

Guidelines for Content Creators – Audi FIS Alpine World Cup

For Athletes, National Ski Associations (NSAs) and Ski Racing Suppliers (SRS) – Season 2026/27

Content creation engages fans with authentic stories, behind-the-scenes moments and athlete perspectives. Within the Audi FIS Alpine World Cup, athletes, NSA and SRS content creators complement traditional media and help expand the reach of the sport.

All content must respect the FIS media rights framework and existing agreements with rights holders. Content produced with mobile phones by accredited staff members must also comply with the FIS Content Exchange Platform – Competition Footage Service Policies.

Content Creator Status

A content creator is an accredited individual or organization producing original digital content from competition venues for social or digital platforms. 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.

Accreditation and Access

Content Creators Accreditation Procedure 2026/27

From the 2026/27 season, the NSA Content Creator and SRS Marketing / Content Creator categories are implemented in the new accreditation system. NSA and SRS content creators are therefore accredited through one single process: the team entry system, under their dedicated category, for each event.

The following categories apply:

- **NSA Content Creator** – individuals creating digital content on behalf of an NSA for social or digital platforms. Limited to one (1) person per nation per gender. Registered by the NSA through the team entries of each event, under the category “NSA Content Creator”.
- **SRS Marketing / Content Creator** – professionals of an SRS member company in a marketing or communication role and/or creating digital content for social or digital platforms. Registered through the team entries of each event, under the category “SRS Marketing / Content Creator”.

Important: registrations do not carry over from one event or season to the next. Content creators who were accredited in previous seasons must register again, through the team entries, under the new category for every event they attend.

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](#):

Content creator categories 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
2.10 NSA Content Creator			X			X		X	
4.2 SRS Marketing / Content Creator		X	X**	X**		X**		X	

** 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.

If a content creator working for your NSA or SRS is not registered in the accreditation system, and therefore cannot be accredited through the team entries, please request a media accreditation directly from the LOC. The LOC contacts are available on the [FIS website](#) under *Guidelines & Information > Info Sheets 26/2*.

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

Access and Priorities

A media armband for NSA Content Creators and NSA Team Press Attachés acting as Content Creators must be collected beforehand to access the race slope and start area.

Please note that access priorities will be managed as follows:

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

Award Ceremony Access in the finish area

Access to the Award Ceremony will be granted to one (1) Content Creator per nation with an athlete on the podium, as indicated in the Matrix.

Access to race footage and behind-the-scenes filming must comply with the Content Exchange Platform (CXP) Policies.

For any questions, please contact digital@fis-ski.com.

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, disturbing the competition flow, distracting or interfering with athletes, or disregarding safety and staff instructions, will result in the immediate revocation of accreditation.
- The use of mobile phones by staff members has become a natural part of event operations. While it is neither realistic nor intended to restrict every single use, content published from mobile devices should remain limited in scope and duration, and always aligned with FIS media rights and event integrity