



**MEDIA GUIDELINES FOR
IFF EVENTS
- VIDEO FILMING -**

EDITION 2018

In order to protect the IFF's TV and marketing rights, the following rules apply:

1. When a match is in progress, it is not allowed to do live publishing of the field of play (FOP)* to Facebook, Instagram, Twitter, Snapchat, or to any other social media platforms nor websites
If you wish to use match footage, you can use material from the IFF YouTube channels. This footage must always include the IFF logo watermark (in the bottom right hand corner) – you must not edit or crop it from the material.
2. It is permitted to video the FOP for a maximum of 30 seconds to use with published video (NOT LIVE VIDEOS). You must add a link to IFF YouTube
One single clip can be the maximum of 30 seconds, meaning you can film more than one 30-second clip and use it. However, you can't have more than 3 minutes of self-filmed material of the FOP per a published video clip. If you wish to use more than 3 minutes, you need to apply for a permission from the IFF.
3. It is permitted to use the FOP (even when a match is in play) as a background for interviews
This includes taking a selfie video of yourself talking, but you need to be visible on the video at all times.
4. You can use the material on IFF YouTube to make video clips. The match footage used in each clip can be no longer than 45 seconds in total. These videoclips can be posted to any platform and must credit the IFF for the material as well as provide a link to IFF YouTube channel
One continuous clip can be a maximum of 45 seconds, however, there can't be more than 6 minutes of material of the FOP per a published video clip. If you wish to use more than 6 minutes, you need to apply for a permission from the IFF.
5. Filming / live publishing of match warm-ups and ceremonies is allowed
The warm-up and ceremonies includes all of the time the teams are on court prior to match play beginning, including the national anthems. At the end of the match it includes the rewarding of the best players and possible medal ceremonies. It does not include any match play.
6. The embedding and sharing of material from the IFF YouTube channels is permitted and highly recommended
When you embed or share material by the IFF you must clearly state that the material is owned and created by the IFF. You must not take credit for yourself.
7. Only accredited photographers are allowed to the specially marked photographer zones
8. Photographers are NOT allowed onto the field of play, except when given direct permission to do so by the IFF &/or LOC
9. Only the designated LOC photographer is allowed onto the field of play for the post-match player award ceremony

The rules in this document are effective in all IFF Events. The IFF has the right to enforce additional guidelines and change the rules for single events as necessary. Please follow all instructions given to you by the LOC and IFF. Any breaking of the above rules or failure to follow IFF / LOC instructions could result in your media accreditation being cancelled.

* *Field of play (FOP) consists of the rink where the play itself happens as well as the substitution benches*