

2012 USA Basketball Policy For Online Use By Media

TO: WORKING MEDIA
FROM: USA BASKETBALL
DATE: January 23, 2012
SUBJECT: 2012 USA Basketball Policy For Online Use By Media

Set forth below are the terms and conditions which govern the online use of the following elements on the websites of those news media organizations that are authorized by USA Basketball ('USAB') ("Authorized Media Organizations") to access USAB arenas, practice facilities or other venues that are either controlled by USAB or at which USAB-related events take place (collectively, "USAB Venues"): (i) video and/or audio excerpts of practices, interviews, press conferences and other non-game content gathered at such USAB Venues (collectively, "Non-Game Action Content"); and (ii) photographs of USAB game and non-game action gathered at USAB Venues ("USAB Photos").

Non-Game Action Content:

1. Under no circumstances may Non-Game Action Content include any USAB game action video and/or audio footage.
2. Non-Game Action Content may only be used for news reporting and other editorial purposes.
3. Subject to the exception for press conferences set forth below, no more than two (2) minutes of Non-Game Action Content may be made available online to end-users per day.
4. Press conferences may be streamed live and re-exhibited (subject to the 72-hour limitation set forth below).
5. Non-Game Action Content (other than press conferences as set forth above) may not be streamed or otherwise transmitted on a live basis.
6. Non-Game Action Content may not be made available online for more than 72 hours after it is first posted, and in no event may Non-Game Action Content be posted or otherwise stored in any archive available online to end-users after such 72-hour period.
7. Where commercially practicable, Non-Game Action Content must be geo-blocked so that it is only made available in the United States and Canada.
8. No sponsorship or advertising may be used in a manner that implies any association between any advertiser and USAB, any USAB team or Non-Game Action Content.

9. Use of Non-Game Action Content must be accompanied (on the primary website page on which the Non-Game Action Content is located) by links back to www.usabasketball.com.
10. The limitations on Non-Game Action Content shall not be construed to limit "stand-up" reports from USAB Venues by Authorized Media Organizations that do not include game action footage or Non-Game Action Content.

USAB Photos:

1. USAB Photos may only be used for news reporting and other editorial purposes.
2. No sponsorship or advertising may be used in a manner that implies any association between any advertiser and USAB, any USAB team or the USAB Photos.
3. Photo galleries shall be limited to a reasonable number of USAB Photos.
4. USAB Photos may not be included in photo galleries that may be viewed in a high-speed sequential manner so as to approximate video.

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The above terms and condition are in addition to those set forth in any media credential issued to Authorized Media Organizations. Any violation of these terms and conditions may result in revocation of the violator's USAB media credential, denial of access to USAB Venues and/or subject the violator to any other remedy available to USAB.

The rights granted by this policy may not be assigned or otherwise transferred in any manner without the prior written consent of USAB.

Any use of Non-Game Action Content or USAB Photos at times and/or in circumstances not expressly permitted by this policy, and any use of USAB game action footage, requires a separate license from USAB.

Any online use of any Non-Game Action Content or USAB Photos shall constitute acceptance of these terms and conditions.