



Parliament of Australia
Senate Inquiry into the reporting of sports news and the emergence of digital media

About Yahoo!7

Yahoo!7 offers a range of content, navigation and information services to internet users in Australia. Yahoo!7 is a joint venture between Yahoo! Inc and the Seven Media Group. Yahoo! Inc develops technology global technology platforms which are open to third party developers and content providers to distribute non-Yahoo! services. Yahoo!7 is focused on powering its communities of users, advertisers, publishers and developers by creating indispensable experiences based on trust.

Inquiry Terms of Reference

The Senate has referred the following matter to the Committee for inquiry and report by 14 May 2009:

The reporting of sports news and the emergence of digital media, with particular reference to:

- a. the balance of commercial and public interests in the reporting and broadcasting of sports news;
- b. the nature of sports news reporting in the digital age, and the effect of new technologies (including video streaming on the Internet, archived photo galleries and mobile devices) on the nature of sports news reporting;
- c. whether and why sporting organisations want digital reporting of sports regulated, and what should be protected by such regulation;
- d. the appropriate balance between sporting and media organisations' respective commercial interests in the issue;
- e. the appropriate balance between regulation and commercial negotiation in ensuring that competing organisations get fair access to sporting events for reporting purposes;
- f. the appropriate balance between the public's right to access alternative sources of information using new types of digital media, and the rights of sporting organisations to control or limit access to ensure a fair commercial return or for other reasons;
- g. should sporting organisations be able to apply frequency limitations to news reports in the digital media;
- h. the current accreditation processes for journalists and media representatives at sporting events, and the use of accreditation for controlling reporting on events; and
- i. options other than regulation or commercial negotiation (such as industry guidelines for sports and news agencies in sports reporting, dispute resolution mechanisms and codes of practice) to manage sports news to balance commercial interests and public interests.

Submission

Yahoo!7 currently provides a Sports channel within the Yahoo!7 network located at <http://au.sports.yahoo.com/> (the "Channel"). The content available within this Channel is broad and wide ranging and much of it is made available through content license agreements with specific sports content providers, news agencies and image libraries. In addition, there are multiple opportunities for Yahoo!7 users to actively comment on and engage with the content available within the Channel

through Fan Forums (and interactive chat message board) and Yahoo! Answers (an interactive search tool where user questions are answered). Yahoo!7 also makes match day updates, scores, and team line ups available on mobile telephones as well as a mobile search application which enables users to get sports content feeds sent to their mobile devices.

Yahoo!7 actively promotes an open platform strategy and strongly believes that a mutually agreed data set should be widely available across all media to ensure that the public's interest in consuming sports news, often in a dynamic and real time fashion, is met. To this end, and as one of the outcomes of this inquiry, we would like to see a common understanding across all sports of what constitutes fair use of this content. It is our submission that fair use should include providing match results (both static and real time updates), times of games, team line-ups and video clips of key moments during each game/match. We believe that this is the content that the public wants to access across all media platforms and engage with through online community based forums. We do appreciate that commercial interests also need to be met and sponsorship opportunities facilitated but we maintain there is ample opportunity for the sporting organisations to exploit 'premium' content over and above what we have identified above.

Contact

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