Guidelines for Content Creators – Audi FIS Alpine World Cup

For Ski Racing Suppliers (SRS) – Season 2026/27

Key principles to be read first

(1) Rights first – no accreditation shall be granted until the necessary rights have been cleared with the applicable Rights Holder; registration through the team entry system does not in itself confer any filming rights.
(2) Accreditation second – once the rights have been cleared, media accreditation and access may be granted.
(3) Restricted zones always apply – accredited content creators shall at all times respect the zones in which filming is prohibited, as set out in the document "Access to restricted areas at FIS Alpine World Cup events".

All content shall comply with the FIS media rights framework and with any agreements in force with the relevant Rights Holders. **Accordingly, no content intended for use or publication may be filmed within an accredited area unless the necessary rights have first been cleared with the applicable Rights Holder**. Content captured on mobile phones by accredited persons shall likewise be subject to prior rights clearance with the applicable Rights Holder.

Content Creator Status

Content creation fosters fan engagement through authentic storytelling, behind-the-scenes coverage and the perspectives of the athletes themselves. Within the framework of the Audi FIS Alpine World Cup, content produced by content creators is intended to complement traditional media coverage, thereby contributing to the wider reach of the sport.

For the purposes of these Guidelines, a content creator is any accredited individual or organization producing original digital content from competition venues for publication on social or digital platforms. Given the audience they reach, content creators are responsible for ensuring that all content they produce is authentic, respectful and consistent with the values of the FIS Alpine World Cup, namely fair play, inclusion and integrity.

Accreditation and Access

Content Creators Accreditation Procedure 2026/27

As of the 2026/27 season, the category "SRS Marketing / Content Creator" is integrated into the new accreditation system. Consequently, SRS content creators shall be accredited through a single procedure, namely the team entry system, under this category and separately for **each** event.

The following category shall apply:

- **SRS Marketing / Content Creator** – professionals employed by an SRS member company who produce digital content for social or digital platforms. This category is limited to one (1) content creator person per brand and per race. Registration shall be made through the team entries of each event, under the category "SRS Marketing / Content Creator".
  The SRS Marketing / Content Creator category grants access to the "Industry" zones of the venue. Additional media access shall only be granted if the necessary rights have been cleared beforehand. In addition, zones in which filming is prohibited shall be respected at all times, in accordance with the document "Access to restricted areas at FIS Alpine World Cup events".

Important:

- Registrations are not transferable from one event or season to another. Content creators accredited in previous events are required to re-register, through the team entries and under the new category, for each event they intend to attend.
- Video rights must be cleared either on a season-long basis or separately for each event. Event-specific clearance is valid only for the respective event and may not be transferred to other events unless otherwise agreed in a season-long agreement.

The numerical allocations for this category are set out in the Matrix, which shall be consulted accordingly. Details of the Matrix are available under "Alpine Identification Card System" at the following link:

SRS Marketing / Content Creator category in the 2026/27 Season Identification Matrix

FIS SEASON IDENTIFICATION MATRIX

STANDARD ACCESS ZONES

1 Team Area
2 Industry Area
3 Media Area
4 Photo Area
5 TV/Radio Area
6 Media Centre
7 Timing/Data Area
8 Priority Lift Access
9 Team Hospitality

Category-Function	1	2	3	4	5	6	7	8	9
4.2 SRS Marketing / Content Creator		X	X**	X**		X**		X	

** Access to zones 3, 4 and 6 shall be granted only subject to the prior approval of the Rights Holders and the LOC.

FIS reserves the right to grant or refuse access to certain areas and to align the access/function status with the accreditation applicable to the specific event.

Where a content creator working on behalf of an SRS member company is not registered in the accreditation system and therefore cannot be accredited through the team entries, a media accreditation must be requested directly from the LOC. LOC contact details are available on the FIS website under *Guidelines & Information > Info Sheets 26/27.*

All applications shall be reviewed by FIS, the Rights Holder, the Chief of Media, and the Chief Photographer, on the basis of rights compliance and professional qualifications.

Contacts for rights clearance

- For races in Austria: Andreas Eichwalder - andreas.eichwalder@skiaustria.at
- For all other races, Infront via :
  Megan McGuire - Megan.McGuire@infrontsports.com
  Natalia Semenova - Natalia.Semenova@infrontsports.com
  Elena Colasanti - Elena.Colasanti@infrontsports.com

Access and Priorities
SRS Content Creators must collect a media armband in advance in order to access the race slope and the start area.

Accreditation and access shall be granted according to the following order of priority:

1. Rights Holders
2. Traditional Media (Written Press & Radio)
3. Content Creators

SRS Marketing / Content Creators do not have access to the FIS Content Exchange Platform (CXP) and are not covered by its terms of use; any use of race footage by them shall therefore be subject to prior rights clearance with the applicable Rights Holder.
Any questions on this behalf should be addressed to digital@fis-ski.com.

Final Notes
Any special content project or question relating to media rights must be submitted to the FIS Media & Rights Team prior to the capture or publication of any content.
The filming and media permissions set out herein shall remain valid until the end of the World Feed. In addition, the following provisions shall apply:

- Any request for an exception to these Guidelines shall be submitted to the FIS Media Manager of the event(s) concerned and shall only apply if approved in writing prior to the event.
- Any inappropriate conduct, including but not limited to skiing or walking on the racetrack during the race, disturbing the competition flow, distracting or interfering with athletes, or disregarding safety and staff instructions, shall result in the immediate revocation of the accreditation.
- The use of mobile phones by staff members is recognized as an integral part of event operations. While it is neither practicable nor intended to restrict every such use, content published from mobile devices shall remain limited in scope and duration and shall at all times comply with FIS media rights, be subject to prior rights clearance with the applicable Rights Holder where it includes competition footage, and preserve the integrity of the event.