

The News Media Coalition (NMC) calls upon organisations involved in staging events of high news and public interest to have positive policies towards the News Media that support Press freedom to report. As the sector provides significant societal and economic value, conditions should exist for news operations, including on-the-ground journalism, to flourish. The NMC invites organisations to implement this Charter.

## **1. Access to Events and Information**

The News Media must have the fullest possible opportunities for newsgatherers to witness events – including any designated press or media opportunities - to create their own content to inform the public. Public policymakers are encouraged to support this.

## **2. Engaging with the News Media**

Events organisations are encouraged to engage 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.

## **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. Copyright and News 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 IPRs but cannot assert they own 'all rights' related to an event. News organisations must not be expected to pay to create news.

## **5. Ability to Innovate**

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

## **6. Balancing opportunities for News Media and events**

A viable News Media sector needs to monetise the content it creates to recoup its costs and to promote their news coverage. In parallel, a vibrant commercial media rights market should exist while measures aimed at protecting broadcast rights against illegal use and piracy must not affect press freedom and the news media's ability to inform citizens<sup>1</sup>.

## **7. Official Content**

Official material of this kind is not a substitute for independent news. If content is produced and provided by event organisations in lieu of press access (i.e., 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. Such 'official' content must indicate credit/labelling the source of the material.

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<sup>1</sup> [https://www.europarl.europa.eu/doceo/document/TA-9-2021-0236\\_EN.pdf](https://www.europarl.europa.eu/doceo/document/TA-9-2021-0236_EN.pdf)

## **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.

**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.

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

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