

NMC's Media Freedom Charter

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 to limitations on when, where, how much and in what form it is created - published or distributed to news consumers. Recognition of the freedom of the News Media to rely on laws or other legitimate means 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.

5. Official Content

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. Official material of this kind is not a substitute for independent.

6. Ability to Innovate

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

7. 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.

8. 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.

9. 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).

10. 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.

11. 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

NMC is an international not-for-profit trade organisation safeguarding legitimate editorial and news business freedoms on behalf of its Members.

Agence France- Presse		Guardian Group	Media 
Associated Press		News Corp Australia	<i>News Corp</i> Australia
Australian Associated Press		News UK	<i>News</i> UK
Deutsche Presse- Agentur		PA Media	 pa media
DMG Media		Reach plc	Reach
EFE Agencia		SNTV	 inside every story
ESI Media		Stuff	stuff
European Pressphoto Agency		Telegraph Group	Media The Telegraph
European Publishers Council		Thomson Reuters	
Getty Images			

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