



International Cricket Council submission to Australian Senate inquiry into the reporting of sports news and the emergence of digital media

In its activities in relation to media rights, the ICC's aims can best be summarised through its Mission Statement:

As the international governing body for cricket, the International Cricket Council will lead by:

- Promoting and protecting the game and its unique spirit
- Delivering outstanding, memorable events
- Providing excellent service to Members and stakeholders
- ***Optimising*** (emphasis added; the word is used deliberately, rather than "maximising") its commercial rights and properties for the benefit of its Members

To achieve the twin aims of promoting the game by maximising coverage of its event and also protecting commercial exclusivity for broadcast and media partners, the ICC believes that cooperation rather than regulation is the best solution. That approach of cooperation is one the ICC has consistently adopted in its dealings with the media – both rights-holding and non-rights holding.

A key part of the ICC's agreements with ESPN STAR Sports (ESS), which has acquired the television rights to ICC events through to the ICC Cricket World Cup due to be staged in Australia and New Zealand in 2015, and IMG, which owns the radio rights to those same events, is that they will ensure coverage is available to the widest possible audience in every one of the ICC's five regions – Africa, the Americas, Asia, East Asia-Pacific and Europe.



The ICC regards this as a robust means of ensuring its events are seen and heard by as wide an audience as possible because, as the global game's governing body, the ICC's remit is to spread the game, through coverage of its events, as widely as possible. The ICC mission statement includes a clause that says its role is to optimise revenue for the good of its Members but not to maximise it, something which could be, potentially, to their long-term detriment.

The ICC terms and conditions for each of its events reflects this desire to generate interest among as many supporters as possible which, in turn, it is hoped, also generates interest among potential sponsors and sub-licensees of ESS and IMG, all of them seeing the benefit of being involved in a highly-popular and accessible sport involving national teams.

The ICC seeks to look after non-rights holding media in a number of ways. From a television perspective highlights for news access are distributed via SNTV, the broadcasting arm of the Associated Press, the most widely-accessed provider of news content to broadcast media worldwide. This ensures global exposure for, and maximises coverage of, ICC events.

For non-rights holding radio broadcasters the ICC permits 120 seconds of live updates from the venue per hour free of cost. This strikes the balance between protecting the interests of rights-holding broadcasters while, at the same time, again allowing coverage of the event to as wide an audience as possible.

Live coverage of ICC events also takes place on the internet. The ICC has an official internet partner, Yahoo! and it is the only outlet in that form of media that is allowed to score the game live from inside a match venue. However, the ICC is aware that many other websites still score the game live, albeit via television or radio.

In March 2009 the ICC staged a global event in Australia, the ICC Women's World Cup. In terms of that event's coverage, the ICC's broadcast partner, ESPN STAR Sports provided television pictures that were available in more than 200 countries. Getty Images, as the ICC's official photographic partner, provided images and, for those media outlets that did not subscribe



or were unable to access photographs from Getty, the ICC employed an additional photographer to supply images to any media outlets that required them, again with the intention of dispersing coverage of the tournament as widely as possible. The ICC also worked with Sydney's Daily Telegraph newspaper as one of the event's commercial partners. SNTV was given free access to distribution of video news releases from seven matches of the event.

In total, 148 media applied for accreditation from eight countries. Those numbers were made up of 45 print journalists, 23 radio personnel, 30 television reporters, producers and camerapersons and 50 photographers. All media applying for accreditation accepted and agreed to abide by the ICC's terms and conditions; the same was true of the ICC's last major event, the ICC World Twenty20, held in South Africa, which India won, knocking out Australia at the semi-final stage. No journalist or media outlet that applied rejected those terms and conditions or was refused accreditation on that basis.

The ICC believes its current terms and conditions for media accreditation meet the needs of rights holders in protecting their interests, thereby also protecting the revenue generated for its Members from those rights holders, while also allowing as wide coverage of its events as possible and across as many different platforms as possible.

The ICC believes it is vital that its events have their own terms and conditions determining media accreditation and access. These play the role of determining the parameters of permitted activity within a venue.

This is important because media rights for its events are sold on the basis of exclusivity. The value of those rights would be reduced substantially if that exclusivity was not possible.

That, in turn, would have a significant impact on every one of the ICC's 104 Members. As an organisation that ploughs the revenue it generates back to its Members, all of them, to a greater or lesser degree, depend upon that revenue to grow the game within their individual constituencies. A reduction in that revenue would therefore have a knock-on effect.



The ICC believes its approach is in keeping with its mission statement which appeared at the top of this submission and includes the twin aims promoting and protecting the game and its unique spirit and optimising its commercial rights and properties to the benefit of its Members.

A copy of the ICC's latest accreditation terms and conditions are attached.

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Dubai, 6 March 2009