



WOMEN'S RUGBY WORLD CUP ENGLAND 2025 NEWS ACCESS RULES FOR NON-RIGHTS HOLDING MEDIA

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1. Introduction and Legal Basis

- 1.1 World Rugby Events DAC ("**WRED**") welcomes the world's media to England to cover Women's Rugby World Cup England 2025 ("**RWC 2025**"/the "**Tournament**") and looks forward to working in partnership with you to tell the story of the Tournament and its personalities.
- 1.2 These News Access Rules ("**NARs**") apply to the use of audio and moving images of the Tournament by NRHs, including news agencies, written press and broadcasters for bona fide news reporting purposes, and they aim to provide NRHs with the content they need, without undermining Tournament commercial partners (including RHs and Tournament Worldwide Partners) or WRED Intellectual Property.
- 1.3 WRED supports freedom of reporting. Nothing in these NARs is intended to be, or shall be interpreted as, undermining editorial independence or restricting the exercise of normal journalistic activities, including expressions or comments.
- 1.4 The NARs, and any right to create and exploit RWC 2025 Content are subject to applicable laws and regulations (including without limitation provisions of copyright laws), geographical variations and any supplementary rules issued by WRED.
- 1.5 NRHs may also agree with their local RHs enhanced access to RWC 2025 Content, subject to applicable terms and conditions, including any agreement between the local RH and WRED.
- 1.6 Use by NRHs of RWC 2025 Content is conditional on them either obtaining Accreditation or being affiliated to an Accredited Party or having syndicated such RWC 202 Content from an Accredited Party as permitted under these NARs.
- 1.7 Unless defined in the body of these NARs, capitalised terms used in these NARs have the meaning set out in Section 8.

2. **RWC 2025 Content Available to NRHs**

For the purposes of these NARs, there are two types of RWC 2025 Content which can be used by Accredited Parties:

2.1 **WRED Content:** RWC 2025 content generated and owned by WRED, and available for use by NRHs across their owned Linear TV and/or (as applicable depending on the content) Digital platforms.

The WRED Content includes:

- (a) up to 90 seconds in aggregate per hour of match action for use via Linear TV only, accessed via the local RH or a News Agency ("Match Highlights"); and
- (b) a package of content made available on a daily basis via WRED's "MediaZone" platform and/or a dedicated FTP site:
 - (i) "WRED Match Day Digital Package": (Match Days only) a daily digital action package of up to 90 seconds available after the final Match of the day for use via News Websites and News Apps only;
 - (ii) "WRED Supplementary Content" available for use via Linear TV and/or Digital platforms including a recording of post-match media conferences where applicable.

2.2 **Accredited Party Video Content:** RWC 2025 content generated and owned by Accredited Parties and gathered in the Venues:

- Match Day Content: content (excluding for the avoidance of doubt any match action) captured in the Venue on Match days in the Mixed Zone and, with prior written approval of WRED, in other designated areas in the Venue.
- Non-Match Day Content: content captured from Team and Tournament media conferences, training sessions and other official Tournament events.

For the purpose of these NARs, RWC 2025 Content is WRED Content and Accredited Party Video Content.

3. **Permitted Usage**

3.1 **Programming:** RWC 2025 Content may only be used by NRHs for bona fide news reporting purposes.

3.2 **Editing:** NRHs may (i) edit the WRED Match Day Digital Package but can't (ii) combine WRED Content with other material as part of a magazine, highlights or other programmes.

3.3 **Media:** as set out in more detail in Section 4 below, RWC 2025 Content may only be used by NRHs in the following media:

- (a) The Match Highlights may only be exploited via Linear TV.
- (b) The WRED Match Day Digital Package may only be exploited via News Websites and News Apps.
- (c) The WRED Supplementary Content may be exploited via Linear TV and Digital platforms, and audio via Radio/Podcasts.
- (d) The Accredited Party Video Content may be exploited via any media.

3.4 **Commercialisation:** Exploitation of the RWC 2025 Content via Linear TV must not be commercialised in any way, and sales of sponsorship and advertising in connection with exploitation of the RWC 2025 Content via Digital platforms are subject to additional terms and conditions, as set out in section 11 below.

3.5 **Syndication:** (a) Except for approved News Agencies and publications with an established practice of syndicating across the same group news outlets, NRHs shall not be entitled to make available or provide WRED Content (as defined above) to any third party (whether by sub-licensing, syndication, sharing, embedding video players or otherwise) other than with the prior written approval of WRED, except for syndication to entities within the same group for use on their owned platforms, such as by owners of multiple news websites.

(b) NRHs shall be entitled to make available or provide Accredited Party Video Content to any third party (whether by sub-licensing, syndication, sharing, embedding video players or otherwise).

(c) Where content is syndicated, the NRH must ensure that any third party receiving such content is fully and expressly informed of all conditions and/or restrictions set by WRED relating to the content and NRHs shall be responsible for ensuring third party compliance. In the event of third party unauthorised use, misuse of the content or any breach of the associated terms and conditions of use, the NRH must immediately take all steps to enforce compliance with the conditions of use, including, if necessary, the cessation of supply of WRED content to the third party.

3.6 **News Agencies:** Approved News Agencies shall be entitled to syndicate RWC 2025 Content to their bona fide customers in the normal course of business, subject to the News Agency (i) complying with these NARs and ensuring that third parties to which it syndicates/distributes such RWC 2025 Content also comply with these NARs; or (ii) entering into and complying with WRED's standard "News Agency Licence Agreement".

3.7 **Credits/Notices:** Any use of WRED Content via Linear TV shall include either the local RH logo or a courtesy credit to the local RH (as agreed between the NRH and RH, unless otherwise advised by WRED), and any use of the WRED Match Day Digital Package must include the copyright notice for WRED that is incorporated into them as delivered by WRED.

4. Permitted Media

4.1 Linear TV

- (a) NRHs may only use RWC 2025 Content (excluding WRED Digital Highlights) on Linear TV as part of a Linear TV transmission within regularly scheduled news programming in which the local, regional, national and/or international news constitutes the main element of the programming, and specifically excluding any sports magazine, sports review/analysis, feature, editorial and/or discussion programming;
- (b) For the purposes of these NARs, Linear TV transmission may also be made available via the NRH's owned and branded Digital platforms by way of (i) simulcast of the Linear transmission in the normal course of simulcasting the output of the NRH's Linear TV channel, and/or (ii) Catch-Up availability of the entire news programme featuring the WRED Content for up to 30 days after the Linear TV Transmission;

4.2 Radio and Podcasts

The audio from WRED Supplementary Content (for clarity, excluding the WRED Match Day Digital Package) and any Accredited Party Video Content may be used by NRHs on any radio or podcast platform subject to the following conditions:

- (a) The radio programming or podcast in which the relevant materials are used cannot be positioned or promoted as official RWC 2025 programming or otherwise endorsed by WRED, cannot be dedicated to RWC 2025 and must contain stories about other news and/or sporting events, and such materials cannot be used in any promotion for any news program or any other programme; and
- (b) For the avoidance of doubt, NRHs must not broadcast commentary or analogous coverage of any RWC Matches, whether on a live or delayed basis, or any other material obtained while inside a Venue, including interviews, except for applicable WRED Supplementary Content and Accredited Party Video Content captured in the i-zone and/or mixed zone.

4.3 News Websites, News Apps and Social Media Channels

- (a) NRHs may only use any WRED Content on News Websites and News Apps. While the WRED Match Day Digital package cannot be carried natively via Social Media Channels, NRHs may include links from their owned Social Media Channels to content on their News Websites and/or News Apps.
- (b) Accredited Party Video Content may be carried natively on NRH's owned Social Media Channels.
- (c) The relevant RWC 2025 Content may only be made available in an overall news context but such News Website and/or News App and/or (as applicable) Social



Media Channel must not be positioned or promoted as dedicated to RWC 2025 (and as such must contain stories about other news and/or sporting events), or as an official RWC 2025 News Website and/or News App or Social Media Channel otherwise endorsed by WRED, and each NRH may only make available the same RWC 2025 Content (or extracts thereof) on each of its News Websites and/or News Apps.

5. Filming

5.1 Accredited Parties shall be allowed access to the Venue on Match days with cameras and smart phone recording equipment for the purposes of:

- (a) filming interviews with team members in the Mixed Zone with prior approval from WRED ; and
- (b) filming with officials and accredited media in the Venue Media Centre;

subject to the Media Accreditation Terms and Conditions

5.2 Accredited Parties shall be allowed to film at:

All official Team and Rugby World Cup media events including but not limited to team training sessions (minimum of 15 minutes training), media briefings, and community activities subject to the Media Accreditation Terms and Conditions.

For the avoidance of doubt, Accredited Parties must not film any Match action.

5.3 WRED acknowledges that copyright in Accredited Party Video Content shall reside with the relevant Accredited Party.

6. Conditions of Use

6.1 Access to WRED Content and Access to Venues to create Accredited Party Video Content is subject to the relevant NRH: (a) applying for and obtaining formal Accreditation from WRED and the terms and conditions of Accreditation produced by WRED from time to time or (b) in the case of access to WRED Content only, being affiliated to an Accredited Party or having syndicated such WRED Content from an Accredited Party as permitted under these NARs .

6.2 These NARs, and the entitlement to exploit RWC 2025 Content pursuant to them, are subject to

- (a) applicable laws and regulations; and
- (b) and any provision, term or condition of these NARs that conflicts or is inconsistent with applicable law shall be superseded by such applicable law

6.3 No use of RWC 2025 Content pursuant to these NARs may suggest that the relevant NRH or its affiliated companies, advertisers, sponsors are in any way associated with the Tournament, Tournament programming, WRED, Participating Unions and individuals and/or the commercial partners of WRED.

- 6.4 No use of RWC 2025 Content pursuant to these NARs may be presented in a manner that is prejudicial to the commercial interests of the local RH in the applicable territory.
- 6.5 NRHs may not infringe or dilute, or facilitate the infringement or dilution of the rights of any third party officially associated with WRED and/or the Tournament (including, without limitation, RHs) and in this regard the NRHs shall not, without limitation:
- (a) place any advertising and/or other messages (commercial or otherwise) before, during or after the broadcast, transmission, streaming and/or other making available of any editorial, audio/visual footage or imagery relating to the Tournament in such a manner as to imply an association and/or connection between any third party (including, without limitation, their products or services) and the Tournament and/or WRED; and/or
 - (b) add to any RWC 2025 Content accessed or produced pursuant to these NARs any sponsorship, product placement, signs and/or other credits (commercial or otherwise) in or around broadcast, transmission, streaming and/or other making available of such RWC 2025 Content; and/or
 - (c) enter into any sponsorship or similar agreements or arrangements for the broadcast, transmission, streaming and/or making available of any audio/visual footage relating to the Tournament; and/or
 - (d) allow any Tournament-related element of any sports news bulletin to carry stand-alone sponsorship; and/or
 - (e) on digital platforms, to position any RWC 2025 Content adjacent to any pre- or post-roll advertising or sponsorship and/or allow any embedded advertising within such RWC 2025 Content; and/or
 - (f) allow any videos utilising RWC 2025 Content in any editorial articles on digital platforms except as expressly permitted under these NARs; and/or
 - (g) alter any RWC 2025 Content in any way so as to remove, change or obscure any advertising or commercial messages appearing in the original footage (including, by way of example and without limitation, any venue signage).
- 6.6 NRHs must ensure that the Match Highlights (broadcast use) may only be accessed and viewed within the territory for which the Accredited Party is registered, including but not limited to the use of industry standard encryption and geo-blocking technologies. There is no geo-blocking restriction on the WRED Digital Action.
- 6.7 The Match Highlights and WRED Digital Action may not be aggregated and/or archived by NRHs. All exploitation pursuant to these NARs of the Match Highlights and WRED Digital Highlights content must cease by the earlier of the expiry of the period of exploitation set out above and 31 December 2025.

- 6.8 NRHs must ensure that the Match Highlights and WRED Match Day Digital Action Package are not available for download and/or storage by end users.
- 6.9 Upon reasonable request from WRED, NRHs shall supply WRED with an electronic or physical copy in a mutually agreed industry standard format of Accredited Party Video Content they have filmed and recorded within the Venues /areas pursuant to these NARs, including but not limited to for use in internal disciplinary investigations or proceedings. NRHs shall use their best endeavours to supply WRED with such materials within 24 hours of the request from WRED.

7. Breaches of these NARs

- 7.1 If an NRH (or permitted third party for which it is responsible) is in breach of any term of these NARs, or demonstrates an intention to do so, WRED (without prejudice to its other rights and remedies) reserves the right (exercisable at its discretion and without notice or liability to the applicable NRH) to withdraw the right to use or access RWC 2025 Content, Accreditation and/or refuse to permit access to any accredited persons to Venues for the purpose of ensuring compliance with these NARs.
- 7.2 WRED shall be entitled to allow or disallow an application for registration under these NARs in its discretion, and will be entitled immediately to withdraw permission to access RWC 2025 Contents pursuant to these NARs in the event of breach of these NARs by a NRH without liability to such NRH.

8. Contact Information

For media accreditation and operational enquiries, please contact
mediaoperations@england.rwc.rugby

9. Definitions

Where not explicitly defined in these NARs, defined terms shall bear the meaning set out in the Media Accreditation Terms and Conditions for RWC 2025.

For the purposes of these NARs, the following terms shall bear the meanings set out below:

“Linear TV” means a television transmission that is part of a scheduled linear service and that does not permit an end user to choose the time at which it watches such content. For the purposes of these NARs references to “Linear TV” shall include digital simulcast and Catch-Up services in accordance with the terms and conditions of section 4.1.

“News Agency” means a media organisation whose primary business is the reporting and syndicating of news content

“News Apps” means a news-based digital application operated by a NRH which is a bona fide digital news provider which is branded with the brand of, and under the control of, the NRH.

“News Websites” means a news website operated by a NRH which is a bona fide digital news provider and which is branded with the brand of, and under the control of, the NRH whose website it is.

“NRH(s)” means a broadcaster, online news organisation or news agency that is not a WRED Licensee, but that is authorised (where applicable) to access and exploit RWC 2025 Content.

“RH” means an entity with which WRED has entered into an agreement for the grant of media rights in respect of the Tournament.

“Social Media Channel” means an Internet-based platform (by way of example, YouTube, Facebook, Snapchat, X (formerly Twitter), Instagram and TikTok) which allows account holders of that platform to post or display content (including audio-visual content) which can be viewed by other end users of that platform and whose primary focus is to promote engagement with and/or between the applicable account holders and end users of that platform.

“Tournament Principal Partners” shall mean those companies appointed by WRED as first tier sponsors of the Tournament.

“Venue” means an area under the control of France 2025 and/or WRED for the Tournament which requires Accreditation(s) to gain access including, without limitation, the stadium at which Matches are taking place, all media facilities within the stadium, open team training sessions with Participating Unions, interviews, press conferences, functions and events organised by the Participating Unions.