the written authorisation of SA Rugby
3. Photographs taken at the Event must not be altered or adjusted other than for normal journalistic or editorial practice, such as cropping, manipulation for the purpose of formatting, bleeding of images and backgrounds, or the superimposition of captions, graphics, statistical boxes, or headlines. For the avoidance of doubt, types of adjustment not permitted include, but are not limited to, the removal (other than by cropping for the purpose of formatting) or superimposition of commercial brands
4. Accredited photographers must not take photographs in restricted areas as prescribed by SA Rugby from time to time.

3) NON-RIGHTS-HOLDING TELEVISION BROADCASTERS

- A. Accreditation will be granted to broadcasters (who do not hold TV Broadcast Rights) for normal journalistic and editorial purposes for the reporting of current events.

A TV Accredited Pass Holder may not take, produce, or publish or distribute any aspect of matches. This limitation applies to coverage of all activities inside the stadium, excluding the post-match media conference and media interviews arranged in the designated SA Rugby Media Centre.

4) NON-RIGHTS-HOLDING RADIO BROADCASTERS

- A. Accreditation will be granted to radio broadcasters (who do not hold Radio Rights) for normal journalistic and editorial purposes for the reporting of current events.

A Radio Accredited Pass Holder is not to carry out or cause to be carried out any sound recordings or audio transmission at the Event such as any live (or “as live”) sound reporting other than normal match updates.

GENERAL TERMS AND CONDITIONS

1. Accreditation (as provided by SA Rugby) must be always worn or displayed by the Pass Holder as a condition of entry into any accredited area and/or other locations prescribed by SA Rugby.
2. The Pass Holder shall not tamper in any way with or obscure, or allow any other unaccredited person to use, any Accreditation documentation.



3. Pass Holders and Principals agree to conduct themselves in a way that will not bring the Event and/or the game of Rugby into disrepute.
4. The Pass Holder shall not cause or permit the use of any material recorded by the Pass Holder to be used in any way which:
 - (1) is likely to challenge, damage, prejudice and/or undermine the intellectual property rights of SA Rugby, the Event and/or any participant in the Event; and/or
 - (2) assist or lead to any ambush marketing of the Event.
5. Pass Holders may not bring into any Venue any prohibited items, including but not limited to, weapons, flares, sharp objects, bottles, cans, prohibited containers, or other items prohibited by or on behalf of SA Rugby. Pass Holders may be searched for any prohibited items and/or non-approved equipment into a Venue.
6. For the avoidance of doubt, the intellectual property rights of any accredited individual, organisation or publication are only affected to the extent expressly set out in these terms and conditions. SA Rugby agrees that all copyright in material created by the Accredited Party, including newspaper or news agency representative at SA Rugby Events will be owned by the Accredited Party and/or publisher/news agency. All such material may be used, subject to these terms and conditions, for any Editorial Purposes, but not for commercial purposes.
7. For further avoidance of doubt, nothing in these Terms and Conditions of Accreditation is intended to be, or shall be interpreted as, restricting, or preventing the exercise of legitimate journalistic practices including reporting, comment, and criticism.
8. These terms and conditions are governed by, and are to be interpreted in accordance with, the laws of South Africa. The Pass Holder and Principal irrevocably agree that the courts of South Africa will (except as expressed below) have exclusive jurisdiction to settle any dispute which may arise in connection with these terms and conditions. SA Rugby retains the right to bring proceedings as to the substance of any matter in the courts of the country of residence of a Pass Holder or Principal, or, where these terms and conditions are entered into in the course of the business of a Pass Holder or Principal, the country of the principal place of business of the Pass Holder or Principal.
9. Any breach of these terms and conditions shall entitle SA Rugby in its sole opinion to suspend, withdraw, revoke, or cancel Accreditation in which case all rights conferred or evidenced by it shall be null and void. Where reasonably practical SA Rugby will notify the Pass Holder and Principal of any considered breach and will give them the opportunity to comment or remedy the breach before any action in relation to the Accreditation. This does not however prevent SA RUGBY from acting summarily if, in its sole opinion, the circumstances warrant it. The suspension, withdrawal, revocation, or cancellation of Accreditation by SA Rugby shall not prejudice any other rights or remedies SA Rugby may have against the Pass Holder or a Principal.



10. The Pass Holder and the Principal shall indemnify and hold harmless SA Rugby, its employees, officers and agents against any loss or damage, resulting from a breach of these terms and conditions by a Pass Holder and/or Principal or resulting from the suspension, withdrawal, revocation, or cancellation of Accreditation. SA Rugby shall indemnify and hold harmless the Pass Holder and Principle, its employees, officers and agents against any loss or damage, resulting from a breach of these terms and conditions by SA Rugby.