



# MEDIA ACCREDITATION GUIDE



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## 1. Introduction

World Athletics (WA) is committed to providing a professional, safe and efficient working environment for all media representatives covering the World Athletics Ultimate Championship (The Ultimate). These Media Accreditation Guidelines set out the principles, categories, application procedures, access rights and conditions under which media accreditation may be granted.

Media accreditation is a working tool, issued solely for the purpose of facilitating professional, **editorial coverage of the Event**. All accredited persons are expected to act in a professional, respectful and ethical manner at all times, in line with journalistic standards of accuracy, fairness and integrity, and in full respect of athletes, officials, organisers, volunteers and fellow media.

**Granting accreditation is subject to final approval and is at the sole discretion of World Athletics. Accreditation may be refused or, where approved, withdrawn at any time and without notice. World Athletics accreditation is subject to accreditation terms and conditions.**

## 2. Media Accreditation Categories

The media accreditation categories for the Ultimate are:

- **Press (Pi):** Journalists working for recognised news agencies, publications and professional editorial websites.
- **Photographers (Ph):** Professional photographers working for recognised news agencies, publications (newspapers, magazines) and professional editorial websites or as freelancers on editorial assignments (i.e. commercial assignments are not permitted under the category neither are assignments for sportswear manufacturers or any commercial brands).
- **Rights-Holding Broadcasters (RHB):** Television and radio broadcasters, holding broadcast rights for the Event.
- **Non-Rights Holding Broadcasters (NRH):** Television and radio broadcasters without broadcast rights.
- **Individual Content Creators (Bcc):** Independent content creators producing editorial athletics-related content for third-party platforms: YouTube, Podcast, TikTok, Instagram, Facebook, Blogs, X (formerly Twitter) and others
- **Member Federation Editorial Staff:** Press, or photographers working for Member Federations (MFs) for websites and third-party platforms.
- **Athlete Personal Content Creators only**

The accreditation procedure for the above categories is unchanged from existing World Athletics processes. Please note that the above categories come with further access restrictions on specific areas and zones within the venue.

### 3. General Principles and approval criteria

- Accreditation is limited to bona fide professional media representatives using the accreditation strictly as a working tool.
- Submission of an application does not guarantee approval, including for bona fide journalists and photographers irrespective of who they might represent.
- Priority will be given to media organisations and representatives from countries where competing athletes are entered.
- Accreditation is subject to venue capacity, operational considerations and overall event requirements.
- World Athletics reserves the right, at its sole discretion, to refuse accreditation to any international or national media.

### 4. Rights-Holding Broadcasters

- Confirmed Rights Holding Broadcasters (RHB) can create an account on the WA Broadcasters Accreditation System (WASBAS) at the following link: <https://www.wasaccreditation.net/wasbas>
- **Please note that this account is an Ultimate only account and not the one used for WAS events.**
- Categories: RHB TV (Rht), RHB Radio (Rhr), RHB News Access (Rha)
- WA Ultimate TV and Radio rights are managed by Infront.
- Only one approved account per Network is allowed, managed by one Team Leader.
- The approval of the account is done by Infront
- Infront will define, event by event, the type of rights the account has.
- All the Network's team members will be entered under the same approved account.
- WA has final approval of accreditations.
- No quota is enforced for RHBs.
- Apart for booking accommodation from the system, no deadline is enforced to RHBs to enter the team members in the system.

### 5. Press and Photographer Accreditation procedure

#### 5.1 Application process

Media Accreditation for the Ultimate is processed online, through the World Athletics Event Management System (WA EMS) that allows media representatives of the Pi, Ph, Pt categories to apply for accreditation to cover the events.



In order to access the WA EMS, media representatives require a specific Access Code. These codes are distributed by the respective Member Federations (MFs), covering all categories, along with relevant instructions.

An accreditation country quota system will be in place for Pi, Ph, & Pt, each MF will receive a certain number of individual access codes, equivalent to their media accreditation quota. Each Access Code is unique and can be used only once, for a single registration.

## 5.2 Priority and selection

Priority and higher quotas will be given to MF from countries with athletes competing in the Event.

The volume, and relevance of previous athletics coverage will be considered.

## 5.3 Commissioning requirements

- All freelance photographers commissioned by media organisations must submit a valid letter of commissioning on official letterhead, including full contact details of the commissioning editor in the media accreditation application form.
- All accreditations for freelance photography granted through media organisations are strictly on the basis that they are editorial only. Therefore, 'commercial' or 'promotional' (i.e. marketing, advertising or merchandising) assignments are not permitted under this category neither will assignments for sportswear manufacturers or any other commercial brands or third parties will be granted.
- 'Editorial' means for journalism, news reporting by news agencies, media organisations or public information purposes and not for brand marketing, advertising or merchandising.
- Photographs taken by officially accredited photographers may be published as long as they appear as still images and not as moving pictures, quasi-video streaming or slide shows.
- Commission letters issued by sportswear manufacturer brands and other commercial brands will not be accepted. Photography for commercial or promotional use (i.e. (i.e. marketing, advertising or merchandising) by sportswear manufacturer brands and any other commercial brands or third parties shall be provided by World Athletics' exclusive agency. For the avoidance of doubt this includes where the athletes sponsors sportswear manufacturers or other personal sponsors wish to commission and license images to show their support including congratulatory messages to their athletes.

## 6. Non-Rights Holding broadcasters

Categories: NRH TV (Nrt), NRH Radio (Nrr), NRH TV & Radio (Nrtr)

Non-Rights Holders (NRH) may apply for an account through the WA Series Broadcasters Accreditation System (WASBAS) at the following link: <https://www.wasaccreditation.net/wasbas/>

Please note that this account is an Ultimate only account and not the one used for WAS events.

- Once an agreement will be reached either with Infront, the account will be approved.
- Only one approved account per NRH is allowed, managed by one Team Leader.
- NRH agreements are made event by event.
- A maximum of two (2) representatives per NRH may be accredited.

## 7. Individual Content Creators

Individual Content Creators interested in reporting on the Ultimate for editorial purposes only will apply for an accreditation directly with WA following the link: <https://www.wasaccreditation.net/wascc/>

There is no guarantee that WA will permit any content creators for the Ultimate. If WA permits content creators, WA reserves the right to set a total maximum number of individual content creators.

## 8. Member Federations – editorial accreditation

All Member Federations may apply for media accreditations (Press and/or Photographer).

**The World Athletics Ultimate Championship is not a traditional Member Federation event; therefore, there is no role of Team Press Liaison (TP) at this Event.**

### 8.1 Application requirements

Member Federations must submit application officially to the WA EMS within their media accreditation quota by using the individual access codes they have.

### 8.2 Priority and access

Approved MF media representatives will receive Press or Photographer accreditation, with access rights and restrictions equivalent to those granted to media organisations and commissioned photographers.

## 9. Athlete personal content creators

- Requests must be submitted by the Athletes' Representative or, if not represented, by the Athlete.
- There are a limited number of accreditations available which will be allocated on first come and first serve basis.
- No individual athlete can commission multiple content creators, but one content creator can be commissioned by multiple athletes.

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- Athlete personal content creators will have limited access to warm-up, training sessions, 'Athletes Lounge' mixed zone (i.e. non-broadcast zones or non-exclusive broadcast zones).
- Athlete personal content creators will not be permitted in the following areas: field of play and other competition areas, which includes gathering points and the call room and routes from the call room to the field of play and post event area.
- All content creators must abide by these media accreditation guidelines and any other guidelines concerning their conduct and access to such areas.

## 9.1 Application requirements

Requests must clearly state:

- The type of content to be captured (text and/or video)
- The platforms where the content will be published
- The name, surname and full contact details of the commissioned content creator(s)
- Applications must be submitted directly to World Athletics which is subject to eligibility, availability of spaces and selection in World Athletics' sole discretion.

Accreditation is subject to venue capacity, operational considerations and overall event requirements. Approval is not guaranteed and remains at the sole discretion of World Athletics. No applications from Photographers will be accepted.

## 10. Venue access and rights

Stakeholder	Media Areas	Rights
Press (Pi)	<ul style="list-style-type: none"> <li>• Media Centre</li> <li>• Media Tribune</li> <li>• Mixed Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Written content.</li> <li>• Audio and video recording of interviews <b>in the Mixed Zone only</b>.</li> </ul>
Photographers (Ph)	<ul style="list-style-type: none"> <li>• Media Centre</li> <li>• Spectator Areas (as designated)</li> <li>• Official Photo Positions</li> </ul>	<ul style="list-style-type: none"> <li>• Editorial still images.</li> <li>• No video recording permitted.</li> </ul>
Commercial Agency Photographers	<ul style="list-style-type: none"> <li>• Media Centre</li> <li>• Spectator Areas (as designated)</li> <li>• Exclusive Designated Official Photo Positions</li> <li>• Official Photo Positions</li> </ul>	<ul style="list-style-type: none"> <li>• Still images for commercial use by sportswear manufacturers, commercial brands and other parties.</li> </ul>

Individual Content Creators	<ul style="list-style-type: none"> <li>• Media Centre</li> <li>• Mixed Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Audio and video recording of interviews <b>in the Mixed Zone only.</b></li> </ul>
Member Federation media (Pi or Ph)	<ul style="list-style-type: none"> <li>• Media Centre</li> <li>• Media Tribune</li> <li>• Mixed Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Written content.</li> <li>• Audio and video recording of interviews <b>in the Mixed Zone only.</b></li> <li>• Social media during event time.</li> <li>• Editorial still images.</li> </ul>
Non-Media Category: Athlete Personal Content Creators	<ul style="list-style-type: none"> <li>• Media Centre</li> <li>• Mixed Zone</li> <li>• Athletes' Lounge</li> <li>• Training Venue (<b>not during competition warm-up</b>)</li> </ul>	<ul style="list-style-type: none"> <li>• Social media during event time.</li> </ul>



[www.worldathletics.org](http://www.worldathletics.org)