

APPENDIX K

ATLANTIC COAST CONFERENCE 2020-21 NEWS ACCESS AND DIGITAL MEDIA USE GUIDELINES

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 an ACC events 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. Any other use or attempted use of any coverage of an ACC event by a Representative, Agency, or other individual is expressly prohibited, absent 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 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 should be directed to: Ben Tario, Senior Associate Commissioner, CFO, Business and Legal Affairs (btario@theacc.org).

HIGHLIGHT POLICY: An accredited Representative or Agency shall not use more than two (2) minutes of video highlights from an ACC 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 and operators of digital media platforms 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.

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 sports calendar. This video content will only be available in a digital file format that can be accessed on the AVCS. To register for this service please contact either Slim Vollinger, Director of Advanced Media at svollinger@theacc.org or Scott McBurney, Associate Commissioner for Advanced Media at smcburney@theacc.org. The AVCS will provide video content in a timely and convenient manner for broadcast media outlets to gain access to ACC licensed content for their newscasts, subject to the provisions above.

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 Chad Swofford, Vice President and General Manager of ACC Digital (cswofford@raycomsports.com / (704) 378-4473).