



FIFA WORLD CUP
Brasil

FIFA TV Division

2014 FIFA World Cup™ Preliminary Draw

**News Access Policy
for Television, Internet and Mobile broadcasters**

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1. Policy Objectives

FIFA's News Access Policy for the 2014 FIFA World Cup™ Preliminary Draw is designed to provide the broadest possible exposure of the event through the world's media outlets, while protecting the rights of the Media Rights Licensees and FIFA's intellectual property.

This policy is subject to change as directed by FIFA from time to time.

2. Permitted Transmission Media

FIFA allows only for transmission of News footage via traditional television transmission media, such as Terrestrial, Cable and Satellite transmission, and footage can only be used in linear, regularly scheduled news bulletins. No internet transmission.

Mobile News Access is reserved for exploitation by FIFA as part of its Mobile Media Rights offering, and therefore is not permitted under 2014 FIFA World Cup™ Preliminary Draw News Access agreements.

3. Media Rights Licensee Rights and Obligations

Media Rights Licensees can be divided into three broad categories with regard to News Access.

1. Exclusive right to provide News Access in the territory

The Media Rights Licensee has the right and obligation to provide News Access to Non-rightsholders in the territory. FIFA may not appoint third parties to provide News Access to Non-rightsholders for the purpose of News broadcasts within the territory. FIFA may however provide News Access to Broadcasters whose pan-regional broadcasts are shown in the territory.

2. Non-exclusive right provide News Access in the territory

The Media Rights Licensee has the right and obligation to provide News Access to Non-rightsholders in the territory. FIFA may appoint third parties to provide News Access to Non-rightsholders for the purpose of News broadcasts within the territory. FIFA may also provide News Access to Broadcasters whose pan-regional broadcasts are shown in the territory.

3. Must be consulted prior to third parties being provided News Access

The Media Rights Licensee has the right and obligation to provide News Access to Non-rightsholders in the territory. FIFA may appoint third parties to provide News Access to Non-rightsholders for the purpose of News broadcasts within the territory and/or pan-regional broadcasts, subject to prior consultation with the Media Rights Licensee.

The current list of Media Rights Licensees with rights to provide News Access is attached in Appendix A. Please note this is subject to change.

4. Non-rights holder News Access

Using the FIFA News Access Contact List as a reference, non-rightsholders should in the first instance contact the Broadcaster and/or News Agency listed against their territory to obtain footage. Non-rightsholders may thus gain News Access to the 2014 FIFA World Cup™ Preliminary Draw ceremony via the following methods.

1. Contacting the FIFA Media Rights Licensee in the territory. The full list of contacts is attached in Appendix A.
2. If the territory is not listed in Appendix A, Non-rights holders should contact FIFA at tv@fifa.org to arrange access.

The conditions attached to the use of the footage are subject to the terms and conditions of local customary news access laws and customs in the territory of use. In the absence of any such laws or customary terms in the relevant territory, the following shall apply:

1. The footage will only be available after the end of each match Programme and use of footage must be limited (including any agreed embargo) accordingly even if footage is accidentally obtained prior to the end of the match.
2. Exploitation period is up to 24 hours after the end of the match
3. A maximum of 90 seconds of footage may be used per news programme
4. No archive rights are granted in relation to the match

5. News Access for the territory of Brasil

All Non-rights holders in Brazil interested in receiving footage of the 2014 FIFA World Cup Preliminary Draw ceremony shall comply with the following procedure:

Until three (3) days prior to the event, send e-mail message making such request and informing (i) company name, (ii) address, and (ii) National Registry of Legal Entities enrollment number (CNPJ/MF), to the following address: marina.duba@tvglobo.com.br.

With said information, a Footage License shall be issued and sent back to the interested Non-rights holder, via e-mail, for execution by the legal representative of the respective company;

Until 24 hours prior to the 2014 FIFA World Cup Preliminary Draw ceremony, the Non-rights holder that has already duly complied with step 1 above shall deliver one (1) optic disk in XDCAM format for recording of footage purposes.

Said recorded footage shall be made available to the respective Non-rights holder by TV Globo two (2) hours following the end of the ceremony at the following address:

Rua Von Martius 22 / sala 327 (Sports Division) – Jardim Botânico, Rio de Janeiro – RJ
C/O Marcos Silva, Carlos Orletti or Camile Mourão – Tels: (21) 2540-3342 / 2540-3247 / 2540-2684”

6. Pan-regional and International News Access

Pan-regional and International News programs may gain access to materials by signing a News Access agreement directly with FIFA.

All enquiries should be directed to tv@fifa.org.

7. Legal Considerations

In territories where fair trading provisions make the conditions set out in 4 a violation of national legislation, then the principles laid out in that territories Fair Trading legislation shall apply. Furthermore, standard practice with regard to news access between broadcasters within a certain territory can be adhered without breach of FIFA regulations, with FIFA's prior written consent.