



**AFC Asian Cup Qatar 2023™
Public Screening Programme
FAQs**

This AFC Asian Cup Qatar 2023 Public Screening Frequently Asked Questions (“FAQs”) document addresses the more common questions relating to the AFC Asian Cup Qatar 2023™ (AFC Asian Cup 2023) public screening programme. Please note that it only relates to territories where public screening licences are issued by the Asian Football Confederation (AFC) directly.

For territories where public screening licences are issued directly by the official AFC Asian Cup 2023 broadcaster in the territory, different fees, conditions, and procedures may apply. An overview of territories can be found in the AFC Asian Cup Qatar 2023_Licence Fees for Public Screenings document.

In case of any further questions, please send an email to Asia Football Group (AFC’s exclusive commercial marketing agency for AFC competitions) at public.screening@asiafootballgroup.com.

This document shall be read together with the following:

- i. AFC Asian Cup Qatar 2023 Public Screening Terms and Conditions (“Terms and Conditions”);
- ii. AFC Asian Cup Qatar 2023 Public Screening License Fees for Public Screening (“Rate Card”); and
- iii. AFC Asian Cup Qatar 2023 Public Screening Request Form (“Request Form”).

Public Screening Programme

1. What is the purpose of the AFC Asian Cup 2023 public screening licensing programme?

The main purpose of the programme is to regulate the organisation of public screenings, given their increasing popularity with football fans. A set of rules (AFC Asian Cup Qatar 2023_Public Screening Terms & Conditions) underpin the organisation of public screenings to align such screenings with the commercial interests of the AFC’s commercial partners.

2. Who is issuing the public screening licences?

The AFC is issuing the public screening licences except for the Excluded Territories referred to under the Rate Card.

3. What is the difference between commercial and non-commercial public screenings?

The main difference is that commercial public screenings have a distinct commercial character, i.e., the sale of food and beverages and/or an entrance fee. Non-commercial public screenings involve no commercial activities at all.

4. Do I always need to apply for a licence?

Yes, however non-commercial public screenings (i.e., no entry fee and no sale of food & beverages) that have a maximum attendance of 100 spectators at any given time, are exempt from requesting a licence and paying a licence fee to the AFC. Such events must nevertheless still comply with the AFC Asian Cup Qatar 2023_Public Screening Terms & Conditions.

5. Is there a difference in licences across territories?

For territories where public screening licences are issued directly by the official AFC Asian Cup 2023 broadcaster in the territory (please refer to the table in the AFC Asian Cup Qatar 2023_Licence Fees for Public Screenings document), different fees, conditions, and procedures

may apply. Organisers must contact the relevant broadcaster for more information.

6. Are there licence fees to pay?

Yes, please refer to the AFC Asian Cup Qatar 2023_Licence Fees for Public Screening document. Please note that AFC does not charge a licence fee for non-commercial public screenings with a maximum capacity of less than 100 attendees.

Terms & Conditions

7. Are the public screening terms and conditions always applicable?

Yes, the AFC Asian Cup Qatar 2023_Public Screening Terms & Conditions are always applicable to the Licensees and are non-negotiable.

8. Are the terms and conditions the same for commercial and non-commercial public screenings?

Although the terms and conditions are similar in nature, there are additional rules and restrictions in relation to commercial activities at commercial public screenings which are applicable to Licensee(s).

9. I am using the services of third parties in the organisation of my public screening. Do the terms and conditions also apply to them?

You will still remain accountable for ensuring that such third parties comply with the AFC Asian Cup Qatar 2023_Public Screening Terms & Conditions.

10. I am running an event agency and have been asked to organise a public screening on behalf of a company. Can I do this?

Yes, the licensee is legally responsible (and liable) for all aspects of the public screening. Accordingly, you must ensure that it is clear who is to act as the licensee (either you or the company that hired you) and the licence application must be made on that basis.

11. Are there any third parties which cannot obtain a public screening licence?

Yes, competitors of any official AFC Asian Cup 2023 sponsor or broadcaster cannot obtain a public screening license.

In addition, a public screening licence will not be granted to any entity:

- whose principal business is the sale or promotion of any tobacco-related products, hard liquor, pornographic material, violent or abusive products or materials, gambling or betting services or products;
- which promotes or disparages any political views, ideologies or parties;
- which, in the AFC's reasonable opinion, may be offensive, indecent or encourage behaviour which is offensive or indecent or which promote disparaging views or behaviour relating to any individual's or group's colour, race, nationality, ethnic or national origin, sex, sexual orientation, marital status, religion, age or disability; and/or
- which, in the AFC's reasonable opinion, may damage the reputation or image of Asian football, the AFC, the AFC's members and/or any AFC Commercial Affiliate, AFC

Merchandise Licensee or any AFC Media Partner.

12. Does a licensee have the right to use the AFC Asian Cup 2023 logo, name or other related marks or materials?

No, licensees don't have the right to use the AFC Asian Cup 2023 logo, name or other related marks or materials for the promotion of and/or at the public screening event itself.

Furthermore, licensees may not create the impression of any direct and/or indirect association with the AFC, the AFC Asian Cup 2023, Local Organising Committee, AFC's Member Association or any related marks.

Commercial Activities

13. Am I allowed to charge an entrance fee for the public screening event?

Yes, licensees are authorised to charge an entrance fee for the public screening events. These events are considered commercial public screening events as per AFC Asian Cup Qatar 2023_Licence Fees for Public Screenings document as well as the AFC Asian Cup Qatar 2023_Public Screening Terms & Conditions.

14. May I sell advertising and sponsorship for my public screening event to third parties?

No, licensees are not authorised to sell any advertising or sponsorship for public screening events to third parties unless such third party is an official AFC Asian Cup 2023 sponsor.

A full list of the official AFC Asian Cup 2023 sponsors can be found on www.the-afc.com or by sending an email to public.screening@asiafootballgroup.com.

15. Can I sell merchandise and other goods at my public screening event?

No, the sale of merchandise and other goods is not permitted unless these items are sourced from an official AFC Asian Cup 2023 licensee with the licence to produce and sell AFC Asian Cup 2023 merchandise products.

A full list of the official AFC Asian Cup 2023 licensees can be found on www.the-afc.com or by sending an email to public.screening@asiafootballgroup.com.

16. What about the sale of food and beverages?

Yes, the sale of food and beverages is permitted at public screening events. These events are considered commercial public screening events as per AFC Asian Cup Qatar 2023_Licence Fees for Public Screenings document as well as the AFC Asian Cup Qatar 2023_Public Screening Terms & Conditions.

Please note that the sale of food and beverages requires public screening licensees to offer this opportunity first to the official AFC Asian Cup 2023 sponsors within the food and beverages category (if any).

Application Process

17. How and where can I apply?

All relevant documents can be found on www.the-afc.com. The application process will be managed through Asia Football Group (AFC's exclusive commercial marketing agency for AFC competitions).

Please send the completed and signed public screening request form to public.screening@asiafootballgroup.com.

18. Is there a deadline to submit my public screening application?

The application process closes on 31 December 2023. The AFC reserves the right to not treat any applications received after this date.

19. How do I pay the fees for my public screening event?

Once your public screening request form has been completed, the AFC will send you an invoice for your public screening event.

Your licence only becomes active once the AFC has received your payment.

20. Am I able to check the status of my public screening application?

No, you will not be able to track the status of your request. Once submitted, you will receive further notifications via email. Any further communication will only follow once your request has been evaluated by AFG and the AFC.

21. How do I inform AFG of changes to the information submitted in my public application?

All changes must be communicated via email to public.screening@asiafootballgroup.com. This also includes changes after a licence has been granted.

22. What if I have a public screening licence but decide to cancel the event?

Please send an email to public.screening@asiafootballgroup.com in case of cancellation. Please note that payments received by the AFC are non-refundable.

23. If I have further questions, who do I contact?

First, please make sure that you have read the Public Screening Terms & Conditions carefully together with the FAQs and the Licence Fee for Public Screenings documents. However, you can always send an email to public.screening@asiafootballgroup.com.



AFG
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