

## ECB MEDIA OPERATIONS NEWS ACCESS CODE 2024

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/about/media/accreditation](http://www.ecb.co.uk/about/media/accreditation)) and the type, duration and frequency of the coverage they may broadcast. This Code relates to News Access for the 2024 season.

Access to each Venue will be subject to (a) such health, safety and security rules and regulations which may be in place from time to time, ; and (b) the ECB Broadcast or Media Operations Team's prior written approval.

### 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, while ECB Media Rights 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 and/or ejection from the Venue in line with the ECB's Accreditation Terms and Conditions (available at [www.ecb.co.uk/about/media/accreditation](http://www.ecb.co.uk/about/media/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: International Test Match Series, Metro Bank One Day International Series, Vitality IT20's), any match forming part of The Hundred, the final of (a) the Metro Bank One Day Cup, (b) the Vitality Blast, the (c) Charlotte Edwards Cup, and the (d) Rachel Heyhoe Flint Trophy. All requests to attend a High Profile Match should be directed to the ECB [Broadcast](#) or Media Team in advance.
- 2.2. News access on warm-up days will be determined by the ECB in line with its health, safety and security rules and regulations in place at the time and any access will be subject to the prior written approval of the ECB Events Team.
- 2.4. News Access on High Profile Match days will be authorised and supervised by the ECB -access will be determined by the ECB in line with its health, safety and security rules and regulations in place at the time and will be subject to the prior written approval of the ECB Events Team. In any event, in respect of High Profile Match Days no access will be granted outside of 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.

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 if (a) they have obtained the prior written approval of the ECB Broadcast or Media Operations Team; (b) the individual/s are in possession of an ECB Accreditation pass and (c) 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, Rachel Heyhoe-Flint Trophy, The Charlotte Edwards Cup and the Metro Bank One Day 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.
  - (d) Where agreements exist between the venue and local non-rights holders, as long as this is authorised by the ECB, supervised by the venue and obeys all restrictions, including no match footage. The same rule applies that this up until two (2) hours before the scheduled start of play. All crews and equipment must be off-site by this time.

### **4. Domestic Matches (Non-Televised)**

- 4.1. Local NRH broadcasters may be permitted to attend Domestic Matches at which the Rights Holding Broadcaster(s) for both TV and radio are not present solely for the purposes of news coverage subject always to such health, safety and security rules and regulations which may be in place from time to time. Any access must be agreed in advance in writing with the specific home Venue media point of contact.
- 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. Where access is granted, 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:

Michaela Johnston ECB Senior Broadcast Manager

07919607307

[michaela.johnston@ecb.co.uk](mailto:michaela.johnston@ecb.co.uk)

Subject Line - NEWS ACCESS

**ECB - January 2024**