



EMIRATES CRICKET BOARD

RULES AND GUIDELINES FOR BROADCAST/LIVESTREAMING CRICKET MATCH(ES)

PREAMBLE:

Emirates Cricket Board (ECB), the sole regulatory authority tasked with the responsibility to manage and control the affairs of the game of cricket in United Arab Emirates (UAE), is conscious of the fact that cricket is one of the popular game in UAE, due to which individuals and entities are actively trying to organize private cricket matches/ tournaments.

ECB being an Associate member of the International Cricket Council (ICC) is under obligation to follow the rules formulated by ICC and as the sole regulator of all forms of the game of cricket in UAE, ECB is duty bound to ensure that the laws of cricket as formulated from time to time by ICC as well as by ECB itself are followed in true letter and spirit.

ECB must take into account the integrity of the game; players workload management; duration of the tournaments they are participating in; selected venues for the event(s); and that all other related segments meet the criteria of a reasonable and professional standard in order to avoid any undue harm to the game/ players owing to mismanagement of any kind on part of the organizers.

ECB must also ensure that the scheduling of participants'/ players' development activities which include, inter alia, skills involving bowling, batting and fielding techniques, at various cricket academies is not hampered due to a clash between the dates of such activities and the proposed cricket events.

ECB, furthermore, whilst assessing the fulfillment of requirements to be satisfied by a proposed Private Cricket Event, must protect its own commercial interests, so as to avoid unwarranted conflict of interests at a later stage.



ECB is the sole authority to sanction all cricket match(es) However, sanctioning match(es) and tournaments involving National Teams(National Governing Bodies) other the UAE national teams and matches and tournaments involving any international players will be dealt on case-to-case basis.

Accordingly, in light of the above guidelines and in pursuance of the ICC Rules relating to Disapproved Cricket and to ensure proper regulation and supervision of cricket events in terms of maintaining the integrity of the sport, these Rules are hereby formulated as follows:

1. NAME & APPLICABILITY:

These rules may be called ECB Rules and guidelines for Live-Streaming Cricket Tournaments and shall apply to all Private Tournament(s), Private Cricket Event(s) and/or Private Match(es) organized privately wherein any Club Team/Player, Cricket Council Team/Player, Department/Service Organization Team/Player, Registered Player, Registered Match Official, Registered Player Support Personnel, Coach or any individual or organization affiliated with ECB participates. These rules however will not apply on the match (s) or tournaments organized for players less than the age of 16 years.



2. DEFINITIONS:

Unless the context otherwise provides:

- i. “Board” or “ECB” where used means the Emirates Cricket Board.
- ii. “Registered Player” means a player(s)/cricketer(s) who is engaged by the ECB under the Emirates Cricket Board Registration Online Portal which retains him on a basis in accordance with the terms and conditions of such registration.
- iii. “Chairman” means Chairman of the Board.
- iv. “Vice Chairman” means Vice Chairman of the Board.
- v. “General Secretary” means the person appointed as Secretary or Chief Executive Officer of ECB.
- vi. “Cricket Event” means any cricket tournament or Match in any format of the game of cricket and shall include all social, commercial and charitable events.
- vii. “Cricket Operations Executive” means the person appointed by ECB for managing the cricket operations of ECB.
- viii. “Disapproved Cricket” means the Cricket Event being held/organized: (a) without obtaining No Objection Certificate (NOC) from ECB; or (b) in violation of such NOC granted by the ECB or Tournament Evaluation Committee and includes complete tournament(s) and/or individual match(es).
- ix. “Domestic Cricket” mean and refer to cricket tournament(s) or match(es) in any format of the game happening under the auspices of ECB.
- x. “Coach” means the person appointed as such by the Board to manage cricket operations.
- xi. “Head of Security and Anti-Corruption” means the person appointed as such by the Board.
- xii. “No Objection Certificate” or “NOC” means the approval issued by ECB or Tournament Evaluation Committee for conducting/organizing the Private Cricket Event.
- xiii. “Live-streaming Cricket Match(es)” or “LCM” shall mean a Cricket Match(es) organized and conducted by a private organizer, including any person or entity which



does not have any affiliation with the Board in any manner whatsoever. The terms “Private Tournament(s)” or “Private Match(es)” shall be construed in a similar fashion.

- xiv. “Registered Match Official” includes the match umpire and referee and means the person performing functions in the said capacity(ies) under a contract/engagement with ECB or any cricket Council, club, department or service organization affiliated with ECB.
- xv. “Registered Player Support Personnel” means any player support personnel performing functions in the said capacity(ies) under a contract/engagement with
- xvi. ECB, or any cricket Council, club, department or service organization affiliated with ECB.
- xvii. “Registered Player” means the player registered with ECB or any cricket Council, club, department or service organization affiliated with ECB.
- xviii. xvii. “Tournament Evaluation Committee” or “TEC” means the committee constituted under these Rules for grant of NOC for Private Cricket Events.

The meaning of any term not defined hereunder shall be interpreted in accordance with the ECB Rules, Guidelines for Clubs/Departments/Regional Cricket Council and/or any other by-laws, codes, rules & regulations formulated by ECB.

3. COMPOSITION OF LIVE-STREAMING CRICKET MATCH(ES) EVALUATION COMMITTEE:

The Tournament Evaluation Committee shall comprise the following:

- i. Development Manager
- ii. Head of Security and Anti-Corruption
- iii. Cricket Operations Executive

4. PROCEDURE TO APPLY FOR APPROVAL OF LIVE-STREAMING CRICKET EVENT/TOURNAMENT/MATCH:



In order to any private organizer wishing to hold any LCM in UAE, to whom these Rules apply, a NOC must be obtained from the TEC for which the procedure provided below shall be followed:

- i. An application in the name of TEC shall be filed at the office of ECB, International Cricket Council Academy, Dubai Sports City, Dubai, not less than forty-five (45) days prior to holding of such LCM.
- ii. In addition, the applicant shall provide the documentation/information relating to the proposed LCM:
 - a) Duration, dates and timings of the proposed event;
 - b) Format of the proposed event;
 - c) No. of matches taking place in the proposed event;
 - d) Names and logos of teams;
 - e) Names of participating match officials and players;
 - f) How the LCM satisfies the criteria laid down in Article 7 infra;
 - g) The purpose of organizing the LCM;
 - h) The details of sponsors and broadcasters (if any) along with the terms and conditions finalized with them. The final list of sponsors may be provided to the TEC up to seven (07) working days prior to the commencement of the LCM;
 - i) Proposed venues to be used; and a Surety Bond signed by the Venue Administrator assuring that the ECB rules and guidelines for LCMs, shall be implemented in true letter and spirit during such match(s) and the venue will be answerable of any such violation.
 - j) Any other information that may later be sought by the TEC.
- iii. An affidavit of the applicant affirming and declaring that he/they shall abide by the ECB's playing conditions; ECB Rules including the ECB's Anti-Corruption Code for Participants;



Code of Conduct for Players and Player Support Personnel; ECB's Anti-Doping Rules and any other applicable rules formulated by ECB from time to time.

- iv. The applicant shall be bound to provide any other information as required by the TEC in order to process the application and grant NOC.

- v. In case TEC is satisfied with regard to modalities of the LCM, the private organizer will be asked to submit to ECB a Sanctioning Fee, which may be revised from time to time at the sole discretion of ECB, through a Pay Order/Bank Draft in favor of "Emirates Cricket Board" amounting to:
 - a. **25 Overs and below:**
 - i. **1-4 Matches**
AED 1000/- subject to the deduction of all applicable taxes
 - ii. **4 & above Matches**
AED 2500/- subject to the deduction of all applicable taxes

 - b. **25 Overs & above:**
 - i. **1-4 Matches**
AED 1500 subject to the deduction of all applicable taxes
 - ii. **4 & above Matches**
AED 3500/- subject to the deduction of all applicable taxes



DEPOSIT FEE

Any entity/company intends to conduct live streaming LCM must register with ECB with a refundable amount of AED 5000/- should be deposited into ECB account. However, councils are exempted from deposit fee.

- vi. This amount will remain with ECB as a one-time deposit and will be refunded upon de-registration of the company.
- vii. Upon payment of the Sanctioning Fee, the TEC will issue a NOC to the Applicant within seven (07) working days of receipt of such payment by ECB.
- viii. In any other case, the TEC shall communicate its objection(s) to the Applicant within fifteen (15) days from the date of the application.
- ix. Where the TEC requires the Applicant to remove any objection(s), the Applicant shall do the needful within seven (07) days from the date of issuance of such objection(s) and revert to ECB with the rectified application/documentation.
- x. After removal of the objection(s) by the Applicant, the TEC shall either:
 - xi. issue a NOC to conduct the LCM, which may be conditional (in which case the condition shall be required to be fulfilled by the Applicant); or
 - b. communicate its order of rejection stating reasons in writing to the Applicant within fifteen (15) days.
- xii. Where ECB has a reason(s) to believe that the organizer of the LCM is in violation of any terms and conditions of the NOC once it has been issued, ECB may immediately withdraw the NOC by stating reasons in writing. In addition to withdrawing the NOC, ECB may also impose penalty(ies) as provided under these Rules.

5. APPEAL AGAINST ORDER OF TEC:

If the Applicant is aggrieved of any decision of the TEC, an appeal to the General Secretary of the Board, may be filed against such decision. General Secretary may consult or take advise from any person in case to case basis when feels appropriate.



6. FACTORS TO BE CONSIDERED BY THE TEC FOR ISSUANCE OF NOC:

The following factors, inter alia, may be considered by the TEC in determining whether or not to grant a NOC to any Applicant. It is hereby expressly provided that the list provided below is not exhaustive and TEC shall be at liberty to consider any other factor(s) or event(s) subsisting at the relevant point in time as it deems appropriate.

- a. The extent to which the proposed LCM may be accommodated against ECB's calendar of international and domestic events to ensure avoidance of any conflict or compromise with: (i) matches or events already scheduled in the ECB calendar; and/or (ii) agreements to which the ECB or ICC is a party.
- b. The number of registered Players and/or players participating in the LCM and their risk of overplaying by way of participation in the LCM.
- c. Fair and equitable allocation of calendar space between different events and matches whilst simultaneously safeguarding ECB's commercial interest.
- d. The role of the proposed LCM in the promotion and development of cricket, or any other charitable or benevolent purpose.
- e. The effect on the health of players including, but not limited to, prevention of overplaying i.e. players must have adequate time to rest and recuperate, as well as train between matches they are participating in.
- f. Whether the broadcast of the proposed LCM causes conflicts with or harms the interest of ECB and its stakeholders/official partners.
- g. Safety, suitability and security of the venue(s) intended to be used for the proposed LCM.
- h. Effectiveness of measures taken by the private organizers for prevention of corrupt practices regarding the proposed LCM.
- i. The status of players participating in the proposed LCM i.e. whether they are facing disciplinary actions or serving any kind of penalty, including the imposition of a period of ineligibility from participating in any cricket-related activity for any duration.



- j. ICC regulations regarding Disapproved Cricket.
- k. The impact of the LCM on the integrity and reputation of the game of cricket (including but not limited to, by reference to whether the LCM organizer(s) and promoter(s) are deemed fit and proper to be granted this form of official ECB endorsement).
- l. Any other factor deemed necessary to consider at the material time.

7. PENALTIES:

- i. Any LCM held without obtaining a prior NOC from the TEC shall be considered as “Disapproved Cricket”.
- ii. The team(s) of any club, cricket Council, department/service organization, Venue, or any, Registered Player(s), Registered Match Official(s), coach(es) or Registered Player Support Personnel participating in the Disapproved Cricket event may be declared as ineligible for selection, participation in any team/tournaments organized at any level by ECB or bodies operating under the auspices of ECB or affiliated with ECB for not less than 01 years.
- iii. TEC/ECB reserve the rights to take any action against the defaulters of this policy to include organizers, venues or any other personnel affiliated with the event.



8. MISCELLANEOUS:

- a) Any private organizer to whom NOC is granted by the TEC, shall be under an obligation to abide by the applicable Playing Conditions and/or rules for domestic events and ECB's Anti-Corruption Code for Participants or any other rules as formulated by ECB from time to time. For the sake of clarity, it is expressly provided that it shall be the sole responsibility of such private organizers(s) and LCM participants to acquaint themselves with the applicable rules and code(s).

- b) ECB may send its representatives to attend any such LCM in respect of which an NOC has been granted by the TEC to ensure that the applicable conditions, rules and the Code as aforesaid are being followed in true letter and spirit, failing which the NOC may be revoked with immediate effect by ECB along with imposition of any other applicable penalty.

- c) The expenditure cost of any representative(s) sent by ECB for monitoring the LCM shall be borne by the event organizer.

- d) Save as otherwise provided hereunder, the role of ECB shall be limited to approval/disapproval of an event only. There will be no financial or material support by ECB for Private Cricket Events.

- e) It is further clarified that the issuance of an NOC by ECB to conduct/organize a LCM neither grants any rights to the private organizer in relation to the use of ECB's intellectual property (including, but not limited to, the ECB logos) nor creates any sort of association between the private organizer and ECB. No private organizer shall utilize the ECB's intellectual property in connection with a LCM.