



## IFSC EVENT MEDIA POLICY 2024

It is the responsibility of all media representatives to be informed of all procedures, including but not limited to requirements and policies. All the information will be provided beforehand by the IFSC Media & Communications Department, whose representatives will be available on-site throughout the season at all IFSC World Cups and Championships.

### Procedure

- To be granted a media accreditation, all media representatives must register, once a year, through the IFSC accreditation platform: <https://ifsc.results.info/users/login>;
- To complete the registration process, media representatives will have to verify their email address, and upload a number of documents: copy of an ID, photo, and a press ID or a confirmation letter;
- Media representatives may also be required to provide samples of previous events coverage; and
- The registration to the platform does not guarantee that the media accreditation will be granted.

Applications for an IFSC event will be processed starting at least one (1) month before the start of the event. Also, applications for an event will close two (2) days before the start of the event.

The IFSC Media & Communications Department has the right to get directly in touch with the media representative to collect any additional information about their work at the event.

The media pass is a working tool to be used only by genuine media members. Publishers, marketing personnel, copy editors, staff of the publication's secretariat, social media managers, influencers etc. cannot be accredited as media. IFSC only accredits publications and agencies which productions are available to the public in sales outlets. Internal magazines of companies, trade magazines and newsletters cannot be accredited as media. However, at the sole discretion of the IFSC, such magazines may be eligible for accreditation on a case-by-case basis.

Under no circumstances will advertising, public relations agencies or similar companies and organisations be accredited as media, nor will the IFSC issue any accreditation to representatives – press officers or otherwise – of sponsors, athletes, suppliers, etc.

### Levels of accreditation

When applying for a media accreditation, each media representative can choose the level of access that they will benefit from throughout the whole event:

- Level 1: Access to the Press Office, Mixed Zone, and Reserved Audience Area;
- Level 2: Access to the Press Office, Mixed Zone, Photo Positions with photo equipment, and Reserved Audience Area;
- Level N-RH: Access to the Press Office, Mixed Zone, Photo Positions with filmmaking equipment and Reserved Audience Area; and
- Level RH: Reserved to tv rights holder.

Media representatives that have been granted a Level 2 and N-RH badge are always required to wear press bibs. To ensure that jackets are always returned, the IFSC has the right to ask for a money deposit that will be given back when the jacket is returned.

Because of the limited space available in the Photo Positions, when processing media accreditation requests, the IFSC wishes to give maximum priority to the members of the local and international press. To be considered a media, it is mandatory to provide a valid national or international press ID, or to be accompanied by an official letter from a recognised media outlet.

### Filming requests



It is forbidden to film and stream the competition without a prior agreement with the IFSC Media & Communications Department. All filming requests must be sent up to one (1) week before the start of the competition. For further information, please refer to IFSC TV Policy for Non-Rights Holders.

A consecutive series of photos or animated GIFs are considered as a portion of filming and falls under the filming policy.

### **Sponsors**

Photographers with media accreditations are not allowed to operate on behalf of sponsors, agencies, and athletes. They agree not to sell pictures or moving images for commercial or advertising use without the written authorisation of the IFSC.

### **Free-of-charge photo distribution**

At the end of every competition day the IFSC will upload a selection of photos on its [Flickr profile](#). These photos are intended to be a free-of-charge resource for all digital and printed media, and they can be used for editorial purposes only. Additionally, a link to the full photo coverage of the event will be made available via the press release that is distributed at the end of each competition day.

### **Free-of-charge news edits**

At the end of every competition day with one or more semi-final or final round, the IFSC will upload a news edit clip on its online archive.

- The footage will be made available within six (6) hours after the end of the round;
- The footage can be used for free up to two (2) days after the end of the event; and
- Past the deadline, broadcasters and media should contact the IFSC Media & Communications Department, as the use of the footage may be subject to a licence fee.

The link to download the news edit will be made available on the press release that will be distributed at the end of each competition day with one or more semi-final or final round. To subscribe to the press release distribution list [click here](#).

### **Code of Conduct**

All accredited media must wear their press badge and press jacket during the whole event. Badges and jackets will be distributed in the Press Room starting on the day before the beginning of the competition. The badge must be visible and can be checked at any time by IFSC personnel or volunteers.

Media representatives must not distract or interfere with the athletes during their preparation for a performance, or with any other personnel directly involved in it – such as belayers, assistants, jury members, and judges – and they must not obstruct the sight of an official camera.

Media representatives must immediately obey any instruction given by IFSC Officials and Staff. Media representative must also bend on their knees when shooting in front of the audience and cooperate with all other accredited media to guarantee equal working conditions.

Any violation of the IFSC Event Media Policy 2024 may result in the withdrawal of the badge and may affect any further media accreditation request. At any time, the IFSC Media & Communications Department may issue additional requirements to all media representatives.

### **Disclaimer**

The IFSC declines all responsibility in case of breakage, damage, or theft of any material belonging to media representatives.