

ATLANTIC COAST CONFERENCE (ACC) NEWS ACCESS GUIDELINES FOR 2011-12

GENERAL GUIDELINES: Credentials issued by the Atlantic Coast Conference and/or Atlantic Coast Conference institutions are intended to assist Agencies in their coverage of Atlantic Coast Conference events and authorizes the use by the Agency of any descriptions, accounts, photographs, films, audio or video recordings, or drawings of the Event solely for news and editorial coverage of the Event in accordance with the News Access Guidelines contained herein as established by the Atlantic Coast Conference and its television/digital rights licensees for the 2011-12 seasons. Any other use or attempted use of any coverage of the Event by the Representative or the Agency is expressly prohibited, unless the Agency has obtained the prior specific written permission of the Atlantic Coast Conference for such other use.

Any secondary or commercial use of any picture, audio description, film/tape or drawing of the game taken or made by the accredited organization or individual to whom a Credential has been issued (including, but not limited to use in delayed editorial, advertising, sales promotion or merchandising) is prohibited without prior specific written approval of the Atlantic Coast Conference.

The Atlantic Coast Conference and its television/digital rights licensees reserve the right to modify these Guidelines at any time. Questions concerning these general guidelines can be directed to Michael Kelly, ACC Associate Commissioner for Broadcasting, Communications & Football Operations, at mkelly@theacc.org or by calling 336-369-1219.

HIGHLIGHT POLICY: The Representative or Agency shall not use more than two (2) minutes of video highlights from the Event, regardless of the origination of said highlights, and such usage shall be limited to a regularly scheduled television newscast aired by the Agency within a 48-hour period following the conclusion of the Event. No in-progress highlights of an Event may be distributed or displayed. Newscasts containing highlights from the Event may be simulcast in real time (i.e. live) on the station's website, but no newscasts containing highlights from the Event may be shown on a delayed basis on such website, on an on demand basis or archived on such website or be made available on any basis to any third-party website or by streaming to any wireless device or service. The newscast in which such highlights are shown must be a news program in which the sports content is comprised of multiple sports. No more than four (4) minutes, in the aggregate, of highlights from all events being telecast by ESPN/ABC may be used in any single thirty (30) minute program and no more than six (6) minutes of such material may be used in any single sixty (60) minute program. No sublicensing of usage rights to any other entity is permitted.

Accredited Agencies are prohibited from utilizing any video highlights captured at an athletic contest on any digital media distribution platform including, without limitation, the internet, wireless handsets, mobile applications, podcasts, etc. without prior written license from the Atlantic Coast Conference or its designee except for the real-time simulcasts specifically set forth in the preceding paragraph.

Questions concerning these highlight policies can be directed to Michael Kelly, ACC Associate Commissioner for Broadcasting, Communications & Football Operations, at mkelly@theacc.org or by calling 336-369-1219.

ACC VIDEO CLIP SERVICE (AVCS): Broadcast media outlets will be able to access ACC highlights and press conference excerpts via the ACC Video Clip Service (AVCS) throughout the entire 2011-12 sports calendar. This video content will only be available for download in digital files that can be accessed on the AVCS by registering through Scott McBurney, ACC Assistant Commissioner for Advanced Media at smcburney@theacc.org or by calling 336-851-6067. This FTP site will replace the weekly ACC satellite feed that was provided in previous years by the ACC Advanced Media department, and will provide a timely and convenient mechanism for broadcast media outlets to gain access to ACC licensed content for their newscasts.

ACC DIGITAL CONTENT: Agencies with interest in accessing or licensing ACC digital content beyond what is provided in the guidelines set forth in the preceding paragraphs should contact Colin Smith, Vice President for New Media & Distribution at Raycom Sports at csmith@raycomsports.com or by calling 704-378-4487.