



# **FEI BROADCAST PRODUCTION MANUAL**

**for**

**FEI SERIES  
&  
FEI CHAMPIONSHIPS**

**(Version 3.3 – Status October 2023)**

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## 1 Foreword

This document shall serve as FEI Broadcast Production Manual as stated in the Host Agreements between the Fédération Equestre Internationale (“FEI”), the applicable National Federation (“NF”), the applicable Organiser and all Host Broadcasters (HB) for the qualifying legs and/or Finals of the FEI Series & Championships in the disciplines of Jumping, Dressage, Para Dressage, Driving and Vaulting.

Accordingly, the different requirements and procedures as outlined in this document have to be understood as legally binding contractual requirements for the respective contractual party signatory of the Host Agreements (including but not limited to the Organiser and/or any other applicable third party, such as the Host Broadcaster) that shall perform broadcast services at FEI competitions and are accepted with signature of the applicable Host Agreement.

FEI expressly reserves the right to periodically update and/or modify this document for the purposes of adopting to standard broadcast market/industry requirements and/or providing further details and clarity regarding the different requirements and procedures and their execution and delivery, it being understood that an Organiser shall not be required to implement additional broadcast requirements that were not set out in this manual at the time that the Organiser signed the relevant Host Agreement unless such additional requirements have been communicated to the Organiser by the FEI and accepted by the Organiser.

## 2 Role of the FEI Media House

FEI Media House on behalf of the FEI is responsible for the overall pre-, on-site and post coordination of the broadcast production of the FEI Series and Championships including the production of live signals as well as the official international highlights programmes.

## 3 International Broadcast Signal (IBS)

### 3.1 Definition and Technical standards of the IBS

- **IBS** means the signal (picture and sound) to be produced by the Host Broadcaster and which shall consist of a color television picture and necessary related background sound and effects (international sound) in live minimum format HD 1080i/50, aspect ratio 16:9 elaborated in these Guidelines starting 5 or 10 minutes before the start of the respective competition following an agreed running order incorporating editorial elements such as different beauty shots, TV graphics, pre-produced video elements leading as an introduction to the start of the competition.
- **VIDEO:** HD 1080i/50 (HD 1080i/59.94 in dedicated countries, e.g. USA, CAN, JPN etc.) Aspect ratio 16:9
- **AUDIO:**
  - Channel 1: International Sound Stereo left
  - Channel 2: International Sound Stereo right
  - Channel 3: Full Mix (Intl Sound & English Commentary) Stereo left
  - Channel 4: Full Mix (Intl Sound & English Commentary) Stereo right
  - Channel 5: English Commentary
  - Channel 6: DA line (tbc)

Remaining audio channels can be used by Rights Holding Broadcasters if needed and available.

- **GRAPHICS:**  
16:9 (unless otherwise agreed)

### **3.2 Broadcast Signal Offer (see Point 18.2)**

The Broadcast Signal Offer is to be made by FEI, through SES, FEI's Satellite capacity service provider and satellite details shall be shared with the SNG provider (responsibility of the organizer). This is necessary for the participation of National/International Broadcasters in the multi-lateral distribution of the IBS. All times listed in the Broadcast Signal Offer are to be stated in GMT. FEI requires this offer to be ready for distribution four to six weeks prior the Event at the latest. If the FEI can be of assistance with this, please call the contacts listed.

### **3.3 General points**

The Organiser shall ensure that:

- (i) the Host Broadcaster ("HB") at the Organiser's cost where applicable, produces the International Broadcast Signal ("IBS") for all stages of the Leg or Championship (as the case may be) and ceremonies of the Leg and makes it available to the International Broadcast Signal Distributor for distribution to all RHBs;
- (ii) the IBS conforms to the highest attainable professional standards and totally devoid of any additional commercial material apart from any on-screen identification as specified by the FEI.
- (iii) the IBS is continuous, with Broadcast Graphics (including timing and data) in the English language. It shall not have any presenters to camera, interviews unless otherwise stated, special features or advertising breaks unless explicitly requested by the FEI/FEIMH;
- (iv) the IBS is duly monitored and corrected for broadcast usage by the HB, synchronized and in phase and is delivered to the international gateway as specified by the FEI/FEIMH for technical distribution by the International Broadcast Signal Distributor;
- (v) the production of the IBS has priority over all requirements for the production of any national/unilateral broadcast signals and/or Broadcast Coverage;
- (vi) the HB provides the FEI/FEIMH with access, free of charge, to the IBS and any other Broadcast Coverage of the Leg produced by the HB via a delivery method specified by the FEI for FEI's usage at its sole discretion - refer to the relevant chapters regarding signal delivery methods;
- (vii) the IBS is made available and used by all the RHBs to produce their respective National/Unilateral Broadcast Signal and/or National/Unilateral Broadcast.

### **3.4 Broadcast Coverage of the HB**

The Organiser shall ensure that:

- (i) the Leg is covered by the HB in an objective and universal manner so as not to concentrate on athletes from one (1) or a number of countries, but rather to cover the Leg with nonpartisanship. The (live) Broadcast Coverage of the HB shall be continuous and uninterrupted with FEI approved Broadcast Graphics (including timing/ data) in the English language;

- (ii) the HB provides the FEI/FEIMH with a detailed production-, camera- and floor plan of its proposed Broadcast Coverage for the Leg at least two (2) months prior to the start of the Leg. The production-, camera- and floor plan shall be subject to the FEI's written approval;
- (iii) full (live) Broadcast Coverage shall be provided of all stages/phases of the Leg;
- (iv) if requested by the FEI and at FEI's sole discretion, but subject to the interest of RHBs (FEI acting reasonably and in good faith), the HB shall provide full Broadcast Coverage of all official FEI press/news conferences, statements and press interviews;
- (v) the HB shall liaise closely with the FEI/FEIMH to ensure that all reasonable needs of the RHBs are met.

### **3.5 Security approval Production Guidelines**

All camera and ambience microphone positions including PTZ cameras, Cable camera, Jib/Cranes and or use of Drones must be signed off and approved by the Technical Delegate of the sport. In case that at any point the FEI Technical Delegate decides that a camera, camera position or movement is impeding the sport, the operational team of the HB has to stop that specific camera and/or the operation of it.

## **4 Broadcast Philosophy: Operational and editorial Guidelines**

### **4.1 Cabled Camera**

- (i) All movements must be practiced during the familiarization period of the competition
- (ii) No sudden or fast movement, the operator should always start off slow and finish slow
- (iii) The speed for filming dressage should remain slow and consistent
- (iv) It should not create noise which would distract the Athlete or the audience
- (v) The camera and cables should be accessible from the side of the arena
- (vi) Location of Jumbo Tron/Big Screen should be considered when rigging
- (vii) For Dressage the camera should remain in front of the horse at all times
- (viii) For Jumping it is ideal to follow flowing combinations over multiple fences

### **4.2 Jib/Crane Camera**

- (i) All movements must be practiced during the familiarization period of the competition
- (ii) All camera positions and movements rehearsed and signed off by FEI representative.
- (iii) No Sudden fast movement, the operator should always start off slow and finish slow
- (iv) The camera should always be in front and moving away from the horse
- (v) There should always be a sufficient and safe distance between Camera and the pair
- (vi) The crane should offer a low or high static shot when a horse is close or turning a corner from fence to fence.

### **4.3 Rider/Horse Fall – Not serious**

- (i) At the discretion of the director to show the replay depending on how dramatic the images look.
- (ii) Do not show lame horse.
- (iii) Never show more than 1 replay
- (iv) Show the rider getting up
- (v) Show the horse walking away
- (vi) Show the Horse and rider reunited.

#### **4.4 Rider/Horse Fall – Serious**

- (i) Do not show replay
- (ii) Do not show the rider or horse lying on the ground
- (iii) Do not show distressed rider
- (iv) Cut to the crowd shot
- (v) If the screens are erected in the arena - you can show the arena
- (vi) Show medics arriving
- (vii) Show EVS Highlights of competition or pre-recorded interviews so far while waiting for the arena to be cleared.

#### **4.5 In Field intruder/protestor**

- (i) Do not show anything in vision, do not cut to them while being in live broadcast
- (ii) Do not show any replays
- (iii) Show close up of the rider stopping (acknowledging the issue in the arena)
- (iv) Show crowds - Clapping once the arena has been cleared.
- (v) Show EVS Highlights of competition or pre-recorded interviews if the problem is continuing and cannot be resolved.

*Please note that the comments here can only ever be a rough guide, as each venue and situation are different. A full survey is required prior to any event which should be carried out with a qualified Health and Safety professional. FEI/FEIMH cannot be held responsible for any accidents arising from these guidelines.*

#### **4.6 Opening/Closing Sequences of the IBS, Official Title and Exclusive Designations**

If the FEI produces an opening and/or closing sequence and/or digital and/or partly digital animation for inclusion in the IBS the Organiser shall ensure that the HB inserts such sequences into the IBS at no additional cost. The Organiser shall also ensure that the HB includes the Official Title and/or the Exclusive Designations (when appropriate) in the official caption for the IBS.

The HB guarantees that in the official caption for the IBS it will include the Official Title and/or the Exclusive Designations (when appropriate) as approved by the FEI. FEI sponsor(s) will be the only commercial reference in the Official Title and/or in the Exclusive Designations. No other commercial name may be included in the Official Title and/or in the Exclusive Designations. No non-FEI approved opening/closing sequences, animation titles, broadcast graphics or designations shall be inserted in any Broadcast Signal. Running orders, provided by the FEI, shall be followed by the editorial team of the HB.

## **5 Audio and Commentary on the International Broadcast Signal (IBS)**

### **5.1 Audio Plan and Specifications (based on disciplines)**

The Organiser shall provide positions for the HB to install sound microphones to provide the international stereo sound signal. The exact size/location of these positions shall be decided by the HB in consultation with the Organiser and the FEI/FEIMH at the same time as the decisions on camera platforms are made, the minimum requirements and technical specifications are as follows:

### **5.2 Microphones**

Minimum 8 stereo FX mics - preferred mics are Sennheiser 416



- Embedded in the course/on every fence
- Every handheld camera to have shotgun mic
- Wired mic for flash interview and intercom
- Ambience stereo mic for the crowd
- RF or cabled hand mic for potential flash interviews
- Talk back RF based system for floor manager and FEITV representative

Full audio effects options should be explored, including basket, shotgun, or directional microphones.

### **5.3 Commentary for the International Broadcast Signal (IBS)**

#### **5.3.1 On site Commentary**

If FEI decides to do the commentary for the International Broadcast Signal on site FEI requires a fully equipped and operational commentary position (for two commentators) provided free of charge by the HB, including CIS.

#### **5.3.2 Remote Commentary**

For some Events (usually Qualifier events), the commentator will not be present on-site but will work remotely. The FEI/FEIMH will coordinate with the Organizer and the HB accordingly in time. In this case a commentary position on site will not be necessary, instead the HB will need to connect with the remote commentary setup and the Organizer/HB need to provide the following signals and an internet connection on the TV Compound with the following.

FEI has the possibility to work with a remote commentary system with the following criteria:

- SDI signal of the dirty programme with embedded audio
- XLR connection to the intercom system for talkback to the remote commentator
- XLR connection to the OB vans audio console with the commentator audio

Network requirements:

- (i) 50MBit/s Up-/Download; Either a designated open IP address or:
- (ii) Port-forwarding (inbound and outbound) must be enabled for the system, and the following ports must be unlocked for In- and Outbound traffic:
  - UDP 4990-4999
  - UDP 9710-9730

The decision about the location of the commentary is at the sole discretion of the FEI and will be provided during initial kick off meeting of FEI Mediahouse, HB and OC.

### **5.4 Audio Configuration of the IBS:**

- (i) Track 1 - International Sound Stereo Left
- (ii) Track 2 - International Sound Stereo Right
- (iii) Track 3 – Full Mix (Intl Sound & English Commentary) Stereo Left
- (iv) Track 4 - Full Mix (Intl Sound & English Commentary) Stereo Right
- (v) Track 5 - English Commentary clean
- (vi) Track 6 - DA Line (tbc)
- (vii) Tracks 7 - 16 – At free disposal for the HB or additional broadcasters

## 6 Number of live broadcast cameras

### 6.1 General points

The detailed Broadcast Coverage principle/Production Plan for the Leg (coverage, type, and number of cameras, etc.) shall be communicated by the HB to the FEI/FEIMH at least four (4) months before the start of the Leg for written approval. The HB shall be responsible for providing the FEI/FEIMH and the Organiser with a camera plan showing the number, type, lens specification and positions including height of all broadcast cameras in and around the Competition Area.

The minimum number of broadcast cameras to cover the Leg is set out below. The exact number of broadcast cameras will be specified by the FEI/FEIMH following assessment of the Venue and the Competition Areas and the Production Plan so as to ensure the number allows for a first-class production of a major, international multi- discipline Olympic sport.

For some events, it is planned to interview the winner(s) after the competition and have it on the international broadcast signal. Therefore a (handheld) camera equipped with microphone is needed. The interview needs to be visible and heard in arena (to be coordinated with big screen supplier and PA sound engineer). If applicable, this camera also shall be used to pre-record interviews with athletes ready to be played out during the competition (to cover break times for example). This will be pointed out in the broadcast running order.

It is understood and accepted by the FEI that no two venues are the same. However, to ensure viewers are clear they are watching a FEI competition, and to ensure a continuity of style there are several areas where the FEI requires the host broadcaster to deliver a consistent International Broadcast Signal. The aim is a uniform product irrespective of location or country.

### 6.2 Jumping

#### 6.2.1 FEI World Cup™ Finals / FEI Nations Cup™ Finals / World/European Championships:

Minimum of twelve (12) to fourteen (14) cameras in total with the following minimum lens specs:

Cam No.	Lens	Position / Mount
1	86x1	Main Camera
2	55x1	Super Slow-motion (Minimum frame rate X 3)
3	95x1	High Left/Platform
4	95x1	High Right/Platform
5	22x1	Arena In/Out Ground Level (RF)
6	22x1	In Arena (RF)
7	22x1	Kiss and Cry (Wireless RF)
8	Wide	Beauty
9	18x1	Jump/Water Ground Level (PTZ/Chip-Camera)
10	22x1	JIB
11	22x1	Cable/Aerial Camera System
12	18x1	Hyper Slow-motion (Minimum frame rate X 6)
13	18x1	Super Slow-motion (Minimum frame rate X 3)
14		Spider or Birds-eye camera

- Please find an example camera plan Point 23 of this document.

#### 6.2.2 FEI World Cup™ and FEI Nations Cup™ Qualifiers/Legs:

Minimum of six (6) to eight (8) cameras in total with the following minimum lens specs:

Cam No.	Lens	Position / Mount
1	55x1	Main Camera
2	86x1	Super Slow-motion (Minimum frame rate X 3)
3	95x1	High Left/Platform
4	95x1	High Right/Platform
5	22x1	Arena In/Out Ground Level (RF)
6	22x1	In Arena (RF)
7	Wide	Beauty
8	14x1	Jump/Water Ground Level (PTZ/Chip-Camera)

### 6.3 Dressage

#### 6.3.1 FEI World Cup™ Finals / World/European Championships:

Minimum of seven (7) to nine (9) cameras in total with the following minimum lens specs:

Cam No.	Lens	Position / Mount
1	55x1	Main Camera
2	86x1	Arena (Super Slow-motion, Minimum frame rate X 3)
3	95x1	Arena
4	55x1	Arena
5	22x1	Arena
6	22x1	Kiss & Cry (RF)
7	22x1	In-Gate Collecting Ring ("Flash Interview" Zone)
8	22x1	Warm-up Arena
9	Wide	Beauty

Please find an example camera plan [Point 23](#) of this document.

#### 6.3.2 FEI World Cup™ Qualifiers/Legs\*:

Minimum of five (5) to seven (7) cameras in total:

- Three (3) to five (5) fixed cameras (Arena, including "Kiss & Cry" Zone);
- One (1) In-gate / Collecting Ring camera ("Flash Interview" Zone); and
- One (1) Static GV Top camera; and

#### 6.3.3 Eventing FEI World/European Championships

Eventing Dressage & Jumping Minimum of six (6) cameras in total:

Cam No.	Lens	Position / Mount
1	55x1	Main Camera
2	95x1	Arena
3	55x1	Arena
4	55x1	Arena
5	22x1	Kiss & Cry (RF)
6	22x1	In-Gate/Collecting Ring ("Flash Interview" Zone)

Eventing Cross Country

Cameras as per course capturing each obstacle with clear and unobstructed view.

Minimum one (1) drone covering & overviewing the course is required.

#### 6.4 Para Dressage Championships

Minimum four (4) cameras to six (6) cameras in total with the following minimum lens specs:

Cam No	Lens	Position / Mount
1	55x1	Main Camera
2	95x1	Arena
3	55x1	Arena
4	55x1	A
5	22x1	Kiss & Cry (RF)
6	22x1	In-Gate/Collecting Ring ("Flash Interview" Zone)

#### 6.5 Driving

##### 6.5.1 FEI World/European Championships:

Driving Dressage & Cones

Minimum five (5) cameras in total with the following minimum lens specs:

Cam No	Lens	Position / Mount
1	22x1	Main Camera
2	95x1	Arena (Super Slow-motion, Minimum frame rate X 3)
3	55x1	Arena
4	22x1	Kiss & Cry (RF)
5	Wide	Beauty

Driving Marathon:

Cameras as per course providing good visibility of each obstacle. Minimum one (1) drone covering & overviewing the course is required.

##### 6.5.2 FEI World Cup™ Qualifiers/Legs\*:

Minimum four (4) cameras in total:

- Two (2) fixed cameras (Arena, including "Kiss & Cry" Zone); and
- One (1) In-gate / Collecting Ring camera ("Flash Interview" Zone); and
- One (1) Static GV Top camera

#### 6.6 Vaulting FEI World Cup™ Finals/World/European Championship

Minimum four (4) cameras to six (6) cameras in total with the following minimum lens specs:

Cam No	Lens	Position / Mount
1	55x1	Main Camera
2	95x1	Arena (Super Slow-motion, Minimum frame rate X 3)
3	55x1	Arena
4	22x1	Kiss & Cry (RF)
5	22x1	In-Gate/Collecting Ring ("Flash Interview" Zone)
6	Wide	Beauty

\*Note – The production of a TV Signal for these Non-championship/Finals is optional for producing a TV signal. Organisers may produce the Event to the level of a Livestream production only (Please see Point 7 Light and Full Production Option). Organiser must inform the FEI no later than three (3) months prior to the Event if it will deliver a Light Production or a Full Production.

## **7 Light Production Option for Dressage, Driving and Vaulting**

### **7.1 General principle**

The production of a TV Signal for Dressage, Para-Dressage, Driving and Vaulting Non-championship/Final Events is optional. Organisers may produce the Event to the level of a Livestream production only (Light and Full Production Option). Please see Points 11 and 12. The Organiser must inform the FEI no later than three (3) months prior to the Event if it will deliver a Light Production or a Full Production.

### **7.2 Light Production**

If the Organiser chooses the Light Production option for a Dressage or Driving qualifying Leg, the minimum requirements for Live streaming production are set out below:

- A minimum of 3 cameras - up to 5 cameras (lens specs according to camera plan/position in the arena)
- Replay system (EVS or similar)

Technical specifications for IP delivery to FEI.TV via RTMP  
Internet Connection: Minimum 50 Mbit/s Download and 30 Mbit/s Upload Video  
Progressive Format: H.264 Frame Rate: 50 FPS Profile: High  
Level: 4.2  
Key Frame Interval: 3 Seconds

Output Size: 1920x1080 Bit Rate: 6.500Kb/s CBR

Audio Format: AAC  
Sample Rate: 48.000 Hz Bit Rate: 192 Kbps  
Stereo

Channel configuration:

- CH1 – Clean international stereo sound left
- CH2 – Clean international stereo sound right
- CH3 – English commentary clean (only if available)
- CH4 – Mix of track 1,2,3 (FEI.TV) (only if available)

In case of IP delivery via SRT, an Encoder will be provided by the FEI Media House. A LAN internet connection with a minimum upload speed of 30 Mbit/s and an SDI Signal of the dirty Program feed with embedded audio will be required on site.

However, if the Organiser chooses the Full Production option for a Dressage or Driving qualifying Leg, the minimum requirements for live broadcast production are set out above.

## **8 International Audio Signal**

If deemed necessary by the FEI, the Organiser shall, at its cost, ensure that the HB shall produce an International Audio Signal (IAS) of the Leg for radio transmission, such IAS to conform to the highest attainable professional standards and to be totally devoid of any added commercial material (save, and subject always to applicable laws, for mentioning of the official name of Leg, including FEI sponsors/commercial partners as requested by the FEI).

## **9 Broadcast Areas**

### **9.1 Broadcast Camera Platforms**

The Organiser shall at its cost provide platforms, suitably constructed, stable and protected on which the HB and RHBs producing unilateral Broadcast Signals may place their fixed position broadcast cameras. If requested by the FEI/FEIMH, additional platforms shall be provided from which portable ENG cameras (of the HB) can be operated.

The Organiser shall ensure that the HB, in consultation with the Organiser and the FEI/FEIMH, shall decide no less than four (4) months in advance of the Leg and during the pre-visit of the FEI/FEIMH as set out in the Host Agreement – if any - the places where it wishes the Organiser to locate broadcast camera platforms; taking into account the likely needs of the HB and RHBs intending to produce unilateral/International Broadcast Signal(s) as well as the practical constraints or limitations of the Venues and the Competition Areas.

Following this date, the positions of camera platforms may not be changed without the prior written consent of the FEI/FEIMH, the Organiser and the HB.

If confirmed by a written order of the relevant RHB to the Organiser following consultation between the RHB, the HB and the FEI/FEIMH (regarding the practical constraints or limitations of the Venue and the Competition Areas) and interference with the production of the IBS), additional broadcast camera platforms may be built for use by RHBs, at their cost, for the production of unilateral broadcast signals and/or unilateral Broadcast Coverage.

The designs, dimensions, materials to be used and access ways (for both operators and cables) shall be decided by the HB in consultation with the FEI/FEIMH and the Organiser. The HB shall consider the reasonable views of the FEI/FEIMH and the Organiser.

The Organiser shall take all reasonable steps to protect cabling access ways to the camera platforms and to prevent unauthorized access thereto by the public and other press parties or organisations.

All camera platforms shall be constructed and ready for use not later than three (3) days before the start of the Leg.

### **9.2 Kiss and Cry Zone(s)**

The Organiser shall ensure that an area is set aside close to the in-gate for the Kiss and Cry Zone(s) at each Venue/Competition Area in an elevated position for viewing purposes as well as aesthetically placed around the field of play. The Kiss and Cry Zone(s), which should be able to accommodate up to five (5) people standing, must be in shot of the main broadcast camera(s).

For the FEI World Championships and Finals for Jumping, Dressage and Vaulting a leader box is required. The leader box is a dedicate space close the competition area (or warm up) equipped with appropriate furniture and backdrop for the current top three (3) athletes to be seated during the competition. Through a TV screen, leading athletes can follow the live action. A remote camera

system is used to capture the emotion, reaction and change of current leader. This camera feed will be used for the broadcast and for the in arena big screens.

The Organiser shall notify the HB in advance that those facilities are being provided. The Organiser shall inform the parties concerned (trainers, horse owners, family members, etc. of athletes) about the Kiss and Cry Zone(s) (and leader box) and shall request them to use it during the performance of the relevant athlete.

FEI shall be entitled to request such Kiss and Cry Zone(s) (and leader box) to be branded with a FEI approved combination of the FEI Logo, Leg(s) Logo(s) and Leg Sponsors' logos.

### **9.3 Flash Interview Zone(s)**

The Organiser shall make available for the Competition Arena and each other Competition Areas at which the Leg takes place close to the in-Gate at least one (1) Flash Interview Zone with an FEI approved backdrop (featuring the FEI Logo, Leg Logo(s) and Leg Sponsors' logos).

The Organiser shall ensure that the location and size of each Flash Interview Zone is in accordance with any reasonable request of the FEI or the FEIMH and is as safe and as quiet as possible.

The FEI and/or FEIMH shall decide the positioning and order of access of athletes to the Flash Interview Zone(s) for Interviews with the HB only. All activities within these zones shall be managed and controlled by the HB according to FEI and/or FEIMH briefing. If requested by the FEI or the FEIMH, the Organiser shall permit to take part and make available:

any athlete (and/or Official and/or key member of the Organiser) for short interviews by HB prior to the start of and during the Leg; and the winner(s) of any competition at the Event and any other athlete(s) as requested by the FEI or FEIMH for interviews of approximately 1 to 2 minutes each for FEI and/or FEIMH.

The Organiser shall control access to the Flash Interview Zone(s) and shall ensure that such access is strictly limited to FEI, FEIMH, HB for media and athletes / team representatives. The Flash Interview Zone(s) shall be secured and fenced as appropriate.

The HB shall ensure that each Flash Interview Zone shall be supplied throughout with adequate lighting suitable for broadcast purposes, one television monitor showing the IBS and the current results (cabling of which shall be the responsibility of the HB respectively the timing company)

## **10 Additional Broadcast Cameras**

The FEI/FEIMH shall have the right to use additional broadcast cameras (mobile and/or statics) for special recordings and interviews at its own expense and with its own crew(s).

Subject to prior notification of the Organiser by the FEI, Title Sponsor and Main Sponsors may attend the Leg with additional ENG cameras (mobile and/or statics) at their own expense for the purpose of recording additional interviews, background materials, location shots, etc. for their (internal and promotional) use.

## **11 Cameras on athletes**

The use of any cameras on athletes or equipment (such as on protective headgear, head covering or carriage) shall not be permitted, unless otherwise specifically agreed by the FEI and always in accordance with the FEI Rules and Regulations. Any request to use a camera on Athletes or equipment for or during the Leg must be submitted to the FEI for its consideration and approval.

An Athlete's decision to wear a camera while competing shall always be voluntary and at the Athlete's own risk.

## **12 Dressage Judges Supervisory Panel (JSP)**

### **12.1 Introduction**

The objective of the JSP is to correct definite technical mistakes and counting errors at certain FEI events. Therefore, the JSP monitors each Athlete during competition. A designated and operated camera has to follow the horse over the time entering the rectangle until the final salute. The JSP, according to FEI Rules and Regulations is mandatory only for **FEI World and Continental Championships on Grand Prix level and FEI World Cup Finals™**. A JSP may be present at all CDI's, CDIO's and other Championships/Games than those listed above.

### **12.2 Position of the camera**

- Ground level or preferably 50 centimeters above the ground
- Clear and unobstructed view of entire arena
- Long side, prolongation of line of the front of the judges' huts (approx. 5 meters from the fence)
- 18 meters from the corner (between M and R or H and S)

A cameraman must follow and zoom on each Athlete during the whole test keeping horse and rider in full frame vision at any time. The signal of this camera needs to be delivered to the video system of the JSP.

## **13 Dressage Familiarisation**

As mentioned above, movements for cabled cameras as well as jib/crane cameras must be practised during the familiarisation. In addition, and according to the FEI Dressage Rules all in-arena cameras must be manned and operated during familiarisation

## **14 FEI Ground Jury and Technical Delegates**

If requested and where practically possible, the Organiser shall ensure that the HB offers the FEI's Ground Jury and/or the Technical Delegate(s) for the Leg access to recordings of the Leg to assist with the determination of any breaches or alleged breaches of the competition rules applicable for the Leg. If such facilities may not be provided by the HB, the Organiser shall be responsible for providing facilities needed by the Ground Jury and/or the Technical Delegate(s) at no cost.

## **15 Copy of the IBS**

The Organiser shall ensure that a complete copy of the IBS is recorded and available in case it is required by the FEI/FEIMH within 24h of the end of the associated competition (on an SSD hard drive provided by the FEIMH). It shall include any press conference, any ceremony, any Edited News Item, EVS (see also respective paragraph in this section) and any other Broadcast Coverage of the Leg produced by the HB. It shall contain audio tracks as per tech specs of IBS.



## **16 Broadcast Graphics, Data and Timing Services**

### **16.1 Broadcast Graphics**

The Organiser and/or the appointed data/timing service companies shall provide a full on-screen international Broadcast Graphics service free of charge. Any Broadcast Graphics service provider must use the applicable broadcast graphics templates as provided by the FEI/FEIMH and must be approved by the FEI no later than thirty (30) days prior to the start of the Leg (including any opening/closing sequence and/or 3D animations to be used – FEI reserves the right to use its own 3D animations, FEI to inform OC accordingly prior to the Leg). The approved Broadcast Graphics may not be changed without prior written approval of the FEI. The Organiser shall ensure that the Broadcast Graphics shall be used by the HB for the production of the IBS and any other Broadcast Coverage produced by the HB and should - if technically possible - be used on all on-site CCTV systems and on-site video/television screens.

The FEI will specify to the Organiser whether there will be any on-screen sponsor identifications for data/timing (as well as the frequency and manner upon which such identifications may be inserted in the IBS) and the Organiser shall arrange for the HB to insert the identifications as specified.

The Organiser and/or the appointed data/timing service companies shall provide electronically to the HB, for its use on-screen:

- (i) timing and distance measuring data, including a running clock;
- (ii) start lists of each stage/phase of the Leg;
- (iii) athlete and horse presentation;
- (iv) results of each stage/phase of the Leg;
- (v) interim results of each stage/phase of the Leg;
- (vi) records information as appropriate;
- (vii) any other information as agreed and/or requested by the FEI.

The FEI's prior written approval shall be required in respect of the name and/or logo of the data/timing service provider(s) being visible in any manner in the IBS (e.g. by way of a sponsor credit in the IBS).

### **16.2 Timing**

The Organiser and/or the appointed data/timing service companies shall make available free of charge a full timing service to all RHBs on site, the HB, the FEI and the FEIMH.

### **16.3 AR Graphics**

Depending on the event, FEI may work with an AR (augmented reality) graphics system in addition to the regular TV graphics. This will be communicated well before the event and specific requirements will be shared and agreed with the organiser and timekeeper.

### **16.4 CIS**

The Organiser and/or the appointed data/timing service companies shall provide a Commentator Information System (CIS) for all stages/phases of the Leg, if applicable, for all ceremonies. The CIS shall supply details of all relevant Leg data (FEI Data) (including, but not limited to, historical data, start lists, result lists, personal athlete profiles, a timetable including changes, records, appeals made and the results of such appeals and news items) with real time display during the Leg. This must be available free of charge to all RHBs on site, and to the FEI/FEIMH.

## **16.5 Data Access**

If requested by the FEI/FEIMH, the Organiser shall ensure that the FEI/FEIMH shall have, free of charge, real-time access to and usage of all data generated (including timing) in a data format as requested by the FEI. The Organiser shall ensure that all on-screen information shall be in the English language.

## **16.6 Photo Booth for horse photos**

Additionally, at Championships and Finals the FEI may require a dedicated space and installations of a photo studio with the following requirements:

- A space with approx. 50 up to 100m<sup>2</sup> (10x15 or 12x18 or 15x15)
- Ceiling height min. 3m
- two entrances (ideally on the longer side to pass the horse from one end to another)
- in a calm area
- 2 Desks + 4 chairs
- Sufficient power outages
- Ethernet connection
- A couch for athletes in waiting area

# **17 FEI Advertising Principles**

## **17.1 Advertising (in camera view)**

In accordance with the Host Agreement, the FEI shall decide on the exact location, size and layout of any commercial advertising and signage at the Leg in broadcast camera view and shall be entitled to request and implement changes to such location, size and layout in order to secure broadcast coverage of the Leg.

The Organiser acknowledges that commercial advertising/signage in broadcast camera view shall comply with the FEI Advertising Principles set out in the Host Agreement.

The Organiser is not permitted to place/position any advertising/sponsored items (for example cars or other vehicles) on/around the field of play that would appear between the television cameras and the action on screen. For the avoidance of doubt, the use of perimeter/LED boards is permitted.

## **17.2 Layout**

- (i) Advertising and branding in the venue shall not affect the quality of coverage or interfere with a complete and aesthetically satisfying view of the competitions for the television audience.
- (ii) Advertising and branding in the venue shall not distract the television audience from the action of the competition.
- (iii) All advertising and branding must comply with the laws, rules and regulations of the country where the sports event is staged. Even if otherwise permitted by such laws, rules and regulations, there shall be no advertising for strong alcoholic beverages (i.e. more than 15% alcohol) or for cigarettes and other tobacco products.
- (iv) No advertising and/or branding shall be positioned between the camera and the action of the competition and its placing shall be decided in agreement between the Organiser and the Host Broadcaster. Furthermore, the advertising shall not move, rotate or change in any way that may be viewed on television, it being understood that this shall not apply

- to technical equipment designed to inform on the progress of the competition or any necessary facilities at the venue.
- (v) Advertising shall not be luminous or fluorescent. Advertising on mobile supports such as banners or pennants shall be prohibited.
  - (vi) Each advertisement may consist of a maximum of three (3) of the following four (4) items:
    - a. a company name;
    - b. a trademark;
    - c. a single noun describing a product or service; and
    - d. a simple visual image depicting a product or service.
  - (vii) Advertising slogans shall not be permitted, unless they are registered trademarks for a product and used in a large number of countries.
  - (viii) Advertising and branding on the clothing and equipment of persons under the control of or accredited by the FEI or Organiser shall be permitted only in accordance with the provisions of the current FEI Advertising Rules and Regulations.
  - (ix) No advertising shall be made in sound during the live television transmission of the Competitions.
  - (x) In the event that there are new technological developments including but not limited to any system which electronically substitutes, adds to, alters, amends or otherwise changes any picture or other advertising appearing on the international television signal or on any television programmes derived there from, the FEI shall approve the terms and conditions of any such usage prior to any implementation thereof.

### **17.3 On-screen identifications**

- (i) The Organiser undertakes not to permit any injection into the International Broadcast Signal, other than that agreed for the official timing and data processing companies as detailed hereunder.
- (ii) On-screen identifications will be authorised only for companies whose principal activity is related to the provision of the equipment used (hardware) and/or the service (software) (each a "Company", together the "Companies"). The identification shall be in the form as described in this document.
- (iii) No advertising or sponsorship message other than for the Companies, on terms and conditions detailed herein, may be transmitted at the same time as the appearance on-screen of timing and/ or data processing information.
- (iv) The FEI and its broadcast rights holders shall have full access to, and be entitled to make free use of, all timing and data information.
- (v) Moment of injection/display:
- (vi) The identification of the Company providing the timing service shall appear onscreen only at the same moment as the athlete's time at the finish and/or any other usually accepted moment (e.g. intermediate time).
- (vii) The identification of the Company providing computing and results service shall appear on-screen only with the display of the data provided by such Company.
- (viii) The identification of the timing or data processing company on the television screen (signal injection) shall be as follows:

- (ix) Timing: as specified by FEI
- (x) Data: as specified by FEI
- (xi) The height of letters of the identification of the Companies must not exceed the maximum height of the simultaneous broadcast display of data. The display of any Company's logo shall be subject to the FEI's prior written approval and shall be reproduced only with the Company's normal letter and colours.
- (xii) Identification of the Company's logo on-screen shall be via a static graphic. Notwithstanding this, it shall be permitted for such Company's logo to appear and disappear onscreen by zooming "in" and "out". No other movement of the logo, in particular any movement across the screen, shall be permitted.
- (xiii) The maximum number of television lines for the identification of any Company shall be fixed at twelve in six hundred and twenty five (12 in 625) lines standard. The Company's identification shall always appear at the bottom in the centre of the screen and below that of the data display.
- (xiv) The Company shall be identified by its usual trading name and, if requested by the Company, together with the word "timing" for Companies providing timing services or the word "computer" or "data" for Companies providing data processing services.
- (xv) Any company seeking identification in a form or manner other than as specified in this document must seek and obtain the FEI's prior written approval before such identification shall be considered accepted.

## **18 Further Obligations of the Organiser**

### **18.1 Leg Timetable(s)**

The Organiser shall consult with the FEI (together with the FEI broadcast partner and other key broadcast partners) prior to the issue of the provisional Leg timetable and any other relevant details of the Leg as soon as they are available but no later than six (6) months prior to the start of the Leg. The Organiser acknowledges the importance of guidance from the FEI broadcast partner, and any other key broadcaster partners of the FEI, in relation to the provisional and the final Leg timetable.

The final Leg timetable must be approved by the FEI at least ten (10) weeks prior to the start of the Leg (when applicable) and shall not be altered in any way without the prior written approval of the FEI. If for any unforeseeable reason a change is necessary, e.g. safety or security issues, inclement weather, etc. then this must be communicated to the FEI, the FEIMH and to the HB at the earliest opportunity. Final approval of the final Leg timetable and/or any changes shall be strictly by the FEI and in writing only.

The FEI shall be entitled to make changes to the provisional Leg timetable in the event of a request from the FEI broadcast partner and/or RHBs.

### **18.2 Deadlines for Information**

In order to ensure maximum distribution of the Broadcast Coverage, the Organiser shall provide the FEI with the following information prior to the Leg:

- (i) Provisional Leg timetable: six (6) months;
- (ii) Final Leg timetable: ten (10) weeks;

- (iii) Full contact details of HB: nine (9) months (including name and contact details of Producer and/or Director);
- (iv) Full contact details for the Broadcast Liaison Officer: six (6) months;
- (v) Broadcast Signal Offer: four (4) months;
- (vi) Course Plans: a copy of each applicable course plan should be submitted to the FEIMH one month;
- (vii) Full, un-redacted copies of contracts between the Organiser with the HB and the timing and data provider - as soon as they are signed but in any case within five (5) days.

### **18.3 Lighting**

In case competitions are held outside of daylight hours or at Indoor arenas sufficient lighting with a minimum of 1'200 Lux equally over the Competition Arenas must be provided to ensure a high quality colour broadcast production.

### **18.4 Electric Power**

The Organiser shall, in consultation with the HB, provide sufficient electric power (including emergency back-up power using an automatic switch) to ensure the full and effective operation of all broadcasting equipment including equipment situated at locations away from fixed installations such as stadia (for use in each Broadcast Compound, the IBC, and any Competition Areas etc.). Electricity consumed may be charged in accordance with the Broadcast Rate Card.

### **18.5 Telecommunications and Radio Frequencies**

The Organiser shall ensure that the Venue and all the Competition Area(s) are supplied with adequate telecommunications capacity to enable the numbers of direct dial and mobile telephones expected at the Leg to function simultaneously. In consultation with the HB, the Organiser will ensure that sufficient radio frequencies are authorised for broadcasting requirements.

### **18.6 Insurance**

The Organiser shall ensure that the HB takes out and maintains adequate insurance to cover all risks, including third party risks arising out of its activities, and use of all equipment, facilities and operations at the Leg. The Organiser shall ensure that the FEI is noted on the HB's insurance policy as an additional insured party and provide a copy of the policy to the FEI not later than 1 year prior to the start of the Leg.

In the event that the HB does not have or provide proof of having adequate insurance, the FEI shall be entitled to take out the required insurance at the cost of the Organiser.

### **18.7 Installation and Testing**

All equipment and facilities to be provided by the Organiser and/or HB shall be fully installed and operational at least 1 day prior to the commencement of the Broadcast Period to enable all necessary testing to be conducted.

## **19 Technical Distribution of the International Broadcast Signal**

### **19.1 Provision of International Gateway**

If not agreed differently, costs for the satellite space will be covered by the FEI/FEIMH and not charged back to the OC. However, the selection, booking and costs of a fully redundant uplink truck (SNG) for a Full Production is the responsibility of the OC/HB.

The Organiser/HB shall provide sufficient electric power on site for the SNG truck(s) (including emergency back-up power) to ensure the full and effective operation of all broadcasting equipment.

The Organiser/HB shall also provide an internet connection on the TV Compound for a possible transmission of the IBS via SRT, RTMP or other IP streaming protocols in case of a Light Production) and remote commentary on request of the FEI/FEIMH free of charge for the FEI/FEIMH. Refer to chapter 19 for the specific requirements.

## **19.2 Broadcast Signal Offer**

Unless agreed otherwise with the Organiser or HB, the FEI/FEIMH will provide the Broadcast Signal Offer to the International Broadcast Signal Distributor. Therefore, the Organiser/HB shall ensure to provide all the necessary technical details of the IBS together with all signal related/relevant data (SNG registration and contact details of the operator) and timings not later than one (1) month prior to the event to FEIMH. After receiving the satellite booking confirmation, including up- and downlink frequencies, encryption and other necessary parameters, FEIMH will share the satellite details with the HB, OC as well as national or international takers of the signal.

# **20 Host Broadcast Services**

## **20.1 General Principles**

The Organiser shall provide and shall ensure that the HB provides all necessary technical and administrative support and coordination to Rights Holding Broadcasters (RHBs) wishing to be present at and broadcast from the Leg.

In particular, the Organiser shall ensure that the HB provides the following unilateral broadcast services to the attending RHBs:

- (i) The technical infrastructure, administrative support, facilities and personnel necessary to ensure that the attending RHBs have a full international host broadcast service at the Venue(s) Competition Areas including (but not limited to) access to camera feeds, coordination of facilities and space requirements in any broadcast compound, commentary positions, accreditation of necessary personnel, installation of studio(s) if required, allocation of uni-lateral camera platforms and Mixed Zones positions, construction of temporary presentation studios, and liaison with the Organiser and the FEI/FEIMH.
- (ii) Provision of multilateral and unilateral video and audio (V&A) circuits from the Venue and Competition Areas. Arrangements for local ends for commentary and co-ordination circuits. International sound must be clean with no interference from other electrical or similar sources.
- (iii) Planning and production co-ordination of all arrangements for attending RHBs, including full production, technical and organisational briefing. The Broadcast Coverage principle/the Production Plan shall also be made available to all attending RHBs.
- (iv) To facilitate optimum Broadcast Coverage, the Organiser must, if required by the FEI/FEIMH and/or the HB, arrange at its costs for the following:
- (v) sufficient space adjacent to the main arena for a broadcast compound with offices and/or working rooms (air-conditioned if requested by FEI/FEIMH) including access to telecommunications, electricity and light for the HB, the Broadcast Signal Distributor and the parties producing unilateral Broadcast Coverage, for technical service vehicles and equipment (including outside broadcast units, cabins and satellite uplink trucks) plus parking for related technical and non-technical vehicles as near to the broadcast

- compound as possible. The HB is entitled to charge a facility fee to all RHBs, other than the FEI, FEI TV and FEIMH, for the use of working rooms and other services (including extra furniture and use of electricity) in accordance with the Broadcast Rate Card;
- (vi) all accredited users of the broadcast compound shall be entitled to use those services (including information, transport, first aid, medical and banking) and facilities which are made available to the written Press, with RHBs having priority over written Press;
  - (vii) unilateral camera positions to be added to HB operation if approved by the FEI and/or FEIMH on the basis that all reasonable access should be offered to RHBs (subject to the RHB(s) requesting such further camera positions paying to Organiser/HB in accordance with the Broadcast Rate Card);
  - (viii) guaranteed twenty four (24) hour access to telephones, broadband internet and all other possible communications services, which services will be paid for at cost by the RHBs, for communications both within the site, to and from sites of Unilateral Broadcast Coverage, to and from the satellite up-link facilities
  - (ix) vehicle passes and access stickers for all vehicles of RHBs, as well as the parking space for the technical and production installations, which will be fenced and protected by security guards on a 24-hour basis;
  - (x) a transportation service shall be available to the RHBs free of charge. It is advisable to consult the HB when establishing the transportation system, to ensure that the service relates to the actual needs;
  - (xi) the Organiser's HB service to assist all visiting/RHBs when reserving facilities prior to the Leg; liaise with telecommunications authorities and ensuring the necessary support and assistance during the Leg;
  - (xii) the technical infrastructure and personnel necessary to ensure that visiting/RHBs have a full international HB service for coordinating commentary and vision circuits at the Venue;
  - (xiii) provision of multilateral and unilateral video and audio (V&A) circuits from the Venue. This would normally be via the International Broadcast Signal Distributor. Arrangements for local ends for commentary and co-ordination circuits. International sound must be clean with no interference from other electrical or similar sources;
  - (xiv) planning and production co-ordination of all arrangements for visiting/RHBs, including full production, technical and organisational briefing; Broadcast Coverage principle/Production Plan and Broadcast Coverage plan should be made available to all RHBs at a special meeting before the start of the Leg. On-site availability of the FEIMH and the Broadcast Liaison Officer to assist commentators, coordinator unilateral and supervise results service in co-operation with the Organiser; and
  - (xv) the chargeable unilateral Broadcast services offered by the HB will be according to a Broadcast Rate Card, to be agreed between the Organiser, the HB, the FEIMH and the FEI.

## **20.2 Broadcast Running Order**

FEIMH will provide the HB with the running order (MRO) for the International Broadcast Signal including all timings, VT's and flow of TV graphics. Please note, that the running order and timing will be shared with international takers and any change of the time schedule for the broadcasted competition is subject to approval with FEI/FEIMH.

### **20.3 Commentary Positions**

The Organiser shall arrange for and provide commentary positions, the location and number of which shall be agreed between the HB, the FEIMH and the Organiser at the same time as the camera platform positions are decided (in accordance with the applicable paragraph above). Thereafter, the locations may not be changed without the agreement of the HB, the FEIMH and the Organiser.

As a general principle, the commentary positions shall be located in an appropriate area providing an unhindered view of the action and related information/score boards and accessed only by designated accreditation. The positions shall be separated from the general public and Accredited Press and for outside events; shall be covered so as to give protection from the weather such as sun, rain, heat and cold.

The Organiser shall ensure that the commentary positions consist of separate desk space for each attending RHB measuring approximately two (2) meters in length and approximately eighty centimeters (80cm) in depth (subject to monitor size, angle and allowing for passage behind each position). The Organiser shall provide enough suitable desks and/or cabins to accommodate the visiting commentators of RHBs. Each desk should be equipped with 3 seats for broadcast commentary and two (2) seats (or if practical 3) for radio. Each desk shall be supplied with:

- (i) three (3) headsets with lip microphones for a fully equipped commentary position;
- (ii) four (4) electricity outlet points, including the cabling thereto;
- (iii) connection to a broadband data transmission line (including the cabling thereto) and/or wireless internet access; for avoidance of doubt this line is not supposed to be used for sending the commentary via AoIP;
- (iv) a CIS (including the cabling thereto);
- (v) a fully functioning television monitor provided by the Organiser with a minimum 17”.

The Organiser shall consult with the HB on the technical specifications required for the television monitors and is responsible for their maintenance and fine-tuning and functioning internet access. Unless otherwise agreed by the Organiser and the HB, the cabling of the IBS from the agreed interface point serving all broadcast, radio and press positions is the responsibility of the Organiser. All cabling from the production point to the interface point is the responsibility of the HB. The interface point shall be located as near as possible to the commentary positions. The Organiser shall ensure that the HB supplies each commentary position with a commentator console including all cabling and other connections required.

RHBs (other than the crews of the FEIMH and FEI TV) shall pay a facility fee to the HB for use of the commentary positions in accordance with the agreed Broadcast Rate Card.

The exact numbers of commentary positions to be provided shall be notified by the HB to the Organiser after the end of the booking deadline prior to the Leg. Both OC and HB shall liaise with each other to define the booking deadline for the commentary positions. They shall be constructed and ready for use during the same periods as the broadcast compound.

### **20.4 Mixed Zone(s)**

In addition to the Flash Interview Zone(s), the Organiser shall make available at the Main Arena and each other Competition Areas where a competition takes place at least one (1) Mixed Zone which is the dedicated location where the RHBs can do their interviews at the venue. For further interviews by RHBs, if requested, the athletes must be made available in the Mixed zone immediately before the relevant official press conference(s).

The Mixed Zone(s) shall have an FEI approved backdrop (featuring the FEI Logo, Leg Logo(s) and leg Sponsors' logos).

The Organiser shall ensure that the location and size of each Mixed Zone is in accordance with any reasonable request of the FEI or the FEIMH based on the number of accredited media and is as



safe and as quiet as possible. The Organiser shall control access to the Mixed Zone(s) and shall ensure that such access is strictly limited to FEI, FEIMH, HB, RHBs, Accredited Press and athletes. The Mixed Zone(s) shall be secured and fenced as appropriate. RHBs shall have priority of access to the Mixed Zone(s) over any other press and individuals.

Each Mixed Zone shall be supplied throughout with adequate lighting, a reasonable number of television monitors showing the IBS and the current results (the cabling of which shall be the responsibility of the HB) and space to enable RHBs to conduct interviews with athletes competing in the Leg (in accordance with the applicable paragraph of this section).

The FEI/ FEIMH and the Organiser shall consult each other on procedures, order and positions to be allocated to users of each Mixed Zone. Any disagreement shall be settled by the FEI. Activities within the Mixed Zones shall be managed and controlled by the HB.

As a rate card item the HB shall offer at Legs and Championships Dedicated Mixed Zone positions to the RHBs. These positions shall be

- allocated in way that the interview partners start the interviews there
- are secured and protected to avoid that other media can use the positions
- are equipped with dedicated broadcast lights and a monitor (min 17") showing the IBS
- technical power if needed by the RHB
- optional a dedicated CIS Monitor

Depending on number of RHBs and Accredited Press for the Leg and at the FEI's and/or FEIMH's sole discretion, the FEI and/or the FEIMH may accept (in writing) a request by the Organiser for selected Competition Areas to combine the Flash Interview Zone(s) and the Mixed Zone(s) into a single zone.

## **20.5 Other Interview Areas**

The Organiser shall provide locations for pre-/post-competition interviews and/or press conferences with athletes competing in the Leg. Such locations shall be suitable for RHBs. Special attention should be given to lighting levels and audio isolation. There should be one (1) area where non-Broadcast Rights holders can conduct interviews for broadcast purposes. Such area not be with Competition Area view and equipped with adequate lighting and FEI approved backdrops (as per the applicable paragraphs of this section).

## **20.6 Presentation Studios**

The HB and/or any RHB may wish to construct and operate a temporary presentation studio at the Venue or at Competition Areas.

The Organiser shall ensure that the HB shall, following consultation with the HB and the FEI and/or the FEIMH and not later than the dates on which the camera platform positions are decided (see applicable paragraph in this Annex), determine, the potential locations and maximum numbers of presentation studios that will be available to RHBs. RHBs may reserve a presentation studio from this date until 4 weeks prior to the start of the Leg on a "first come, first served" basis. The HB and FEI broadcast partner shall have priority access to the presentation studios.

The Organiser shall provide and erect the basic supporting structure(s) (including but not limited to scaffolding, platforms, access ways and fencing) on which the presentation studios are to be erected. All the infrastructure costs thereof shall be paid by the RHBs in accordance with the Broadcast Rate Card.

The costs of constructing and operating the temporary presentation studios & photo booth, including electricity consumption shall be paid by the respective RHBs or the FEI in accordance with the at cost price & Broadcast Rate Card.

## **20.7 Unilateral Requirements/services/ Broadcast Rate card**

Upon on the reasonable request of the FEI and/or FEIMH assistance, facilities and/or unilateral broadcast services shall be provided to the FEINH and/or the FEI/FEI TV free of charge to enable them to fulfil their tasks and any reasonable requests. The Host Broadcaster should be aware that there are certain services that RHBs will require. Many of these are on a rate card basis and may include not be limited to the following:

- (i) Unilateral Camera Positions
- (ii) Commentary positions
- (iii) Dedicated Mixed Zone Positions
- (iv) Studio Position
- (v) Power (technical & domestic)
- (vi) Dedicated Internet / Broadband connections
- (vii) Assistance in finding parking solutions for unilateral SNG requirements
- (viii) Provision of multilateral and unilateral video and audio circuits to the dedicated SNG truck

The HB and the Organiser will establish the Broadcast Rate Card in the English language which shall specify the charges payable by attending RHBs for services and facilities provided by the HB. The Broadcast Rate Card shall be based on standard industry rates and subject to the FEI's and/or FEIMH's prior written approval.

The Broadcast Rate Card shall be established at least three (3) months prior to the start of the Leg and will be administered by the HB.

The HB and/or any RHB may wish to construct and operate a temporary presentation studio at the Venue or at Competition Areas. The Organiser will ensure that the HB shall, following consultation with the HB and the FEI and/or the FEIMH and not later than the dates on which the camera platform positions are decided (see applicable paragraph in this Annex), determine, the potential locations. RHBs may reserve a presentation studio from this date until 4 weeks prior to the start of the Leg on a "first come, first served" basis. The Organiser will provide and erect the basic supporting structure(s) (including but not limited to scaffolding, platforms, access ways and fencing) on which the presentation studios are to be erected.

The costs of constructing and operating the temporary presentation studios, including electricity consumption shall be paid by the respective RHBs.

## **20.8 Daily Broadcast Coordination Meeting**

If requested by the FEI and/or the FEIMH, the Organiser shall ensure that a daily broadcast coordination meeting is organised. Such meetings shall be attended by the Broadcast Liaison Officer, the HB, the FEIMH and/or the FEI and the RHBs. These meetings shall be used for addressing any broadcast related issues. The Organiser shall be responsible for inviting all parties listed above to the daily broadcast coordination meeting. The daily broadcast coordination meeting shall take place not later than four (4) hours prior to the start of the first competition stage/phase on each day of the Broadcast Period of the Leg or Championship and should be held in English language.

## **20.9 Broadcast Information for HB and RHBs**

All information relating to the Leg shall be made available by the Organiser to the HB and RHBs (with priority given over any press). This information shall include start lists with timings, interim scores and leader boards, and where applicable Course Plans with a description of fences, dimensions, distances with time allowed and time limits. This information shall be made available well in advance of each stage/phase of the Leg, including all Ceremonies (i.e. not less than two (2) hours prior). The information should also include athletes' biographies when possible.

Following the completion of each stage/phase of the Leg, including all ceremonies, respective results must be made available immediately with priority given to HB and RHBs over any press.

## **21 Broadcast related Accreditations**

### **21.1 General**

The Organiser shall ensure that the HB's, RHBs', FEIMH's and FEI's production crews are accredited (with the Broadcaster Liaison Officer liaising with them to ensure that broadcast personnel have access to the areas in which they will have to work). These areas will be protected from the public and, where appropriate, other press.

In the event of any broadcaster and/or any other party intending to record video or produce Broadcast Coverage from the Leg applying for accreditation, the Organiser must contact the FEIMH to clarify the situation regarding the status of such broadcaster/party. The Organiser shall not grant accreditation to any broadcaster/party intending to record video or produce Broadcast Coverage from the Leg without the written prior approval of the FEI and/or FEIMH.

The Organiser shall ensure that any written press and photographers accredited for the Leg acknowledge that they are not entitled to record, distribute or publish any video or Broadcast Coverage from the Leg.

The accreditation of broadcasters shall be easily identifiable with "B" for RHB and with "HB" for the HB. RHBs and HB must have access to any area and service the Accredited Press has access to. FEIMH's and FEI's crews shall be considered as RHB unless otherwise defined.

### **21.2 Access to Broadcast Areas**

The Organiser shall ensure that only the HB and RHBs are entitled to record video imagery in the "Competition Area" areas which shall include:

- (i) all Competition Arenas;
- (ii) the Flash Interview Position;
- (iii) the Mixed Zone(s);
- (iv) the press conference area(s);
- (v) any Warm-up Arena(s)/Area(s).

Persons without broadcaster accreditation shall only be entitled to record in designated area(s) (non-rights holder areas). Number, location and size of such area(s) are to be defined by the FEI and/or the FEIMH in due time prior to the start of the Leg.

In the interests of assuring a clear presentation of the Leg and each stage/phase, the least possible number of persons shall be permitted in the Competition Areas. The maximum number of people shall be agreed in advance by the HB, the FEI and/or FEIMH and the Organiser.

The Organiser shall ensure that only the HB, the FEI, the FEIMH and RHBs' personnel shall have access to specified broadcasting areas including broadcast camera positions and commentary positions through their accreditations.

### **21.3 Accommodation**

The Organiser shall reserve sufficient hotel rooms centrally situated preferably near the Venue for the HB's production crew, the RHBs, and the FEI Media House with a range of prices (including breakfast). The forgoing is subject to HB and RHBs booking via the Organiser's accommodation service (i.e., using official hotels). The hotels must be linked to the Legs' transportation system.

The set-up and co-ordination of this accommodation service, as with accreditation, will be handled by the Organiser.

## **22 Guide to Financial Responsibilities**

The table below summaries the financial responsibilities of the HB, the Organiser, the RHBs in relation to the production of the IBS and any unilateral coverage.

**RHB** = Rights Holding Broadcaster

\* means that income generated in these areas shall be paid to the Organiser in reimbursement of their costs and in accordance with the Broadcast Rate Card

\*\* means that income generated in these areas shall be paid to the FEI in reimbursement of their costs and in accordance with the Broadcast Rate Card.

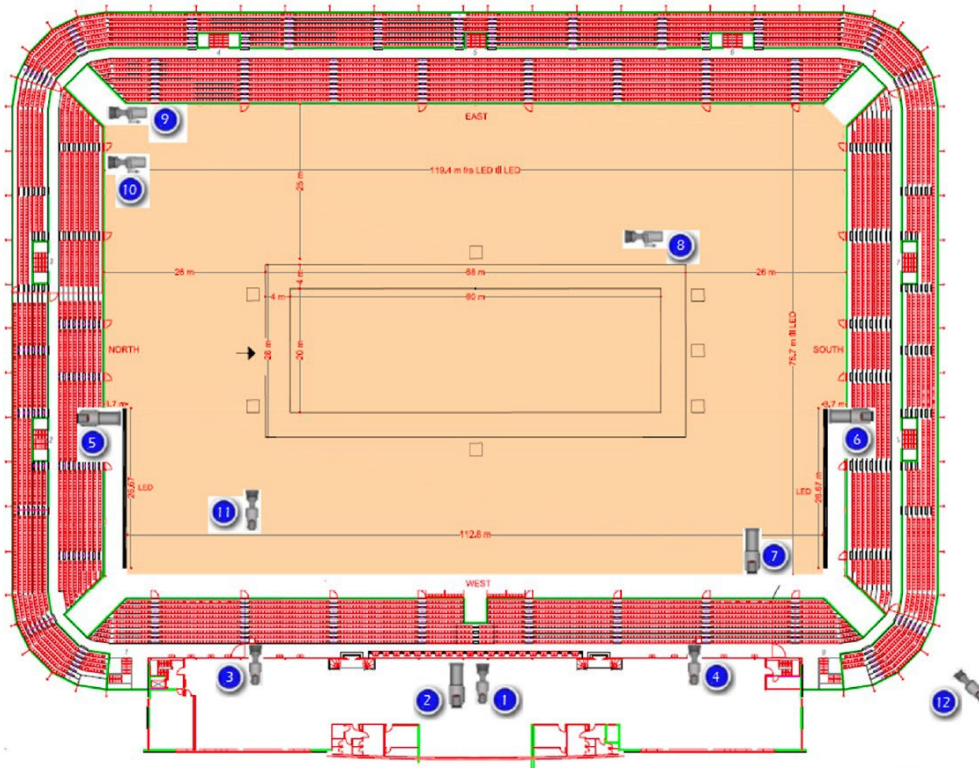
All other charges and income arising as a consequence of and through the Broadcast Rate Card shall, unless otherwise agreed, be retained by the HB.

DESCRIPTION OF RESPONSIBILITIES	PROVIDED BY	USED BY
Camera platforms/access ways for HB	Organiser	HB
Camera platforms/access ways for RHB (unilateral)	Organiser	RHB *
Camera Platforms for ENG cameras of HB	Organiser	FEI/FEIMH/HB
Lighting to broadcast standard	Organiser	HB/RHB
BroadcastCompound/IBC inc. security, facilities	Organiser	HB/RHB
Broadcast Compound/IBC construction (cabins and basic furniture) for HB	Organiser	HB
Broadcast Compound/IBC construction (cabins and basic furniture) for RHB	Organiser	RHB *
Commentary positions (broadcast/radio) – construction, furniture, domestic	Organiser	RHB *
Commentarypositions (broadcast/radio) technical equipment	HB	HB/RHB
Flash Interview Zone, Mixed Zone, Kiss & Cry Zone –	Organiser	HB/RHB
Commentator Information System (CIS) – Monitors, cabling & data supply	Organiser	HB/RHB
Temporary studios and/or studio platforms		
Vehicles parking place & passes	Organiser	HB/RHB
Regular Official Transportation system	Organiser	HB/RHB
Power supply (including emergency back-		
Telecommunications	Organiser	HB/RHB
On-Screen Identification in English	Organiser	HB/RHB
On-Screen Identification other than in English	Organiser	RHB **
Catering in Broadcast Compound/IBC	Organiser	HB/AB *
Production equipment and personnel for ITS	HB	HB
Management of ABs	Organiser/HB	AB
Insurance	HB/AB	HB/FEI/AB

DESCRIPTION OF CABLING RESPONSIBILITIES	PROVIDED BY	USED BY
Commentary positions (broadcast and radio) - Electrical power to at least 4 outlets per position	Organiser	HB
Commentary positions (broadcast and radio) - Connection to an AoIP line per position	Organiser	RHB
Commentary positions (broadcast and radio) Data transmission from source to a CIS per position	Organiser	RHB
Commentary positions (broadcast and radio) - broadcast signal connection from interface point to each television monitor	HB	RHB
Commentary positions (broadcast and radio) - audio connections to commentator consoles	HB	AB
Flash Interview Zone and Mixed Zone - electrical power	Organiser/HB	HB/RhB
Data and graphics (including on-screen identification) supply from data service provider to broadcast production OB van	Organiser	HB
Timing & measuring data graphics (including on-screen identification) supply from service provider to broadcast production OB van	Organiser	HB/AB
Broadcast Signal and Broadcast Coverage Production	HB	HB/AB
Transmission of feeds from broadcast OB van to Organiser designated places, CCTV, TIC, IBC, Media Centre, VIP areas, Competition Management, Commentary positions etc.	HB	Organiser

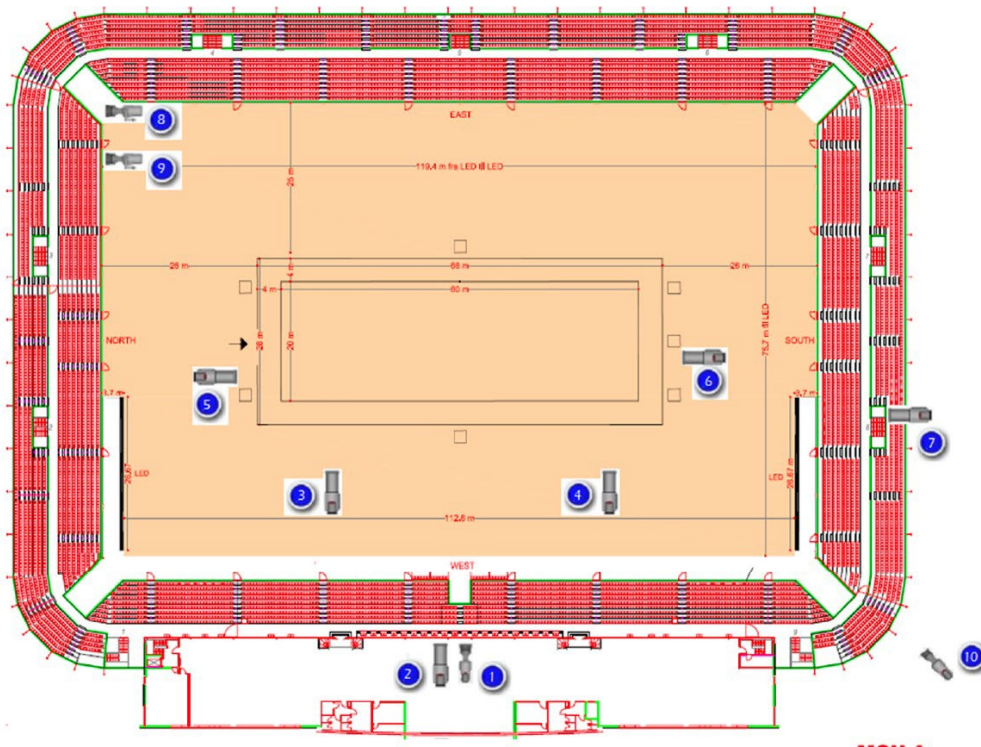
## 23 FEI World Championship Camera Plans (examples)

### FEI Jumping World Championship 2022 – Herning Denmark



	Position	Canon Lens	EVS - Speed
CAM 1	Main Cam	14x	
CAM 2	Close Up	95x	2x SS ( 50 % )
CAM 3	High Left	22x	2x SS ( 50 % )
CAM 4	High Right	22x	2x SS ( 50 % )
CAM 5	Low Left - side	95x	2x SS ( 50 % )
CAM 6	Low Right - side	95x	3x SS ( 33 % )
CAM 7	Low Right - corner	95x	2x SS ( 50 % )
CAM 8	In Arena - Wireless	22x	
CAM 9	Arena In / Out - Wireless	22x	
CAM 10	Kiss and Cry	14x	2x SS ( 50 % )
CAM 11	Jump Water	14x	
CAM 12	Beauty	14x	

## FEI Dressage World Championship 2022 – Herning Denmark



	Position	Canon Lens	EVS - Speed
CAM 1	Main Cam	14x	
CAM 2	Close Up	95x	2x SS ( 50 % )
CAM 3	Low Left - front	95x	2x SS ( 50 % )
CAM 4	Low Right - front	95x	2x SS ( 50 % )
CAM 5	Low Left - side	95x	2x SS ( 50 % )
CAM 6	Low Right – side	95x	3x SS ( 33 % )
CAM 7	High Right	22x	2x SS ( 50 % )
CAM 8	Arena In / Out - Wireless	22x	
CAM 9	Kiss and Cry	14x	2x SS ( 50 % )
CAM 10	Beauty	14x	



## 24 Definitions

**Accredited Press:** means the accredited journalists and photographers attending and covering the Leg.

**Broadcast Coverage:** means anything recorded and/or produced by the Host Broadcaster and/or RHBs (including any national or unilateral broadcast signals, additional broadcast and/or the IBS).

**Broadcast Graphics:** means the approved broadcast graphics for the Leg based on the FEI's applicable broadcast graphics template.

**Broadcast Liaison Officer:** means the Organiser's representative that is responsible for broadcast production at the Leg.

**Broadcast Period:** means the period beginning on the day of the first broadcast of the Event (whether the opening ceremony or the first competition) until the day of the final broadcast of the Event (whether the closing ceremony or the final competition).

**Broadcast Rate Card:** means the rate card specifying the charges payable by RHBs for services and facilities provided by the Organiser and/or the Host Broadcaster.

**Broadcast Signal Distributor:** means the service provider as designated by the FEI in charge of the technical distribution of any International Broadcast Signal and / or any unilateral broadcast signal.

**Broadcast Signal Offer:** means the offer made by the Host Broadcaster to the International Broadcast Signal Distributor setting out the terms and specifications on which the Host Broadcaster will provide the IBS to such International Broadcast Signal Distributor.

**Commentator Information System (CIS):** means the system providing timing, data and other information on the Event, the Leg and ceremonies to the commentators.

**Competition:** see definition of "Leg" below.

**Competition Area:** means any Competition Arena, any Warm-up Arena/Area, the press conference, Flash Interview Zone and the Mixed Zone.

**Competition Arena:** means the arena within the Venue where the Leg takes place.

**Edited News Item:** means an edited highlight sequence to be used by a media (general interest or sports thematic TV Channel, news website etc.) as a feature in a news programme. This feature is also named as Video News Release (VNR)

**Event:** means the Leg and all Classes that are organised by the Organiser during the complete meeting/show.

**Exclusive Designations:** means "title sponsor of the relevant FEI Series and League" including translation of such Exclusive Designations in other languages or such other Exclusive Designations as the FEI may decide.

**FEI Data:** means any and all data, information, photographs, images, video and other materials in respect of the Leg, or any other events organised or sanctioned by or with the authority of the FEI, or the respective participants therein including, by way of example only, horse profiles and athlete biographies, authorised video, news feed, and international rankings data.

**FEIMH:** means FEI Media House - coordinating Broadcast and Broadcasters and representing FEI.TV

**FEI Rules and Regulations:** means any rules and regulations duly approved by an appropriate body of the FEI, including but not limited to Statutes, General Regulations, and Sport Rules, of which the definitions including in such Rules and Regulations are incorporated herein to the extent they do not conflict with any definition in this Annex 1.

**Flash Interview Zone:** means an area close to the Competition Arena where lights and an FEI approved backdrop are set up for interviews of athletes by the HB / FEI.TV.

**Full Production:** means the production of the IBS to a standard of a multi camera production level that meets the requirements as specified in the FEI Broadcast Manual needed for Linear TV Broadcast production, including delivery of the signal via a SNG / Fibre / SRT to Satellite free of charge. See Section 12 of this FEI Broadcast Manual for the relevant requirements.

**Host Broadcaster:** means the entity appointed to produce the International Broadcast Signal for the Leg /Event.

**International Broadcast Signal Distributor:** means the distributor appointed by the FEI to technically distribute the IBS.

**International Broadcast Signal (IBS):** Means international audio and colour video signal, incorporating a live television picture, the necessary related background sound and effects (international sound), slow motion, replays, Broadcast Graphics displaying information such as timing, data (start numbers, starting lists, names of athletes, abbreviations for countries, results and applicable statistics such as but not only world records) and in live minimum High Definition (HD) digital standard 1080i/50 – for dedicated countries in HD 1080i/59.94 - or any such industry standard format at the time of the Leg as the FEI or FEIMH may request.

**Kiss and Cry Zones:** means an area where athletes and accompanying person(s) will be able to be broadcasted while watching the ride, test etc. and awaiting the results of the competitions.

**Leg:** see relevant Host Agreement.

**Light Production:** means a production of the IBS targeted at streaming platforms such as FEI TV. The level and quality of such production is lower than the Full Production. The requirements for the Light Production as referenced in the FEI Broadcast Production Manual are the minimum requirements to produce an IBS. Any additional cameras or speciality cameras to those required in the FEI Broadcast Manual will enhance the quality of the light production and reflects the event. The Organiser via the Host Broadcaster is responsible for ensuring the delivery of the IBS to FEI.TV free of charge and via a protocol agreed with the FEI. See Section XX of this FEI Broadcast Manual for the relevant requirements.

**Mixed Zones:** means the area next to or near the Competition Area where RHBs and Accredited Press can interview the athletes after they have competed.

**Official Title:** see relevant Host Agreement.

**Production Plan:** means the production plan provided by the Host Broadcaster detailing its proposed Broadcast Coverage of the Event and the Leg including any ceremony and as well a production timetable, camera movements, type and number of slow motion machines etc.

**RHBs:** means any and all broadcasters that have the right to broadcast the Leg and, as such, are accredited to attend and broadcast from the Venue.

**Venue:** The entirety of the premises at which the Event will be held that are in the care, custody and control of the Organiser. Where that is the case, such Venue shall include without limitation all areas required for the purpose of staging the Event, the corresponding Competition Arena, paddock, stables, hospitality areas and car park areas in and around the Venue, together with the location of any other event held in connection with the Event (such as press conferences).

**Warm-up Arena/Area:** means the arena/area within each Venue where the athletes warm up in preparation for the relevant Leg/Competitions/Classes.