



## World Rowing's Policy for Filming at World Rowing Regattas (Teams)

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### 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.

#### **“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.

#### **“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.

#### **“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 Championships; and although it does not exclude all the other World Rowing regattas (such as the Masters Regatta and the Championships for the U19s, 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.

#### **“World Rowing Rights Holder”**

Is a broadcasting organisation that has been granted the right by World Rowing (or if within Europe, by WR'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.

#### **“Team”**

The athletes, coaches, all support staff and members of the national rowing federations who are present at or involved with our World Rowing Regattas.

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## Introduction

The introduction of a Filming Policy for Teams has become necessary because of the increasing interest in the sport of rowing and consequential value of the Broadcast Rights to our World Rowing regattas. As well, World Rowing has had to 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.

These Broadcast Rights are important to World Rowing because they enable us to film (or appoint others to film) the competitions, then distribute the programming on a worldwide basis across all kinds of platforms such as "traditional" television and also by digital means to all kinds of contemporary Internet platforms. In turn, this extensive coverage helps to promote and develop our sport.

In order that World Rowing 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 contracts into which we enter - especially the "exclusivity" provisions. It is these provisions that grant a Rights-holder the "exclusive" right to show the World Rowing regattas in their own nominated country or territory (eg: USA, UK, Germany Australia, New Zealand, etc). And it is this exclusivity that creates the value that generates a vital source of revenue for World Rowing to develop the sport of rowing.

For this reason, World Rowing is subject to multiple legally-binding obligations to ensure that no unlicensed racing footage from World Rowing regattas is filmed (by any means) and/or exhibited on any medium – including social media channels – that could contravene the exclusive Broadcast. Rights agreements into which WR has entered.

## The Policy

To assist your understanding of how all this affects Teams (as defined above), the following policy has been created. Please help us continue to promote and develop the sport of rowing by respecting this policy.

- 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. These areas include those outside the race venue (eg hotels) 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).
- 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.

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World Rowing has carved-out the right to be able to film and post clips on its own website ([www.worldrowing.com](http://www.worldrowing.com)) as well as on its several social media platforms, including:

- Facebook (<https://www.facebook.com/WorldRowing>),
- Twitter (<https://twitter.com/WorldRowing>),
- YouTube (<https://www.youtube.com/user/WorldRowingFISA>); and
- Instagram (<https://www.instagram.com/WorldRowingOfficial/>).

We encourage you to view and link to any clips of Racing Footage that we post. This will help us reach wider audiences and achieve greater promotion of our sport without jeopardising our Broadcast-rights agreements which are so important for us all.

## Requests for on-site filming – by a member of a Team

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 then use this in a commercial or (self-) promotional context.

## Non-compliance

The introduction of a strict Filming Policy for Teams has become necessary because of the increasing interest in and value of the Broadcast Rights to our World Rowing regattas. World Rowing 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 Rights-holders.

World Rowing takes seriously any attempts by unauthorised persons to either film and/or broadcast our regattas. This includes the misuse of any rights or accreditations (Athlete, Coach, Media, etc) that World Rowing may have granted and any non-compliance with their applicable conditions.

Therefore if any case of unauthorised filming or broadcasting of Regattas comes to World Rowing's attention, the offending party will be pursued (World Rowing is obliged by its Right-holders to pursue offenders) and World Rowing 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 World Rowing's instructions concerning this Filming Policy will always result in the matter being referred to WR's legal advisors for further action and World Rowing reserves all its rights, without limitation.

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### 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 a written application must first be sent to the World Rowing Communications Team. Submit media accreditation queries to:  
[media@worldrowing.com](mailto:media@worldrowing.com)

More information can be found on the official website for World Rowing: [www.worldrowing.com](http://www.worldrowing.com). Upon receipt, all requests and applications will be dealt with as soon as possible. If approved, the applicant will 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, World Rowing'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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