

## **Guidelines for Content Creators – Audi FIS Alpine World Cup**

*For Media, Brand Partners Suppliers and SRS*

### **Purpose**

These guidelines define how all non-NSA and non-athlete entities (media, brand companies, suppliers, and industry partners) may produce and share digital content within the Audi FIS Alpine World Cup.

They ensure that all activities align with the existing FIS Media Rights Framework, protect commercial partners, and guarantee operational clarity for all accredited parties.

### **1. Who These Guidelines Apply To**

These rules apply to any company, organization, or individual producing digital or social media content from Audi FIS Alpine World Cup venues, including but not limited to:

- Media outlets (online, print, digital, broadcast extensions)
- Industry partners (ski brands, apparel, equipment)
- Corporate partners and sponsors of athletes, teams, or events
- Agencies and production companies working on behalf of the above

These entities are not part of the team entry process (NSA or athlete) and therefore must apply via the Media Accreditation Link provided by each Local Organising Committee (LOC).

### **2. Accreditation Procedure**

All non-NSA content creators must request access through the Media Accreditation Link on the LOC website.

This ensures proper allocation of categories and working zones, and allows FIS, the Rights Holder, and the Chief of Media to manage access priorities consistently across events.

Applications submitted through other channels will not be considered valid.

Each request will be reviewed by:

- FIS
- Rights Holder (Infront / EBU)
- LOC Chief of Media
- LOC Chief of Photographer

Access will be granted based on professional purpose, rights compliance, and operational feasibility.

**SRS Content Creators:** SRS Content Creators are associated with the SRS Marketing category (see the matrix point 3). It is essential that they contact the LOC Chief of Media in advance (contact details available [https://assets.fis-ski.com/f/252177/x/bf1efda75f/complett\\_finaldoc\\_24\\_25\\_v1\\_03-09-2024.pdf](https://assets.fis-ski.com/f/252177/x/bf1efda75f/complett_finaldoc_24_25_v1_03-09-2024.pdf)) so that the organizers can grant them access to the areas relevant to their on-site work.

Please note that failure to make this direct contact may result in access to the appropriate zones

not being guaranteed.

To facilitate this process, SRS companies are kindly asked to provide the details of their designated Content Creators at the following [link](#).

This will help FIS and the LOCs to properly identify SRS Content Creators and streamline accreditation and zone allocation across events.

### **3. Access and Priorities**

The following hierarchy applies for all content production on site:

1. Rights Holders
2. Traditional Media (Written Press, Radio, Photographer Agencies)
3. Accredited Content Creators (Media, Brands, Suppliers)

Access to specific areas is determined by the official Access Matrix, available under *Alpine Identification Card System* at the following link: <https://www.fis-ski.com/inside-fis/general-fis-documents/season-accreditation>

A media armband for content creators — once rights are clarified — must be collected beforehand to access the race slope and start area.

### **4. Content Use and Filming Permissions**

The production of any video content must fully respect the rights compliance requirements established by the Rights Holders.

For reference:

- Austria's Races – [andreas.eichwalder@skiaustria.at](mailto:andreas.eichwalder@skiaustria.at)
- Infront Events – [fis\\_alpine\\_wc@infrontsports.com](mailto:fis_alpine_wc@infrontsports.com)

For this reason, all individuals or entities planning to produce video content must submit their access request through the Media Accreditation process.

For photography-only requests, priority will be given to photo agencies and accredited professional photographers.

In these cases, final decisions regarding access and allocation will be 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 reference, please consult:

[Access to Restricted Areas at FIS Alpine World Cup Events – Guidelines](#)

### **5. Behaviour and Compliance**

All accredited media and content creators must:

- Respect operational rules and staff instructions at all times

- Avoid disturbing the competition flow or athlete preparation
- Refrain from entering restricted areas (start house, green rooms, team hospitality)

Any misuse of accreditation or violation of safety or media rights rules will result in the immediate revocation of accreditation.

## **6. Contact**

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

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