



World Rowing's Policy for Filming at World Rowing Regattas (28.08.19)

1. Definitions

Broadcast Rights

The right to have access to a World Rowing regatta for the purpose of producing a coverage by means of electronic media (sound and/or visual coverage); the right to distribute any such coverage whether as radio and/or TV signal or otherwise (in any form); as well as the right to use such coverage in other audio and/or visual supports or products of any kind whether existing or not at the time of signature of the World Rowing regatta.

“Drone”

An un-manned (RF-controlled) aerial- or land- or water-based camera.

“EBU”

The European Broadcasting Union is an alliance of public service media with 73 Members in 56 countries in Europe and 36 Associate members in Asia, Africa and the Americas. The EBU is a World Rowing Rights Holder for the European Territory.

“World Rowing”

World Rowing, previously FISA (Fédération Internationale des Sociétés d'Aviron) is the International Rowing Federation which is responsible for governing the sport of rowing worldwide.

“News”

A short report comprising a maximum of three minutes of footage (racing results, medals, interviews etc.) from each television production day of a World Rowing regatta).

“NF”

Is a National Rowing Federation which is a member of World Rowing.

“Racing Footage”

Is defined as being all rowing competition footage related to every race of a World Rowing Regatta from the starting line-up, boat positioning, racing and the medal ceremony, including any interviews with athletes on the podium – but it excludes interviews with athletes conducted outside the race venue or in areas at the venue permitted by World Rowing which do not have a racing or the awards podium in the background (eg the boat park). World Rowing always provides an interview backdrop in a dedicated media interview area which is available for use by RHs. Interviews in this location can be arranged with World Rowing's Communications team, on-site.

For the avoidance of doubt, Training footage is also included in the exclusive Broadcast Rights that have been sold by World Rowing to its Rightsholders, and therefore may not be filmed by non-Rightsholders. However, the filming of teams within the boat park and of crews docking-off from the boat park, is permitted, provided the teams are not disturbed or hindered during their race preparation and rest times. Interviews and photo/filming shoots should be organised in advance.

“Regatta”

Is a rowing regatta which is governed by World Rowing and named as a World Rowing Regatta or a European Rowing Regatta. In particular, this Policy is intended to apply to the World Rowing Championships, the World Rowing Cup regattas and the European Rowing

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Championships; and although it does not exclude all the other World Rowing regattas (such as the Masters Regatta and the Championships for Juniors, the U23s, Coastals etc) all of which are not usually filmed (whether for closed-circuit, Internet-streaming or television purposes), if World Rowing (as the owner of all Broadcast Rights) has granted the LOC express permission to produce moving images from any of those Regattas, then this Policy will apply to those Regattas, or be varied by World Rowing on a Regatta by Regatta basis.

“RH” or “World Rowing Rights Holder”

Is a broadcasting organisation that has been granted the right by World Rowing (or if within Europe, by World Rowing's partner the EBU), to have access to the Broadcast Rights from the World Rowing Regattas. In most cases a RH will have acquired these rights on an exclusive basis for its particular territory.

“World Rowing Productions” or “WRP”

Is a World Rowing entity formed between World Rowing and Quattro Media to provide a professional and high quality television service to all World Rowing's Rights Holders and customers.

2. News

The following policies are in place:

a. Within EBU Territory

- i. All RHs which have been granted those rights via the EBU have territorially-exclusive rights **until 8:15pm** on the day of the Regatta (local time in RH's country), after which time those rights become non-exclusive. As at the date of this policy this exclusivity applies to the following territories/countries: Austria (for the WRCH) / Bulgaria (for WR Cup #1), Croatia / Czech Republic / Denmark / Estonia / France / Italy / Ireland (for ERCH + WRCH) / Lithuania / Netherlands / Poland / Russia / Switzerland / United Kingdom. This list may be updated from time to time.
- ii. For all national territories within the EBU Territory (whether there is or is not an EBU RH) the terms and conditions for a non-exclusive or exclusive News rights shall always need to be discussed and agreed between EBU and World Rowing before any News rights are granted.
- iii. All available News footage (1-minute cutdowns and interviews as edited by WRP) will be provided for download via the WRP content hub (to all requesting channels – whether an EBU Member or not) and via EBU's media server system. In addition, EBU is offering a selected part of the News footage via their standard EVS sports news service
- iv. Where technical costs are incurred, World Rowing reserves the right to re-charge these at cost.

b. Outside the EBU territories

i. All - except in USA, AUS and NZL

In all other RH territories in which FISA has appointed a RH (with the exception of Australia (Fox Sports) and New Zealand (SKY NZ) and USA (NBC)), News airings by

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RHs are also exclusive until 8:15pm local time in the RH's country, after which time rights become non-exclusive.

ii. In USA, AUS and NZL

- **In AUS**, Fox Sports has retained total exclusivity within that territory, for all World Rowing programming, including News. Any request by any other party to air (whether on/off-line) any World Rowing footage in AUS must first be referred to FISA, who will then contact Fox Sports to seek approval for the request – which approval shall be subject to Fox Sports' "Fair dealings" policy.
- **In NZ**, SKY NZ has total exclusivity for 24 hours after the last race of the relevant regatta. Thereafter, rights are non-exclusive. Any request by any other party to air (whether on/off-line) any World Rowing footage in NZL must first be referred to FISA, who will then contact SKY NZ to seek approval for the request. However, News packages of up to 120-seconds per day of highlights in regularly scheduled television news and sports news programs are possible subject to SKY's "Fair dealings" policy. The delivery of the News footage must always be coordinated by WRP.
- **In USA**, World Rowing's television partners other accredited media shall be entitled to use 180-seconds per day of highlights in regularly scheduled television news and sports news programs. The delivery of the News footage must always be coordinated by WRP.

Where technical costs are incurred, World Rowing reserves the right to re-charge these to the RH.

In these above territories, and only if requests for News or other edits have already been prior-approved by WR and Fox or SKY NZ or NBC (as applicable), non-RHs are required to use the RH's broadcast footage of the event (i.e. bugged visions) and edit such footage to create a News piece of no more than 2 minutes in duration (see 4.c iii below) and no more than 3 minutes in the USA.

3. Provision by WRP of News footage from World Rowing Regattas

a. 30 min edit

After the last race of the day, WRP will prepare a 30 min news edit including several rough-cuts taken from the international host broadcast signal. This will include 1min cut downs + awards ceremonies + winner interviews + country-relevant interviews in mother tongue of all televised races.

This 30min news feed will be provided via the WRP content hub and EBU's media server system. In addition, EBU is offering a selected part of the News footage via their standard EVS sports news service.

4. Requests for on-site filming permissions (unilaterals) – by TV channels:

a. **By World Rowing RHs**

Any RH TV channel may be permitted to send a TV crew onsite to film unilateral footage (including race footage), for special News-pieces or longer contributions. However, written permission must always first be requested from WR or, in the case of the EBU territory, from the EBU – which will liaise with WR. WRP will co-ordinate with the relevant host broadcaster to provide all relevant details. It must be noted that any permission given may be limited to special designated areas (media area / mixed zone).

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b. By non-RH TV channels (except in AUS + NZL)

In the first place, written permission must always first be requested from World Rowing or, in the case of the EBU territory, from the EBU – which will liaise with World Rowing. WRP will co-ordinate with the relevant host broadcaster to provide all relevant details. It must be noted that any permission given may be limited to special designated areas (media area / mixed zone).

i. In any territory where there is a RH

World Rowing will contact the RH for the particular requested territory. If permission is granted, it may be limited to special designated areas (media area / mixed zone). It should be noted that any channel which is not a RH but applies to bring a film crew onto the regatta venue to film and record interviews and/or News footage, may, at the discretion of the RH be charged a rights-access fee for each day or part-day of filming. Also, in the case that the right to film Racing Footage is also requested by the applicant, the decision to approve (or not) is at the discretion of the RH (in consultation with WR). If that request is denied, WR may, as an alternative, grant the applicant access to the WR 30 min news footage edit of the day's racing. World Rowing reserves the right to require all accredited film crews to wear a coloured "TV" bib, according to the accreditation status and area of permitted access. This policy (which has been approved by the EBU for the European Territory) applies to any non-RH whether within or outside the EBU territory.

ii. In any territory where there is no RH (including certain European territories)

The TV channel must contact World Rowing to request to become a RH on terms and conditions as may be agreed. If permission is granted, it may be limited to special designated areas (media area / mixed zone). It should be noted that any channel which applies to bring a film crew onto the regatta venue to film and record interviews and/or News footage may, at the discretion of WR be charged a rights-access fee for each day or part-day of filming. Also, in the case that the right to film Racing Footage is also requested by the applicant, the decision to approve (or not) is at the discretion of the WR. If that request is denied, WR may, as an alternative, grant the applicant access to the WR 30 min news footage edit of the day's racing. WR reserves the right to require all accredited film crews to wear a coloured "TV" bib, according to the accreditation status of the wearer and the area of permitted access.

c. By non-RH TV channels in AUS and NZL

- i. No other TV channel than Fox Sports (for AUS) and SKY (for NZL) is permitted to film at or during any World Rowing events.
- ii. In special circumstances, non-RHs may be granted permission by World Rowing and Fox or SKY (as applicable) to film their own interviews on the condition that the applicable RH may have free access to such interviews for inclusion in their own domestic programming.

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- iii. However, even if a non-RH has been granted access to the venue to conduct interviews, the two above-named RHs have not yet agreed for the non-RH to have access to the World Rowing 30 min news footage edit of the day's racing, or to any filming of the event itself by the non-RH. Instead, Fox and SKY both require any non-RH to use the RH's own broadcast footage of the event and edit that footage to create a news piece of no more than 2 minutes in duration.

5. Requests for on-site filming permissions (unilaterals) – by National Rowing Federations

Provided the NF accepts and agrees (by signature) to comply with the following policy, its nominated representative(s) will be permitted to film at Regattas for the agreed purpose and medium.

- a. In the first place, the NF must submit a written request to WR for the right to have access to film interviews with its own athletes at a Regatta. Because of the nature of the broadcast contracts into which WR has entered over recent years (for the benefit of our sport), every request must specify:
 - i. The name(s) of anyone who will be filming.
 - ii. The number of cameras.
 - iii. The purpose and objective.
 - iv. The medium that the resulting footage would be used on.
 - v. The period of time ("Term") for which the right to use the footage is requested.
 - vi. The territory in which the resulting film would be seen (NB: only be the territory of the requesting NF would be approvable by WR)
 - vii. A confirmation that (by geo-blocking) the NF can and will restrict the use of any resulting footage to within NF's own territory.

World Rowing will only consider requests which confirm that the NF will fully-comply with WR's Filming Policy i.e. only interviews with NF athletes within the boat park or other areas where there can be no possibility of racing or awards being visible in the background – therefore no Racing Footage).

- b. If NFs want to access Racing Footage, this may be possible but only under specific conditions. And it should be noted that a rights fee and/or technical costs might apply:
 - i. In the first place, the NF must submit a written request to WR which will contact either the Host Broadcaster or the RH in the territory of the requesting NF.
 - ii. If the NF is from a territory where there is a RH, then it must access that footage from the RH on terms as may be required by that RH.
 - iii. Note that permission may only be granted if for coaching and/or training/education purposes via a DVD/CD/video format.
 - iv. It is strictly forbidden for any NF to show any racing from World Rowing events on any Internet site.
- c. Depending on the objective, any request by an NF for Racing Footage will be dealt with by WR as follows:
 - i. If for coaching and in Europe, WR would seek that approval from EBU.

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- ii. If for coaching and outside Europe, World Rowing would determine the next step in compliance with any RH contract for that territory. If there is no RH in that country, World Rowing will decide on a case-by-case and year-by-year basis (WR cannot accept to enter into long-term rights deals with NFs).
 - iii. If for other purposes (commercial, promotional, marketing etc), the written request must be submitted to WR and WR will refer it to the EBU (in Europe) or the domestic RH (if outside Europe) for approval - or not. It is for the RH to determine if any rights fee/technical costs should be charged to the NF. Again – no racing footage is permitted. If there is no RH in that country, WR will decide on a case-by-case and year-by-year basis (WR cannot accept to enter into long-term rights deals with NFs).
 - iv. If the RH does require a rights fee – that is within their right and it is not for World Rowing to intervene, because the RH will have paid EBU (in Europe) or WR (outside Europe) to use those rights in their territory. Then the arrangement is between the RH and the NF and it is for each to respect. WR will always require a copy of any such arrangement.
- d. World Rowing does not permit the sublicensing or posting of any Racing Footage on an NF's Facebook site or any other Social Media, YouTube, Myvideo (or similar kinds of "video-content" sites), or via other programme platforms such as mobile devices or tablets. On the other hand, NFs can (on request to WR) link their site to the World Rowing Live Streaming site for Race Footage.
 - e. If an NF is granted any rights to film and use World Rowing footage (whether by a RH or WR), they will be obliged to geo-block any usage to their approved domestic territory. There can be no exceptions to this policy.
 - f. Unless an NF has been granted specific and written permission to film at a World Rowing event, and WR has an original or copy of that permission, the NF will not be granted accreditation to film (neither its camera-person nor the filming equipment). There must be an email- or paper-trail to evidence the permission.
 - g. If accreditation is approved and granted by WR, the accredited person and his/her filming equipment must be registered with WR's Communications Team and both must be identified (with "TV" Bib & sticker) as being accredited for the stated purpose.
 - h. World Rowing reserves all rights including the right to remove any non-accredited person (together with the equipment), as well as any person abusing the granted accreditation, from the venue and to deny any future request for filming accreditation by that individual and possibly also by that NF.
 - i. If permission to film is granted and accreditation issued, the NF must provide WR a link to and a copy of any and all resulting footage.
 - j. In order that World Rowing can protect its Broadcast Rights (and their value) together with the rights it has granted to its authorised RHs, this World Rowing Filming Policy shall be subject to regular review and amendment as and when WR considers necessary.

6. Requests for on-site filming – by athletes, coaches etc

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Pertaining to athletes and coaches, World Rowing is trying to find a reasonable and workable balance between those who want to take short clips for the purpose of personal use (ie: video/photo-album style) and genuine coaching (during training) as opposed to those who want to post Racing Footage on the Internet, Facebook, etc., and use this in a commercial or (self-) promotional context.

Broadly speaking:

- i. Athletes are required to restrict their video-camera activity to non-Racing Footage from areas where there is no possibility to record footage of the racing and awards.
- ii. Coaches may be given permission to film moving images of the training sessions (and, on a case-by case basis, of racing) for their own coaching purposes. However, the resulting images must not be posted on the Internet. If coaches want access to Racing Footage for their coaching/educational purposes, they must apply to access the Footage via their NF and the procedures outlined in 5 above must be followed. Approval may/may not be given by WR subject to available space and the number of requests. If approval is given, WR reserves the right to require any accredited coach to wear a coloured "TV" bib, according to the accreditation status of the wearer and the area of permitted access.

7. Onsite filming permissions – other media

New camera technology has made high-quality filming of moving images very easy. Increasingly "Photographers" are able to and often do, film racing – and their moving images are being posted online. Time-lapse photography is also being used as a way around the "filming" definition – however, this is not acceptable and WR considers that Time-lapse photography falls under the definition of Filming.

Therefore, if a Photo-accredited media person has not requested filming accreditation but is using his/her "photo-accredited equipment for the purpose of filming (whether of racing or training or any other subjects at a World Rowing Regatta Venue), this will be challenged and dealt with - either by requiring the individual to complete a filming accreditation application or by WR's refusal to permit that individual to film, or even to remove that individual's photo-accreditation for the remainder of that Regatta.

Unless filming permission has been expressly granted, and the individual and his/her filming equipment have been accredited by WR, it shall be deemed that filming permission has not been granted. Any requests that WR receives for onsite filming permission that fall outside the media categories listed above will be dealt with by WR on a case-by-case basis.

8. Drones

World Rowing's policy for Filming at World Rowing Regattas does not permit the use of any Drones at all, at a Regatta venue other than that of WR and/or WR-approved the host broadcaster.

9. Non-compliance

The introduction of a strict Filming Policy has become necessary because of the increasing interest in and value of the Broadcast Rights to our World Rowing regattas. WR is now contractually-obliged to respect the provisions of all Broadcast Rights contracts into which it has entered and it must protect the rights it has granted to its RHs.

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World Rowing must also take into account the rapid growth of and changes within the media market. Just a few years ago, this was (for rowing) limited to live, terrestrial television but now caters for an ever-increasing range of programme-formats which can be delivered by multiple devices and platforms to enable the viewing of high-quality moving images, either live or on demand.

So in order that WR can build the monetary value of these rights for the development of rowing and continue to deliver our World Rowing programming to worldwide audiences, we take very seriously the terms and conditions of all the RH contracts into which we enter - especially the exclusivity provisions.

WR also takes seriously any attempts by unauthorised third parties to either film and/or broadcast our regattas. This includes the misuse of any rights or accreditations we have granted and any non-compliance with the applicable conditions.

Therefore if any case of unauthorised filming or broadcasting of Regattas comes to WR's attention, the offending party will be pursued (WR is obliged to pursue offenders by its RHs) and WR will require the offending party to immediately cease the activity; to desist from doing it again; and to remove any unauthorised footage from the medium on which it has been placed (e.g. an Internet site).

Any non-compliance with WR's instructions concerning this Filming Policy will always result in the matter being referred to WR's legal advisors for further action and WR reserves all its rights, without limitation.

10. Contacts:

Please take note that the Organising Committees of World Rowing Regattas do not have the right or authority to grant Filming Accreditations. Therefore, unless the Filming Accreditation has been processed, approved and granted by World Rowing's Communications Team, it will not be considered as valid at the Regatta.

For all filming requests (whether from a TV Channel, other media, National Federation, coaches, etc), a written application must first be sent to the World Rowing Communications Team

Submit media accreditation queries to: media@worldrowing.com

More information can be found on the official website for World Rowing: www.worldrowing.com.

Upon receipt, all requests and applications will be dealt with as soon as possible.

If approved, the applicant will be notified and then be required to complete and sign a "Filming Request Form" on arrival at the Regatta Media Office.

World Rowing reserves all rights to refuse or amend any request for filming accreditation at a Regatta and if refused, WR's decision shall be deemed final.

World Rowing also reserves the right to interpret, change, modify, amend or rescind this World Rowing Filming Policy document in whole, or in part, at any time without prior notice.

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