



## **2020 Non-Broadcast Rights Holder Camera Access Policy**

***2020 NAB AFL Women's Competition, 2020 Marsh Community Series, 2020 Toyota AFL Premiership Season and 2020 Toyota AFL Finals Series***

### **OVERVIEW**

The AFL has a strict policy regarding requests from non-broadcast rights holders to capture vision within any venue in which an AFL-sanctioned match is being conducted. This policy is in place to assess and facilitate requests from non-broadcast rights holders, to protect the exclusivity of the AFL's broadcast rights holders in relation to AFL match vision and to ensure that the nature, use and ownership of vision captured by non-rights holders is appropriate.

### **NO RIGHT TO CAPTURE AFL MATCH VISION**

Under no circumstance may vision of an AFL-sanctioned match or any vision taken from within an AFL venue on match day be captured by any operator other than the AFL's host broadcasters and AFL Media. Accordingly, no person other than an AFL broadcast rights holder shall bring any broadcast or recording equipment into a venue in which an AFL-sanctioned match is being conducted without the express prior approval of the AFL, the host broadcaster and the venue. This applies irrespective of the intended use of the vision and to vision captured anywhere within the venue.

The AFL retains the right to refuse any non-broadcast rights holder request for camera access to a venue in which an AFL match is being conducted.

### **NON-BROADCAST RIGHTS HOLDER CAMERA ACCESS APPROVAL PROCESS**

- All non-broadcast rights holders seeking access to capture vision within the venue in which an AFL-sanctioned match is being conducted must seek the approval of the AFL Broadcasting Department by submitting a formal request via email to [aflbroadcasting@afl.com.au](mailto:aflbroadcasting@afl.com.au) no later than 5pm on the Tuesday prior to the commencement of the relevant round of matches (or 5pm on Monday if the upcoming round includes a Thursday night match). Any requests submitted after these times are unlikely to be accommodated. This applies to all vision proposed to be captured in a venue on a match day, not just match vision.
- All filming requests must contain the following details in relation to the request:
  - the estimated arrival and departure time of the crew;
  - the purpose of filming including what vision will be captured;
  - the proposed broadcast platform where the vision will be used;
  - the proposed or expected audience;
  - the proposed filming locations within the venue;
  - the proposed filming equipment to be used for the shoot; and
  - the number and names of all crew members to be involved.
- Once submitted, requests will be reviewed by the AFL Broadcasting Department. Clearance must be received from the AFL's host television broadcaster, relevant AFL departments and, where necessary, the venue and participating Clubs. There is no guarantee that approval will be granted.
- Once the necessary clearances have been obtained, the AFL Broadcasting Department will notify the non-broadcast rights holder and a Camera Crew Access Agreement outlining the AFL's standard terms and conditions for the recording of vision at AFL venues will be sent to the non-rights holder to sign and return by email two days prior to the commencement of the relevant round of matches.

- After the signed Camera Crew Access Agreement has been returned to the AFL Broadcasting Department, match day media accreditation will be produced and issued to all approved crew members. To facilitate this, the names, date of births, contact details and headshots of all crew members must be supplied to the AFL Broadcasting Department by no later than 12pm, two days prior to the commencement of the relevant round of matches. It is the responsibility of the applicant to ensure that details for accreditation are submitted in accordance with this deadline.
- A list of all approved non-broadcast rights holder camera crews will be distributed via email to broadcasters and those involved in match-day operations prior to the commencement of the relevant round of matches.