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Play The Game, Coventry
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Press Release For Immediate Publication

**DLF Indian Premier League and Global News Media
consent on terms of Coverage**

**Wire agencies to also cover the DLF IPL Season 2009
in South Africa**

Mumbai / Johannesburg, Thursday, April 9th 2009 : The DLF Indian Premier League(IPL) and the global news media industry today agreed on terms of coverage for the leagues forthcoming Season 2009 in South Africa. The News Media Coalition (NMC), on behalf of media interests worldwide, had been in discussion with the DLF IPL about media accreditation arrangements.

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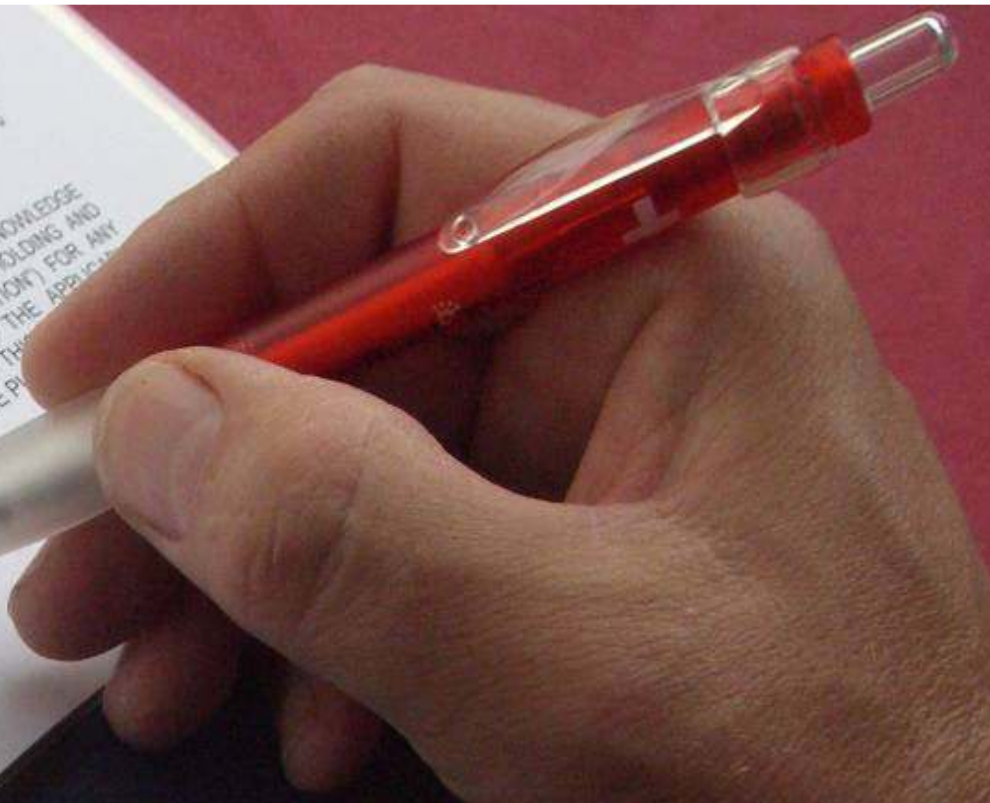
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The issues

- We are under attack by event organisations
- They want to control our coverage of their events
- They use media accreditation to limit editorial and commercial freedom
- They target our digital activities
- They work together and are coordinated globally
- No publication or agency is unaffected

- **text reports delayed** to websites
- **no 'live' pictures** and **restricted by volume**
- publication of news to **mobile phones is banned**
- **event approval for magazine publication**
- **Veto on specialist websites**
- **special supplements restricted**
- **sales of wall-charts/photo-prints etc subject to veto**
- **journalist freedom** to create content at events hampered
- innovation such as **audio-visual reporting** blocked
- attempts to **restrict free comment**

Publishers are 'truly saddened and shocked that in the name of maximizing the commercial exploitation of these events, **FIFA should effectively turn its back on the news media** which give life, on a daily basis, to football in all its different manifestations all over the world and have done so for decades'

– **Timothy Balding, WAN**



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