









## 1.1 INTRODUCTION TO THE COMMERCIAL DELIVERY GUIDELINES

This document, the Commercial Delivery Guidelines (CDG), has been introduced to administer commercial operations for this Competition.

The purpose of the CDG is to inform the of the commercial concept for the Competition and its role in the facilitation of AFC commercial rights on-Venue in partnership with the Asian Football Confederation (AFC) and Football Marketing Asia (FMA).

The CDG will be updated and issued annually by the AFC in consultation with FMA, and should be read in conjunction with the AFC Competition Operations Manual, Competition Regulations as well as other official AFC documents and circulars.

The guidelines enclosed within this document deal with all Matches up to, but not including, the Final Match. Information regarding commercial operations for the Final will be issued in advance to the Finalists.

### Document Details

| Document Name                                 | Version | Publication Date |
|---|---------|------------------|
| Commercial Delivery Guidelines - 2022 AFC Cup | 1       | April 2022       |

### User Guide

The CDG has been produced as a searchable PDF for reading on-screen. Sections may be navigated to quickly using the bookmarks panel within the PDF reader, and clicking on any content in the Table of Contents will also take you directly to that topic.

When printing multiple pages, or if printing the entire CDG, it is suggested that it is printed two (2) pages to a sheet.

### Time Representations

#### Matchday Minus (-) or Plus (+)

The CDG employs the use of the Matchday minus X number of days (MD-X) time representation to denote a specific day **prior** to Matchday, for example:

- MD-1 is the day prior to Matchday
- MD-14 is 14 days prior to Matchday, etc.

The same principle is used to indicate a number of days **after** Matchday, for example:

- MD+1 is the day after Matchday
- MD+2 is two (2) days after Matchday

### Kick-Off Minus (-) or Plus (+)

Kick-off minus or plus X minutes (KO-X' or KO+X') is used to indicate the number of minutes before or after Match Kick-off, where X followed by an apostrophe (') represents the number of minutes. For example:

- KO-130' is 130 minutes prior to Kick-off
- KO+15' is 15 minutes after the Match has started

### Half-time and Full-time

The same system is used to indicate minutes before or after Half-time and Full-time e.g. HT-10' is ten (10) minutes before Half-time and FT+10' is ten (10) minutes after the Full-time whistle.

## 12 COMMERCIAL CONCEPT OVERVIEW

As of the 2022 season, with the exception of the Final, the right to exploit certain commercial rights on-site at Matches and at Official Training sites during the same Matches shall be granted to participating Clubs. For this Competition, commercial delivery in respect to signage and commercial activations will be administered by the AFC, who will explain how these and other rights may or may not be exploited by the Host Organisation.

The AFC will retain exclusive rights to the following two (2) commercial categories, for which rights protection must be applied:

1. Official Match Ball
2. Sports Apparel and Accessories

The AFC retains all broadcast rights.

## 13 COVID-19 CONSIDERATIONS

Whilst this document is current at the time of publication, the ongoing uncertainty caused by the COVID-19 pandemic may mean that delivery guidelines need adjustment from time to time. The Host Organisation will be notified accordingly either directly through the issuance of additional versions, documents or by any means adequate as prescribed by the AFC.

## **14 INTRODUCTION TO FOOTBALL MARKETING ASIA**

The AFC have appointed FMA as their exclusive Commercial Rights Partner for the new rights cycle commencing from 2021.

Headquartered in Hong Kong S.A.R., and with offices in the Middle East, Southeast Asia and China PR, FMA is responsible for the marketing and commercialisation of AFC Competitions and will manage on-site delivery of these rights.

The AFC requests that the Host Organisation offer its full cooperation to FMA.



## 2.1 FMA VENUE TEAM

### Venue Team Composition

The FMA Broadcast Manager will be on-site to manage broadcast production operations, and for some Matches, additional support might be provided by an Assistant Broadcast Manager and/or or a Local Assistant.

#### BROADCAST MANAGER (BM)

- Main contact point for the AFC and Host Organisation
- Main contact point for the Host Broadcaster (HB) and Rights Holding Broadcasters (RTV)
- Coordinates broadcast production
- Monitors all relevant commercial matters and populates reports to AFC
- Manages the overall FMA Venue Team including any Local Assistant
- Manages broadcast crews on-site

### AFC and Host Organisation Liaison

For centralised Matches, arrival of the FMA Venue Team will be confirmed with each Host Organisation once they have been appointed.

## 2.2 SITE VISIT DEFINITIONS AND WINDOWS

### Official Site Visits

The purpose of Site Visits are to:

1. Introduce the various parties.
2. Provide FMA and Host Broadcasters the opportunity to familiarise themselves with the Match Venue.
3. Introduce any new commercial initiatives for the upcoming edition of the Competition.
4. Outline and discuss broadcast operations arrangements, including any requirements of the Host Organisation.

### Site Visit Window Concept

An official Site Visit window will be introduced in order to nominate a fixed period of time within which the Host Organisation should expect to host a Match Venue Site Visit.

This will allow the Host Organisation to pre-emptively block the corresponding time in their calendars, as well as those of Venue staff and other required attendees.

Exact Site Visit dates within this window will be subsequently coordinated directly between FMA and the Host Organisation. FMA will consult and inform the AFC when coordinating relevant site visits.

## COVID-19 Implications

Due to the implications of the ongoing COVID-19 pandemic, it may not be possible for all Venues to be physically inspected by FMA. The preference will be for the FMA Venue Team to conduct Site Visits in-person, following the agenda detailed on the next page. For some Venues, however, it may be that Site Visits need to become a hybrid of physical on-site, virtual inspections and meetings. When FMA Venue Teams or suppliers are unable to visit the Match Venue due to COVID-19 travel or other restrictions, FMA may request the Host Organisation's assistance to provide important details to enable commercial delivery planning to progress.

## 2.3 SITE VISIT REQUIREMENTS

### Site Visit Participants

The table below identifies the stakeholder groups and functional areas that are required to be represented at the Site Visit. It is a requirement that an individual with decision-making power in each of the mentioned areas is involved in the Site Visit.

| Stakeholder Group | Function  |
|-------------------|---|
| AFC               | <ul style="list-style-type: none"> <li>Venue Delegate and/or other AFC Officials</li> </ul>   |
| Host Organisation | <ul style="list-style-type: none"> <li>Matchday operations</li> <li>Broadcast operations</li> <li>Ticketing</li> </ul>  |
| Host Venue        | <ul style="list-style-type: none"> <li>Venue Operations</li> <li>Venue Facilities</li> <li>Broadcast areas, cabling and power</li> <li>Safety and Security</li> </ul> |
| FMA               | <ul style="list-style-type: none"> <li>Broadcast Manager</li> </ul>   |
| Host Broadcaster  | <ul style="list-style-type: none"> <li>Director</li> <li>Producer</li> <li>Technical Manager</li> </ul>   |

## Site Visit Agenda

When Site Visits can be conducted in person, they shall follow a pre-determined agenda in order to complete a Site Visit Report covering all areas relevant to commercial delivery.

The Site Visit will be composed of two (2) parts:

1. stadium tours
2. a wrap-up meeting summarising key points and action points

| Activity                | Content   |
|-------------------------|---|
| Plenary Meeting         | <ul style="list-style-type: none"><li>• Initial Site Visit Report questions tackled in the meeting room</li></ul> |
| Plenary Stadium Tour    | <ul style="list-style-type: none"><li>• Familiarisation of the Stadium relevant to all parties involved</li></ul> |
| Dedicated Stadium Tours | <ul style="list-style-type: none"><li>• Broadcast operations</li></ul>  |
| Wrap-up Meeting         | <ul style="list-style-type: none"><li>• Summary of open points and next steps</li></ul>                           |

When the Site Visit is conducted at the Venue, the Host Organisation shall organise the following:

- meeting room with sufficient seating for the expected attendance; and
- projector, cables, power outlet and screen to connect a computer for the presentation.

The Training Ground details should also be shared with the AFC and FMA prior to the Site Visit. If requested, the Host Organisation shall organise a visit to the Training Ground in addition to the Match Venue Site Visit.

## Site Visit Report and Action Points

Ahead of the Site Visit, a short questionnaire may be sent to the Host Organisation in order to obtain some of the general details required by the Site Visit Report. After the Site Visit, FMA will compile the Site Visit Report, which will be shared with the Host Organisation. The Site Visit Report is expected to remain the only reference for commercial delivery and any deviation from it must be discussed and agreed with the AFC and FMA.

As there might be unresolved items at the end of the Site Visit, an action points register will be part of the Site Visit Report compiling the issues that need to be resolved prior to the start of the Competition.

## Host Organisation Actions

| Item                                       | Host Organisation Actions  | Due                                      |
|--|--|--|
| <b>FMA Confirmation of Site Visit Date</b> | Host Organisation to coordinate Venue and required participants availability.  | 20 days prior to the Site Visit (latest) |
| <b>Site Visit</b>                          | Host Organisation to ensure that the Venue is prepared to host the visit day: <ul style="list-style-type: none"> <li>All facilities accessible</li> <li>All staff available</li> <li>Meeting Room set up (including projector/screen)</li> </ul> | Site Visit                               |

## 2.4 OFFICIAL ACTIVITIES

A schedule of official activities will be implemented for each Matchday. Some activities will be arranged by FMA, whilst others will be managed by the AFC or the Host Organisation. A standard schedule has been provided below, however, FMA will confirm specific details on a Match-by-Match basis directly with the AFC.

For centralised Matches, some activities might only happen once ahead of the first Match at each Venue, while others will need to occur for each Match.

### Official Activity Schedule

| Activity                                  | Responsibilities   | Attendance   |
|---|--|--|
| <b>MATCHDAY-2</b>                         |  |  |
| <b>Arrival of FMA Broadcast Manager</b>   | Host Organisation to handover agreed spaces to FMA.  | FMA Broadcast Manager  |
| <b>Clean Stadium Check Latest by MD-7</b> | FMA to conduct a venue walk-through with the AFC and Host Organisation to check clean stadium status.  | AFC<br>Host Organisation / Venue Operator<br>FMA Venue Team  |
| <b>Commercial Meeting Latest by MD-2</b>  | FMA to inform all parties of commercial activities and collect any outstanding items.<br>All parties to finalise any on-site arrangements.                                     | AFC<br>FMA Broadcast Manager   |
| <b>MATCHDAY-1</b>                         |  |  |
| <b>Match Coordination Meeting</b>         | Host Organisation to prepare meeting as per usual practice.<br>FMA to advise of any relevant commercial activations, confirm broadcast activities, attendance and key timings. | AFC<br>Participating Clubs<br>Match Officials<br>Host Organisation / Venue Operator<br>FMA Broadcast Manager |

| Activity   | Responsibilities   | Attendance   |
|--|--|--|
| <b>Signage Check</b>                                 | FMA to conduct a venue walk-through with the AFC and Host Organisation to check / test all Signage including Field of Play (FOP) perimeter boards .                      | AFC<br>Host Organisation / Venue Operator<br>FMA                   |
| <b>Giant Screen Rehearsals and PA System Testing</b> | Host Organisation to inform Venue Operator and FMA of the scheduled time for rehearsal.<br>FMA to check whether files are correctly functioning and rundown implemented. | AFC<br>Host Organisation / Venue Operator<br>FMA Venue Team        |
| <b>Official Training</b>                             | Host Organisation to prepare Official Training as per usual practice.<br>FMA Broadcast Manager to manage any Broadcast requirements.                                     | AFC<br>Host Organisation / Venue Operator<br>FMA Broadcast Manager |
| <b>Pre-Match Press Conference</b>                    | Host Organisation to prepare Press Conference room as per usual practice.<br>FMA Broadcast Manager to manage any broadcast requirements.                                 | AFC<br>Host Organisation / Venue Operator<br>FMA Broadcast Manager |
| <b>Pre-Match Ceremony Rehearsal</b>                  | Host Organisation to prepare Pre- Match Ceremony Rehearsal as per usual practice.<br>FMA Broadcast Manager to coordinate any Broadcast testing (if required).            | AFC<br>Host Organisation / Venue Operator<br>FMA Broadcast Manager |
| <b>MATCHDAY</b>                                      |  |  |
| <b>Debrief Meeting (post match)</b>                  | All parties to share Match debrief points and align with the AFC for respective reports, and identify with all parties potential improvements.                           | AFC<br>FMA Broadcast Manager                                       |

## 2.5 OFFICIAL MEETINGS

Two (2) meetings are noted in the Official Activity Schedule above:

1. Commercial Meeting
2. Debrief Meeting

The following attendees are required at both meetings:

| AFC Venue Team  | Host Organisation responsible for:   | Venue Operation responsible for:   | FMA Venue Team  |
|---|--|--|---|
| <ul style="list-style-type: none"><li>• Venue Delegate *</li><li>• Match Commissioner *</li><li>• AFC Delegates</li></ul> | <ul style="list-style-type: none"><li>• Event / Matchday Operations</li><li>• Ticketing</li><li>• Accreditation</li><li>• Media Operations</li></ul> | <ul style="list-style-type: none"><li>• Venue Operations</li><li>• Media / Broadcast areas</li></ul> | <ul style="list-style-type: none"><li>• Broadcast Manager</li></ul> |

It is a requirement that an individual with decision-making power in each of the mentioned areas is in attendance.

*\* Venue Delegate and Match Commissioner are not obliged to attend meetings organised by FMA but if time permits, they may attend.*

### Commercial Meeting

**When:** MD-2 latest or MD-1

**Time:** Morning / early afternoon

The purpose of the meeting is to allow all parties to exchange any new information regarding commercial operations. The items to be covered include:

- Broadcast requirements
- Clean Stadium requirements
- Access and accreditation
- Any other business

FMA will collect or exchange any outstanding items at this meeting, such as:

- Tickets
- Accreditation

- Any other equipment as previously agreed

## Debrief Meeting

**When:** Matchday

**Time:** As soon as practical after the Match

The purpose of the Debrief Meeting is to have a short and issues-focused meeting to evaluate overall Match operations, identify future improvements and confirm load-out plans when relevant. This is also when any relevant items that need to be reported officially to the AFC Match Commissioner should occur.

## 2.6 CONTENT CAPTURE

The AFC and FMA will send Official Photographers and Official Digital Teams to capture content for both sporting and commercial purposes.

These teams will have access to various areas including, at times, sensitive areas such as the teams' dressing rooms, competition areas or around the pitch.

There are no specific requirements from the Host Organisation in regard to the AFC and FMA content capture, other than being aware of the movement of these crews as they capture content around the Venue and during the match.


### Photography

Both the AFC and FMA may send an Official Photographer to cover standard Match photography as well as AFC Commercial Partner activities. The FMA Official Photographer will be included in the accreditation list sent by FMA to the Host Organisation.

The Official Photographer is not to be confused with the written press and media photographers that are managed by the Host Organisation as per usual AFC Match practice.

### Digital Content

With the expanding importance of digital platforms, the AFC and FMA will continue to increase the presence of digital crews at Match Venues to capture exciting content for football fans in Asia and around the world.



The Official Digital Team may consist of (but is not limited to), an influencer, videographer, producer, FMA Marketing representative and FMA-appointed agency representative. Deployment of the Official Digital Team will be managed directly between the AFC and FMA and may vary from Match to Match.



## 3.1 VENUE ACCESS AND EXCLUSIVITY

### Timeframes

The Host Organisation must ensure that no Matches and/or other activities are held at any Venue scheduled to host AFC matches during the exclusive use periods given below. The FMA Venue Team and the Host Broadcaster and shall be granted access within these periods to set-up their equipment prior to the Match and to dismantle post-Match.

### Regular Season (excluding Finals)

|                                       | MD-3                                | MD-2                                | MD-1                                | MD                                  | MD+1                                |
|---------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Venue Access and Exclusive Use Period | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

The Host Organisation shall provide access to all agreed spaces within the Controlled Access Area.

The Match Venue must be accessible during its usual business hours, and if required, out-of-hours access should be arranged and facilitated by the Host Organisation. The FMA Venue Team will coordinate any requests for out-of-hours access with the Host Organisation, providing as much notice as possible prior to the arrival of the relevant parties, and where practically possible, such parties will be accompanied by the FMA Venue Team.

The Venue Access and Exclusive Use Period extends from MD-3 to MD+1.

## 3.2 ACCREDITATION MANAGEMENT

Personnel from FMA-authorized parties shall be issued with a valid Accreditation Card (AD) to give working access to corresponding area(s) of the Venue.

The FMA Venue Team will usually have their Accreditation Cards issued directly by the AFC. As for other FMA-authorized parties, Host Organisation support will be required to issue the appropriate Accreditation Cards, as per the following process.

### FMA-Authorised Parties

FMA-authorized parties include, but are not limited to:

1. AFC Broadcast Partners

## Accreditation Application

Host Organisations should inform the FMA Broadcast Manager of any accreditation application and approval processes, production timeframes and distribution during the Site Visit.

The FMA Broadcast Manager will provide a list of FMA-related personnel 14 days prior to the first Match at any new Venue for centralised Matches, indicating which Accreditation Cards need to be produced by the Host Organisation. The Host Organisation must ensure that all Accreditation Cards are produced and provided to the FMA Broadcast Manager as per timeframes given later in this section.

The Host Organisation may be required to amend and/or produce additional Accreditation Cards upon FMA request at any given time.

## On-Site Management

All FMA-related Accreditation Cards should be made available for collection upon initial arrival of the FMA Broadcast Manager.

The Host Organisation should conduct an accreditation walk-through with the AFC Match Commissioner and the FMA Broadcast Manager no later than MD-1, in order to familiarise them with all routes and to ensure the correct access will be provided to the relevant parties.

Each Matchday, the Host Organisation must ensure that Venue security personnel and stewards are appropriately briefed to ensure that persons possessing proper accreditation and SAD's are given access to certain areas depending on access privilege.

## SADs

All requests for Supplementary Access Devices (SADs) for FMA-authorized parties will be arranged by FMA directly with the AFC.

## 3.3 PARKING

FMA will require parking for operational staff.

### Parking Facilities

During the Site Visit, the Host Organisation should confirm the available parking facilities, access and entry procedures. This shall include but is not limited to:

- Location of the parking area
- Capacity and/or dimension of the parking area
- FMA allocation per Match
- Entry / exit directions and map if available
- Operating hours
- Type of parking passes in use (if any)
- Required details for a Vehicle List (if any)

Subsequent parking-related matters will be coordinated directly between the AFC and FMA.

## Vehicle Access and Parking Passes

The Host Organisation should advise whether a parking pass is required for vehicles to enter and park at the Venue. If a physical pass is required, the Host Organisation should confirm the request, approval and distribution process to the FMA Broadcast Manager at the Site Visit. The Host Organisation must provide any physical passes to the FMA Broadcast Manager as per the deadlines given in the table below.

If a physical pass is not required for all or certain parking areas, the Host Organisation should advise whether a Vehicle List is required to be submitted. At the Site Visit, the Host Organisation should confirm with the FMA Broadcast Manager the details required (e.g. guest name, vehicle plate number, etc.) and the desired format (e.g. MS Excel spreadsheet) for submission of FMA parking requests. If there is an existing Host Organisation template, this should be provided at the same time.

If a parking area, space number or ID needs to be communicated to each vehicle driver ahead of Matchday, this should be provided to the FMA Broadcast Manager no later than MD-2.

## Parking Requirements

The FMA Broadcast Manager will send a consolidated list of FMA operational requests to the Host Organisation no later than MD-10. The minimum required quantity is provided in the table below, however, the Host Organisation should accommodate any reasonable additional requests from FMA. The Host Organisation should confirm parking with the FMA Broadcast Manager no later than MD-9. Any unused parking allocations will be returned to the Host Organisation.

| Stakeholder Group                         | Qty Required                     | Validity Period | Latest Date Passes / Space IDs Due to FMA                  |
|---|----------------------------------|-----------------|--|
| FMA Operational Parking                   | 5                                | MD-2 to MD+1    | Commercial Meeting on MD-2                                 |
| FMA Guest Parking (including VIP Hosting) | 5                                | Matchday        | To be sent together with the corresponding ticket shipment |
| Outside Broadcast (OB) Vehicles           | As required for Match production | MD-2 to MD+1    | MD-2   |

## On-Site Parking Management

Each Matchday, the Host Organisation must ensure that the Venue's security personnel and stewards are appropriately briefed to ensure that access is granted to authorised vehicles. Any issues relating to FMA parking on Matchday should be escalated to the FMA Broadcast Manager immediately.

## Host Organisation Actions

| Item  | Host Organisation Actions  | Due - Centralised Matches  |
|---|--|--|
| <b>Confirm Facilities</b>                                       | Provide parking allocation number, location, mechanism to authorise vehicle parking (e.g. parking pass or Vehicle List) and access maps. | Site Visit or no later than 35 days prior to the first Match at each Venue |
| <b>OB Parking Facilities</b>                                    | Confirm parking arrangements for OB trucks and support vehicles and whether passes or a list is required for vehicle access.             | Site Visit or no later than 35 days prior to the first Match at each Venue |
| <b>Parking Confirmation</b>                                     | Host Organisation to confirm parking with FMA Broadcast Manager and send parking passes.   | MD-9   |
| <b>Provision of Physical Parking Passes or Space IDs to FMA</b> | Ensure all FMA requested parking passes / space IDs are reserved for Matchday.   | MD-2   |

## 3.4 BIBS

### Overview and Shipment

The Host Organisation will receive two (2) bib shipments - one (1) from the AFC and one (1) from FMA. Arrangements for the AFC shipment will be coordinated directly between the AFC and the Host Organisation.

The shipment from FMA will include the following categories of bibs:

- HB, ENG and RTV

FMA will confirm courier details including tracking number and exact bib quantities with the Host Organisation no later than 16 days prior to the first Match of the Group Stage Competition.

| Category                                 | Identification    | Colour              | Shipment from - H&A  | Shipment from - Centralised Matches | Handover / Matchday Responsibility |
|--|-------------------|---------------------|--|-------------------------------------|------------------------------------|
| Host Broadcaster                         | HB                | Grey                | FMA  | FMA                                 | FMA Broadcast Manager              |
| ENG Camera                               | ENG               | Pink                | FMA  | FMA                                 | FMA Broadcast Manager              |
| Broadcast Partners                       | RTV               | Brown               | FMA  | FMA                                 | FMA Broadcast Manager              |
| Photographers                            | PHOTO             | Dark Green          | AFC  | AFC                                 | Host Organisation                  |
| Match Service                            | SERVICE           | Purple              | AFC  | AFC                                 | AFC                                |
| AFC Official Photographer                | AFC PHOTO         | Dark Blue           | The AFC will liaise directly with the Host Organisation regarding delivery and management of these categories of bibs. |                                     |                                    |
| AFC Official Digital Crew                | AFC DIGITAL       | Dark Blue           |  |                                     |                                    |
| FMA Official Photographer                | AFC PHOTO         | Dark Blue           |  |                                     |                                    |
| FMA Official Digital Crew                | AFC DIGITAL       | Dark Blue           |  |                                     |                                    |
| Partner Photographer                     | PAR               | Dark Blue           |  |                                     |                                    |
| Partner Digital Crew                     | PAR               | Dark Blue           |  |                                     |                                    |
| Host Organisation Appointed Photographer | LOC PHOTO         | Dark Blue           |  |                                     |                                    |
| Medical                                  | MEDICAL           | White or Light Blue |  |                                     |                                    |
| Doping Control                           | DOPING CONTROL    | Beige               |  |                                     |                                    |
| Team Technical Analyst                   | TEAM TECHNICAL    | Red                 |  |                                     |                                    |
| Spectator Management                     | STEWARD           | Orange              |  |                                     |                                    |
| Ground Staff                             | PITCH MAINTENANCE | Black               |  |                                     |                                    |



## Customs and Import / Export Arrangements

Whilst FMA will arrange for the shipping of goods, the Host Organisation is responsible for ensuring all shipments clear customs within one (1) week of landing. Customs arrangements may extend to:

- liaising with the relevant local authorities;
- submitting any necessary paperwork; and/or
- providing general assistance to the appointed courier.

## Storage and Handover

FMA will contact the Host Organisation to confirm receipt of the shipment seven (7) days prior to the first Match of the Group Stage.

The Host Organisation will be asked to check the bibs upon receipt of delivery and confirm quantities with the FMA Broadcast Manager. The Host Organisation should subsequently securely store the bibs until Matchweek.

On arrival to the Match Venue for the first Group Stage Match, the FMA Broadcast Manager will collect the following bibs from the Host Organisation and will store and manage these for the rest of the Competition.

- HB
- ENG
- RTV

## Host Organisation Actions

| Item                         | Host Organisation Actions   | Due   |
|------------------------------|---|---|
| Delivery Details             | Host Organisation to confirm delivery address/contact with the FMA Broadcast Manager.                   | Site Visit  |
| Delivery Schedule            | FMA Broadcast Manager to confirm shipment details including courier tracking number and bib quantities. | No later than 16 days prior to the start of the first Group Stage Match |
| Customs Clearance and Duties | Host Organisation to ensure items clear customs promptly.   | As required   |

| Item   | Host Organisation Actions  | Due  |
|--|--|--|
| <b>Receipt of Goods, Check and Delivery Confirmation</b> | Host Organisation to take receipt of bibs and check and confirm with the FMA Broadcast Manager that items have been received.  | No later than seven (7) days prior to the start of the first Group Stage Match |
| <b>Storage</b>   | Host Organisation to ensure secure storage of items.   | Upon receipt   |
| <b>Handover and Management</b>                           | Host Organisation to handover HB, RTV and ENG bibs to FMA Broadcast Manager during the Commercial Delivery Meeting on MD-2 before the first Match of the Competition. FMA will manage and maintain these bibs from that point onwards. | Matchweek  |

### 3.5 FMA ROOM REQUIREMENTS

FMA will require several secure rooms within the Venue which will be used as both working and storage spaces and will be identified as part of the Site Visit.

#### Overview

| Requirement                | Quantity                              | Size             | Due  |
|----------------------------|---------------------------------------|------------------|------|
| FMA Office                 | 1                                     | 15m <sup>2</sup> | MD-3 |
| Broadcast Rooms and Spaces | Refer to Broadcast Operations Chapter |                  | MD-3 |

#### FMA Office

The Host Organisation is required to provide FMA with a suitable office space within the Venue, close to the AFC Secretariat and preferably on the same level as the competition areas. The space should be well-ventilated, clean and have a desk for at least one (1) person. Desks or tables, along with chairs, sufficient Wi-Fi, lighting and electrical sockets are required. The room must be lockable and secure.

#### Walkie-Talkie Radios

If the Host Organisation is using radios on-Venue to communicate within their own Matchday operations team and with the AFC, two (2) walkie-talkie radios should also be supplied to the FMA Broadcast Manager and the Host Broadcast Floor Manager. The FMA Broadcast Manager will need to be briefed on what channel/s are being used and which channel they and the HB Floor Manager should use.



## 4.1 FOOTBALLS

Match and training footballs for this Competition will be manufactured and supplied by Molten. Footballs will be sent to each Participating Club by the AFC. The Official Match Ball is one of the two (2) exclusive commercial categories where rights protection must be applied and no competitive branding will be allowed within the CAA.

### 2022 Official Match Ball

The 2022 AFC Cup Official Match Ball will be the Molten Vantaggio 5000.



### Allocation

An additional ball and accompanying display ring will be sent by the AFC to the Host Organisation to be displayed during Press Conference for all Matches. The Host Organisation will be responsible for ensuring the ball is displayed atop the ball ring on the Press Conference table at every Press Conference at each Match.

### Usage

Participating Clubs are required to use the supplied training footballs for Official Training and Match warm-ups during this Competition. New footballs received for each Match must only be used as Match Balls for that respective Match.

## Host Organisation Actions

| Item              | Host Organisation Actions  | Due  |
|-------------------|--|--|
| Receipt and Audit | Host Organisation to confirm receipt of all mentioned footballs to the AFC. Missing items must be reported to the corresponding sending party immediately.                         | On delivery                                    |
| Storage           | Host Organisation will be responsible for the secure storage of footballs and their delivery to the Match Venue for Matchday.  | From initial receipt until MD-1 of each Match. |
| Product Placement | FMA to ensure the provided display ball is placed atop the ball ring and positioned at the centre of the Press Conference table at each pre-Match and post-Match Press Conference. | MD-1 and Matchday                              |

## 4.2 SPORTS APPAREL AND ACCESSORIES

Sports Apparel and Accessories is one of the two (2) exclusive commercial categories where rights protection must be applied for this Competition. This means that Host Organisations will not be allowed to provide any exposure to any of their own Commercial Partners within this category at AFC Matches other than on their team's actual playing kit itself.


The category of Sports Apparel and Accessories is defined as 'any and all attire for sports and leisure activities', including without limitation:

- T-shirts and sports tops
- Shirts
- Shorts
- Socks
- Sporting footwear
- Tracksuits
- Sports jackets
- Caps and hats

Please note that any exposure given to competitive branding will not be allowed within the CAA.

## 4.3 CLEAN STADIUM

For this Competition, Clean Stadium principles will only apply to two (2) exclusive commercial categories:

- 
1. Official Match Ball
  2. Sports Apparel and Accessories

Competitive branding in these categories will need to be removed or covered by the Host Organisation. Aside from these two categories, third party branding will be permitted within the Venue, i.e. the Host Organisation has no obligation to cover non-competitive third party branding as per previous Seasons' requirements.

For shops within the CAA, any competitive branding of these two protected categories facing out onto public areas, such as on the shopfront, will need to be removed or covered by the Host Organisation.

Any promotional activities surrounding competing products within these protected categories will be considered ambush marketing and are strictly prohibited. Competitive products will, however, be permitted to be displayed and sold within shops at the Venue.

Clean Stadium guidelines must come into effect as per the Venue access and exclusivity periods provided earlier in this document.

It is expected that commercial elements will be removed or covered professionally to ensure the Venue reflects the high standard and prestige of this Competition. When undertaking the removals/cover-ups, the Host Organisation must ensure:

- the entire sign is removed or covered, not just any logo / brand elements;
- the entire logo or brand mark is covered in its entirety;
- the materials used for covering commercial elements across the venues:
  - are appropriate for the item, sign, or piece of equipment it is covering and where it is located;
  - are fixed safely and securely, considering player, official and spectator safety;
  - cannot be seen through or around; and
  - should be colour-matched to the surrounding areas where possible.

Please note that this will be an exception where local laws require that Security ID is to be visible.

Stadium exterior branding will be consulted with, and agreed by, the AFC on a case by case basis with the aim of ensuring clean site principles at all times.

## 4.4 HOST ORGANISATION INITIATIVES AND ACTIVATIONS

Host Organisations must provide to the AFC a list of all commercial activations to be undertaken on-site at least two (2) weeks prior to each Match. If the Host Organisation wishes to activate activities normally reserved for AFC Partners e.g. Line-Up Kids, approval should also be sought from the AFC.

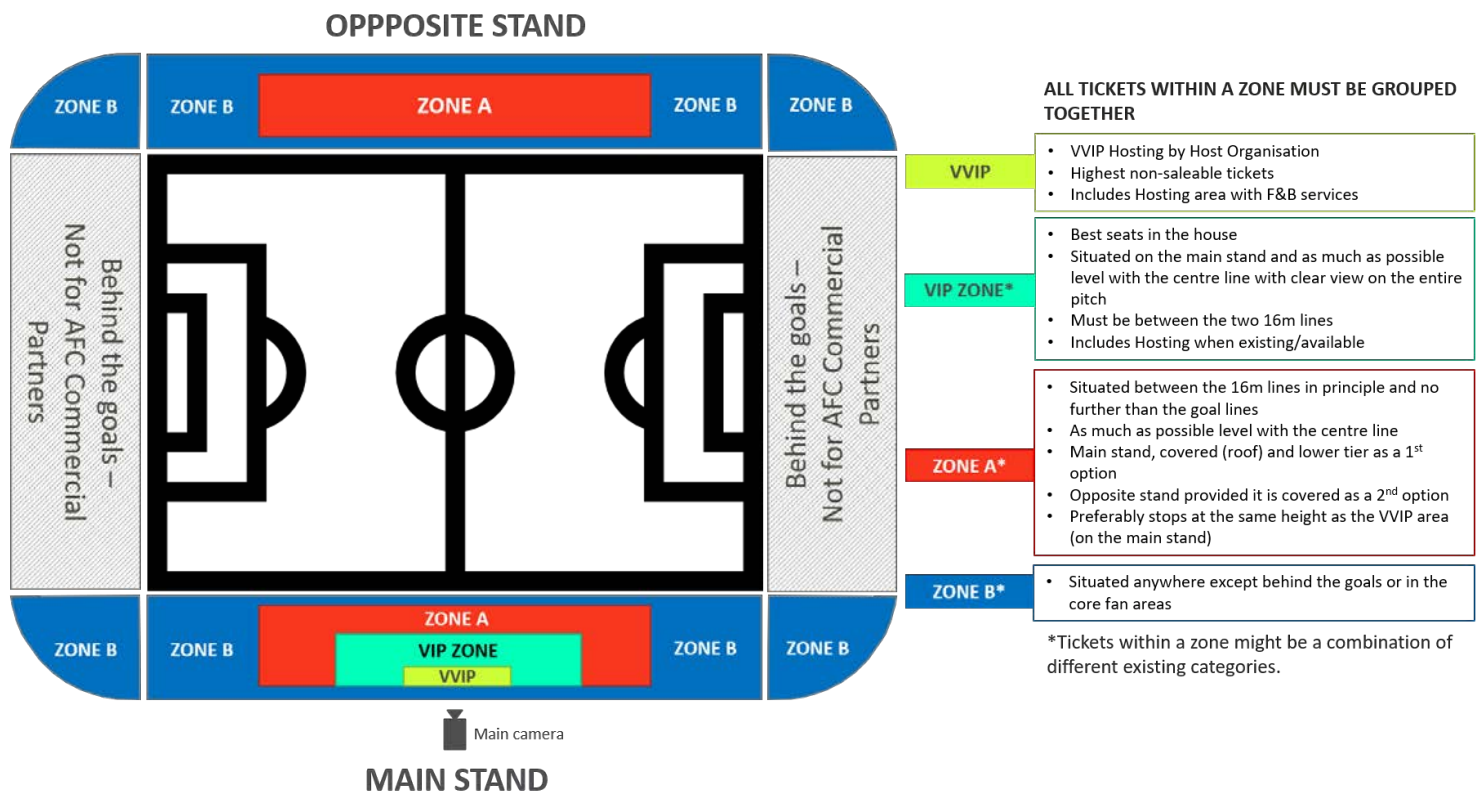
## 4.5 TICKETING

### New Ticketing Principle

Complimentary tickets will not be allocated as standard to AFC Commercial Partners at non-Final Matches, however a small number of tickets may need to be provided on a request basis, including for AFC Broadcast Partners. Under no circumstance may ticket promotions for the Competition be run by Club commercial partners.

Wherever possible, the Host Organisation shall provide Hosting in conjunction with a VIP ticket.

The FMA Broadcast Manager will identify seat locations in each ticket zone during the Site Visit. The location identification principle for each zone is given below:



## Ticket Request Maximum Allocation

The maximum number of FMA complimentary tickets that may be requested from the Host Organisation is provided in the following table.

|   | VIP + Hosting* | Zone A | Zone B |
|---|----------------|--------|--------|
| Group Stage   | 12             | 44     | 10     |
| Knock-Out Stage<br>(Excluding Zonal Final (West) and Inter-Zone Finals) | 12             | 34     | 10     |
| Zonal Final (West) and Inter-Zone Finals                                | 20             | 50     | 20     |
| Final   | 50             | 208    | 150    |

\*Where available

## Ticket Template

The Host Organisation is responsible for the production and printing of tickets according to the AFC template, which will be provided by the AFC before the start of each Season. The Host Organisation will be required to provide a sample ticket artwork to the FMA Broadcast Manager during the Site Visit for the AFC's record.

## Ticket Process

The FMA Broadcast Manager will provide ten (10) days prior to each Match the required number of tickets to be handed over on-site at the Commercial Meeting (either held on MD-2 or MD-1). Since tickets will be on request only, it may well be that for some Matches there will be no requirement for the Host Organisation to provide tickets.

## Host Organisation Actions

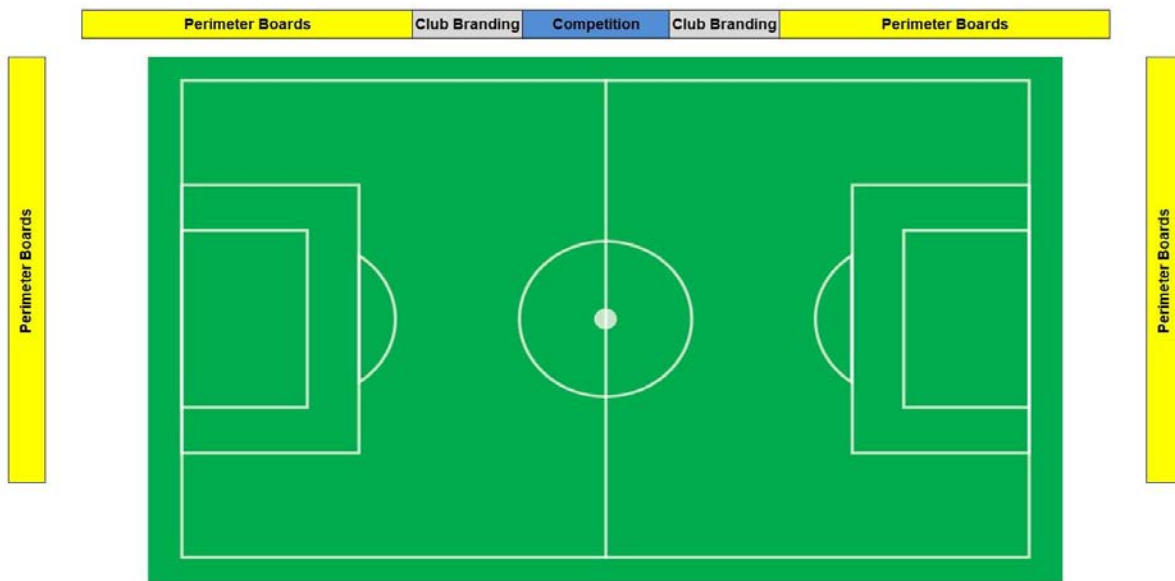
| Item   | Host Organisation Actions  | Due - Centralised Matches                                   |
|--|--|---|
| <b>Detailed Stadium Seating/Ticketing Plan</b> | Send Seating Plan to FMA via email. The plan should show stand names, indicate the main stand and existing categories. | Prior to Site Visit (when occurring) or no later than MD-60 |
| <b>Ticket Zone Identification</b>              | Assist the FMA Broadcast Manager in the identification of ticket zones.  | Site Visit or no later than MD-60                           |
| <b>Ticket Sample</b>                           | Provide a sample ticket artwork to the FMA Broadcast Manager to ensure the ticket template meets requirements.         | Site Visit or no later than MD-60                           |

## 4.6 SIGNAGE

The AFC will provide to Host Organisations the necessary Competition-related signage templates that must be utilised for this Competition. Host Organisations shall ensure that the positioning of any Club Commercial Partner perimeter board is not adjacent to the Competition Title Board.

For reference, the static FOP perimeter board layout is below:

Perimeter Board Layout





## 5.1 VENUE INFRASTRUCTURE AND REQUIREMENTS

The Host Organisation is required to deliver specific levels of broadcast infrastructure and meet the requirements and obligations outlined within these guidelines.

Comprehensive details of the facilities and infrastructure to be provided by the Host Organisation are defined below and should be reviewed and agreed with the FMA Broadcast Manager during the Site Visit.

Finalised production plans, including any changes to camera positions and bookable spaces will be confirmed to the Host Organisation by FMA as soon as reasonably possible and no later than MD-10.

## 5.2 BROADCAST COMPOUND



A secure area with fencing where necessary (to be confirmed on the Site Visit by the FMA Broadcast Manager) either within, or adjacent to the Stadium of at least 2000m<sup>2</sup> of useable space (exact size to be confirmed after the Site Visit) must be provided by the Host Organisation to act as the official Broadcast Compound for each Match.

The surface and the layout of the Compound must be:

- Suitable for the parking of large and heavy OB vehicles
- Level and fully paved
- Well lit
- Have adequate drainage in case of rain
- Allow for easy vehicular access

The Broadcast Compound should be located on the same side of the Stadium as the main camera platform to reduce the length of required broadcast cabling and supporting infrastructure.

Cable routes should not cross VVIP access routes, team access routes and any general public access routes.

The Broadcast Compound should also have a clear line of sight from the SNG satellite truck up to space, or a separate location will be required. This will be confirmed by the FMA Broadcast Manager on the Site Visit.

The size of the Broadcast Compound may need to be increased if higher media interest demands it, and this will be communicated by FMA at the earliest opportunity.

### **5.3 BROADCAST WORKING ROOM - ELECTRONIC FIELD PRODUCTION /FLYPACK**

For Matches where the Host Broadcaster will use a portable (Flypack) TV production system instead of an OB truck, a suitably-sized TV Working Room must be provided.

The room should come equipped with:

- Adequate air-conditioning
- Sufficient desks to support all necessary broadcast equipment
- Sufficient moveable chairs for the broadcast crew
- Suitable Stadium power with sockets, lighting, and internet connectivity

The size and requirements of the Broadcast Working Room will be confirmed by the FMA Broadcast Manager on the Site Visit.

### **5.4 SECURITY**

Dedicated, manned security must be provided at the following broadcast locations and at the following times:

| <b>Location</b>  | <b>Time Security is Required</b>  |
|--|---|
| Broadcast Compound   | 24-hour security from 08:00 on MD-3 (or earlier if requested on the Site Visit by the FMA Broadcast Manager) until the departure of all broadcast personnel and equipment after the end of the Match. |
| Official Training sessions   | During the official Media access window at each Official Training session.  |
| Broadcast Technical Installations (e.g. commentary positions, studios, etc.) | From the start of installation on MD-3 or earlier if requested by the FMA Broadcast Manager on the Site Visit until the departure of all broadcast personnel after the Match.                         |

## 5.5 POWER



Where there is a local grid power source established within the Stadium that is deemed suitable for use by the Host Broadcaster, the Host Organisation must make this power supply available to the Broadcast Compound from 08:00 on MD-2 (or earlier if advised in advance by FMA) until two (2) hours after the end of the Match.

If the local grid power is not sufficient and / or stable, the Host Broadcaster must provide alternative power to the Broadcast Compound themselves.

It is also the responsibility of the Host Broadcaster to ensure that power to the Broadcast Compound is:

- Fully redundant with back-up power provided
- Sufficient to supply both their own and all other Broadcast Partner needs
- Is both stable and suitable for use

Host Organisations must ensure Stadium power is provided to all other broadcast facilities within the Stadium including commentary positions, pitch-side presentation positions, stand-up positions, flash interview positions, studios, Mixed Zone and the Press Conference room.

## 5.6 PARKING

Where possible, broadcast parking spaces should be located near to the Stadium media entrance to facilitate the loading and unloading of broadcast equipment.

Where sufficient parking space is not available near the entrance, the Host Organisation must designate a suitable, dedicated drop-off point for both personnel and equipment.

The location of parking spaces will be confirmed on the Site Visit by the FMA Broadcast Manager, and the number of parking spaces required will be confirmed on MD-10.

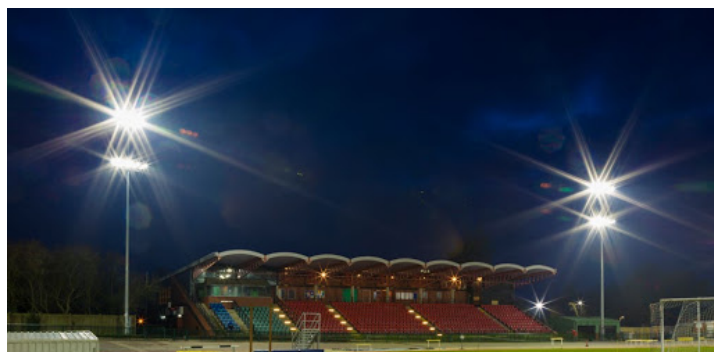
## 5.7 STADIUM LIGHTING

For all Matches played under floodlights, the average level of illuminance, its uniformity, glare and colour temperature must all correspond to the broadcast requirements as set out in the official AFC Stadium Lighting Guidelines.

The standard of lighting required for each Match falls into one (1) of five (5) categories, with the highest requirements for Category 1 Matches, reducing to Category 5.

To summarise, the lighting requirements for the AFC Cup are:

| Competition Stage   | Category | Illuminance Detail  |
|---|----------|---|
| Group Stage through to Knockout Stage (excluding the Final) | 4        | Average level of horizontal illuminance of >750 Eh (lux).<br>Uniformity ratios U1 > 0.5 and U2 > 0.7<br>Average level of vertical illuminance of >750Ev (lux).<br>Uniformity ratios U1 > 0.4 and U2 > 0.5 |



Should there be a power failure during a Match, the Stadium back-up power must be capable of operating the Stadium lighting to the following levels in Match Continuity Mode (MCM):

| Category | MCM Illuminance  |
|----------|--|
| 4        | Average level of horizontal illuminance of >800 Eh<br>Average level of vertical illuminance of >500 Ev |

Adequate working light levels must also be maintained within the Stadium post-Match to allow for the safe pack-up and de-rig of all broadcast equipment.

## **5.8 CABLING**

The Host Organisation must provide the necessary cabling infrastructure (e.g. cable bridges, hooks and pathways) to enable the Host Broadcaster to install all cabling safely and securely. These requirements will be determined at the Site Visit and be communicated to the Host Organisation in the Site Visit report to allow sufficient time for installation.

Where suitable pre-cabled systems are already in place within a Stadium, these are to be provided for use to the Host Broadcaster and other Broadcast Partners. However, there is no obligation on the Broadcasters to use these systems. If they choose to still run their own cables, and this requires additional cable bridges, hooks and pathways, then these must still be provided by the Host Organisation.

## **5.9 STADIUM FEEDS**

All HD/SDI cabling to deliver the Multilateral World Feed (with graphics) to the Stadium Audio Visual (AV) access point / control room will be provided by the Host Broadcaster.

The Host Organisation is responsible for all onward distribution of the signal from the Stadium AV access point / control room to all other spaces, including but not restricted to the Media Centre, Media Tribune, VIP / Hosting areas, Doping Control Room and all AFC-requested work areas (e.g. AFC Secretariat, AFC Commercial Partner offices, Referee Assessor positions, etc.)

## **5.10 STADIUM PA SYSTEM**

The Host Organisation must ensure that the Host Broadcaster has access to the Stadium PA system audio output.

The Host Broadcaster is responsible for the necessary cabling between the PA System room and the Broadcast Compound.

The Host Organisation must also ensure that any PA speakers in the vicinity of the commentary positions are turned off before Matchday.

## 5.11 AIRSPACE

The Host Organisation must assist the Host Broadcaster to gain all necessary access and permissions to the airspace at any Stadium where the Host Broadcaster plans to conduct aerial filming using a helicopter, drone or similar.

Notice of these requests will be given by the FMA Broadcast Manager as soon as reasonably possible.

## 5.12 CAMERA PLATFORMS


The Host Organisation must provide suitable space and camera platforms within the Stadium as required to deliver the Host Broadcast camera plan. The exact location of, and size of these platforms will be identified on the Site Visit.

Each standard camera platform must have a minimum working footprint of 2m x 2m. The main camera platform for Camera 1 and 2 must have a minimum working footprint of 6m x 2m.



Any temporary platforms must be constructed of aluminium or steel scaffolding with adequate safety rails and solid, unshakeable floors. All platforms must be checked and fully approved by the relevant national safety authorities before handover to the Host Broadcaster. Clear access routes must be provided to allow for cameramen and camera equipment to access the platform.

The construction and positioning of camera platforms may require, where necessary, the removal of seats and / or the non-sale of tickets in certain areas (seat kills) to allow for adequate working space and to give cameras a clear line of sight to all corners of the Field of Play (FOP).



If any camera platforms are to be constructed in temporary seating tribunes, they must be fully independent of the main tribune structure to avoid vibration and shake to the camera when spectators move around.

For Matches where additional specialised cameras are part of the Host Broadcast camera plan, for example Jimmy Jibs (hand operated cranes) and aerial camera systems (including SpiderCam), additional working areas will be required close to the FOP.

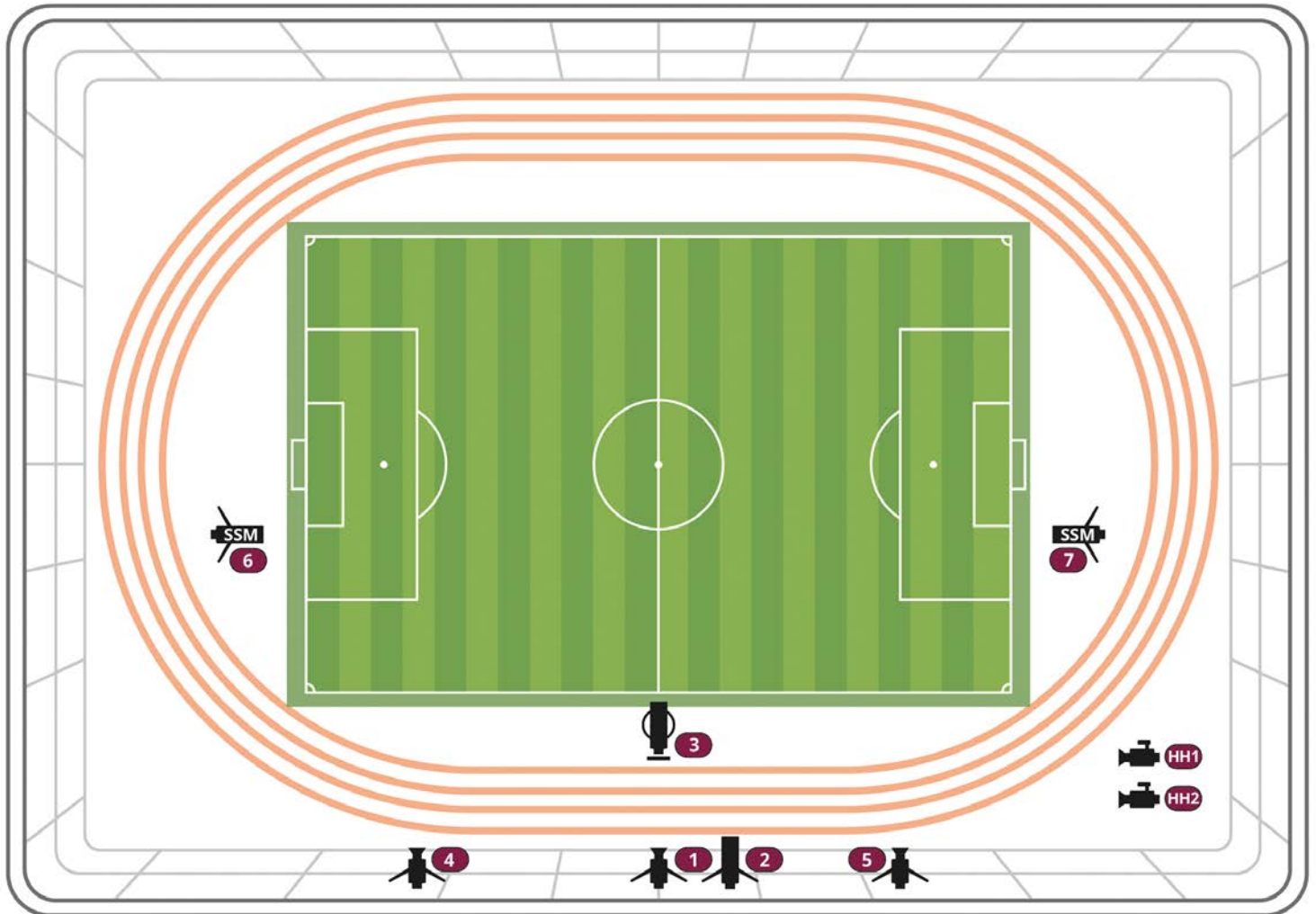
These requirements will be confirmed by the FMA Broadcast Manager on the Site Visit.

### **5.13 HOST BROADCAST CAMERA PLAN**

To ensure consistency of coverage, all Host Broadcasters must deliver the minimum camera requirements as laid out in the camera plan, both in terms of the number of cameras and also their positioning. Additional cameras can be added by the Host Broadcaster, with their positions subject to AFC approval. The implementation of the camera plan will be evaluated during the Site Visit and will be confirmed on a per Venue basis with the AFC prior to the start of the Competition.

For all Matches, there must be a minimum of seven (7) camera coverage (see camera plan and camera narrative), with each camera meeting the following requirements:

## Seven (7) Camera Plan



### Camera Narrative, minimum seven (7) camera Match coverage

| Cam | Mount           | Location   | Coverage                                      |
|-----|-----------------|--|---|
| 1   | Tripod          | Mid-level platform, main VIP stand                     | Master wide shot of Match coverage            |
| 2   | Tripod          | Mid-level platform, main VIP stand. Next to camera 1   | Ball follow and close-ups of players / action |
| 3   | Low camera seat | Pitch-side, on halfway line                            | Player close-ups                              |
| 4   | Tripod          | Mid-level platform, main VIP stand exactly on 16m line | Offside                                       |
| 5   | Tripod          | Mid-level platform, main VIP stand exactly on 16m line | Offside                                       |
| 6   | Tripod          | Pitch-side, behind goal line on the main camera side   | Goals / penalty box replays                   |
| 7   | Tripod          | Pitch-side, behind goal line on the main camera        | Goals / penalty box replays                   |

| Cam | Mount    | Location | Coverage                 |
|-----|----------|----------|--------------------------|
|     |          | side     |                          |
| HH1 | Handheld |          | Pre / post-Match filming |
| HH2 | Handheld |          | Pre / post-Match filming |

Note: Two (2) cameras to be assigned as handhelds to cover all pre- and post-Match requirements.

## 5.14 COMMENTARY POSITIONS

Two (2) enclosed commentary positions (measuring at least 3m x 3m) must be provided in the same stand as the main cameras at each Stadium and at a height sufficient to give commentators a clear view of all four (4) corners of the pitch.

Each position should come equipped with:

- Air-conditioning or heating as appropriate
- A desk (1.8m x 0.8m)
- Three (3) moveable chairs
- Suitable power with sockets, lighting and internet connectivity


Six (6) non-enclosed commentary positions must also be provided in the same stand as the main cameras at each Stadium, in-between the pitch 16m lines and at a height sufficient to give commentators a clear view of all four (4) corners of the pitch, unobstructed by structures and / or people moving within the seating area.

Each position must be separated from other commentary positions by a plastic screen or gangway whilst allowing adequate space for access without interfering with commentators in adjacent commentary positions.

Each position should come with:

- Desk space of at least 1.8m x 0.8m
- Floor space of between 1.8m to 2m in width (including the 0.8m desk space) to allow for the movement of people behind the seated commentators
- Three (3) moveable chairs
- Suitable power with sockets, lighting and internet connectivity

The location of the commentary positions should usually be within the Media Tribune. Where there is a bespoke commentary position that is separate from the Media Tribune, this will be evaluated during the Site Visit and confirmed on a per Venue basis with the AFC before the start of the Competition.



All commentary positions must have adequate dedicated security and must not be accessible by the general public.

In all instances, the location of the commentary positions needs to be considered in accordance with the AFC's access control policy and the access routes within the Stadium.

All commentary positions must have adequate dedicated security and not be accessible by the general public.

## **5.15 OBSERVER SEATS**

In addition to commentary positions, up to ten (10) observer seats must be provided at all Matches, all clearly marked and either close, or adjacent, to the commentary area.

Their location and access routes will be identified by the FMA Broadcast Manager at the Site Visit.

All seats should be clearly marked on Matchday and will be managed by the FMA Broadcast Manager.

## 5.16 PRESS CONFERENCE

All official Press Conference rooms should have a suitable raised camera platform of at least 12m x 2m (at a height of at least 0.4m) at the rear of the room, which allows a clear line of sight to the Top Table for the Host Broadcast and other ENG cameras.

An audio distribution box with a minimum of ten (10) XLR outputs of the Press Conference audio feed must be provided at the raised platform to enable camera crews to take a clean recording of the audio from the Press Conference microphones.

A suitable raised platform of at least 6m x 2m (at a height of at least 0.4m) must be provided at the front of the room for the Top Table to be used by team coaches and players.

The Top Table must be lit to a standard suitable for broadcast coverage using a sufficient number of professional lights to achieve a minimum of 600lux (V) evenly across the stage.

No microphones, either broadcast, written press, or radio are allowed to be placed on the Top Table. The only microphones allowed on the Top Table are those providing the audio of the Press Conference to the Stadium PA system and the audio distribution box.

Press Conferences will follow the approved online protocols as per the AFC Match Operations Protocol During COVID-19 pandemic.

## 5.17 PITCH-SIDE STAND-UPS

Each Host Organisation must ensure that space is allocated next to the FOP for Broadcast Partners to conduct pre-Match and post-Match pitch-side stand-ups.

This space should be positioned between the corner flag and the team benches, typically on the side of the pitch closest to the broadcast compound (subject to the Stadium layout), and will be confirmed on the Stadium Site Visit by the FMA Broadcast Manager. The aim is to ensure an optimal use of available space whilst ensuring no interference with player access to the tunnel. However, relevant bubble protocols where required will determine final positioning.

Pre-confirmed bookings and the use of this space will be managed on Matchday by the FMA Broadcast Manager.

## 5.18 FLASH INTERVIEW POSITIONS

Each Stadium must ensure space is allocated for up to four (4) post-Match flash interview positions for the Multilateral World Feed and Unilateral Broadcast Partners. These should be located close to the substitutes benches and the dressing rooms (with the exact location to be confirmed at each Stadium by the AFC) and each interview position should have a footprint that measures 3m x 2m.

## 5.19 MEDIA BACKDROPS

The AFC will issue guidelines to the Host Organisation in relation to the media backdrops that will be permitted to be used for Press Conferences, pre-Match and post-Match interviews as well as in the Mixed Zone, for all Matches except the Final.

## 5.20 STUDIOS / PRESENTATION PLATFORMS

The Host Organisation, when requested, must provide spaces, on a best effort basis, for use by the Host Broadcaster and the Broadcast Partners for use as studios and / or presentation positions on Matchday.

This should include a minimum of one (1) pitch view studio (or executive box) for the Host Broadcaster to use, and include:

- Floor to ceiling windows with an unrestricted view of the Field of Play
- At least 5m x 8m of open and usable space (with 4m ceiling height)
- At least 2 x 9000BTU of air-conditioning / heating as appropriate
- Stadium power

Where demand from Broadcast Partners exists, a second studio and / or presentation position matching the same requirements must also be provided. If no space is available, a temporary presentation platform meeting the same requirements can be provided.

Suitable spaces must be identified during the Site Visit by the FMA Broadcast Manager and the final requirements will be confirmed no later than 12 days before Matchday.

## 5.21 MIXED ZONE

Host Organisation must allocate a suitable space (ideally a room or a covered outdoor space) situated between the teams' restricted area and the team departure area to serve as a Mixed Zone for post-Match interviews.

- The Mixed Zone must be divided into three (3) sections for Broadcast Partners, Press and Non-Rights Holders, with the Broadcast Partners section designated at the end of the Mixed Zone nearest to the changing room
- The Mixed Zone must also have sufficient barriers / barricades of between 1-1.2m in height to segregate the teams from the Media
- All interviews must be filmed from behind the metal barricade, and in front of the official backdrop
- The Team passageway should be a minimum of 2m wide
- The media section should have a depth of at least 2.5m
- Each section should be divided into individual positions, with each allocated broadcast position 1.2m wide
- Sufficient lighting for broadcast must be provided in the Broadcast Partner section

## **5.22 MEDIA ACCESS**

A dedicated entrance must be provided at the Stadium to allow accredited Broadcast Partner personnel and cameras to gain access to the Stadium.

The accreditation of these crews will be managed by FMA in line with the official AFC accreditation procedure and policies.

The distribution of all broadcast-related accreditation at each Stadium will be the responsibility of the FMA Broadcast Manager.

The allocation of any pre-booked broadcast positions or facilities will be managed on-site by the FMA Broadcast Manager.

## **5.23 NON-RIGHTS HOLDERS (NRH)**

On Matchday, the Host Organisation must ensure that all NRH cameras and recording equipment are signed in upon arrival and left at a storage facility within the Media Centre. Each Host Organisation must assign a Media Officer to manage the safe storage of all NRH equipment.

Under no circumstances may any cameras or recording equipment used by NRHs be allowed into the Stadium during the Match.

NRH equipment may only be collected ten (10) minutes before the end of the Match, at which time NRHs must then proceed directly to either the Press Conference room or Mixed Zone.

Also note that:

- All NRH access is subject to AFC approval
- No recordings can be made inside any controlled access area (including all Stadium concourses, spectator seating areas and Media Centre)

## **5.24 PARTICIPATING TEAMS MEDIA GUIDELINES - MATCH RECORDING**

Each participating team has the right to film a Match for the purpose of internal technical analysis only. One (1) camera may be used and no professional broadcast equipment can be used to create this recording.

Each team should inform the FMA Broadcast Manager and the AFC of their request to film at the Match Coordination Meeting, and their assigned cameraman will be given a technical bib by the FMA Broadcast Manager on Matchday to ensure access to the correct position. This bib must be worn throughout the Match and returned to the FMA Broadcast Manager as soon as the Match has ended.

The camera position for these cameras will be decided at the Site Visit and the FMA Broadcast Manager will assign a space at Official Training on MD-1.

For additional digital media activities and requests, teams should refer to the Participating Club Media Booking Sheet where the activities permitted are listed.


## **5.25 INTERNET**

Stable internet of adequate upload/download speeds must be provided by the Host Organisation in the following locations:

- Press Conference Room (Wi-Fi)
- Commentary Positions (cabled ethernet and/or Wi-Fi)
- Media Centre and Media Tribune (cabled ethernet and Wi-Fi)

## **5.26 TELECOMS**

During the Site Visit, the Host Organisation must confirm to the FMA Broadcast Manager and the Host Broadcaster which telecoms provider is used by the Stadium.



The booking and installation of any telephone, ISDN, and other dedicated internet lines that may be required is the responsibility of the Host Broadcaster and visiting Broadcast Partners.

The Host Organisation must, when asked, help to facilitate and assist with their installation and delivery.

