

## RULES FOR MEDIA REPRESENTATIVES AT IPF EVENTS

Together with the Local Organizing Committees of our top events and our partners, the International Powerlifting Federation (IPF) recognizes 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 IPF 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 the IPF. The IPF 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. The IPF 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 the IPF 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representatives who do not comply with the regulations below before or during the event will have their accreditation withdrawn for the remainder of the event and may be banned from attending future events. The IPF 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, the IPF may withdraw the accreditation.

**An application for a media accreditation for IPF 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 license).
- 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 sign posted routing system.
- It is prohibited for members of the media to enter the field of play at any time.
- Filming inside the venue by Non-Rights Holders is strictly prohibited at all times, except in the designated Mixed Zone area for interviews after the completion of each competition. All Non-Rights Holders

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must request technical details for accessing competition material from the event. Any Non-Rights Holder seen filming the competition without the explicit written permission from the IPF will have their accreditation removed with immediate effect. Non-Rights Holders must follow the News Access Rules for IPF Events, which can be found below. For any questions regarding broadcast rights and News Access Rules, please contact Eric Rupp [eric.rupp@powerlifting.sport](mailto:eric.rupp@powerlifting.sport)

- During the competitions, TV crews have to stay in their designated and signposted areas.
- The guidelines and instructions set by IPF, 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 the IPF, the Local Organizing 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 the IPF.
- Accredited media representatives must behave in an orderly manner throughout the competition. Any abusive behavior 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 IPF 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 competition, all photographers shall remain behind the advertising boards.
- Photographers may not enter the platform at any time, unless previously authorised by the IPF.
- 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, IPF 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:**

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## TV, RADIO & INTERNET MEDIA

- 1: Event affiliated TV, Live Streaming 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: Recognized internet powerlifting news sites (from competing countries only).
- 6: Other (including internet applications from outside the competing nations).

## PRESS

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

## PHOTOGRAPHERS

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

## NEWS ACCESS RULES FOR IPF EVENTS TELEVISION NEWS ACCESS RULES

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

- 1: **Use in News Programs only:** The broadcast of IPF 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 Rules, below). Notwithstanding the foregoing, News Program's 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 IPF Event.

**2: Maximum Limits on duration of IPF Material:** Non-Rights Holders may use a maximum of:

- (i) three (3) minutes of IPF Material of any individual competition in any IPF Event; and
- (ii) six (6) minutes of IPF 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, IPF Material used in News Programs is strictly subject to the following provisions:

- a) IPF 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 IPF Material may be used in any one News Program; and
- c) News Programs containing IPF Material must be separated by a period of at least three (3) hours.

**4: All-News Networks and All-Sports Networks:** Where IPF Material is broadcast in News Program's on All-News Networks or All-Sports Networks, (each a "Network"), the use of IPF 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 IPF Material in News Program's strictly subject to the following provisions:

- a) IPF Material shall appear in no more than six (6) News Program's per day; and
- b) No more than one (1) minute in aggregate duration of IPF Material may be used in any one News Program; and
- c) News Program's containing IPF 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 IPF Material within a News Program 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 IPF 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 IPF Event concluded, then as of the end of the broadcast day (i.e. 24:00 hours local time);
- c) Non-Rights Holders can broadcast IPF Material prior to the times referred to above, or can broadcast more IPF 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 IPF 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 IPF Material being broadcast; or

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(ii) should the IPF 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 IPF Material being broadcast to read as follows: “Courtesy of (Name of Rights Holder)”.

**7:** IPF 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 IPF Material at times and in program's other than when broadcast as part of a News Program's 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 IPF Events, then such footage of previous IPF Events will be included in the aggregate total of six minutes per day.

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

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

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

- a) only use IPF Material in strict accordance with these News Access Rules; and
- b) not make available or provide IPF Material to any third party except that Non -Rights Holders who are international News Agencies may make such IPF Material available to their regular clients, in accordance with their standard distribution procedures, with the prior written consent of the IPF 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 IPF Material and/or at the same time as any other coverage of the IPF Event which contains any IPF Marks or other imagery of IPF or the IPF 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 IPF 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 IPF Material, the IPF or the IPF Event.

## RADIO NEWS ACCESS RULES

**13:** Non-Rights Holder radio stations may use IPF Material in their News Program's in their respective territories only, strictly subject to the following conditions: **Program's only:** The broadcast of audio-only IPF Material on radio services may be used only as a part of News Program's.

**15:** Non-Rights Holders shall not broadcast or originate play-by-play commentary or analogous coverage of any IPF Material, whether on a live or delayed basis, or any other material obtained while inside a IPF 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 IPF 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 IPF Venues and, with equipment, to the MPC.

## GENERAL

**18:** Non-Rights Holders should submit any requests for access to IPF Materials to the applicable provider notified by IPF 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 IPF Events.

**"IPF"** means the International Powerlifting Federation.

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

**"IPF Material"** means any and all audio, visual and/or audio-visual footage, signals or recordings of any IPF 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 IPF Venues.

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

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

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

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

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