

FEI COMPETITIONS & DIGITAL MEDIA RIGHTS - GUIDELINES FOR NON-RIGHTS HOLDERS.

The objective of these guidelines is to provide clear information and instructions to Non-Rights Holders (NRH) about filming, recording, photographing and using content from FEI Competitions.

These guidelines are applicable to any content published publicly on websites, blogs, social media and mobile apps and any other forms of digital content publishing, e.g. smart TVs.

What is a Non-Rights Holder?

Non-rights holders (NRH) are individuals who are accredited at official FEI competitions and have not acquired the rights to use content that is the property of the FEI and is protected by copyright, for example video footage from the FEI Competition.

Athletes, Horse Owners, National Federations, Officials, Athlete Support Personnel and Athlete Entourage (e.g. grooms, agents etc.) are NRHs.

Can I post content from the Field of Play?

NRHs are not permitted to post any video content from the Field of Play. The Field of Play includes the arena/courses, warm up arena, kiss & cry, & entrance/exit area). For the avoidance of doubt, live, delayed, and edited or highlights content is not permitted to be used as well. There are other opportunities though for NRHs to promote the sport which are detailed later in this document.

Still images can be posted without any restrictions across all platforms.

Why can I not use content the way I want to? I just want to promote the sport.

The FEI and Organising Committees invest considerable amounts to finance the broadcast of FEI competitions, which provides visibility for the sport and the athletes.

The FEI owns all copyright in FEI Named Competitions and has entered into exclusive media rights agreements with various broadcasters, which include restrictions on how and where content from FEI Competitions can be used by others, including by NRHs.

As per the FEI Statutes, the FEI re-invests all the revenues generated from Media Rights back to the development of the Equestrian Sport globally.

It is in the sports interest to protect and safeguard these rights and ensure Media Rights Holders, mainly Broadcasters, continue to acquire rights and to invest in our sport.

What content can I use for my own public digital channels? How can I use it?

The FEI publishes a large variety of type of content* such as:

- Preview of the day
- Features and cut downs
- Winning/Leading Round
- Discipline News
- Daily news
- TBT (Throwback Thursday)
- And many more

* Depending on the venue and coverage, the type of content published by the FEI may vary from time to time.

Where possible and not limited by existing agreements, the FEI makes content available which you can use to post in your digital channels in many ways through the native tools of most of the social media platform. See below for more details on how you can use this on your various social media accounts.

Facebook

Upon request to digital@fei.org, and provided the page and account is eligible, the FEI will enable cross-posting of relevant video content with NRHs.

When posting content shared via cross-posting please ensure that you tag the relevant FEI Discipline Facebook page.

List of official FEI Facebook pages:

www.facebook.com/the.fei
www.facebook.com/FEIJumping
www.facebook.com/FEIDressage
www.facebook.com/FEIEventing
www.facebook.com/FEIDriving
www.facebook.com/FEIVaulting
www.facebook.com/FEIEndurance

YouTube

As per YouTube sharing capabilities, anyone is free to embed videos published within the official FEI YouTube account.

Official FEI YouTube channel: <https://www.youtube.com/user/feichannel>

Instagram

As mentioned above NRHs are not permitted to post any video content from the Field of Play (including the arena/courses, warm up, kiss & cry, & entrance/exit area). However we are pleased to provide an exception to this for NRHs to promote athletes on social media. Therefore, provided the content is captured with a non-professional equipment (smartphone only), each NRH can post:

- 2 x 15sec video clips* per competition per day and per athlete on Instagram Stories
- 2 x 15 sec video clips* per competition per day and from the prize giving ceremony on Instagram Stories

*For the avoidance of doubt, the 15-sec video clips may include GIFs, boomerangs, super zoom, rewind, slow-mos, hyperlapse & other effects that include a moving image.

It is kindly requested to tag @FEI_global in stories published. List of official FEI Instagram accounts:

https://www.instagram.com/FEI_Global https://www.instagram.com/fei_jumping/
https://www.instagram.com/fei_dressage/ / https://www.instagram.com/fei_eventing/

Twitter

Official Twitter handle:

https://twitter.com/fei_global

Other general principles. (Applicable to any social media such as Facebook, YouTube, Instagram, Twitter, Snapchat, etc.)

To maintain the integrity of the content produced by the FEI, it is not permitted to download, re-edit, transform (in any shape or form) content published by the official FEI media channels.

Any abuse or misuse of the content may result in the content being removed from the relevant platform and may result in legal action.

We thank you for your ongoing support and cooperation and wish you lots of success in your endeavours.

If you have any queries in relation to these guidelines, please email us at digital@fei.org.

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