



SILK WAY 2019 RALLY 丝绸之路拉力赛



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1- SWR (SILK WAY RALLY) OFFICIAL IMAGES FREE OF RIGHTS AVAILABLE FOR TV DURING THE RALLY.

⇒ 2 min daily for news access

⇒ Images available on FTP and DROPBOX ⇒ Images distributed by EBU & news agencies

1.2 CONDITIONS AND RULES REGARDING THE USE OF SILK WAY RALLY'S OFFICIAL IMAGES:

1.2.1 SWR non-rights-holders (broadcasters without any agreement with SWR wishing to broadcast dedicated programs from the SWR 2019) are entitled to broadcast, on a linear basis, a maximum of 1 minute Race footage per event's day to be incorporated solely within:

⇒ Regular TV news channels, sport news bulletin, magazines, sport magazines (not dedicated to the SWR).

⇒ The accredited channels are entitled to broadcast behind the scenes' footage (backstage, interviews, bivouacs...) from their own means, within framework of programs described above. The global linear basis broadcast should not exceed 2 minutes (1' of race footage + 1 behind the scenes' footage).

➤ It is important that the channel or the non-rights holder after their broadcast to should send a broadcast report including : date, time and lenght of each broadcast on tv@silkwayrally.ru

1.2.2 Non-Rights-Holders are not authorized to use any SWR pictures for commercial or sponsorship purpose. It is strictly forbidden for non-rights-holders or television to stream video pictures of the SWR by means of Internet and/or mobile distribution technologies except as follows:

⇒ The streaming is part of the simultaneous broadcast of the television channel without any change on the channel own edited generic web-site.

⇒ The streaming is part of VOD catch-up service of the entire regularly scheduled news bulletin and/or sport news bulletin on the television channel generic internet and mobile platforms.

2.1 DIGITAL SUPPORTS ENTITLED TO BROADCAST/HOST SWR OFFICIAL VIDEOS CONTENTS: Only following categories of digital supports are entitled to use SWR official videos contents: Pure player





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digital news portals, online newspapers and radio digital media, digital media related to general or specialized news, sports and motorsport news solely for its own operated website / mobile application/social networks.

⇒ It is expressly agreed that no TV channel website / mobile app shall have access to SWR official video contents.

- Official partners and teams accredited on the Silk Way Rally: solely for its own operated website / mobile application/social networks.

- IMPORTANT: for all broadcast/hosting of any other content with SWR race images, a specific agreement is required.

2.2 LICENSE CONDITIONS: The use of the here above contents are subject to the respect of the following license conditions:

Access to free access through embedded code:

⇒ Only TV channels holding rights may host/broadcast the official SWR video clips on their website and/or mobile application.

⇒ Embedded code available on the official channel: Youtube/The Silk Way Rally.

⇒ Pre-roll & post-roll advertising by the SWR prior the start and the closing of the clip, ie. A maximum of 4 sec SWR/sponsor insert into the video.

⇒ Availability through DropBox upon request to your media SWR contact. (International, Russian or Chinese)

⇒ In no case shall a third party brand, which is not an official sponsor of the event, be associated with the SWR brand or prevail from any form of sponsoring with the SWR.

⇒ The broadcast/hosting shall be limited only to the operated website and mobile application of the media/sponsor/team. It is not allowed to host/broadcast the official clips on any platform, like YouTube, Daily Motion...

⇒ It is expressly agreed that no editing / modification could be done on the original video

⇒ The access to the contents shall be free of charge for the end users and not downloadable

3- CONDITIONS TO SEND IMAGES FROM THE SWR BIVOUACS:

Camera accreditation subject to the prior consent of the SWR

Accredited camera crews or TV broadcasters, are not allowed to transmit footages from the pressroom, unless they have permission from the SWR Media Dpt who will give advice them on the terms and conditions of transmissions (International, Russian or Chinese contact according to the country where images are distributed).





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⇒ In order to obtain an authorization to send video/images from the SWR media center, media/teams/sponsors must contact the Heads of Media Department (International, Russian or Chinese contacts) beforehand and give the following details:

- o Type of images that you wish to record.
- o Size and volume of the files that you plan to send
- o Media, team/brand web site on which you would like to broadcast images (Web / Mobile). The organization will consider and reply to each request.

If you wish to get accredited to follow the rally, with no intention to record video images, the rally organizers request that you fill in and sign the following statement, which you will have to give when recovering your accreditation in Xian:

I, the undersigned, on behalf of (media, team or agency) agree to refrain from recording any video images of the 2019 Silk Way Rally. I, the undersigned, confirm that I have read the above rules concerning the use of official content and video images from the 2019 Silk Way Rally.

Date:

Signature:

