

## RULES FOR MEDIA REPRESENTATIVES AT FIH EVENTS

**Together with the Local Organising Committees of our top events and our partners, the International Hockey Federation (FIH) recognises the importance of top quality coverage and strives to offer a quality service to accredited media representatives. The present rules are the basis for all media representatives applying for an accreditation and reporting from an FIH Event.**

### Rules

All applicants will be contacted and informed by email whether their application for media accreditation is successful or not. The success or failure of all media accreditation applications is entirely at the discretion of FIH, the Local Organising Committees and Star Sports, FIH's official Media Partner. FIH is not obliged to give reasons for any decisions made. All decisions communicated to accreditation applicants will be final and binding and no correspondence will be entered into. FIH may impose further terms and conditions as it sees fit. Once an accreditation is granted, it may be revoked at any time without liability for compensation to the applicant.

All TV and radio representatives must reach an agreement with FIH and/or Star Sports regarding their respective media rights before applying for a media accreditation. This must be done in a timely manner, at least before the closing date of accreditation applications.

Media representatives who do not comply with the regulations below before or during the event will have their accreditation withdrawn for the remainder of the event and may be banned from attending future events. FIH may ask an accredited journalist to substantiate his work at any time during the event. In this case the evidence must be provided within 24 hours of the request. Should this evidence not be provided, FIH may withdraw the accreditation.

### **An application for a media accreditation for FIH events will only be processed upon confirmation of the following conditions:**

- Accreditations may only be picked up by the bearer and not by a representative. Accreditations will only be issued on receipt of valid photo identification (eg. passport, driving licence).
- Accredited media representatives must wear their accreditation at all times in the venue on both match and non-match days, including training sessions.
- Accreditations are only valid together with a photo-ID.
- Accreditation cards may only be carried and used by the bearer and may not be assigned or transferred to any other person.
- Accredited media representatives are only allowed in the designated zones as displayed on the accreditation card.
- Accredited media representatives are only allowed to follow the defined and signposted routing system.
- It is prohibited for members of the media to enter the field of play at any time.
- Only Rights Holding Broadcasters will be allowed to film match action at FIH events.

- Filming inside the stadium by Non-Rights Holders is strictly prohibited at all times, except in the designated Mixed Zone area for interviews after the completion of each match. All Non-Rights Holders must request technical details for accessing match material from the event. Any Non-Rights Holder seen filming the matches without the explicit written permission from FIH and Star Sports will have their accreditation removed with immediate effect. Non-Rights Holders must follow the News Access Rules for FIH Events, which can be found below. For any questions regarding broadcast rights and News Access Rules, please contact FIH Head of TV & Broadcast Andrew Oram – Andrew.Oram@fih.ch.
- During the matches, TV crews have to stay in their designated and signposted areas.
- The guidelines and instructions set by FIH, the Local Organising Committee and/or the Host Broadcaster must be followed at all times.
- No Rights Holder is permitted to interfere/obstruct in the work of FIH, the Local Organising Committee and/or the Host Broadcaster.
- Internet journalists are not permitted to provide audio or video broadcasts to their respective website at any time without prior written approval from FIH and/or Star Sports.
- Accredited media representatives must behave in an orderly manner throughout the competition. Any abusive behaviour or conduct unbecoming will result in expulsion from the venue.
- The accreditation of any person found to be accredited under false pretences will be removed with immediate effect.
- Smoking within all FIH Media Areas, including the Main Press Centre, Tribune and Mixed Zone, is prohibited.
- It is prohibited to bring alcoholic beverages into the Media Tribune, Mixed Zone or Press Conference areas.
- All photographers who enter the dedicated Photography Zones are required to wear a bib, which will be available for collection at the Main Press Centre (MPC).
- Strobe or flash photography is prohibited.
- During the match, all photographers shall remain behind the advertising boards.
- For safety reasons, photographers are not permitted in the areas directly behind the goal-scoring circles.
- Photographers must not cross in front of the team benches or TV cameras whilst a match is in play.
- Photographers may not enter the field of play at any time, unless previously authorised by FIH.
- Photographers are reminded that hockey balls are hard and travel in all directions at very fast speeds. Photographers enter the Photography Zones at their own risk and are expected to watch the action at all times.

#### **ORDER OF PRIORITY FOR EVENT MEDIA ACCREDITATION**

**In order to consider the relative merit of every application and ensure that our world class events are covered by world class media, FIH applies an order of priority to assist the event accreditation process. All applications will be considered and passes allocated based on the below priority order:**



## TV, RADIO & INTERNET MEDIA

- 1: Event affiliated TV and radio Rights Holders.
- 2: National TV and radio Non-Rights Holders.
- 3: Regional TV and radio (from competing countries only).
- 4: National news sites (from competing countries only).
- 5: Recognised internet hockey news sites (from competing countries only).
- 6: Other (including internet applications from outside the competing nations).

## PRESS

- 1: Recognised International news agencies.
- 2: National daily / Sunday newspapers (from competing countries only).
- 3: Recognised national agencies (competing countries only).
- 4: International hockey magazines.
- 5: National hockey magazines (from competing countries only).
- 6: Regional newspapers (from competing countries only).
- 7: Freelance hockey writers (from competing countries only).
- 8: Recognised online hockey news sites (from competing countries only).
- 9: General interest magazines (from competing countries only).
- 10: Other.

## PHOTOGRAPHERS

- 1: Recognised international news agencies.
- 2: Recognised national photographic agencies (from competing countries only).
- 3: National daily newspapers (from competing countries only).
- 4: Recognised specialist hockey photographers (from competing countries only).
- 5: Recognised photographic agencies from all other countries.
- 6: National newspapers (from competing countries only).
- 7: International hockey magazines.
- 8: Other national and large regional newspapers, hockey magazines and photographic agencies (from competing countries only).
- 9: Freelance hockey photographers (from competing countries only).
- 10: Website photographers.
- 11: Other.

## NEWS ACCESS RULES FOR FIH EVENTS

### TELEVISION NEWS ACCESS RULES

**All use of audio-visual and/or visual FIH Material by Non-Rights Holders shall be strictly subject to the following restrictions:**

- 1: **Use in News Programs only:** The broadcast of FIH Material may be used only as a part of News Programs broadcast by means of Television (other than as set out in the Radio News

Access Rules, below). Notwithstanding the foregoing, News Programmes broadcast on Television may be simulcast by means of any and all other delivery systems and media, and/or made available on an on-demand basis by means of any and all delivery systems and media for a period of up to seventy two (72) hours following the completion of the relevant FIH Event.

**2: Maximum Limits on duration of FIH Material:** Non-Rights Holders may use a maximum of: (i) three (3) minutes of FIH Material of any individual match in any FIH Event; and (ii) six (6) minutes of FIH Material in aggregate per day, in each case in accordance with all other provisions of these News Access Rules.

**3: Number of News Programs, Length and Separation of News Excerpts (3x2x3):**

Save as set out in Clause 4 below, FIH Material used in News Programs is strictly subject to the following provisions:

- a) FIH Material may appear in no more than three (3) News Programs per day; and
- b) No more than two (2) minutes in aggregate duration of FIH Material may be used in any one News Program; and
- c) News Programs containing FIH Material must be separated by a period of at least three (3) hours.

**4: All-News Networks and All-Sports Networks:**

Where FIH Material is broadcast in News Programmes on All-News Networks or All-Sports Networks, (each a "Network"), the use of FIH Material by such Network must either comply with the requirements of Clause 3 above or, as an alternative to the requirements in Clause 3 (but not in addition to those requirements), the Network may elect to include FIH Material in News Programmes strictly subject to the following provisions:

- a) FIH Material shall appear in no more than six (6) News Programmes per day; and
- b) No more than one (1) minute in aggregate duration of FIH Material may be used in any one News Programme; and
- c) News Programmes containing FIH Material must be separated by a period of at least two (2) hours.

**5: Airing after broadcast by Rights Holders only:** Non-Rights Holders may only broadcast FIH Material within a News Programme in accordance with Clauses 1, 2, 3 and 4 above and all other conditions contained in these News Access Rules, as follows:

- a) As of three (3) hours following the broadcast of an FIH Event by the local Rights Holding Broadcaster on free-to-air television in that territory;
- b) If not broadcast by the local Rights Holding Broadcaster on free-to-air television in that territory on the day (local time) during which the FIH Event concluded, then as of the end of the broadcast day (i.e. 24:00 hours local time);
- c) Non-Rights Holders can broadcast FIH Material prior to the times referred to above, or can broadcast more FIH Material than permitted above, only in compliance with applicable law or regulation, or with the specific written agreement of the local Rights Holding Broadcaster.

**6: Courtesy Credit/Rights Holder "Bug":** Each broadcast of FIH Material in accordance with these News Access Rules must give an on-screen credit to the local Rights Holder in the particular territory (where applicable) by the following means: (i) displaying the Rights Holder's watermark or ident for the duration of the FIH Material being broadcast; or (ii) should the FIH Material not be sourced through the local Rights Holder (or the watermark or

ident not be included within the original broadcast by the Rights Holder), adding a super video credit to the Rights Holder for the duration of the FIH Material being broadcast to read as follows: “Courtesy of (Name of Rights Holder)”.

**7:** FIH Material must not be broadcast on interactive services such as 'News Active' or 'Sports Active', which would allow the viewer to make a viewing choice within a channel and to thereby view FIH Material at times and in programmes other than when broadcast as part of a News Programme as set out in Clause 1 above.

**8:** Should any fair dealing or similar provisions contained in any applicable law or regulation permit the use by Non-Rights Holders of any footage of previous FIH Events, then such footage of previous FIH Events will be included in the aggregate total of six minutes per day.

**9:** FIH Material may only be broadcast for a period of seventy two (72) hours following the completion of the relevant FIH Event depicted in the News Programme. After such period, Non-Rights Holders may only broadcast such FIH Material and other archive FIH Material with the express prior written consent of the FIH or the applicable Rights Holder.

**10:** Non-Rights Holders, provided they are holders of ENR accreditation shall have access, **without equipment**, to FIH Venues.

**11:** Non-Rights Holders, provided they are holders of ENR accreditation shall have access, **with equipment**, to the Main Press Centre (“MPC”).

For the sake of clarity, except as permitted within these News Access Rules, only Rights Holders are permitted to film within FIH Venues and to broadcast FIH Material.

**12:** Non-Rights Holders must:

- a) only use FIH Material in strict accordance with these News Access Rules; and
- b) not make available or provide FIH Material to any third party except that Non-Rights Holders who are international News Agencies may make such FIH Material available to their regular clients, in accordance with their standard distribution procedures, with the prior written consent of the FIH and subject to compliance by those clients with the terms of these News Access Rules; and
- c) ensure that no advertising, promotion, publicity or other message appears at the same time (be it superimposed or on a split screen or otherwise) as FIH Material and/or at the same time as any other coverage of the FIH Event which contains any FIH Marks or other imagery of FIH or the FIH Event; and
- d) ensure that no advertising, promotion, publicity or other message (including any broadcast sponsorship) is broadcast or otherwise placed before, during or after the broadcast of FIH Material, in such a manner as to state or imply an association or connection between any third party (or any third party's product or service) and FIH Material, the FIH or the FIH Event.

## **RADIO NEWS ACCESS RULES**

**13:** Non-Rights Holder radio stations may use FIH Material in their News Programmes in their respective territories only, strictly subject to the following conditions:

**14: Use in News Programmes only:** The broadcast of audio-only FIH Material on radio services may be used only as a part of News Programmes.

**15:** Non-Rights Holders shall not broadcast or originate play-by-play commentary or analogous coverage of any FIH Material, whether on a live or delayed basis, or any other material obtained while inside a FIH Venue, including interviews, except with respect to official press conferences held in the MPC, so long as there is a delay of thirty minutes from the conclusion of the press conference.

**16:** Actual commentary of FIH Events recorded from the television coverage of the Rights Holder in the particular territory can only be used with the prior express written permission of the Rights Holder.

**17:** Non-Rights Holders, provided they are holders of ENR accreditation, will have access, without equipment, to FIH Venues and, with equipment, to the MPC.

## GENERAL

**18:** Non-Rights Holders should submit any requests for access to FIH Materials to the applicable provider notified by FIH from time to time. Any such access shall be subject to payment by the Non-Rights Holder of applicable technical access and duplication costs.

**19:** The rights and obligations in these News Access Rules are subject to any rights and/or obligations under applicable laws or regulations in any territory.

## DEFINITIONS

**"All-News Network"** means a channel which has news as its sole or predominant content.

**"All-Sport Network"** means a channel which has sport [news] as its sole or predominant content.

**"Accredited Media"** means written press, photographers and other Non-Rights Holders who have been accredited to report on FIH Events.

**"FIH"** means the International Hockey Federation.

**"FIH Marks"** means the FIH Logo, any and all official marks and logos in respect of any FIH Event, and any and all other official emblems, mascots, pictograms and other identifications, designations, logos and/or insignias identifying FIH Events.

**"FIH Material"** means any and all audio, visual and/or audio-visual footage, signals or recordings of any FIH Event (or part thereof), wherever and whenever broadcast or transmitted and however sourced, including without limitation sporting action, Opening and Closing ceremonies, medal ceremonies or other activities which occur at FIH Venues.

**"FIH Venues"** means any venue at which an FIH Event is staged.

**"News Agency"** means a media organisation whose primary business is the reporting and syndicating of news.

**"News Programmes"** means regularly scheduled daily news programmes of which the actual news element constitutes the main feature and which, for the avoidance of doubt, does not include news updates. News Programmes shall not be positioned or promoted as FIH Event programmes.

**"Non-Rights Holder"** means broadcast media organisations who have not been granted the right to broadcast FIH Events in a particular territory by or on behalf of the FIH.

**“Rights Holding Broadcaster/Rights Holder”** means a corporation who has been granted the right to broadcast the FIH Event in a particular territory by or on behalf of the FIH.

**“Television”** means the broadcast of linear audio-visual programming by means of analogue or digital signals intended for intelligible reception on the screen of conventional television monitors. Notwithstanding the foregoing and for the avoidance of doubt, Television shall specifically exclude, Internet, video downloading, video streaming, computer network exhibition, mobile platform exhibition, home video, and radio.

For any questions regarding broadcast rights and news access, please contact FIH Head of TV & Broadcasting Andrew Oram – [Andrew.Oram@fih.ch](mailto:Andrew.Oram@fih.ch).

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