



News Media Freedom Charter for Events of Public Interest

In order to support an economically sustainable News Media, organisers of events of high public and news interest are expected to observe the following fundamental 'free press' principles of this News Media Freedom Charter as drawn up by the News Media Coalition.

1. Respect for the Value of the News Media

Supporting the role and values – both societal and economic – of the News Media within Event Organisers' media policies. This should include engaging with the News Media ahead of and during the preparation of clear policies impacting the News Media, such as Terms and Conditions of venue entry. The ability of the News Media to report freely benefits all stakeholders including event organisers, sponsors, other commercial partners, participants and fans.

2. Freedom to Report

No requirement that the News Media pay to report on the news or that the content they create be subject limitations on when, where, how much and in what form it is created - published or distributed to news consumers. Recognition the freedom of the News Media to rely on laws governing use of third-party content.

3. Independence of News

Editorial integrity is critical. This is undermined if an event organisation seeks control over independent news reports generally, as a condition of attendance by newsgatherers at events or by forcing the News Media to enter into commercial content agreements.

4. Access to Events and Information

The News Media must have the fullest possible opportunities for newsgatherers to attend events of high public and news interest – including any designated press or media events. If content is produced and provided by event organisations in lieu of press access (e.g. if there are genuine issues of security, public health or space constraints) this event material is to be readily available, free, newsworthy, editable and not subject to restrictions on editorial publication or distribution.

5. Ability to Innovate

As technologies and news consumption evolve, the News Media are to be encouraged to innovate around methods of news-gathering and content publishing, distribution and other forms of sharing news. News must flow as fast as technologies allow.

6. Copyright Integrity

No news organisation is to be forced to give up or assign its copyright/IP to an event organisation. Event organisations will have their own IPRs but cannot assert that they own 'all rights' related to an event. Organisations which hold legal copyright in their content should have the means to act against piracy.

7. Content Clarity

Event media policies and rules are to clearly distinguish between content created by news organisations and material produced by event organisations themselves or by partners. When issued, such 'official' content is to be accompanied by appropriate credit/labelling in the interests of clarity regarding the source.

8. Platform and Territory Neutrality

News content created in venues by the News Media is not to be subject to different rules set by event organisations in relation to the form of editorial use, platform (print, online, mobile or broadcast) or type (mainstream or social media) or territory (geo-blocking).

9. Durability of News

The historical news record of events is not to be undermined by event rules stating how long news material can be used – or reused. News content is not to have a 'shelf-life' determined by an event organisation, third party or any individual who is the subject of news.

10. Ability to Monetise News Content

A viable News Media sector needs to monetise the content it creates to recoup its costs and event organisations should help foster a strong independent News Media. Through their media policies, event organisations are to acknowledge the importance of News Media business freedoms to create, publish, distribute and share content and promote their news coverage, in parallel with a vibrant commercial media rights market.

News Media Coalition Members

News Media Coalition is an international not-for-profit trade organisation safeguarding legitimate editorial, press and news business freedoms from arbitrary controls on newsgathering and content. NMC Members are major reputable news entities including:

Agence
France-Presse



Guardian Media
Group



Associated
Press



News Corp
Australia

News Corp Australia

Australian
Associated
Press



News UK

News UK

Deutsche
Presse-
Agentur



PA Media



DMG Media

dmg media

Reach plc

Reach

EFE Agencia



SNTV



ESI Media



Stuff

stuff

European
Pressphoto
Agency



Telegraph
Media Group

The Telegraph

European
Publishers
Council



Thomson
Reuters



Getty Images

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