

WORLD ROWING

Policy Document for filming at World Rowing Events

Vers 2. – Sept2010

1. Introduction

This document presents the policies and defines the restrictions that apply to the filming of any moving images by any means and for any purpose, during any World Rowing Event.

As broadcast rights agreements are already in place for many of FISA's World Rowing Events and there are strict obligations placed on FISA by its broadcast partners, a policy is required. These obligations must be complied with at all televised World Rowing Events.

2. WORLD ROWING: moving images rights and ownership

FISA is the owner of all televised and moving image rights for all World Rowing Events. These include the Rowing World Cup series, the World Rowing Championships and the European Rowing Championships.

All regattas comprising these Events are covered or affected by Broadcast Rights agreements concluded by FISA, and the benefits (financial and coverage) that FISA derives from these, along with the corresponding obligations to protect the exclusivity (period, media platform, territory, etc) granted to its contract partners that must be protected and enforced.

Any failure by FISA to comply with its obligations to its Broadcast Partners could jeopardise a valuable source of income.

In Europe, FISA currently holds a four year agreement (2008 – 2012) with the European Broadcasting Union (EBU). This organisation represents all of the main national broadcasters within the European territory (including the pan-European Channel, Eurosport). In addition, outside of Europe, FISA has concluded several international broadcast deals for countries or territories (eg – non-exhaustive: USA, Canada, New Zealand and Australia).

Without exception, all of these agreements contain strict exclusivity provisions to ensure that the rights-holder is the sole broadcaster of the World Rowing Events in its own territory and for a specific period of time. These usually apply to any form of broadcast or narrowcast, whether the moving images are to be shown on terrestrial or satellite TV, on the Internet, or via any other media/New Media platform or device.

Further, these agreements protect all aspects and components of the Events, including training, racing, medal ceremonies, interviews, features and any other filming at the Event venue. Therefore, any third party organisation, including (without limitation) all national rowing federations, researchers, websites and representatives of other moving-image media, etc, that wish to produce any coverage of their own at or from the Event venue, must be fully aware of the restrictions and strict procedures which will apply before they can be authorised by FISA to gain access to the Event venue with filming equipment.

3. Required procedure if a non rights holding organisation wishes to film at a World Rowing Event

For the purpose of clarification, a Rightsholder is an organisation that has been granted by FISA or the EBU, broadcast rights to a World Rowing Event.

For any non rights holding organisation wishing to bring any moving video cameras to a World Rowing Event, or appoint a video production company to do so on its behalf, the following procedures must be fully-complied with:

- i) The organisation must write to FISA at least 30 days prior to the relevant Event, to request permission to bring the equipment to the Event venue. In this request, it must
 - a. explain its reasons and objectives for requesting the production of moving video images; and
 - identify where, when (and for what term) and how the resulting images would be used (region, country, territory, channel, website, etc)
 - and agree unconditionally to not bring or authorise any other party to bring moving video cameras to a World Rowing Event venue until or unless FISA has prior-approved the request in writing.
- ii) Before any such request can be considered, FISA is contractually-obliged (by its Broadcast Partners) to check if there is already a broadcast /Internet media Rights-holder of the World Rowing moving images for the requested medium in the requested country/territory.

Non-EBU territory:

- a. If there is no current rights-holder in that territory, and no negotiation is then taking place, it is likely that FISA would (conditionally) approve the request.
- b. If there is a current Rights-holder in that territory, or a negotiation is currently taking place, then FISA is obliged to contact that Rights-holder (or potential rights holder) and request their written approval of the organisation's request.

EBU territory:

- a. If there is a current rights holder in that territory, FISA will ask for approval from the relevant rights-holder before (conditionally) approving the request.
- b. If there is no current Rights-holder in that territory, then FISA is contractually obliged to contact the EBU and request their written approval of the organisation's request.

FISA will relay its decision to the requesting party, which shall be binding on that organisation, until such time as a subsequent request to FISA is agreed to in writing following the approval of the then present broadcast Rights-holder in that territory.

In the case that approval is given to a request, the approved crew will need to obtain its media accreditation upon arrival at the venue and BEFORE any filming can take place. A "bib" must be worn at all times that the film crew is on the venue and the video camera(s) must be registered with FISA.

It is important to note that some restrictions may apply and these will have to be complied with. Therefore, please be aware that approval for any of the following "types" of moving footage may or may not be granted:

- Racing footage, including any shots at the start or after the finish of any race which is covered by the Broadcast Agreement(s)
- Training, other non-racing footage
- Medal ceremonies
- Interviews with rowers within any part of the area which comprises the Event venue
- Interviews in the victory ceremony area (pontoon, mixed zone, etc)
- Other generic shots of the regatta

Please also be aware that failure to comply with these rules could result in any or all of the following measures being taken against the offending party:

- Retrieval by FISA of Event accreditation
- Confiscation of any filming equipment until the end of the Event
- Ban on future accreditation to any televised World Rowing Event

4. Summary

The intention of this policy is to create a clear understanding of the importance of Broadcast Rights contracts to the international coverage of our World Rowing Events.

FISA's consistent goal is to increase media coverage and thus the level interest in rowing both for FISA and all National Federations. However, existing (and sometimes very complicated) Rights-holder agreements absolutely must be protected to ensure that our TV coverage and related rights revenue is not jeopardised.

We thank you for your understanding.

Please address any questions and/or requests to:

FISA Communications Manager
 Débora Meier-Feutren
 debora.feutren@fisa.org