



BCCI

Media Accreditation Guidelines: 2011-12

General

1. These Accreditation Terms and Conditions apply to all accredited persons and their employers / principals with respect to any cricket match (whether a practice match or official match) or cricket training session conducted by the BCCI.
2. BCCI reserves the right to reject, at its sole and absolute discretion, applications for media accreditation, without assigning any reason whatsoever.
3. BCCI reserves the right to request submission of additional evidence of recently published work in further support of any application for accreditation. Similarly, once accreditation has been issued, accredited media personnel may be asked to substantiate their cricket coverage by providing evidence of their published work in order to retain accreditation.

Accreditation Terms for Media Groups

1. Only one Reporter/ Sports Reporter recommended by the Editor/Sports Editor of a publication will be given accreditation at a Match venue, unless otherwise agreed. National dailies may receive up to two accreditations.
2. **One journalist representing a recognised News Agency** will be given accreditation at a venue, unless otherwise agreed. Only one photographer per

recognised News Agency will be given accreditation at a Match venue, unless otherwise agreed.

3. An open and flexible accreditation process will be followed in case of the above clauses, subject to availability of space and at the discretion of the BCCI.

4. Only one pair (journalist + cameraman) representing a recognised Electronic Media Group will be given accreditation, unless otherwise agreed. Access to a Match venue with a moving picture camera before or during a Match will be prohibited and the cameraman shall comply with all reasonable and lawful requests of the BCCI and the representatives of the staging associations in this respect.

5. Only one photographer representing a recognised print media publication (national as well as regional) will be accommodated on a Match day inside the Match venue. One more photographer from such a publication may be accommodated upon request, subject to reasonable availability of space.

6. Reporters for (i) websites, (ii) radio channels, (iii) production houses and (iv) Electronic news agencies will not be granted accreditation unless otherwise approved by the BCCI in its absolute discretion.

Formalities pre- and post- accreditation

1. Every application for accreditation will have to be accompanied by two photographs of the applicant.

2. Every application will have to be accompanied by a covering letter signed by the Editor / Sports Editor or other relevant representative of the concerned publication / channel, agreeing on behalf of the relevant media organization, to be bound by these Terms.

3. The applicant will have to pick up the accreditation card in person, from the Media Department of the association staging the first match he / she will be covering, on or before the deadline for collection specified in the Accreditation form.

4. The accredited MEDIA PERSONNEL WILL BE PERMITTED ENTRY TO THE MATCH VENUES ON MATCH AND NON-MATCH DAYS ONLY UPON PRODUCTION OF THEIR ACCREDITATION CARDS. AT ALL TIMES WHILE WITHIN THE MATCH VENUES, THE ACCREDITED PARTY SHALL WEAR THE ACCREDITATION CARD. HE / SHE SHOULD ENSURE THAT SUCH CARD IS VISIBLE AT ALL TIMES, IS NOT TAMPERED WITH OR OBSCURED, AND SHALL RETURN THE ACCREDITATION TO THE STAGING ASSOCIATION / BCCI IMMEDIATELY UPON REQUEST AND / OR OTHERWISE, AT THE CONCLUSION OF THE MATCH / SERIES FOR WHICH HE / SHE HAS BEEN ACCREDITED.

Accreditation Terms for Photographers

1. The Accredited Party shall not use his/her accreditation at any time, whether now or in the future, for any Commercial Purpose (as defined below) except for his/her publication or syndication service or, in the case of an authorized News Agency, for their clients/customers in accordance with these Terms (save in respect of the exercise of any rights which have been expressly granted by the BCCI herein).
2. The Accredited Party may, notwithstanding paragraph 1 above and provided that he/she is an Accredited photographer, originate still photographic pictures of a Match for editorial use on or in print media, websites and within news services such as syndication services and in the case of a news agency for their clients/customers, provided that:
 - (a) they appear as still images (and not as moving images to emulate broadcast);
 - (b) the still images are published as captured or with adaptation but without deliberately removing, replacing or obscuring any logo of a sponsor of the BCCI, a team, a player or at the Match venue;
 - (c) the still images are used only for bona fide editorial purposes and are not used for any Commercial Purpose (as defined below);

3. Photographs taken within the Match venue by an Accredited Party may be transmitted from the Match venue to an outside agency for publication (by that agency or any third party recipient):

(i) in printed newspapers, sports-related magazines, News Magazines or other magazines (only for editorial purposes) or only with the prior written permission of the BCCI, if otherwise.

(ii) Websites may use a reasonable number of stills.

4. Photographs of Match action or photographs taken at the Match venue taken by an Accredited Party may not be used in any manner that suggests an endorsement or “sponsorship” of the BCCI, in each case by any third party which, for the avoidance of doubt, shall include the use of any photograph in connection with, or in the same creative as, any third party, name brand or logo (e.g., promoting the photograph as the “XYZ pic of the day” or in any way including any corporate logo or other designation of any third party in close proximity to the photograph (including within the photograph) or in any other way that would in any manner suggest any association between that third party and the photograph or subject of the photograph).

5. The Accredited Party and his/her employer and/or principal (if any) agree that the photographs must not be used in any commercial activity whatsoever without the prior written consent of the BCCI (which may be withheld in its absolute discretion), including without limitation in or on:

- any calendar;
- packaging;
- collector cards;
- posters;
- stickers;
- pop-up, stand-up or other cards;
- competitions;
- recordings;
- videos and films;
- advertisements, promotional and point-of-sale material;

- games (including computer games);
- software;
- avatars;
- merchandise; or
- on websites (other than those that use the photographs for editorial purposes)

Posters in newspapers, meant for promotion of editorial coverage, are exempt from this.

6. Under no circumstance shall the Accredited Party and/or his/her employer and/or principal be able to use (or cause or permit to be used by any third party) any such photographs in any book where such photographs include (i) any trademarks, logos or other intellectual property of the BCCI or (ii) an image of any participant in any Match played within or at a Match venue, unless all clearances and consents have first been obtained in writing from the BCCI and/or such participants, as the case may be.

7. The Accredited Party and/or his/her employer and/or principal will not knowingly sell or supply any such photographs to any third party who intends to use any photograph for a Commercial Purpose or Commercial Use (each as defined below) and the Accredited Party and/or his/her employer and/or principal will procure the prior written agreement of any third party to whom the Accredited Party and/or his/her employer and/or principal sell, licence and / or supply any Photograph, not to use any such Photograph for a Commercial Purpose or a Commercial Use (each as defined below).

8. For the purposes of these accreditation guidelines, “**Commercial Purposes**” includes, but is not limited to:

- (a) promotions or any promotional materials (other than the promotion of editorial coverage of cricket matches and/or series in newspapers, magazines and broadcast and other editorial service, and point-of-sale promotion for such coverage as long as such point-of-sale promotional materials are not sold or distributed to members of the public and provided always that such promotional activity shall not be conducted through mobile devices);

(b) advertising (including advertorials); or

(c) merchandising purposes, including all the activities listed in clause 5 above, as well as animations, avatars and invitations.

(d) Subject to these Terms, any use that generates financial value to the person or organisation using the content solely as a result of such use;

(e) any use that in any manner that suggests an endorsement by or sponsorship of the ongoing match / series or the BCCI, or a team participating in the series, or any member of a participating team; or

(f) any use in connection with any third party or in any manner promoting or being associated with any third party, each of the above shall be defined as “**Commercial Use**”.

Terms relating to Audio-visual Broadcasting

Guidelines for News and Current Affairs Broadcasters (BCCI: 2010-11)

The guidelines for News and Current Affairs Broadcasters have been framed and sent separately by NIMBUS to the NEW BROADCASTERS ASSOCIATION.

Those guidelines shall be incorporated by reference herein.

Accreditation Terms for Electronic Media

1. As per the guidelines of the Board of Control for Cricket in India (“**BCCI**”), only one pair (journalist + cameraman) representing an Electronic Media Group will be given accreditation, unless otherwise agreed.
2. As per the guidelines of the BCCI, accredited reporters of News & Current Affairs Broadcasters will be given a desk in the main press box, subject to availability of space. Accredited reporters may be accommodated in any other enclosure on account of lack of space in the main press box.

3. The limitations on use of photographs on websites shall apply equally to News Broadcasters' own websites.

Enforcement of Terms

The BCCI and/or the Sports Broadcaster retains and, to the extent required, is hereby granted by the relevant copyright owner governed by these Terms, the rights to enforce by Accredited Parties, News Agencies, Electronic Media Groups, News Broadcasters and associated and unassociated third parties, compliance of these Terms (whether by means of anti-infringement actions, legal proceedings or otherwise) and with the copyright law in force. In all such cases the Accredited Parties, News Agencies, Electronic Media Groups, News Broadcasters and websites governed by these Terms will not undertake any act to obstruct, nullify or obviate the rights of the BCCI under this provision.