



NON-RIGHTS HOLDERS' GUIDELINES FOR PUBLISHING ON SOCIAL MEDIA AT FEI NAMED EVENTS

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The objective of these guidelines is to provide clear information and instructions to all Non-Rights Holders (NRH) about filming, recording, photographing and using content from FEI Named Events such as FEI World Cups, FEI Nations Cups, FEI World/European Championships and Longines League of Nations™.

NRH include Athletes, Athlete Support Personnel, Athlete Entourage (e.g. grooms, agents etc.), Horse Owners, National Federations, Officials and Accredited Media, including broadcasters.

All rights to video footage taken of the Field of Play (FOP) are the property of the FEI and all copyright is owned by the FEI.

For the avoidance of doubt, the FOP includes the main arena, warm-up area, kiss & cry, leaders lounge and entrance/exit area, as well as the cross-country course in Eventing and the marathon course in Driving.

These guidelines are applicable to any content published on websites, blogs, social media platforms and mobile apps.

**In order to use footage, the media rights must be acquired from the FEI.
Please send an email to broadcast@fei.org in case of interest.**

- Live-streaming of FOP footage during the competition is forbidden in all cases on all platforms.
- Capturing video of FOP footage and posting at a later date is forbidden in all cases on all platforms.
- Still images can be posted without restrictions across all platforms
- Priority will be given to Rights Holders (RH) in the Mixed Zone and any content captured/interviews must be conducted after the RH.
- **For all NRH it is strictly forbidden to film and sell footage of FOP footage or to otherwise commercially exploit such footage.**
- It is kindly requested to tag @FEI_global or other FEI channels relevant to the Series and discipline, as well as the event's official social media handles and hashtags when posting relevant content.

The following table shows the permitted options for various stakeholders to publish audio-visual content:

	(NRH) Accredited Media & Broadcasters	Athletes	Owners & Entourage	National Federations
Course Walk	All Course Walk: Subject to approval on-site by officials, if the Press Office can facilitate a course walk for media.	All Course Walk	All Course Walk: Subject to approval on-site by officials, if the Press Office can facilitate a course walk that is open to non-Athletes.	All Course Walk: Subject to approval on-site by officials.
Mixed Zone	Unlimited Interviews in Mixed Zone <u>only after Rights Holders</u>	N/A	Unlimited Interviews in Mixed Zone <u>only after Rights Holders</u>	Unlimited Interviews in Mixed Zone <u>only after Rights Holders</u>
Field of Play (other than Course Walk)	No right to film or use on social media or otherwise publish.	Footage of the Athlete's own round(s) on their social media platforms up to the maximum duration of each of the rounds, such footage to be provided via FEI Socialie exclusively. No Live Streaming permitted.	No right to film or use on social media or otherwise publish.	Footage of their Athletes' round(s) on the NF's social media platforms up to the maximum duration of each of the rounds, such footage to be provided via FEI Socialie exclusively. No Live Streaming permitted.