

Guidelines for Content Creators – Audi FIS Alpine World Cup

For Athletes and National Ski Associations (NSAs)

Content creation is a key tool to engage fans with authentic stories, behind-the-scenes moments, and athlete perspectives that strengthen the visibility of Alpine skiing.

Within the Audi FIS Alpine World Cup, content creators — whether athletes, NSAs representatives — play a complementary role to traditional media by offering exclusive insights and personal stories that expand the sport's reach.

At the same time, all content production must respect the FIS media rights framework and existing agreements with rights holders. These guidelines ensure that digital content supports the growth of the sport while safeguarding its commercial and media integrity.

The production of content with mobile phones has become a daily practice. Whenever such content is produced by accredited staff members, it must comply with the policies of 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. By definition, a content creator has an audience — whether large or niche — and therefore carries the responsibility to ensure that content is aligned with the values and principles of the FIS Alpine World Cup.

Content should showcase the sport, athletes, and events in a way that is authentic, respectful, and consistent with the spirit of fair play, inclusion, and integrity. The aim is to enhance fan engagement while protecting the reputation and identity of the competition.

Accreditation and Access

NSA Content Creators Accreditation Procedure

Under the NSA umbrella, two different cases have been identified:

1. NSA with separate Team Press Officers and Content Creators
 - NSA Team Press Attachè are accredited directly through the team entry process.
 - NSA Content Creators must apply as Media through the LOC's Media Accreditation link.
2. NSA with Press Attachè holding a dual role (Press Attachè & Content Creator)
 - In this case, the accreditation process will follow the team entry procedure.

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: <https://www.fis-ski.com/inside-fis/general-fis-documents/season-accreditation#Alpine%20World%20Cup%20Season%20Accreditation>

Applications submitted through other channels will not be considered valid.

Category-Function	1	2	3	4	5	6	7	8	9
FIS Council Member	X	X	X	X	X	X		X	X
FIS Honorary Member	X	X	X			X		X	
FIS Professional	X	X	X	X	X	X	X	X	X
FIS M&M Professional	X	X	X			X	X	X	
FIS M&M Implementation/ Fluor Controller	X	X	X					X	
FIS World Cup Title Sponsor	X	X	X			X		X	
FIS Timing & Data Partner	X	X	X		X	X	X	X	
FIS Partner/FIS Guest		X							
NSA Council member/NSA President	X	X				X		X	
NSA General Secretary	X	X				X		X	
NSA Professional	X	X						X	
NSA Sponsor/NSA Guest		X							
NSA Alpine Director/Head Coach Women or Men	X	X			X	X		X	X
NSA Team Coach/Trainer Women or Men	X					X		X	X
NSA Team Doctor	X	X				X		X	X
NSA Medical support/physiotherapist	X	X				X		X	X
NSA Team Service Staff	X	X						X	X
NSA Team Press Attaché	X	X			X	X		X	X
NSA Content Creator			X			X		X	
NSA Team Press Attaché / Content Creator	X	X	X		X	X		X	X
Media Host Broadcaster	X	X	X	X	X	X	X	*	
Media TV/Radio Editorial Staff			X		X	X		*	
Media TV Technicians			X		X			*	
Media Rights Holders (EBU, Infront)	X	X	X	X	X	X	X	*	
Media Photographer Agency or single				X		X		*	
Media Content Creator			X			X		*	
SRS Top Management	X	X				X		X	
SRS Marketing / Content Creator	X	X	X**	X**		X**		X	
SRS Service International	X	X				X		X	X
SRS Service NSA	X	X						X	X
SRS Racing	X	X						X	
SRS Guest		X							
Brand Partners and Suppliers Content Creator			X**	X**		X		X	
World Cup Sponsor Service Provider	X	X	X	X	X		X	X	
World Cup Safety and Equipment Provider	X	X	X	X	X		X	X	
Marketing Agency/Athlete Management	X	X				X			

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.

* 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.

The LOC contacts are available on the [FIS website](#) under *Info Sheets*.

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 |

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 both NSA Content Creators and NSA Team Press Attaché / 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

As NSA Content Creators and NSA Press Officers / Content Creators are among the few categories granted multiple zone access, it is essential to understand and respect these priorities and space limitations in all working areas.

Award Ceremony Access

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.

Please share the names of your NSA Content Creators who will attend the Audi FIS World Cup events using the link below — including anyone with a dual role (e.g. NSA Team Press Attaché / NSA Content Creator) — so we can help organizers properly identify and accredit you. Content Creators list: [Add Content Creator](#).

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](#).

4. 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 Coordinator 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.