FEI BROADCAST MANUAL for FEI SERIES and CHAMPIONSHIPS
(Version 1.0 – Status January 2020)

FOREWORD

This document shall serve as FEI Broadcast 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, 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 expressively 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.
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1 International Broadcast Signal (IBS)

The Organiser shall ensure that:

(i) the HB, at the Organiser’s cost where applicable, produces the IBS for all stages of the Leg, press conferences (both for the Leg and for the FEI, if requested by the FEI) and ceremonies of the Leg and makes it available to the International Broadcast Signal Distributor for distribution to all Accredited Broadcasters;

(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. Any Broadcast Graphics shall be inserted so as to be visible in the “14:6 area” (unless otherwise requested by the FEI/FEIBC);

(iii) the IBS is continuous, with Broadcast Graphics (including timing and data) and in the English language. It shall not have any presenters to camera, interviews, special features or advertising breaks;

(iv) the IBS is duly monitored and corrected for broadcast usage by the HB, synchronised and in phase and is delivered to the international gateway as specified by the FEIBC 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/FEIBC 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; and

(vii) the IBS is made available and used by all the Accredited Broadcasters to produce their respective National/Unilateral Broadcast Signal and/or National/Unilateral Broadcast.

2 Opening/Closing Sequences of the IBS, Official Title and Exclusive Designations

The Organiser shall ensure that, if the FEI produces an opening and/or closing sequence and/or digital and/or partly digital animation (in 2D or 3D format) for inclusion in the IBS, the HB inserts such sequence 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, animations titles, broadcast graphics or designations shall be inserted in any Broadcast Signal. Running orders as to be provided by the FEI shall be applied.
3 Copy of the IBS

The Organiser shall ensure that a complete copy of the IBS including any press conference and any ceremony and any Edited News Item and/or EVS (see also respective paragraph in this section) and any other Broadcast Coverage of the Leg produced by the HB should be provided by the HB to the FEI/FEIBC free of charge immediately after each phase of the Leg. If the IBS is in HD (see respective paragraph above), then the tapes should be HD Beta Cam or any other format as specified by the FEIBC.

4 Broadcast Signal Offer

The Organiser/HB shall ensure that a Broadcast Signal Offer (including all the necessary technical details of the IBS together with all signal related/relevant data and timings) shall be provided by the HB to the International Broadcast Signal Distributor (Eg. EBU) and to the FEIBC at least two (2) months prior to the Leg. The HB shall liaise accordingly with the IMG in relation to the creation of the Broadcast Signal Offer. On request the template for such a Broadcast Signal Offer is available through FEIBC.

Although the European Broadcasting Union (EBU) are the FEI’s current technical distribution partner the selection of the uplink truck is the responsibility of the OC/HB.

The OC/HB shall provide sufficient electric power (including emergency back-up power) to ensure the full and effective operation of all broadcasting equipment.

5 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 impartiality. 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 FEIBC with a detailed production plan of its proposed Broadcast Coverage for the Leg at least four (4) months prior to the start of the Leg. The production 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 in full (including any official press conferences and ceremonies);

(iv) an edited highlight sequence to be used as feature in news (general and/or sports) programs (Edited News Item) and/or a sequence of highlight pictures allowing to edit meaningful news features from (Eurovision Sport News Item – EVS) is sent by the HB to the International Broadcast Signal Distributor immediately following each stage/phase of the Leg;

(v) if requested by the FEI and at FEI’s sole discretion, but subject to the interest of Accredited Broadcasters (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; and

(vi) the HB shall liaise closely with the FEIBC and/or the FEI to ensure that all reasonable needs of the Accredited Broadcasters are met.
6 Production Guidelines / Broadcast Philosophy

All camera positions including Cable camera, Jib/Cranes and or use of Drones must be signed off and approved by the Technical Delegate of the sport. It should be clear that at any point if the Technical Delegate decides that the Camera, position or movement is impeding the sport, they have the right to stop the operation.

Cable Camera Guidelines
- All movements must be practiced during the familiarization period of the competition.
- No Sudden fast movement, the operator should always start off slow and finish slow.
- The speed for filming dressage should remain slow and consistent.
- It should not create noise which would distract the Athlete of audience.
- The camera and cables should be accessible from the side of the arena.
- Location of Jumbo Tron/Big Screen should be considered when rigging.
- For Dressage the camera should remain in front of the horse at all times.
- For jumping it is ideal to follow flowing combinations over multiple fences.

Jib/Crane Camera Guidelines
- All movements must be practiced during the familiarization period of the competition.
- No Sudden fast movement, the operator should always start off slow and finish slow.
- The camera should always be in front and moving away from the horse.
- There should always be a good distance between horse and rider.
- The crane should offer a low or high static shot when a horse is close or turning a corner from fence to fence.

Rider/Horse Fall – Not serious:
- At the discretion of the director to show the replay depending on how dramatic the images look.
- Never show more than 1 replay.
- Show the rider getting up.
- Show the horse walking away.
- Show the Horse and rider reunited.

Rider/Horse Fall – Serious:
- Do not show replay.
- Do not show the rider or horse lying on the ground.
- Do not show distressed rider.
- Cut to the crowd shot.
- If the screens are erected in the arena - you can show the arena.
- Show medics arriving.
- Cut to a commercial break or studio if possible.
- Show EVS Highlights of competition so far while waiting for the arena to be cleared.

In Field intruder/protestor:
- Do not show anything in vision, do not cut to them during the live.
- Do not show any replays.
- Show close up of the rider stopping (acknowledging the issue in the arena).
- Show crowds - Clapping once the arena has been clear.
- Show EVS Highlights of competition so far if there is a continuous problem.

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

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 FEIBC at least four (4) months before the start of the Leg for written approval. The HB shall be responsible for providing the FEIBC and the Organiser with a camera plan showing the number, type and positions 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 and/or the FEIBC 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.

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.

7.1 Jumping

**FEI World Cup™ and FEI Nations Cup™ Qualifiers/Legs:**

Minimum of seven (7) to nine (9) cameras in total:

<table>
<thead>
<tr>
<th>CAM</th>
<th>LENS</th>
<th>POSITION/MOUNT</th>
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<tbody>
<tr>
<td>1.</td>
<td>86x1</td>
<td>Main Camera</td>
</tr>
<tr>
<td>2.</td>
<td>55x1</td>
<td>Super Slow-motion (Minimum frame rate X 3)</td>
</tr>
<tr>
<td>3.</td>
<td>86x1</td>
<td>High Left/Platform</td>
</tr>
<tr>
<td>4.</td>
<td>86x1</td>
<td>High Right/Platform</td>
</tr>
<tr>
<td>5.</td>
<td>22x1</td>
<td>Arena In/Out/Ground Level Legs (RF)</td>
</tr>
<tr>
<td>6.</td>
<td>22x1</td>
<td>Kiss and Cry (RF)</td>
</tr>
<tr>
<td>7.</td>
<td></td>
<td>Wide Beauty</td>
</tr>
<tr>
<td>8.</td>
<td>22x1</td>
<td>JIB</td>
</tr>
<tr>
<td>9.</td>
<td>18x1</td>
<td>Jump/Water Ground Level (Remote Head)</td>
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</tbody>
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**FEI World Cup™ FEI Nations Cup™ Finals & World/European Championships:**

Minimum of twelve (12) to fourteen (14) cameras in total:

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<tr>
<th>CAM</th>
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<tr>
<td>1</td>
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</tr>
<tr>
<td>4</td>
<td>86x1</td>
<td>High Right/Platform</td>
</tr>
</tbody>
</table>
5 22x1 Arena In/Out/Ground Level Legs (RF)
6 22x1 In Arena
7 22x1 Kiss and Cry (RF)
8 Wide Beauty
9 18x1 Jump/Water Ground Level (Remote Head)
10 22x1 JIB
11 20x1 Cable/Spider Camera
12 18x1 Hyper Slow-motion (Minimum frame rate X 6)
13 55x1 Super Slow-motion (Minimum frame rate X 3)
14 18x1 Jump/Water Ground Level (Remote Head)

7.2 Dressage

Minimum of seven (7) to nine (9) cameras in total:

- Three (3) to five (5) fixed cameras (Arena, including “Kiss & Cry” Zone); and
- One (1) to two (2) RF in field cameras; and
- One (1) In-gate / Collecting Ring camera (“Flash Interview” Zone); and
- One (1) Static GV Top camera; and
- One (1) Super Slo-mo camera.

7.3 Driving

Same as Dressage above.

7.4 Vaulting

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

- Three (3) to four (4) 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
- One (1) Super Slo-mo camera.

8 Sound Microphones

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 FEIBC at the same time as the decisions on camera platforms are made, the minimum requirements and technical specifications are as follows:

Audio Plan and Specifications

Minimum 8 stereo FX mics - preferred mics are Sennheiser 416 or 816

- 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
• RF base system for floor manager and FEITV coordinator

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

9 Cameras on athlete’s

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.

10 Additional Broadcast Cameras

The FEI/FEIBC 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 Broadcast Camera Platforms

The Organiser shall at its cost provide platforms, suitably constructed, stable and protected on which the HB and Accredited Broadcasters producing unilateral Broadcast Signals may place their fixed position broadcast cameras. If requested by the FEIBC, 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 and/or FEIBC, shall decide no less than four (4) months in advance of the Leg and during the pre-visit of the FEI and/or the FEIBC 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 Accredited Broadcasters 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 and/or the FEIBC, the Organiser and the HB.

If confirmed by a written order of the relevant Accredited Broadcaster to the Organiser following consultation between the Accredited Broadcaster, the HB and the FEIBC (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 Accredited Broadcasters, 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 and/or the FEIBC and the Organiser. The HB shall take into account the reasonable views of the FEI and/or the FEIBC 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 organizations. All camera platforms shall be constructed and ready for use not later than three (3) days before the start of the Leg.

12 Broadcast Graphics, Data and Timing Services

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).

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) results of each stage/phase of the Leg;
(iv) interim results of each stage/phase of the Leg;
(v) records information as appropriate;
(vi) any other information as agreed and/or requested by the FEI.

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/FEIBC 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.

Data - 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. This must be available free of charge to all Accredited Broadcasters on site, to the FEIBC and to the FEI. 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.

Timing - The Organiser and/or the appointed data/timing service companies shall make available free of charge a full timing service to all Accredited Broadcasters on site, the HB, to the FEIBC and to the FEI.

If requested by the FEI and/or the FEIBC, the Organiser shall ensure that the FEIBC and the FEI 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.
13 Unilateral Broadcast Services

The Organiser shall provide and shall ensure that the HB provides all necessary technical and administrative support and co-ordination to Accredited Broadcasters 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 Accredited Broadcasters:

(i) The technical infrastructure, administrative support, facilities and personnel necessary to ensure that the attending Accredited Broadcasters have a full international host broadcast service at the Venue(s) Competition Areas including (but not limited to) access to camera feeds, co-ordination of facilities and space requirements in any broadcast compound, commentary positions, accreditation of necessary personnel, production of studio(s) if required, allocation of camera platforms and Flash Interview Zones and Mixed Zones positions, construction of temporary presentation studios, and liaison with the Organiser and the FEI/FEIBC.

(ii) Provision of multilateral and unilateral video and audio (V&A) circuits from the Venue and Competition Areas. 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.

Planning and production co-ordination of all arrangements for attending Accredited Broadcasters, including full production, technical and organisational briefing. The Broadcast Coverage principle/the Production Plan shall also be made available to all attending Accredited Broadcasters.

(iii) To facilitate optimum Broadcast Coverage, the Organiser must, if required by the FEIBC and/or the HB, arrange at its costs for the following:

i. sufficient space adjacent to the main arena for a broadcast compound with offices and/or working rooms (air-conditioned if requested by FEI/FEIBC) including access to telecommunications, electricity and light for the HB, the Broadcast Signal Distributer and the parties producing unilateral Broadcast Coverage, for technical service vehicles and equipment (including outside broadcast units, cabins and satellite dishes) 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 Accredited Broadcasters, other than the FEI, FEI TV and FEIBC, for the use of working rooms and other services (including extra furniture and use of electricity) in accordance with the Broadcast Rate Card;

ii. 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 Accredited Broadcasters having priority over written Press;

iii. unilateral camera positions to be added to HB operation if approved by the FEI and/or FEIBC on the basis that all reasonable access should be offered to Accredited Broadcasters (subject to the Accredited Broadcaster(s) requesting such further camera positions paying to Organiser/HB in accordance with the Broadcast Rate Card);

iv. guaranteed twenty four (24) hour access to telephones, fax, wire, broadband internet and all other possible communications services, which services will be
paid for at cost by the Accredited Broadcasters, for communications both within the site, to and from sites of Unilateral Broadcast Coverage, to and from the satellite up-link facilities and internationally;

v. vehicle passes and access stickers for all vehicles of Accredited Broadcasters, 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;

vi. a transportation service shall be available to the Accredited Broadcasters 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;

vii. security and safety services, as well as medical services for first aid in case of necessity;

viii. sufficient lighting to ensure a high quality colour broadcast production i.e. a minimum of 1'200 lux in all filming areas;

ix. the Organiser's HB service to assist all visiting/Accredited Broadcasters when reserving facilities prior to the Leg; liaise with telecommunications authorities and ensuring the necessary support and assistance during the Leg;

x. the technical infrastructure and personnel necessary to ensure that visiting/Accredited Broadcasters have a full international HB service for coordinating commentary and vision circuits at the Venue;

xi. 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;

xii. planning and production co-ordination of all arrangements for visiting/Accredited Broadcasters, including full production, technical and organisational briefing; Broadcast Coverage principle/Production Plan and Broadcast Coverage plan should be made available to all Accredited Broadcasters at a special meeting before the start of the Leg. On-site availability of the FEIBC and the Broadcast Liaison Officer to assist commentators, coordinator unilateral and supervise results service in co-operation with the Organiser; and

xiii. 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 FEIBC and the FEI.

14 Commentary Positions

The Organiser shall arrange for and provide commentary positions, the location and number of which shall be agreed between the HB, the FEIBC 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 FEIBC 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 Accredited Broadcaster measuring approximately two (2) meters in length and approximately eighty centimetres (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 Accredited Broadcasters. 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
(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;
(iv) a CIS (including the cabling thereto); and
(v) a fully functioning television monitor provided by the Organiser.

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.

Accredited Broadcasters (other than the crews of the FEIBC 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 at least 4 months prior to the Leg. They shall be constructed and ready for use during the same periods as the broadcast compound.

15 Presentation Studios

The HB and/or any Accredited Broadcaster 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 FEIBC 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 Accredited Broadcasters. Accredited Broadcasters 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 costs thereof shall be paid by the Accredited Broadcasters in accordance with the Broadcast Rate Card.

The costs of constructing and operating the temporary presentation studios, including electricity consumption shall be paid by the respective Accredited Broadcasters in accordance with the Broadcast Rate Card.
16 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 FEIBC and is as safe and as quiet as possible.

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

(i) any athlete (and/or Official and/or key member of the Organiser) for short interviews by HB and Accredited Broadcasters prior to the start of and during the Leg; and

(ii) the winner(s) of any competition at the Event and any other athlete(s) as requested by the FEI or FEIBC pre-selected Accredited Broadcasters prior to the relevant official press conference(s). For further interviews by Accredited Broadcasters, if requested, the athletes must be made available immediately after the relevant official press conference(s), at the latest, in a designated broadcast/interview area.

The Organiser shall control access to the Flash Interview Zone(s) and shall ensure that such access is strictly limited to FEI, FEIBC, HB, Accredited Broadcasters and athletes. The Flash Interview Zone(s) shall be secured and fenced as appropriate.

The Organiser shall ensure that each Flash Interview Zone shall be supplied throughout with adequate lighting suitable for broadcast purposes, a reasonable number of television monitors showing the IBS and the current results (so that a screen is visible for all parties in the Flash Interview Zone the cabling of which shall be the responsibility of the HB) and space to enable Accredited Broadcasters to conduct live interviews with athletes competing in the Leg (in accordance with the applicable paragraph in this section).

17 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 at which a competition takes place at least one (1) Mixed Zone. 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 FEIBC 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, FEIBC, HB, Accredited Broadcasters, Accredited Press and athletes. The Mixed Zone(s) shall be secured and fenced as appropriate. Accredited Broadcasters 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 Accredited Broadcasters to conduct
interviews with athletes competing in the Leg (in accordance with the applicable paragraph of this section).

The FEI/FEIBC 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.

Depending on number of Accredited Broadcasters and Accredited Press for the Leg and at the FEI’s and/or FEIBC’s sole discretion, the FEI and/or the FEIBC 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.

18 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 Accredited Broadcasters. 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).

19 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 four (4) to five (5) people standing, must be in shot of the main broadcast camera(s). The Organiser shall notify the HB in advance that this facility is 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 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) to be branded with a FEI approved combination of the FEI Logo, Leg(s) Logo(s) and Leg Sponsors’ logos.

20 Electric Power

The Organiser shall, in consultation with the HB, provide sufficient electric power (including emergency back-up power) 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.

21 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.

22 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.
23 Broadcast Rate Card

Unilateral Requirements/services/Rate card

Upon on the reasonable request of the FEI and/or FEIBC assistance, facilities and/or unilateral broadcast services shall be provided to the FEIBC/IMG Productions and/or the FEI/FEI TV free of charge to enable them to fulfil their tasks and any reasonable requests. This should include but not be limited to:

The Host Broadcaster should be aware that there are certain services that accredited broadcasters will require. Many of these are on a rate card basis and may include the following:

(i) Unilateral Camera Positions
(ii) Commentary positions
(iii) Studio Position when relevant
(iv) Assistance in finding parking solutions for unilateral SNG requirements
(v) 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 Accredited Broadcasters 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 FEIBC’s prior written approval.

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

The HB and/or any Accredited Broadcaster 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 FEIBC and not later than the dates on which the camera platform positions are decided (see applicable paragraph in this Annex), determine, the potential locations. Accredited Broadcasters 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. All the costs thereof shall be paid by the Accredited Broadcaster.

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

24 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.

25 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.

## 26 Daily Broadcast Coordination Meeting

If requested by the FEI and/or the FEIBC, 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 FEIBC and/or the FEI and the Accredited Broadcasters and 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 the Leg.

## 27 Broadcast Information for HB and Accredited Broadcasters

All information relating to the Leg shall be made available by the Organiser to the HB and Accredited Broadcasters (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 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 Accredited Broadcasters over any press.

## 28 Broadcast related Accreditations

The Organiser shall ensure that the HB’s, Accredited Broadcasters’, FEIBC’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 FEIBC 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 FEIBC.

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 Accredited Broadcaster and with “HB” for the HB. Accredited Broadcasters and HB must have access to any area and service the Accredited Press has access to. FEIBC’s and FEI’s crews to be treated as Accredited Broadcaster unless otherwise defined.

## 29 Access to Broadcast Areas

The Organiser shall ensure that only the HB and Accredited Broadcasters are entitled to record video imagery in the “Competition Area” areas which shall include:

(i) all Competition Arenas;
(ii) the Flash Interview Zone(s);
(iii) the Mixed Zone(s);
(iv) the press conference area(s); and
(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) to be defined by the FEI and/or the FEIBC 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 on the Competition Areas. The maximum number of people shall be agreed in advance by the HB, the FEI and/or FEIBC and the Organiser.

The Organiser shall ensure that only the HB, the FEI, the FEIBC and Accredited Broadcasters’ personnel shall have access to specified broadcasting areas including broadcast camera positions and commentary positions through their accreditations.

30 Accommodation

The Organiser shall reserve sufficient hotel rooms centrally situated preferably near the Venue for the HB’s production crew and the Accredited Broadcasters with a range of prices (including breakfast). The foregoing is subject to HB and Accredited Broadcasters 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.

31 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).

Audio Configuration:

- Track 1 - Clean International Stereo Sound Left
- Track 2 - Clean International Stereo Sound Right
- Track 3 - English Commentary clean
- Track 4 - FEI Commentary Mixed (Mix of Tracks 1, 2 & 3)
- Track 5 – Local Commentary clean

32 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 one (1) year prior to the start of the Leg (five (5) days after the signature of the Host Agreement). 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 Leg timetable 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 FEIBC 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 Accredited Broadcasters.

### 33 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:

- (iii) Provisional Leg timetable: one (1) year;
- (iv) Final Leg timetable: ten (10) weeks;
- (v) Full contact details for the Broadcast Liaison Officer: six (6) months;
- (vi) Full contact details of HB: nine (9) months (including name and contact details of Producer and/or Director);
- (vii) Broadcast Signal Offer: four (4) months;
- (viii) Course Plans: a copy of each applicable course plan should be submitted to the FEIBC one (1) month;
- (ix) 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.

### 34 FEI Ground Jury, Appeal Committee and Technical Delegates

If requested and where practically possible, the Organiser shall ensure that the HB offers the FEI’s Ground Jury and/or Appeal Committee 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 Appeal Committee and/or the Technical Delegate(s) at no cost.

### 35 FEI Advertising Principles

#### 35.1 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.

35.2 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:

a. The identification of the Company providing the timing service shall appear on-screen only at the same moment as the athlete’s time at the finish and/or any other usually accepted moment (e.g. intermediate time).

b. 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.

(vi) The identification of the timing or data processing company on the television screen (signal injection) shall be as follows:

a. Timing: as specified by FEI
b. Data: as specified by FEI

(vii) 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.

(viii) 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.

(ix) 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.

(x) 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.

(xii) 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.

36 Guide to Responsibilities

The table below summaries the financial responsibilities of the HB, the Organiser, the Accredited Broadcasters in relation to the production of the ITS.

**AB** = Accredited 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.
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37 Definitions

**Accredited Broadcasters**: 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.

**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 Accredited Broadcasters (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 Accredited Broadcasters 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 IBS/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**: 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 as a feature in news (general and/or sports) programme.

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

**EVS**: means a sequence of highlight pictures allowing broadcasters to edit meaningful news features from such highlights.

**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.
FEIBC: means FEI Broadcaster Coordinator.
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.

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 Zones: means an area close to the Competition Arena where lights and an FEI approved backdrop are set up for interviews of athletes by Accredited Broadcasters.

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 distribute the IBS (technically not commercially).

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

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

Leg: see relevant Host Agreement.

Mixed Zones: means the area next to or near the Competition Area where Accredited Broadcasters 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.

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 within which the athletes warm up in preparation for the relevant Leg/competitions/Classes.