



FIFA WORLD CUP
RUSSIA 2018

2018 FIFA World Cup™

News Access Policy



1. Policy Objectives

FIFA's News Access Policy for the 2018 FIFA World Cup™ 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's News Access Policy extends to regularly scheduled bona-fide current affairs news programming by way of terrestrial, cable, satellite and IPTV transmissions.

It also covers digital retransmissions of such news programming in its entirety.

3. Media Rights Licensee Rights and Obligations

Media Rights Licensees can be divided into the categories in 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-rights holders in the territory. FIFA may not appoint third parties to provide News Access to non-rights holders 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-rights holders in the territory. FIFA may appoint third parties to provide News Access to Non-rights holders 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.

4. Non-rights holders News Access

Using the FIFA News Access Contact List as a reference, non-rights holders should in the first instance contact the Broadcaster listed against their territory to obtain footage.

- The full list of contacts is attached in Appendix A.

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.

5. News Access via News Agencies

For territories marked with an asterisks (*) in Appendix A non-rights holders can also source News Access via the below listed News Agencies:

- | | |
|-----------|-----------------------------------|
| - Ruptly | mtorres@ruptly.tv |
| - SNTV | KWilloughby-Parsons@sntv.com |
| - Perform | Miles.Watson@performgroup.com |
| - AFP | Juliette.HOLLIER-LAROUSSE@afp.com |
| - Reuters | ursa.presern@thomsonreuters.com |

The following conditions shall apply:

- 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.
- Exploitation period is up to 24 hours after the end of the match.
- Maximum of 60 seconds per match and 90 seconds per program.
- No archive rights are granted in relation to the match.
- No distribution on social media is permitted.

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 render the conditions set out in section 4 a violation of national legislation, the principles laid out in these territories' fair trading legislation shall apply. Furthermore, standard practice with regard to news access between broadcasters within a certain territory can be adhered to without breaching FIFA regulations, with FIFA's prior written consent.