

HSBC FEI World Cup™ Eventing 2009: Broadcast Rights

Broadcast Rights

“**Broadcast Rights**” shall be understood in the widest sense of the term, as it may be used from time to time, and shall mean the unlimited right to broadcast the Event, by means of moving video images and/or accompanying sound and/or sound radio system wholly or in part and for an unlimited number of times. The means of financing (such as free or pay), the technical method of electronic signal delivery (over-the air such as via terrestrial transmitters, or via satellite or via physical conductors such as cable or telephone lines, or any combination thereof or through the Internet) as well as the form of signal display (on whatever type of screen and by whatever norm or standard) shall be irrelevant.

Furthermore, by way of example, but not limitation, Broadcast Rights shall be deemed to include:

- (i) The exclusive right to deliver and display moving video images and/or accompanying sound of the Event to or on any system of individualised distribution of such moving video images and/or accompanying sound and/or sound radio to any form of receptacle or device whether via a global communications matrix (such as the Internet) which interconnects, either directly or indirectly, individual computers (whether integrated with other technology or otherwise) and/or computer networks and/or any telecommunications system and/or any digital based broadcast service or any present or future systems performing a similar function and which may or may not incorporate an overlay or any other form of textual or graphic information or other material or facility to allow viewer response or other interactive elements, with or without static information, statistics, quizzes, competitions, games, and which includes video on demand services and all other multimedia, interactive and associated rights as may exist now or in the future;
- (ii) The exclusive right to display for private or public viewing (to audiences which may or may not make payment to view) any kind of recordings of moving images made or obtained in any standard or format on a screen with the aid of stand-alone equipment, for example video recorders and/or CD ROM machines or via closed circuit the exhibition or transmission of a visual signal over individually wired systems) or in flight systems; and
- (iii) The exclusive right to produce, transmit and broadcast the official film of any Event.