

# MEDIA GUIDELINES

## 2024





## Preamble

The work of the European League of Football, its franchises, and their media partners had evolved in the first seasons and has become more and more extensive. In the same way, the form of reporting on sporting events, especially in the audiovisual media, and the importance of football and the franchises involved in the public presentation of the sport has increased in general.

To ensure that the rights and obligations in connection with national and international reporting and international coverage of the European League of Football and binding for all media and franchises, as well as to simplify procedures in the run-up to and on game day, the European League of Football and its franchises have adopted the following regulations. Neither the league nor the franchises are liable for any physical or property damage that occurs on game days.

This applies to the granting of accreditation, which, incidentally, based on house rights is entirely at the discretion of the respective home franchise, taking into account that the league makes recommendations.

This applies to all games in the European League of Football, including play-off games, while the league takes care of the Championship Game.



## Contents

1. Photographers and Print-/Online-Media.....	4
1.1 Accreditation.....	4
1.2 Regulations for Print-/Online Media .....	6
1.3 Activities in the interior of the stadium.....	6
1.4 Activities in the media grandstand.....	6
1.5 Regulations for photographers.....	7
1.6 Interviews.....	8
1.6 Application for accreditation and Media Vests.....	9
1.7 Non-accredited photographers and videographers.....	10
2. Trademarks and Rights .....	10
3. Franchise Contacts Press.....	11
4. Definitions and Abbreviations .....	12
4.1. Definitions .....	12
4.2. Abbreviations & Franchises .....	12
5. Appendix.....	13
5.1 Photographers working areas .....	13
Accreditation form of the 2024 Season.....	

# 1. Photographers and Print-/Online-Media

## 1.1 Accreditation

As the owner of the home rights, the respective home franchise decides whether and to which (sports) photographers or (sports) journalists it grants accreditation and the extent to which it issues accreditations or permanent accreditations. Notwithstanding the following accreditation information, the decision on whether to grant accreditation is always entirely at the discretion of the respective home franchise.

**Only full-time (sports) photographers and (sports) journalists with a specific editorial assignment shall be accredited.** Accreditation eligibility is in addition to the editorial assignment of a newspaper/magazine or a full online editorial office by providing evidence of the main occupation. Bloggers, influencers, fans, or others not working full time as (sports) photographers and (sports) journalists shall not be accredited.

Proof of primary professional status can be furnished by presenting a standardized federal press card which may be issued by a professional association recognized by the German Press Council, European Press Council for journalists working on a full-time basis. In the case of international journalists or photographers, proof of their main occupation can be provided by presenting a press card of the AIPS. The home franchise may make accreditation dependent on the presentation of further proof. The number and selection of further proof are at the discretion of the respective home franchise. For the purpose of verifying accreditation eligibility, the accreditation officers of the franchises may additionally request proof of work (e.g. published photos or texts).

As a rule, accreditations are issued only to people of legal age. Exceptions must always be requested from the franchise in time and are generally only possible if minors are in a contractual (employment) relationship with a media or service provider eligible for accreditation (employment), relationship with a medium or service provider eligible for accreditation (e.g. as a trainee or volunteer) and the contractual relationship is also proven upon request.

All accreditations are valid only for the areas of a stadium for which the accreditation was issued and authorize only the accredited person to perform their work and tasks permitted in each case and contractual agreements with the European League of Football.



Accreditation should also assume that sufficient liability insurance is in place for the performance of the activities to be performed under the accreditation. The home franchise may decide at its own discretion whether to make the presentation of evidence a prerequisite for accreditation.

As an exception to the personal nature of an accreditation, non-personalized permanent accreditations of larger print or photo editorial departments can also be used by several authorized journalists or photographers. The group of authorized journalists or photographers must be agreed in advance between the editorial offices and the franchises.

Accreditation on the day of the game does not entitle the holder to carry out any work or tasks beyond the scope of the accreditation. Meaning, to make recordings by means of smartphones, tablets or other suitable recording or recording devices and to exploit them editorially and/or commercially or to use them otherwise, e.g. via private social media accounts. The taking along of a personal, professional technical device (e.g. photo and/or video camera), unless this is necessary for the fulfillment of the task associated with the scope of accreditation, may be prohibited by the home franchises.

In the event that there is insufficient space inside the stadium and/or in the media grandstand at certain games, the home franchise in action shall decide on the selection of the persons to be accredited at its own discretion. In no case, not even in the event of non-utilization of the stadium interior or the media grandstand, photographers or print/online journalists who are not entitled to accreditation photographers or print/online journalists or third parties may be accredited. **At no time is the home team required to provide justification for not granting accreditation.**

Accreditations for the interior of the stadium and for the media grandstand must be checked regularly and - as far as possible - during games. Conflicts concerning the accreditation of photographers, journalists, and print/online media are to be resolved between the parties involved on site, in particular the home franchise and the respective applicant.

An accreditation can be withdrawn by the home franchise at any time if the rules have not been followed according to the home franchise or by a league official.

## 1.2 Regulations for Print-/Online Media

Accreditation as a print/online journalist entitles the holder to use the workstation assigned by the home franchise, the media stand and, after the end of the game and depending on capacity to the mixed zone and to attend the press conference – if hosted – after the end of the game, depending on capacity. The accreditation does not entitle the holder to enter the interior of the stadium at any time. The home franchise may, in exceptional cases, grant temporary accreditation for certain zones of the spectator area. With accreditation as a print/online journalist, it is permitted to publish in text form in newspapers, magazines, and other printed publications and/or in the corresponding online media, to report on the respective game by way of live or near-live coverage during the period between the kick-off and the final whistle of a game but only in the form of a written live ticker. The creation of sound recordings in the mixed zone (e.g., with a dictaphone) is permitted, but these may only be used in text form. **Video recording and or pictures are not permitted in the mixed zone unless a "Video Mixed Zone" is explicitly declared as such.**

## 1.3 Activities in the interior of the stadium

The presence of media representatives with access rights in the interior of the stadium is restricted to the duration for the performance of their activity or are assigned in accordance with these Implementing Regulations. Each media representative must carry his or her accreditation in a clearly visible manner and, unless exempted under the specific provisions, wear a corresponding identification badge with a lanyard. A vest in the interior of the stadium is always required in order to enter. **The playing field is not to be entered at any time.** Video production for editorial content must be agreed with the home franchise and should not happen inside the stadium unless agreed with the home franchise. Profitable editorial content of the game and game scenes must be agreed in advance with the league.

## 1.4 Activities in the media grandstand

All media representatives working in the media stands must ensure that they always carry out their work in such a way that other media representatives working there are not impaired, hindered, or disturbed in their work. The home franchise should ensure that employees and representatives of the audiovisual and audio media are separated from the other media.

## 1.5 Regulations for photographers

Accreditation as a photographer entitles the holder exclusively to use a workstation in one of the designated photographer work areas inside the stadium (see Appendix 1) or alternatively the workstation allocated by the home franchise and - depending on capacity - to attend the press conference. In exceptional cases, the home franchise may also grant accreditation for the photographers' workplaces at the media conference expressly designated for this purpose in the media grandstand.

Photographs in the mixed zone should be omitted but are only permitted in exceptional cases and only with the prior consent of the media officer of the respective home franchise. Before the start of the game until the selection of the sides, photographers are allowed to be in the entire stadium interior – except the field itself. The condition is that they do not interfere with the production of the base signal, other audiovisual productions, and the course of the event. In this context, the technical zones and the area in between must always be kept clear.

In principle, photographers are permitted during the game, during the half-time interval and until ten minutes after the end of the game to work in the areas designated for photographers. There they may always - in compliance with the priority to audiovisual productions - freely choose a position behind the first row of the advertising board – if present – and must occupy this position before the start of the game, at the latest immediately after the side and kick-off selection.

The team zone may not be crossed. A change of position behind the team zone must be carried out quickly and without stopping. Photos behind the team zone are prohibited. The photographers must take care that the field of vision of cameras of the basic signal production is not restricted by their positioning especially in the back goal area.

Photographers must take care not to endanger any players, coaches or other officials through their movements. Interference may be punished by withdrawal of accreditation.

### Accredited photographers are required to:

- not enter the pitch or team areas (in particular the players' tunnel, team/coaches' cabins, referees' cabins) at any time as well as team zones;
- not enter the entrance tunnel or area during the game, entrance or exit of both teams;
- to comply with the photographer working areas designated by the European League of Football and the franchises and to place the equipment brought along in such a way as to

avoid endangering other people, whereby only a monopod is permitted for large lenses (e.g. in front of the LED board and in referee areas)

- not to use or distribute any sequence pictures or video-like photo sequences from the stadium and/or from the game;
- To use photographs for editorial publication purposes only.

Note: Any use of the photos for commercial and/or advertising purposes requires prior written notification to the European League of Football and the prior written consent of the people depicted; in the case of players, the consent of the respective franchises must be obtained. Any rights of third parties remain unaffected.

An accreditation can be withdrawn by the home franchise at any time if the rules have not been followed according to the home franchise or by a league official.

The accreditation as a photographer also always allows remote cameras behind the goalposts and the first row of boards or A-frames in compliance with the priority of the basic signal production (e.g., placement with sufficient distance from the atmo-microphones). Positioning the remote cameras must be set up as flat as possible and must not exceed a height of 40 centimeters, including all superstructures and attachments. If the remote cameras are touched, they must fall over easily (no fixed tripods). Remote cameras may only be set up to five minutes before kick-off and during half-time. During the gametime window, no changes may be made to the remote cameras at any time. The photographer must ensure that there is no interference from cables or radio frequencies. The photographer also must ensure that the base signal production is not impaired either by cables laid or by any radio frequencies used.

## 1.6 Interviews

### Interviews inside the stadium

Provided that interview partners have been agreed in advance of a game day in coordination with the franchises involved, an interview may be conducted with a franchise representative on the sidelines prior to a game. The position must be chosen in such a way that it does not interfere with the basic signal production and other unilateral audiovisual productions are not impaired, the technical zones and the area in between are kept clear, and the pitch is not entered at any time.

### Interviews in the mixed zone

The reporters of all audio, TV or print exploiters are entitled to conduct interviews with players, coaches and/or other representatives of the respective franchise after each game. Generally, a



distinction is made between a video mixed zone and a normal mixed zone. Only in a video mixed zone pictures and videos are allowed. A video mixed zone must generally take place in front of a press wall covering the franchise and league partners. On the way from the field to the locker room, all interviews conducted with the players, coaches or other franchise representatives are only permitted in the form of an interview being up to 90 seconds. The short interviews may only be conducted in the respective assigned area and in front of interview setbacks assigned by the home franchise. More detailed interviews must be reported in advance to the media officer of the franchise concerned.

### **Interviews at the press conference**

The press conference with the two head coaches should take place no later than 40 minutes after games. The press conference must generally take place in front of a press wall covering the franchise and league partners.

### **Interviews in the spectator area**

If an audio user conducts interviews with fans in the spectator area (e.g., in the stadium perimeter; not in the stands), this request must be submitted to the media officer of the respective home franchise in advance to a game day. Only with the prior franchise's consent, these interviews can be carried out - also considering any additional restrictions imposed by the home franchise (e.g., time or space limitations).

## **1.6 Application for accreditation and Media Vests**

External media must apply to the home franchise for accreditation with their accreditation form before a match by 3 p.m. on Thursday at the latest. Accreditation candidates can only be considered if the above conditions are met.

All media representatives are required to wear appropriately colored vests to clearly identify their position during the entire match day. Simply wearing the accreditation is insufficient.

	Vests	Application for accreditation	Deadline
Photographers (Journalists)	Grey	Home franchise via accreditation form	Thursday 3pm
Print-/Online-Media	-	Home franchise via accreditation form	Thursday 3pm
European League of Football Media	Black (T-Shirt)	League takes care	-
Franchise Media both teams	White	Home Franchise takes care of the vests	-
Production	Yellow/Blue	-	-

## 1.7 Non-accredited photographers and videographers

Under no circumstances may photographers and videographers who are not properly accredited be allowed into the stadium. This also means that spectators may not take professional photo and video equipment into the stadium or record the match in any way and distribute it commercially.

## 2. Trademarks and Rights

European League of Football owns all exploitation and commercial inventory and trademark of all franchisees. All types of utilization are available for complete utilization for the ELF.

### 3. Franchise Contacts Press

Franchise	CONTACT
Barcelona Dragons	info@barcelona-dragons.com
Berlin Thunder	diana.hoge@berlinthunder.de
Cologne Centurions	christoph.loercks@centurionscologne.com
Fehérvár Enthroners	simon.aniko03@gmail.com
Frankfurt Galaxy	L.Frenkel@galaxyfootball.de
Hamburg Sea Devils	press@hamburgseadevils.com
Helvetic Mercenaries	football@afbgmbh.ch
Madrid Bravos	nacho.pinilla@madridbravos.com
Milano Seamen	marco.cacciotto@seamen.it
Munich Ravens	media@munichravens.com
Paris Musketeers	frantzy@parismusketeers.com
Prague Lions	office@lions.cz
Raiders Tirol	media@raidern.at
Rhein Fire	dominik.krauss@rheinfire.eu
Stuttgart Surge	PR@amfc-stuttgart.de
Vienna Vikings	kiki.klepsch@viennavikings.com
Wrocław Panthers	maciej@pantherswroclaw.com

## 4. Definitions and Abbreviations

### 4.1. Definitions

Term	Definition
Accreditation	refers to the work passes that entitle the respective holder to access to the stadium itself and to certain areas within the stadium.
AIPS	The Association Internationale de la Presse Sportive (AIPS) is an international association for sports journalists.
A-frames	graphics for advertising or branding
Abbreviation	A shortened form of the franchise name used in broadcasts

### 4.2. Abbreviations & Franchises

Franchise names	3-Letter-Abbreviation
Barcelona Dragons	BDR
Berlin Thunder	BTH
Cologne Centurions	CCE
Fehérvár Enthroners	ENT
Frankfurt Galaxy	FGY
Hamburg Sea Devils	HSD
Madrid Bravos	MAD
Helvetic Mercenaries	HVM

Milano Seamen	MIL
Munich Ravens	MUC
Paris Musketeers	PAR
Prague Lions	PRG
Raiders Tirol	RAI
Rhein Fire	RHF
Stuttgart Surge	SRG
Vienna Vikings	VIK
Wroclaw Panthers	WPA

## 5. Appendix

### 5.1 Photographers working areas

With advertising board



Without advertising board





## ACCREDITATION OF THE 2024 SEASON

by e-mail to the responsible press office

Individual accreditation for gameday:

Permanent accreditation

**Venue:**

### Name of the media representative to be accredited:

Last name:

First name:

Phone:

E-mail:

Medium / Company / Agency:

Address of the media company:

Member of VDS  AIPS  DJV  or other:

ID card number:

### Please mark applicable areas:

Print media  Visiting team  Online

Photo  TV  Radio

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

Please enclose a copy of the press card or the editorial order.

Please understand that only fully completed accreditation applications can be processed. The application for individual accreditation must be received by mail no later than the Thursday before the match weekend. Unfortunately, accreditation at a later date is not possible. Press tickets and vests can be picked up at the box office approximately 90 minutes before the start of the game. Day tickets and vests must be returned to the place of origin after the end of the press conference.