

Metadata in the Rights Battle with Events

Andrew Moger, IPTC, Amsterdam 2013



New User? | Secure Login

Defending the public's right to know and the news media's ability to inform

Home About NMC Contact Us

You are here: Home

News

India Cricket Protests Escalate Further

13th February 2013 | Public

The worldwide profile of Indian cricket - and its commercial partners - has taken another knock with the decision of Australian news media to downplay the next big cricket tour ...

[Read More](#)

Leveson update: Cross-party talks reach stalemate

7th March 2013 | Members only

Three months after Lord Justice Leveson submitted his report on the future of press regulation, cross-party talks are in deadlock with Labour and the Conservatives failing to ...

[Read More](#)

Upcoming Events

SA PGA Championships

Thursday 14 March 2013 - Sunday 17 March 2013

[External link to event organisation](#)

[Internal link to web page](#)

South Africa Vs Pakistan- second one day international

Friday 15 March 2013

[External link to event organisation](#)

[Internal link to web page](#)

RBS 6 Nations Wales v England

Saturday 16 March 2013

World Press Review in 140 characters

The Leveson Twitch

Tweets from a list by News Media Coalition

AP The Associated Press @AP 1m

China may end labor re-education camps, used by local police to punish critics without trial: apne.ws/YXcOTw - VW

Show Summary

J Journalism.co.uk @journalismnews 7m

Find out how to come up with fresh ideas and write the perfect pitch: bit.ly/LIRFT6 #freelance #journalism

Expand

The Times of London 7m







@No1 Fan

Just seen your great goal!
News site says you being
transferred? 2m





ASHES LIVE: Australia v England - day four as it unfolds in Adelaide

**SIDE: AUSTRALIA ARE
2-0 INNINGS AND**

LIVE

What about England?

They were playing beautifully and to say that the weather will be the biggest factor on the last day.

England should squeeze home but if the rain arrives as promised the tourists could miss out on a gilt-edged chance to take a crucial series lead.

Due to the time lost we'll be starting half an hour early at 11.30pm and I'm here from 11pm (GMT) tonight.

LIVE

*Australia won the toss and chose to bat

- [Live scoreboard](#)
- [Key dates and venues](#)
- [England player guide](#)
- [Australia player guide](#)
- [Who to follow on Twitter](#)

THE ARRIVAL OF SPRING IN WOLDGATE, EAST YORKSHIRE IN 2011 (TWENTY ELEVEN)









Wat is uw mening?

i30



BOEK HIER
UW TESTRIJ

NEWS OPINION NATIONAL AFFAIRS BUSINESS AUS IT HIGHER ED MEDIA SPORT ARTS LIFE MAGAZINES CAREERS VIDEO

OPINION MEDIA DIARY BROADCAST PRINT DIGITAL MARKETING FROM THE PAPER TOP 50

MEDIA

Tweet 0

Recommend 0

A+ A- Print

Publishers ban 'Orwellian' BCCI's images of India cricket tour

LARA SINCLAIR The Australian February 13, 2013 3:43PM

NEWS Limited and AAP will join a protest against publishing images and video from Australia's upcoming cricket tour of India after the Board of Control for Cricket in India locked out Getty Images, which supplies four of the biggest media companies.

The lock-out, which could prevent high-profile Australian media companies from accessing independent, expert images of the on-field action, was described as arrogant, "Orwellian" and contrary to the notion of a free press by Fairfax, which appears also to support the ban.

However a spokesperson would not confirm if Fairfax would join a publishers' protest, saying, "We will be making our own decisions".

The boycott follows a decision by the Australian Broadcasting Corporation not to broadcast or report live from the tour after commentator Jim Maxwell was told he could not report from inside any of the Indian grounds.

The ABC refused to pay for broadcast rights after the BCCI asked for increased fees and an additional sum to hire commentary facilities at the grounds.



The protest follows a similar one from British newspapers and their websites during England's recent tour of India, during which they refused to publish live photos or video grabs of the action.

A statement from The Newspaper Works suggested major Australian

OPINION 2 of 4



MARK DAY

'If things are so bad in sport, why has anyone blabbed before now?'



ADVERTISEMENT

Sponsored Links

[Start with one](#)

Find out how you can make 1 degree of difference

[Breaking news video!](#)

Watch the latest Local and National breaking news

[Celebrity news and video!](#)

Up to the minute celebrity gossip, photos & celebrity videos





The British Olympic Story Through British Eyes

IPTC CAPTION TEMPLATE

Contact the NOPPP Picture Desk

033 2012 1439 / 033 2012 1442

email : info.nopp@gmail.com

Feeds: Olympics and Data loaded...

London,UK,12/08/12 Picture by Ri...

Metadata Picture Versions

Caption
London,UK,12/08/12 Picture by Richard Pelham
London 2012 Olympic Games
Excel Arena, Boxing Super Heavy (+91kg)
Roberto Cammarelle (ita) RED v Anthony Joshua (gbr) BLUE
Action from super heavy Final

Headline Boxing Mens Super Haeavy (+91kg) Final BX028

People **Select...**

Keywords **Select...**

Photographer Richard Pelham **Select...**

Photographer title 0600392

Copyright The Sun **Select...**

Copyright notice

Provider Richard Pelham/NOPP **Select...**

Contributor **Select...**

Rights contract

Source The Sun

Title

Instructions
EDITORIAL USE ONLY. This material is provided under the terms of the 2012 NOPP agreement.
MANDATORY CREDIT MUST BE OBSERVED.NO PHOTO SALES

Taken on 12/08/2012

Date received

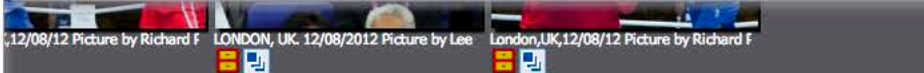
Job description

Job number

Associated content
Picture 8255



Picture 8255 rgb JPEG 4.8M (15.2M) - 12.51x10.62inches @ 200ppi



Filters

North Gre

London,UK

LONDON, U

PGA CHAMPIONSHIP



HOLE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
PAR	4	5	3	4	4	4	4	4	3	4	4	5	3	4	4	4	4	4

START LEADERS

GOOSEN
GAY
KARLSSON
SINGH J

1	2	2	3	3														
E	1	1	2	2	2	2	2	2	2	3	4	4	4	3	2	2	2	2
2	1	E	1	1	2	2	3	3		E	E	E	E	E	1	1	2	2
1	1	1	1	2	2	1	1	1										

CURTIS
HARRINGTON

2	3	3	3															
1	1	2	2	2	2	2	2	2	2									





JAAA to tighten restrictions on local press for Trials

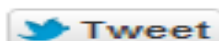


CITING abuses by media personnel and inequitable treatment by media houses, the Jamaica Athletic Administrative Association (JAAA) is planning to tighten its restrictions on the local press at this weekend's Supreme Ventures National Senior Championships at the National Stadium.

"The JAAA must seek to maximise its revenue and in maximising its revenue we had to make some decisions," says a committee member.

Launch of official RWC 2015 digital platforms

(RUGBYWORLDCUP.COM) Tuesday 24 January 2012



Tweet

20



Like

3



- Award-winning Rugby World Cup platform refocuses on England 2015
- rugbyworldcup.com set to reach out to more fans
- New innovations to be added over the next four years
- Digital media key to tournament awareness and ticket sales

Rugbyworldcup.com, the official website of Rugby World Cup 2015 in England, has launched today, underlining the commitment of the Tournament Organisers to deliver an innovative digital offering for Rugby's showcase event.

The website will build on the success of the award-winning Rugby World Cup 2011 platform and will enable fans to engage with the Tournament through a variety of mediums as preparations build towards England's hosting of the event.

Rugbyworldcup.com achieved record digital traffic during Rugby World Cup 2011 attracting:

- 17 million unique users to the website
- 3.5 million downloads of the official Tournament App
- 1.4 million Facebook page 'likes'
- 4.5 million views of match action via the official YouTube page.



The screenshot shows the Twitter profile for Rugby World Cup (@rugbyworldcup). The profile header includes the IRB Rugby World Cup 2015 logo, the name 'Rugby World Cup', and the handle '@rugbyworldcup'. Below this is a bio: 'The official Twitter site for Rugby World Cup. TM © Rugby World Cup Limited 2012. England - http://www.rugbyworldcup.com'. The main content area is divided into two columns. The left column is titled 'Stay in touch with Rugby World Cup' and contains a sign-up form with fields for 'Full name', 'Email', and 'Password', and a yellow 'Sign up' button. The right column is titled 'Tweets' and displays a list of tweets from the account, each with the Rugby World Cup logo and a snippet of text. At the bottom of the screenshot, a dark grey banner contains the text: 'Twitter is one of the digital platforms available to rugby fans for RWC 2015'.



News Media Coalition slams BCCI for its continued ban on photo agencies

PTI | Feb 22, 2013, 10.16 PM IST

NEW DELHI: News Media Coalition, comprising some international and domestic news agencies, on Friday criticised the BCCI for its continued refusal to grant accreditation to certain photo agencies, resulting to the boycott of photo coverage of the ongoing India-Australia Test by sections of international media.

The NMC said in a statement that international cricket fraternity was suffering due to the media policy of [the Indian Board](#) with [the India-Australia Test tour](#) becoming the third series to India to fall victim of BCCI's decision.

NEWS

BUSINESS

SPORTS

ENTERTAINMENT

LIFE

OPINION

PHOTOS & VIDEOS

CLASSIFIED

Hockey

Soccer

Football

Baseball

Basketball

Golf

Times Colonist

Sports

Cricket

AP suspends text and photo coverage of Australia cricket tour of India

THE ASSOCIATED PRESS /

FEBRUARY 22, 2013

 Share 0  Tweet 0  Google + 0  Share 0

 Email  Print

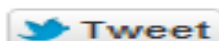
LONDON - The Associated Press has suspended coverage of Australia's cricket tour of India, starting with Friday's first test in Chennai. The dispute has arisen because of restrictions introduced by the Board of Control For Cricket In India, the sport's governing body in the country.

The BCCI has barred photo-only agencies from covering games and has made a small number of its own photographs available to media.

Other international news organizations have also suspended coverage. Similar action was taken during England's tour of

Launch of official RWC 2015 digital platforms

(RUGBYWORLD CUP.COM) Tuesday 24 January 2012



Tweet

20



Like

3



- Award-winning Rugby World Cup platform refocuses on England 2015
- rugbyworldcup.com set to reach out to more fans
- New innovations to be added over the next four years
- Digital media key to tournament awareness and ticket sales

Rugbyworldcup.com, the official website of Rugby World Cup 2015 in England, has launched today, underlining the commitment of the Tournament Organisers to deliver an innovative digital offering for Rugby's showcase event.

The website will build on the success of the award-winning Rugby World Cup 2011 platform and will enable fans to engage with the Tournament through a variety of mediums as preparations build towards England's hosting of the event.

Rugbyworldcup.com achieved record digital traffic during Rugby World Cup 2011 attracting:

- 17 million unique users to the website
- 3.5 million downloads of the official Tournament App
- 1.4 million Facebook page 'likes'
- 4.5 million views of match action via the official YouTube page.



The screenshot shows the Twitter profile for Rugby World Cup (@rugbyworldcup). The profile header includes the IRB Rugby World Cup 2015 logo, the name 'Rugby World Cup', and the handle '@rugbyworldcup'. Below the header, there is a bio: 'The official Twitter site for Rugby World Cup. TM © Rugby World Cup Limited 2012. England - http://www.rugbyworldcup.com'. The main content area is divided into two columns. The left column is titled 'Stay in touch with Rugby World Cup' and contains a sign-up form with fields for 'Full name', 'Email', and 'Password', and a yellow 'Sign up' button. The right column is titled 'Tweets' and displays a list of tweets from the account, each with the Rugby World Cup logo and a snippet of the tweet text. At the bottom of the screenshot, there is a dark grey banner with white text that reads: 'Twitter is one of the digital platforms available to rugby fans for RWC 2015'.



FOR PRESS OFFICIALS
YES No

COLLECTING PASS, REPORTER/PHOTOGRAPHER MUST SIGN BELOW
I AM ATTENDING THE EVENT AS AN AUTHORISED REPRESENTATIVE OF
MEMBER TITLE ABOVE, AS DEFINED IN AND SUBJECT TO THE AGREEMENT

ing material to any other media organisations or entity, please give full details if known.
e note that use of your material by non-NPA members will be subject to separate terms and
ditions.

I CONFIRM THAT THE ABOVE INFORMATION IS CORRECT TO THE BEST OF MY KNOWLEDGE
AND I CONFIRM MY CONSENT TO THE APPLICABLE LEAGUE AND CLUB HOLDING AND
USING ANY INFORMATION CONTAINED IN THIS DOCUMENT ("INFORMATION") FOR ANY
ADMINISTRATIVE PURPOSES. IN ADDITION I HEREBY CONSENT TO THE APPLICABLE
LEAGUE AND CLUB DISCLOSING ANY INFORMATION CONTAINED IN THE ABOVE
THE NEWSPAPER PUBLISHERS' ASSOCIATION FOR ADMINISTRATIVE PURPOSES.
REPORTER/PHOTOGRAPHER
(and sign)

17



- **text reports delayed to websites**
- **no 'live' pictures and restricted by volume**
- **publication of news to mobile phones is banned**
- **event approval for magazine publication**
- **Veto on specialist websites**
- **special supplements restricted**
- **sales of wall-charts/photo-prints etc subject to veto**
- **journalist freedom to create content at events hampered**
- **innovation such as audio-visual reporting blocked**
- **attempts to restrict free comment**

KEY CONCERNS

- Long term selling of media rights bundles

KEY CONCERNS

- Long term selling of media rights bundles
- News media focussed on short term

KEY CONCERNS

- Long term selling of media rights bundles
- News media focussed on short term
- Events which take exposure for granted
- News media failing to articulate its value

NMC contact network

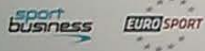
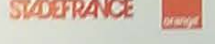
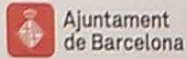
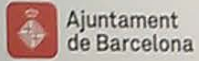
World Association of Newspapers;
European Publishers Council;
European Newspaper Publishers Association;
Periodical Publishers Association;
Thomson Reuters;
PANPA;
Associated Press;
Agence France-Presse;
Newspaper Publishers Association;
Newspaper Society;
Society of Editors
Fairfax Media, Australia and New Zealand;
News Ltd;
News International;
L'Equipe
Mirror Group;
APN/Independent News & Media;
New Zealand Newspaper Publishers
Association;

dpa Deutsche Presse-Agentur GmbH;
European Pressphoto Agency;
Getty Images;
World Editors Forum;
International Sports Press Association;
Sports Journalists Association;
Football Writers Association;
Optasportsdata;
Press Association;
SIC - Sociedade Independente de
comunicação, SA;
Associated Press Sports Editors;
American Society of Newspaper Editors;
National Newspapers of Ireland;
European Federation of Magazine Publishers;
PressesSports;
National Union of Journalists;
European Federation of Journalists
Scottish Daily Newspaper Society;
New Zealand Press Association;

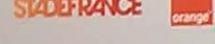
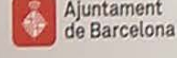
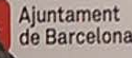
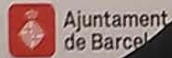
7-9 MARÇ 2012



SPORT
What's next?



www.globalsportsforum.org





Editorial Freedom's Not For Sale!