

*General Secretary*

Jan Dworak  
Chairman  
National Broadcasting  
Council of Poland

Monaco, 26 July 2013

**Re: Regulation on the Polish List of Major Events / Your Letter of 3 July 2013**

Dear Mr. Chairman, dear Mr. Dworak,

I refer to your letter to President Diack in above-referenced matter and would like to thank you, in the name of the IAAF, for informing and consulting us on the proposed list of major events.

It is one of the IAAF's major objectives to ensure and perpetuate the public's interest in the sport of athletics which is why we are glad and proud to see confirmed that our main event, the World Championships in Athletics ("WCA"), meets considerable interest in the Polish society. Being fully aware of the importance of television in pursuing its goal of promoting the sport of athletics, it is the IAAF's ambition to make its events (in particular the WCA) available to a broad TV audience.

However, we would like to share with you our considerable doubts that an inclusion of the WCA in the Polish list of major events is appropriate and in the best interest of the sport of athletics:

1. Based on the market analysis you kindly provided us with, the WCA does not quite seem to be in the same category as most of the other sports events set out in the draft list of major events and Art. 20b of the Polish Broadcast Act .
  - a. Whereas the WCA fortunately enjoys a considerable average viewership and audience share in Poland, it still trails rather far behind most of the other sports events set out in the draft list of major events (and probably also the events set out in Art. 20b of the Polish Broadcast Act) in this respect.
  - b. Additionally, the WCA meets only two out of the four criteria put forth in the guidelines of the European Commission while the vast majority of the events

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proposed for inclusion in the list of major events (and probably also the events set out in Art. 20b of the Polish Broadcast Act) match three of these criteria.

2. To further foster and promote the sport of athletics in Poland, we also feel that the IAAF should be in a position to attract as many potential media partners for the WCA as possible. Experience has shown that it is highly beneficial to be able to consider every potential broadcaster (i. e. Free TV and Pay-TV operators) in the bidding process for exclusive media rights to IAAF Events as only strong competition ensures that all parties interested in media rights to the WCA have an incentive to submit reasonable offers for the respective media rights. It therefore seems counterproductive and harmful to exclude interested Pay-TV operators as possible exclusive IAAF licensees for the WCA altogether. The revenues generated from the exploitation of media rights to the WCA are obviously a substantial factor for the IAAF's capability of pursuing its goals (including the ambition to maintain the high standard of its events and to promote the further development and long term success of athletics on a worldwide basis).
3. While this financial aspect is an issue which might also be applicable to other sports events figuring on the draft list of major events in Poland, limiting television coverage to national programme services accessible entirely free of charge may also prove disadvantageous and burdensome for the IAAF in another important aspect. The WCA is regularly spread over nine consecutive days, featuring competitions throughout the day, starting for 5 days at 9:30 in the morning and ending late in the evening with evening sessions throughout. Due to the sheer amount and density of individual competitions during the WCA, we feel that the IAAF might be able to actually reach more viewers in total and have more of the WCA competitions broadcast live and in full if it is not required to rely on Free-TV channels alone but can, if reasonable, also cooperate with Pay-TV operators on an exclusive basis (be it as licensee for the live exploitation of all or just some WCA competitions).

Having said this, we kindly ask you to not include the WCA in the list of major events. You can rest assured however that - even if you are following our request - the IAAF will always strive to ensure broad Free TV coverage of its events, in particular the WCA, in Poland (as it has been the case in the past) for the good promotion and development of our sport.



***General Secretary***

We trust for your understanding and remain at your disposal should you have any questions and/or wish to discuss this matter any further.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Essar Gabriel". The signature is fluid and cursive, with a large initial "E" and "G".

Essar Gabriel

Cc: Lamine Diack, IAAF President