

Explanatory Note and FAQs around the revised Non-Rights holders' Guidelines for publishing on Social Media at FEI Named events

The recent publication of the updated version of the [Non-Rights holders' Guidelines for Publishing on Social Media at FEI Named Events](#) has generated considerable conversation in the media, misinformation and questions from Stakeholders around what can and cannot be filmed and posted.

We are happy to provide this document to explain the Guidelines in more detail. We encourage all stakeholders to take a few minutes to read the Guidelines which are concise and easy to understand.

First of all, it is important to clarify, the Guidelines in no way prevent filming and do not stop anyone from capturing images at an event.

They are solely concerned with the publication of video content on social media, websites & blogs from the field of play at FEI-Named Events by Non-Rights Holders. Recording field of play footage for private use is permitted, provided it is not published.

Secondly, it is important to clarify, these Guidelines do not apply to all FEI Events, but only to the respective classes at FEI-Named Events (So, for example, at FEI Dressage World Cup™ shows, only the two FEI Dressage World Cup™ competitions would be covered by these guidelines), and therefore are only applicable at FEI Championships and the following series and Finals:

- Longines FEI Jumping World Cup™ - Western European League and North American League
- FEI Dressage World Cup™ - Western European League
- FEI Driving World Cup™
- FEI Vaulting World Cup™ Final
- FEI Eventing Nations Cup™
- Longines League of Nations™
- Senior FEI Championships (European and World)

The Guidelines in themselves are not new, nor have the restrictions been increased, however in the updated version published on 12 February 2024, they have been clarified and presented per Non-Rights Holder category (on page 2) in order to make them easier to understand, by providing a breakdown of what different Non-Rights Holders can and cannot post on digital and social media.

The Guidelines also include additional opportunities for Non-Rights Holders, such as filming the course walk for Athletes, and clarifying for NRH Media, as well as Owners, entourage and National Federations, that they can film in the mixed zone (after the Rights Holders).

The Guidelines exist - and have for several years - because Rights Holders (i.e. Broadcasters to whom the FEI has placed the rights) require this as part of their contractual agreements with the FEI. The restrictions on Non-Rights Holders on publication of field of play footage are industry standard in sport. The FEI's approach is in line with the approach taken by other sporting organisations (e.g. other International Federations, the IOC, IPC).

The FEI places the rights from FEI-Named Events in order to promote the sport widely, and part of these agreements include standard media rights for the Rights Holders, including exclusivity clauses around the publication of video content from the field of play.

By the same token, the FEI fully understands and supports the fact that certain stakeholders and especially National Federations and Athletes want to promote their rounds on their own digital channels, and that this is an important part of their fan engagement. And while previously, this was actually not permitted at FEI-Named Events where the Rights have been placed, the FEI has been actively developing a solution which is acceptable to Rights Holders, whereby through Artificial Intelligence, the FEI can provide an Athlete and his/her NF with a professionally produced clip of their full round, immediately after the round - using an online sharing platform - which they can then share on their social media platforms.

This innovative system is currently being tested with the Longines League of Nations™ (an FEI-Named Event) and will be progressively rolled out to other Jumping FEI Named Events (i.e. Longines FEI Jumping World Cup™), followed by the other disciplines as well as FEI Championships.

It is important to reiterate once again, the Guidelines apply solely to FEI-Named Events, and the specific FEI named classes from an FEI-Named Event. For example, at an FEI Jumping World Cup™ - Western European League Event, the Guidelines would only apply to the World Cup™ classes but not to the Grand Prix (as it is not a FEI named class).

We have provided more detailed information in the FAQ created to address the most common questions and misconceptions that have been brought to our attention since publishing the updated Guidelines on 12 February 2024 - including definitions of all the highlighted elements above. Should you have any further questions, please contact:

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