



## Indian Badminton League

### Terms relating to Audio-visual Broadcasting by News Broadcasters

The IBL News Access Guidelines are being issued by the Badminton Association of India (BAI) - Sporty Solutionz Pvt. Ltd. to facilitate the appropriate use of audio-visual footage from the IBL currently scheduled to be held in India on the August 14, 2013 – August 31

The Indian Badminton League is a 'stand-alone' property of the BAI & SPORTY SOLUTIONZ PVT. LTD. relating to Badminton in India. With a view to facilitate access to diverse sources of information for the public and to grant conditional privileges to the *bona fide* news media desirous of covering the event, the BAI & SPORTY SOLUTIONZ PVT. LTD. has issued these Guidelines, which embody prevailing legal standards on news media access to footage of current affairs and events.

### Guidelines for News and Current Affairs Broadcasters

These Guidelines are solely for News Broadcasters registered under the category of "News and Current Affairs" channels under the Ministry of Information and Broadcasting's "Downlinking Guidelines" ("**News Broadcasters**") and are not applicable to other channels including, in particular, Sports Channels or Sports News/Programmes on Sports Channels, News Broadcasters may use footage from the telecast of the Indian Badminton League without payment to the BAI – Sporty Solutionz Pvt. Ltd., only within the following parameters:



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## Use of Footage:

1. News Broadcasters will be allowed to broadcast Footage as per the limits set out below:

a. An aggregate of no more than seven (7) minutes of Fresh Footage may be broadcast during each Day of the Player Indian Badminton League .

b. Out of the said seven (7) minutes of Fresh Footage per Day, only a maximum of five (5) minutes of Fresh Footage may be broadcast per hour of news broadcast.

c. A maximum of six (6) repeats of FreshFootage may be broadcast in any hour of news broadcast i.e., the Fresh Footage of two (2) minutes per hour of news broadcast may only be repeated twice inthat hour, and no further repeats of such Fresh Footage will be permitted.

d. The use of live or near live footage of the Official Broadcaster is not permitted at any time and under any circumstances. There shall be a minimum of a sixty (60) minute delay from the live telecast by the Official Broadcaster before telecast of any Footage by a News Broadcaster.

It is clarified in these Guidelines that:

i. "**Day**" shall mean a period of 24 hours from the commencement of the Indian Badminton League .

ii. "**Fresh Footage**" shall mean the first telecast of the Footage by a News Broadcaster on its news channel.



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