

MEDIA COVERAGE GUIDELINES



We strive to make FIM Hard Enduro World Championship (FIM HEWC) as media friendly as possible. Enduro can be a challenging discipline to cover, often taking place in remote locations covering large distances. With this in mind, the following guidelines should help explain how media works at FIM HEWC events.

1. Preamble

- a) Red Bull and Red Bull Media House (RBMH) own the exclusive right for filming and usage of race and non-race footage at all FIM Hard Enduro World Championship events without any exceptions.
- b) Content (video, photo, written) for editorial use can be downloaded for free at www.redbullcontentpool.com (Red Bull Content Pool).

2. General Rules

Accredited media at FIM HEWC events are permitted access to "media areas" (i.e. trackside, paddock, etc) however the following rules MUST be adhered to:

- a) Photographer/Videographer/Journalist/Media must wear media vests and credentials at all times in the media areas.
- b) No more than TWO representatives from a single media outlet are permitted trackside at any one time unless otherwise given permission by WESS Promotion GmbH or the event organizer prior to the event (i.e. videographers/film crew). Access to the start area is only granted to those wearing a media vest.
- c) Photographer/Videographer/Journalist/Media must not mount or place cameras and/or equipment on safety barriers at any time.
- d) Photographer/Videographer/Journalist/Media shall follow directions given by FIM HEWC staff and/or the event organizer and stewards and/or track management, staff and officials.
- e) Photographer/Videographer/Journalist/Media shall not interfere with or impede any spectators or other media personnel, the conduct of any race, the photography/filming. (i.e. FIM HEWC TV Crew) of the race, or any part of the event.
- f) Photographer/Videographer/Journalist/Media are not permitted to sell unsolicited photos, videos or any other material.

3. Filming & Video Content

- a) Filming and Usage of video content is regulated in the chart attached. Race footage refers to Main Race & Side races (all fully produced by RBMH). Race compound = Start / Finish arena (for races on Final Event Day only)
- b) Drones, Remote Piloted Aircraft (RPA), unmanned aerial vehicles (UAVs) and Model Aircrafts are not permitted to be used. This rule applies regardless of the size or use.
- c) Filming with personal POV equipment/cameras is not permitted at all. Except selected riders equipped with POV equipment provided by RBMH.
- d) Race live filming for social (e.g. "Facebook Live", "Instagram Live") is not permitted.

4. Photography

Photographers are allowed to take images and use them for editorial use only. Free images for editorial use can be downloaded at www.redbullcontentpool.com as well.

We ask that all media respect the riders and stay off the course at all times. In the event of a serious accident resulting in hospitalization and/or fatality, media are required to seek authority from WESS Promotion GmbH to publish in any way, any or all details regarding the incident.

Please be aware that failure to comply with any of these rules could result in your eviction from the FIM Hard Enduro World Championship Events.

The undersigned Photographer/Videographer/Journalist/Media understands that his/her participation involves a degree of risk. However, he/she confirms that neither the organiser of the event ("Event Organiser") nor any of its related companies nor the WESS Promotion GmbH ("WESS") are to blame in any way if He/she gets injured. The undersigned is in possession of a valid personal liability insurance and personal accident insurance that cover his/her participation. If he/she causes damage to anyone else or their property, he/she will take the blame and he/she will make sure that the Event Organiser or any of its related companies or WESS will not incur any damage in this regard.

PRACTICE AND QUALIFYING DAYS

Filming of non-race footage (incl Side Events)	yes
Use of non-race footage for editorial and promotional purposes	yes
Filming of practice & qualifying race	yes
Use of practice & qualifying race footage for editorial and promotional purposes (filmed by parties OR accessed via Red Bull Content Pool)	<p>YES but with specific limits/requirements:</p> <ul style="list-style-type: none"> - Use on respective media online platforms and social media <ul style="list-style-type: none"> - Max 3min per day - 3+ min clips to be only published 14 days after the last event day (FB,YT,IG, Tik Tok) <ul style="list-style-type: none"> -POV footage can only be used 14th days after the last event day - Must make link to Red Bull TV content (i.e. RBTv CTA pursuant to the Amendment) <ul style="list-style-type: none"> - No sharing with 3rd parties for commercial purposes
Use of practice & qualifying race footage for commercial use/use in long format content (eg documentaries)	To be sublicensed from RBMH separately
Live coverage of races	<p>Embed of Red Bull TV feed / promotion of social live on request.</p> <p>Race live filming for social (e.g. "Facebook Live", "Instagram Live") is not permitted.</p>

FINAL EVENT DAY / MAIN EVENT

Filming of non-race footage	yes
Use of non-race footage for editorial and promotional purposes	yes
Filming of race footage	yes
Use of race footage for editorial and promotional purposes (filmed by parties or accessed via Red Bull Content Pool)	<p>YES but with specific limits/requirements:</p> <ul style="list-style-type: none"> - Use on respective media online platforms and social media <ul style="list-style-type: none"> - Max 3min - 3+ min clips to be only published 14 days after the last event day (FB,YT,IG, Tik Tok) <ul style="list-style-type: none"> -POV footage can only be used 14th days after the last event day <ul style="list-style-type: none"> - Additional content via sub-licensing from RBMH - Must make link to Red Bull TV content (i.e. RBTv CTA pursuant to the Amendment)
Race & race compound footage for commercial use/use in long format content (eg documentaries)	To be sublicensed from RBMH separately
Live coverage of event	<p>Embedding of Red Bull TV feed/promotion of social live.</p> <p>Race live filming for social (e.g. "Facebook Live", "Instagram Live") is not permitted.</p>

Last Name:**First Name:****Gender:****Street:****City:****Post/Zip Code:****Country:****D.O.B.:****Phone Number:****Email:****Emergency Contact Details:****Media outlet:****Event & Date of Event:****Date / Signature:**/.....