

ECB Media Operations

News Access Code 2020

England and Wales Cricket Board Limited ("**ECB**") is the commercial entity of the England and Wales Cricket Board responsible for development of the game of cricket in England and Wales. The ECB has the right to determine the guidelines for Non-Rights Holding (NRH) Broadcasters to obtain access to Venues in relation to any Match (each as defined in the ECB's Accreditation Terms and Conditions (available at www.ecb.co.uk/accreditation) and the type, duration and frequency of the coverage they may broadcast. This Code relates to News Access for the 2020 season.

1. General

- 1.1. The ECB will continue its policy relating to physical access to grounds by any broadcasters other than the Rights Holding Broadcaster(s). For the purposes of this News Access Code, "**Rights Holding Broadcaster(s)**" means Sky UK and, only where the BBC has been granted live broadcasting rights in respect of a particular Match, the British Broadcasting Corporation (BBC).
- 1.2. All access granted to NRH broadcasters will expressly exclude the playing area or any vantage points during play and includes any prize-giving ceremony.
- 1.3. The ECB will determine whether exceptions to the following policy are made on a case-by-case basis.
- 1.4. Failure to adhere to this policy may lead to withdrawal of accreditation in line with the ECB's Accreditation Terms and Conditions (available at www.ecb.co.uk/accreditation).

2. High Profile Matches

- 2.1. For the purposes of this News Access Code, "**High Profile Match**" means any international match (any match forming part of: Test Series, Royal London Series, Vitality IT20 Series, any match forming part of The Hundred, the final of the Royal London Cup and the final of the Vitality Blast. All requests to attend a High Profile Match should be directed to the ECB Accreditation Team at accreditation@ecb.co.uk in advance.
- 2.2. News Access on the first warm-up day (Test Matches only) will be limited and agreed in advance with the ECB.
- 2.3. News Access on the second/last warm-up day (all High Profile Matches) will be encouraged to ensure all publicity opportunities are maximised.
- 2.4. News Access on High Profile Match days will be authorised and supervised by the ECB, and will only be permitted at the times listed below:
 - (a) Up until two (2) hours before the scheduled start of play. All crews and equipment must be off-site by this time.
 - (b) Close-of-play press conferences. Entry into the Venue will be permitted thirty (30) minutes before the scheduled, re-scheduled or actual close of play in order to cover the press conference. All crews and equipment must leave the Venue immediately after the press conference. Pieces to camera will not be permitted inside the Venue.

- (c) All video, whether it be recorded or live, is prohibited at all times during play when the pitch, live play or any player are in view.

- 2.5. NRH broadcasters will only be permitted entry to the relevant Venue on High Profile Match days at the above mentioned times if the individual/s are in possession of an ECB Accreditation pass and, if required by the ECB and/or Venue authority, wearing an ECB Non-Rights Holder Access Bib. Accreditation passes and any bibs provided by the ECB and/or Venue authority must be worn and visible at all times whilst in the Venue.

3. Domestic Matches (Televised)

- 3.1. For the purposes of this News Access Code, "**Domestic Match**" means any match forming part of the Vitality Blast (excluding the final), any match forming part of the County Championship and any match forming part of the Royal London Cup (excluding the final). News Access on Domestic Match days will be authorised and supervised by the ECB as per paragraph 2.4. above.
- 3.2. Certain exceptions may be made, for example:
 - (a) Where agreements exist between the Rights Holding Broadcaster(s) and a news organisation for editing news feeds on site;
 - (b) Press conferences at times other than at the close of play;
 - (c) Access for a specific interview request that has been agreed in advance by the ECB.

4. Domestic Matches (Non-Televised)

- 4.1. Local NRH broadcasters are able to attend Domestic Matches at which the Rights Holding Broadcaster(s) is not present solely for the purposes of news coverage.
- 4.2. There cannot be any ball-by-ball live coverage broadcast, and footage should be restricted to three (3) minutes in any bulletin/magazine programme. It is not permissible for presenters to be shown with live cricket in the background of the shot.
- 4.3. Any local broadcasters will be required, should the Rights Holding Broadcaster(s) request coverage of any element of these games, to provide it to them at no charge.
- 4.4. No access fees should be charged to Rights Holding Broadcaster(s) who may well attend more regularly due to magazine programmes.
- 4.5. In order not to discourage other companies' news crews (in particular ITV regions or cable companies), we would suggest not charging access fees.

5. Use of Rights Holding Broadcaster(s) Footage (All Televised Matches)

- 5.1. Where Rights Holding Broadcaster(s)' footage of matches is required for news coverage, NRH broadcasters are required to contact the relevant Rights Holding Broadcaster(s).

All enquiries regarding News Access to High Profile and Domestic Matches (both televised and non-televised) should be directed to:

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Subject Line - NEWS ACCESS

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