

Guidelines for Media Content Creators – Audi FIS Alpine World Cup

For Media Outlets and their Content Creators – Season 2026/27

Content creation engages fans with authentic stories, behind-the-scenes moments and new perspectives on the sport. Within the Audi FIS Alpine World Cup, media content creators complement traditional media (written press, radio and photographers) and help expand the reach of the sport.

All content must respect the FIS media rights framework and existing agreements with Rights Holders. Any video production in particular must fully comply with the rights requirements established by the Rights Holders.

Media Content Creator Status

A media content creator is an accredited individual or organization producing original digital content from competition venues for social or digital platforms on behalf of a media outlet. Because content creators have an audience, they are responsible for content that is authentic, respectful and in line with the values of the FIS Alpine World Cup: fair play, inclusion and integrity.

These guidelines apply to:

- **Media outlets** – online, print, digital and broadcast extensions.
- **Agencies and production companies** – working on behalf of a media outlet.

Content creators working on behalf of an athlete, a National Ski Association (NSA) or a Ski Racing Supplier (SRS) are not covered by this document. They are accredited through the team entries and follow the *Guidelines for Content Creators – Athletes, NSAs and SRS 2026/27*.

Accreditation and Access

Media Content Creators Accreditation Procedure 2026/27

Media content creators must request a media accreditation directly from the Local Organising Committee (LOC) of each event, through the Media Accreditation link provided by the LOC, under the category “Media Content Creator”.

The LOC contacts are available on the [FIS website](#) under *Guidelines & Information > Info Sheets 26/27*.

Applications submitted through any other channel will not be considered valid.

Important: a request must be submitted to the LOC for every event attended. Accreditations do not carry over from one event or season to the next.

All numerical allocations for each category are defined in the Matrix and must be referred to accordingly. You can find the Matrix details under Alpine Identification Card System at the following [link](#).

Media content creator category in the 2026/27 Season Identification Matrix

FIS SEASON IDENTIFICATION MATRIX

STANDARD ACCESS ZONES

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

Category-Function	1	2	3	4	5	6	7	8	9
3.6 Media Content Creator			X**			X**		*	

* Lift access is provided but no priority lift access

** Access to zones 3, 4 and 6 is granted only upon approval by Rights Holders and LOC.

FIS reserves the right to approve or deny access to certain areas as well as to coordinate the access/function status with the specific event accreditation.

Each request will be reviewed by FIS, the Rights Holder (Infront / EBU), the LOC Chief of Media and the LOC Chief of Photographer. Access is granted based on professional purpose, rights compliance and operational feasibility.

Access and Priorities

Please note that access priorities will be managed as follows:

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

Content Use and Filming Permissions

All individuals or entities planning to produce video content must submit their access request through the media accreditation process and comply with the requirements of the Rights Holder of the event concerned:

- **Races in Austria** – andreas.eichwalder@skiaustria.at
- **Infront events** – fis_alpine_wc@infrontsports.com

For photography-only requests, priority is given to photo agencies and accredited professional photographers. In these cases, final decisions regarding access and allocation are made jointly by the LOC Chief of Media and the LOC Chief of Photographer.

Behind-the-scenes content (e.g. warm-up areas, finish area, fan zones) is allowed only from non-restricted areas and must not interfere with event operations or athlete routines.

For detailed information regarding access to restricted areas, please refer to the official guidelines: [Access Guidelines](#).

Final Notes

For any special content projects or questions regarding media rights, please contact the FIS Media & Rights Team before capturing or publishing content.

The filming and media permissions outlined remain valid until the end of the World Feed. Considering the above, a few additional remarks:

- Any requests for exceptions to the guidelines above should be forwarded to the respective FIS Media Manager of the event(s) concerned and addressed through proper negotiation.
- Any inappropriate behavior, including actions such as skiing or walking on the racetrack during the race, entering restricted areas (start house, green rooms, team hospitality),

disturbing the competition flow, distracting or interfering with athletes, or disregarding safety and staff instructions, will result in the immediate revocation of accreditation.

Contacts

For any special project requests or clarification on rights and content use, please contact:

Charlotte Chable – +41 79 356 39 42 / chable@fis-ski.com

Viviane Tonoli – +41 79 136 20 24 / viviane.tonoli@fis-ski.com