COMMERCIAL DELIVERY GUIDELINES 2023/24

AFC CUP™

TABLE OF CONTENTS

1. Introduction 4

1.1 Introduction to the Commercial Delivery Guidelines 4

1.2 Introduction to Football Marketing Asia 5

1.3 Commercial Concept Overview 5

2. Operational Matters 6

2.1 FMA Team Structure 6

2.2 Host Organisation Communication 6

2.3 Site Visit Definitions and Windows 7

2.4 Site Visit Requirements 8

2.5 Official Activities 9

2.6 Official Meetings 11

2.7 Content Capture 12

2.8 Team Equipment Service 13

3. Access and Facilities 14

3.1 Venue Access and Exclusivity 14

3.2 Accreditation Management 14

3.3 Access and Parking 16

3.4 Bibs 18

3.5 FMA Room Requirements 19

4. Commercial Delivery 21

4.1 Clean Stadium 21

4.2 Footballs 21

4.3 Sports Apparel and Accessories 22

4.4 Host Organisation Initiatives and Activations 23

4.5 Ticketing 23

4.6 Signage 25
5. Broadcast Operations 26
5.1 Venue Infrastructure and Requirements 26
5.2 Broadcast Compound 26
5.3 Broadcast Working Room – Electronic Field Production/Flypack 27
5.4 Security 28
5.5 Power 28
5.6 Parking 28
5.7 Stadium Lighting 29
5.8 Cabling 29
5.9 Stadium Feeds 29
5.10 Stadium PA System 29
5.11 Airspace 30
5.12 Camera Platforms 30
5.13 Host Broadcast Camera Plan 31
5.14 Commentary Positions 32
5.15 Observer Seats 33
5.16 Press Conference 33
5.17 Pitch-Side Stand-Ups 33
5.18 Flash Interview Positions 34
5.19 Media Backdrops 34
5.20 Studios/Presentation Platforms 34
5.21 Mixed Zone 34
5.22 Media Access 35
5.23 Non-Rights Holders 35
5.24 Participating Club Media Guidelines – Team Technical Filming 35
5.25 Internet 36
5.26 Telecoms 36

1. INTRODUCTION

1.1 INTRODUCTION TO THE COMMERCIAL DELIVERY GUIDELINES

This document, the Commercial Delivery Guidelines (CDG), has been introduced to administer commercial operations for the competition listed under the Document Details section below. The competition will be referred to herewith as the Competition.

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

This 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 and 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.

All capitalised terms as referred to under this document shall have the same meanings as set forth under the AFC Cup Regulations, AFC Competition Operations Manual, AFC Equipment Regulations, directives, decisions, guidelines and/or circulars issued by the AFC.

Document Details

Document Name	Version	Publication Date
Commercial Delivery Guidelines – AFC Cup 2023/24	1	June 2023

Time Representations

Matchday Minus (-) or Plus (+)

This 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

The same principle is used to indicate the 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, for example:

- HT-10' is ten (10) minutes before Half-time
- FT+10' is ten (10) minutes after the Full-time whistle

1.2 INTRODUCTION TO FOOTBALL MARKETING ASIA

The AFC has appointed FMA as their exclusive Commercial Rights Partner for the rights cycle commencing in 2021 and ending in 2028.

Headquartered in Hong Kong S.A.R., and with offices in the Middle East, Singapore, 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 offers its full cooperation to FMA.

1.3 COMMERCIAL CONCEPT OVERVIEW

As of this 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 with 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.

2. OPERATIONAL MATTERS

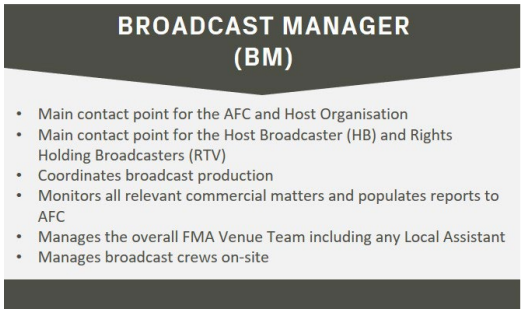
2.1 FMA TEAM STRUCTURE

FMA HQ (Planning)

FMA will assign a FMA Regional Manager and FMA Broadcast Operations Representative who will act as the contact points regarding the planning of the Site Visit and preparation of the Matches ahead of the arrival of the FMA Venue Team on-site.

FMA Venue Team (Delivery)

The FMA Venue Team consists of the FMA Broadcast Manager, who will be on-site at Site Visits and Matches to work with the AFC and Host Organisation. The FMA Broadcast Manager is responsible for managing broadcast production operations. For some Matches, additional support might be provided by an Assistant Broadcast Manager(s) and/or Local Assistant(s).



2.2 HOST ORGANISATION COMMUNICATION

The Host Organisation should assign one (1) or two (2) persons as the main point of contact for FMA and provide their email and mobile details.

Host Organisation Kick-off Call

FMA will organise a Kick-off Call with the Host Organisation in June/July to introduce themselves and start the broadcast preparations. Prior to the meeting, FMA will share the meeting agenda; the topics include but are not limited to the following:

- Site Visit coordination
- Venue and training ground information
- Ticketing requirements
- Accreditation concept
- Broadcast requirements

The attendees listed below from the Host Organisation are required at the meeting. It is a requirement that an individual with sufficient information in each of the mentioned areas is in attendance. The AFC may join the meeting if available.

Host Organisation responsible for:	Venue Operation (when venue is confirmed) responsible for:
• Event/Matchday Operations • Broadcast Operations • Accreditation • Ticketing • Commercial Delivery • Safety and Security Operations	• Venue Operations • Media/Broadcast areas

2.3 SITE VISIT DEFINITIONS AND WINDOWS

Official Site Visits

A Site Visit is an activity where different stakeholders of the Competition visit all relevant venues to check facilities, meet with the Host Organisation, and exchange various information and plans.

FMA will conduct an official Site Visit with the Host Organisation ahead of the start of the competition, giving enough time to all parties to make the required arrangements for the first Match of the season.

The purpose of Site Visits are to:

- Introduce the various parties
- Provide FMA and Host Broadcasters with the opportunity to familiarise themselves with the Match Venue
- Introduce any new commercial initiatives for the upcoming edition of the Competition
- 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 and communicated by the AFC in order to nominate a fixed period of time within which the Host Organisation should make itself available.

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 at the Kick-off Call.

2.4 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	• Venue Delegate and/or other AFC Officials
Host Organisation	• Matchday Operations • Broadcast Operations • Ticketing and Accreditation
Host Venue	• Venue Operations • Venue Facilities • Broadcast areas, cabling, and power • Safety and Security
FMA	• Broadcast Manager
Host Broadcaster	• Director • Producer • Technical Manager

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 three (3) parts:

1. A plenary meeting
2. Stadium tours
3. A wrap-up meeting summarising key points and action points

Activity	Content
Plenary Meeting	• Initial Site Visit Report questions are addressed during the meeting
Plenary Stadium Tour	• Familiarisation of the Stadium relevant to all parties involved
Dedicated Stadium Tours	• Broadcast Operations
Wrap-up Meeting	• Summary of open points and next steps

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

- A meeting room with sufficient seating for the expected attendance

- A projector, cables, power outlet, and screen to connect a computer for the presentation

An official Training Ground (referred to herewith as the Training Ground) is any site designated by the Host Organisation and approved by the AFC for use by the Participating Clubs throughout the duration of the Competition for training purposes.

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

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 broadcast delivery and any deviation from it must be discussed and agreed with FMA and the AFC.

As there might be unresolved items at the end of the Site Visit, action points will be shared that will need to be resolved prior to the start of the Competition.

Host Organisation Actions

Item	Host Organisation Actions	Due
Kick-off Call	Coordinate required participants' availability	Prior to the Kick-off Call
Confirmation of Site Visit Date	Agree dates with FMA for Site Visit	Kick-off Call
Site Visit	Ensure that the Venue is prepared to host the visit: • All facilities and rooms accessible • All staff available • Meeting Room set up (including projector/screen)	Site Visit

2.5 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 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 and Host Organisation.

Official Activity Schedule

Activity	Responsibilities	Attendance
MATCHDAY-2		
Arrival of FMA Broadcast Manager, latest by MD-2	Host Organisation to hand over agreed spaces to FMA and its suppliers	FMA Broadcast Manager

Activity	Responsibilities	Attendance
Clean Stadium Check	FMA to conduct a venue walk-through with the Host Organisation to check Clean Stadium status	Host Organisation/Venue Operator FMA Broadcast Manager
Commercial Meeting	FMA to inform all parties of commercial activities and collect any outstanding items All parties to finalise any on-site arrangements	AFC (optional) FMA Broadcast Manager
MATCHDAY-1		
Match Coordination Meeting	Host Organisation to prepare meeting as per usual practice FMA to advise of any relevant commercial activations and confirm broadcast activities, attendance, and key timings	AFC Participating Clubs Match Officials Host Organisation/Venue Operator FMA Broadcast Manager
Giant Screen Rehearsals and PA System Testing	Host Organisation to inform Venue Operator and FMA of the scheduled time for rehearsal FMA to check whether files are functioning correctly and rundown implemented	Host Organisation/Venue Operator FMA Broadcast Manager
Official Training	Host Organisation to prepare Official Training as per usual practice FMA Broadcast Manager to manage any Broadcast requirements	AFC Host Organisation/Venue Operator FMA Broadcast Manager
Pre-Match Press Conference	Host Organisation to prepare Press Conference room as per usual practice FMA Broadcast Manager to manage any broadcast requirements	AFC Host Organisation/Venue Operator FMA Broadcast Manager
Pre-Match Ceremony Rehearsal	Host Organisation to prepare Pre-Match Ceremony Rehearsal as per usual practice FMA Broadcast Manager to coordinate any Broadcast testing (if required)	AFC Host Organisation/Venue Operator FMA Broadcast Manager

Activity	Responsibilities	Attendance
Matchday		
Debrief Meeting (Post-Match)	All parties to share Match debrief points and align for respective reports, as well as identify potential improvements with all parties	AFC (optional) Host Organisation/Venue Operator FMA Broadcast Manager

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

AFC Venue Team	Host Organisation responsible for:	Venue Operation responsible for:	FMA Venue Team
• Venue Delegate* • Match Commissioner*	• Event/Matchday Operations • Ticketing • Accreditation • Media Operations	• Venue Operations • Media/Broadcast areas	• Broadcast Manager
**AFC Venue Team may choose to attend if time allows*			

Commercial Meeting

When: MD-2 or MD-1 latest

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 loadout plans when relevant. This is also when any relevant items that need to be reported officially to the AFC Match Commissioner should occur.

2.7 CONTENT CAPTURE

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

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

There are no specific requirements from the Host Organisation with regard to 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.

2.8 TEAM EQUIPMENT SERVICE

Team Equipment Service (TES) is the online portal (https://www.afc-link.com/) launched by the AFC to manage Team Equipment and kits for the participating Clubs. It is the Clubs' responsibility to ensure they submit their Team Equipment to TES as per the instructions and deadline communicated by the AFC.

Communication with the Clubs is handled by the AFC directly. The Clubs will have to comply with the current terms of the AFC Equipment Regulations and if the Clubs fail to comply with the same, the AFC will inform the Clubs of the need to rectify the situation.

If there are any changes to Team Equipment in the middle of the Competition season, Clubs must inform the AFC immediately and seek approval as per AFC Equipment Regulations.

3. ACCESS AND FACILITIES

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 Host Broadcaster shall be granted access within these periods to set up their equipment prior to the Match and to dismantle it post-Match.

Regular Season (excluding Final)

	MD-3	MD-2	MD-1	MD	MD+1
Venue Access and Exclusive Use Period	✓	✓	✓	✓	✓

The Host Organisation shall provide access to all agreed spaces within the Controlled Access Area (CAA). 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-authorised parties shall be issued with a valid Accreditation Card to give working access to corresponding area(s) of the Venue to execute and deliver their duties and obligations throughout the Competition.

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

Any Accreditations produced either by the AFC or a participating club is valid for the entire competition (excluding the Final) and provides access to all venues (i.e., participating clubs will be required to accept existing accreditations that are not produced on their own). Therefore, reprinting of Accreditations is not required for each Matchday.

FMA-Authorised Parties

FMA-authorised parties include but are not limited to:

- FMA Venue Team
- AFC Broadcast Partners

Accreditation Production

The Host Organisation must follow the accreditation application data fields established for this Competition by the AFC. FMA will screen and approve their stakeholders' accreditation requests in line with pre-approved principles agreed with the AFC.

The FMA Regional Manager will then provide the list of accreditation applicants as per the established format (MS Excel spreadsheet) together with the photos to the Host Organisation via email and a link to download the photos. If the Host Organisation has an existing online platform, it will be the Host Organisation's duty to input such data into their platform from the provided MS Excel spreadsheet.

The FMA Regional Manager will share the accreditation information to the Host Organisation no later than ten (10) days prior to Matchday.

The Host Organisation must ensure that all Accreditation Cards are produced according to the list shared by FMA and handed over to the FMA Broadcast Manager on-site 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.

Accreditation Applicant Data

The provided Accreditation Applicant data includes the following fields only:

- Organisation
- Designation
- Category
- Name (first name and last name)
- Date of Birth
- Gender
- Nationality
- Passport/ID Number
- Accreditation Photo

Any additional data requirements over and above the abovementioned fields should be communicated to the FMA Broadcast Manager by the Host Organisation during the Site Visit. Such additional data collection should only be requested when required by the local government and/or other authorities. FMA will otherwise only provide the applicant data in accordance with the respective local laws.

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 Representative and FMA Broadcast Manager no later than MD-1 in order to familiarise them with all routes and 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 Supplementary Access Devices are given access to certain areas depending on access privileges.

Supplementary Access Devices

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

3.3 ACCESS AND PARKING

FMA will require parking for operational staff and guests. This shall include the following:

- Host Broadcaster
- Rights Holder Broadcast Partners
- FMA Venue Team
- Complimentary Ticket Holders (Zone A, Zone B), VIP Guests, VVIP Guests, and Corporate Hospitality Guests (if applicable)

Parking Facilities

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

- Parking maps with vehicle access points (entry/exit)
- Location of the parking area
- Capacity and/or dimension of the parking area
- FMA allocation per Match
- Operating hours
- Type of parking passes in use (see section below)

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 parking pass application process and timeline to the FMA Broadcast Manager during the Site Visit. This shall include:

- Information required for parking pass applications
- Deadline for parking pass applications
- Validity of the parking pass (i.e., valid for the entire season or a specific Matchday)

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. During 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.

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.

VVIP and VIP parking locations (if requested by FMA) should be close to the VVIP/VIP entrance.

Stakeholder Group	Quantity Required
Host Broadcaster	Refer to the Broadcast Operations Chapter
Rights Holder Broadcast Partners	As requested by FMA according to Match production
FMA Venue Team and Full-Time Staff	2
Ticket Holders (incl. VVIP/VIP Guests)	As requested by FMA

On-Site Parking Management

If parking passes are applied, the Host Organisation should provide all parking passes to the FMA Broadcast Manager no later than MD-2. FMA shall be responsible for the distribution of parking passes to FMA stakeholder groups.

If a parking area or space number 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.

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
Vehicle Access and Parking System	Confirm parking facilities, access maps, and mechanism (i.e., parking pass or Vehicle List)	During the Site Visit
Parking Requirements	FMA Broadcast Manager to send parking needs to Host Organisation ahead of each Match	MD-10
Parking Confirmation	Confirm parking with FMA Broadcast Manager as per FMA requirements	MD-9
Provision of Physical Parking Passes or Space Number	Ensure all FMA-requested parking passes/space numbers 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 Host Organisation.

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

- HB (60)
- ENG (25)
- RTV (30)

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



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
- Providing general assistance to the appointed courier

Storage and Handover

The Host Organisation will be asked to confirm receipt of delivery with the FMA Regional Manager ten (10) days prior to the first Group Stage Match. The Host Organisation should subsequently store the bibs securely 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 Regional Manager to confirm shipment details including courier tracking number and bib quantities	No later than sixteen (16) days prior to the first Group Stage Match
Customs Clearance and Duties	Host Organisation to ensure items clear customs promptly	As required
Receipt of Goods, Checks, and Delivery Confirmation	Host Organisation to take receipt of bibs and check and confirm with the FMA Regional Manager that items have been received	As soon as received
Storage	Host Organisation to ensure secure storage of items before the first group stage match and between Matchdays	Upon receipt
Handover and Management	Host Organisation to hand over bibs to the FMA Broadcast Manager before the first Matchday of the Competition The FMA Broadcast Manager will distribute the bibs to FMA stakeholders ahead of each Matchday	Commercial Delivery Meeting on MD-2

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^2	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-site 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 the channel(s) being used and which channel they and the HB Floor Manager should use.

4. COMMERCIAL DELIVERY

4.1 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
    - 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 Stadium principles at all times.

4.2 FOOTBALLS

Match and training footballs for this Competition will be manufactured and supplied by Molten.

Footballs will be provided to the Host Organisation by the AFC. Quantities and delivery timelines will be confirmed directly by the AFC. The Host Organisation should confirm receipt of all mentioned footballs to the AFC. Missing and/or defected footballs must be reported to the corresponding sending party immediately.

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.

Allocation

An additional ball and accompanying display ring will be provided to the Host Organisation to be displayed during Press Conferences for all Matches. The Host Organisation will be responsible for ensuring the ball is displayed on top of the ball ring in the centre of the Press Conference table for all pre-Match and post-Match Press Conferences 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	Confirm receipt of all mentioned footballs to the AFC. Missing items must be reported to the corresponding sending party immediately	On delivery
Storage	Secure storage of footballs and their delivery to the Match Venue for Matchday	From initial receipt
Football Placement	Ensure the football is placed on top of the ball ring and positioned in the centre of the Press Conference table at each pre-Match and post-Match Press Conference	MD-1 and Matchday

4.3 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 the Host Organisation 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 club's actual playing kit.

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.

4.4 HOST ORGANISATION INITIATIVES AND ACTIVATIONS

The Host Organisation 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.

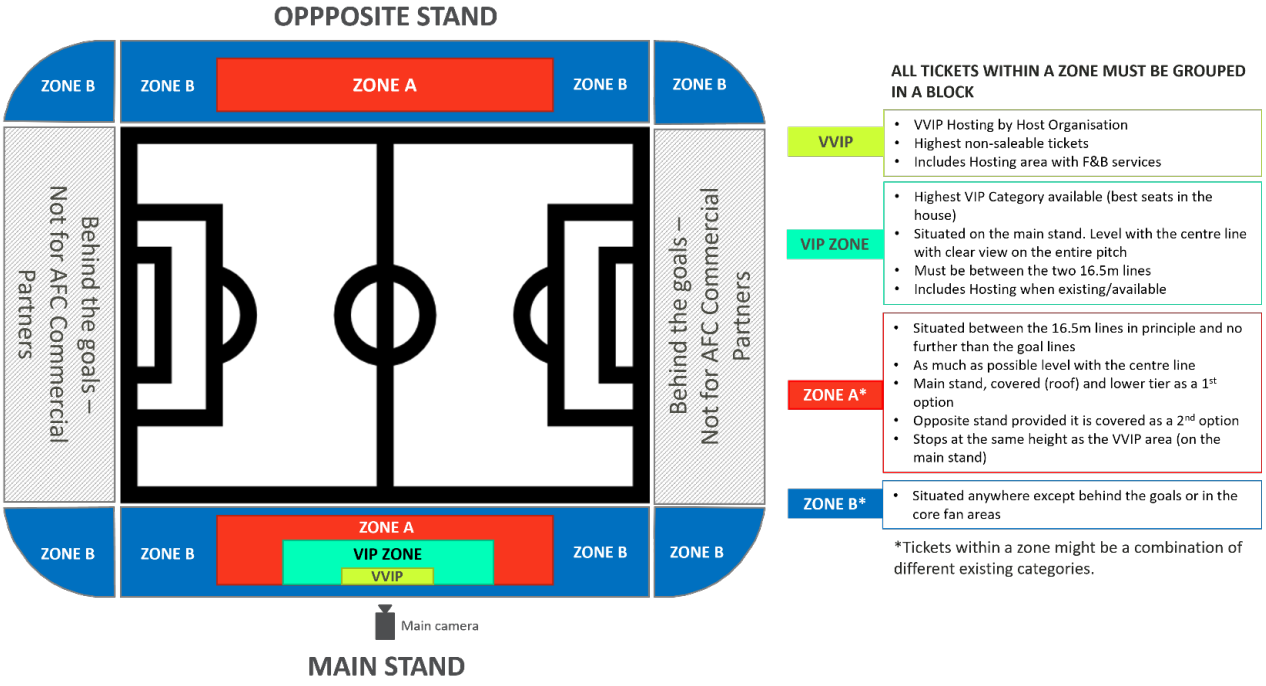
4.5 TICKETING

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 circumstances 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:



*The AFC reserves the right to amend the zones above.

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:

Stages	VIP + Hosting*	Zone A	Zone B
Group Stage	12	44	10
R16 & Quarter-Finals	12	34	10
Zonal Finals	20	50	20
**Where available*			

Note: The VVIP ticket is not within the complimentary ticket categories and is subject to the approval by the AFC upon request by FMA.

Ticket Design

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 sample ticket artwork to the FMA Regional Manager in advance of ticket printing.

Ticket Process

For all matches except for Interzone Semi-Finals, the FMA Regional Manager will provide the required number of tickets no later than ten (10) days prior to each Match, in which the tickets will be handed over on-site to FMA. For Interzone Semi-Finals, the ticket order will be provided no later than six (6) days prior. 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.

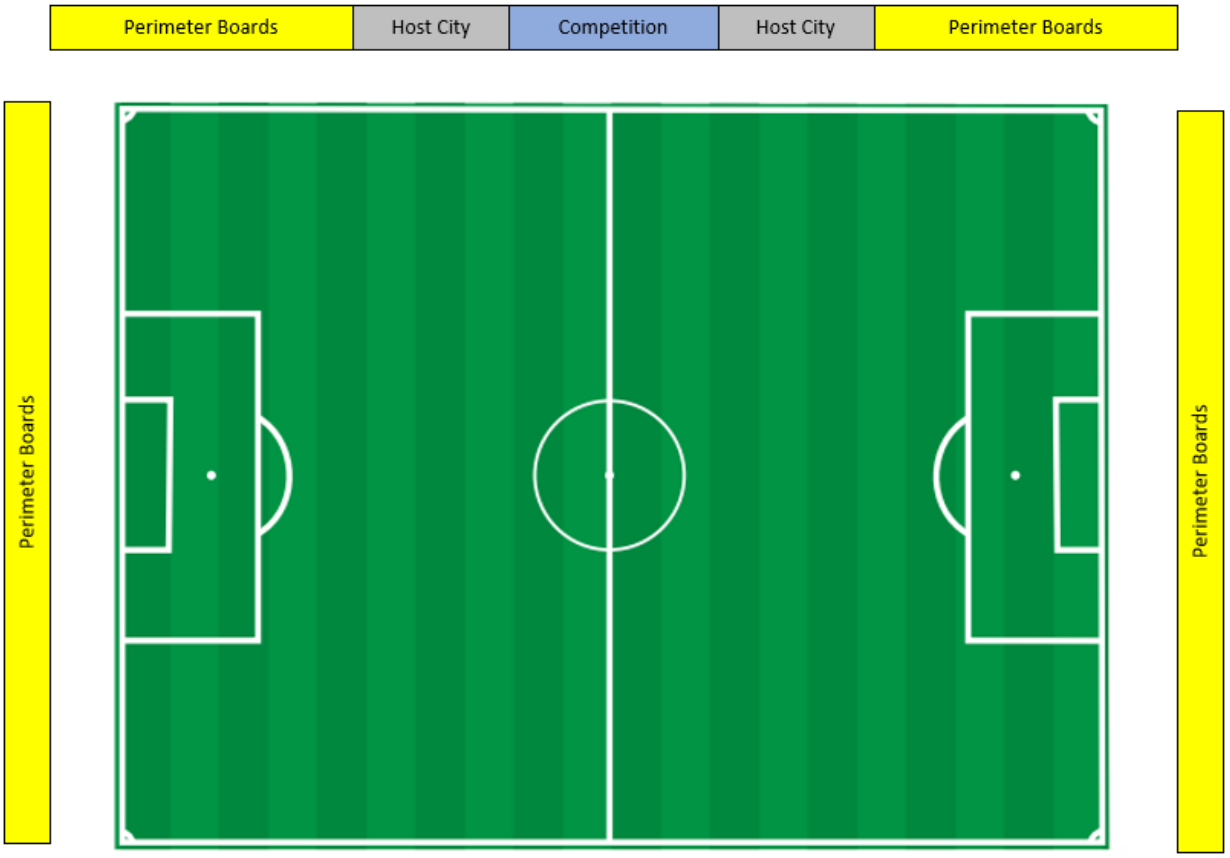
Host Organisation Actions

Item	Host Organisation Actions	Due
Detailed Stadium Seating/Ticketing Plan	Send Seating Plan to FMA via email. The plan should show stand names, and indicate the main stand and existing categories	Prior to Site Visit or no later than MD-60
Ticket Zone Identification	Assist the FMA Broadcast Manager in the identification of ticket zones	Site Visit or no later than MD-60
Ticket Sample	Provide sample ticket artwork to the FMA Regional Manager to ensure the ticket template meets requirements	Prior to ticket printing
Actual Tickets	Handover to the FMA Broadcast Manager on-site	MD-2

4.6 SIGNAGE

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

For reference, the static Field of Play (FOP) perimeter board layout is shown below:



5. BROADCAST OPERATIONS

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 during the Site Visit by the FMA Broadcast Manager), either within or adjacent to the Stadium of at least 2000m² 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 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.

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 in and out for long vehicles



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

Cable routes from the Compound to the camera positions 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 to the dedicated satellite used for the uplink of the Match signal, otherwise a separate location for the SNG will be required that does have a clear line of sight. This will be confirmed by the FMA Broadcast Manager during the Site Visit.

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
- Adequate lighting
- Internet connectivity (Wi-Fi)

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

5.4 SECURITY

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

Location	Time Security is Required
Broadcast Compound	24-hour security from 08:00 on MD-3, or earlier if requested during 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 during the Site Visit, until the departure of all broadcast personnel after the Match

5.5 POWER

Where there is a local power grid 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 power grid is not sufficient and/or unstable, 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

The Host Organisation 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, the 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 during 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 and reducing to Category 5.

In summary, the lighting requirements for the AFC Cup are:

Competition Stage	Category	Illuminance Detail
AFC Cup Group Stage through to Semi-Finals	4	Horizontal illuminance of 1,400 lux with uniformity ratios of U1h > 0.5 and U2h > 0.7 Vertical illuminance of 750 lux with uniformity ratios of U1v > 0.4 and U2v > 0.5

Adequate working light levels must also be maintained within the Stadium post-Match to allow for the safe pack-up and de-rigging 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 during the Site Visit and 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

The Host Broadcaster is responsible for delivering the Multilateral World Feed video signal and all cabling in HD-SDI 1080i50 with 2 (two) channels of embedded audio to the Stadium AV access point/control room only.

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 above 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 the required camera platforms within the Stadium to deliver the Host Broadcast camera plan. The exact location and size of these platforms will be identified during 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 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 shaking of 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 during the Site Visit.

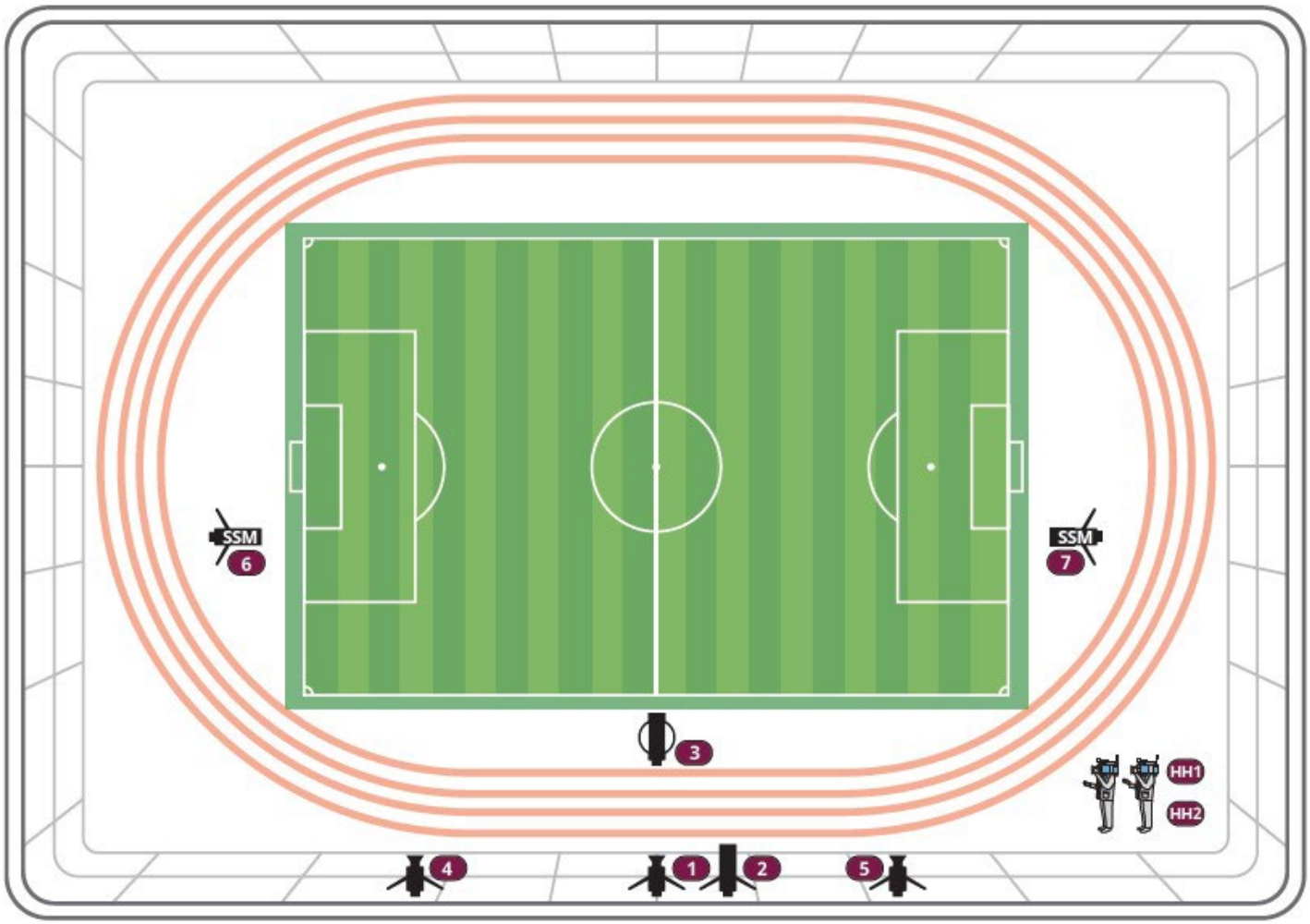
5.13 HOST BROADCAST CAMERA PLAN

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 their positioning.

Additional cameras can be added by the Host Broadcaster, with their positions subject to the AFC's 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 AFC Cup Matches, there must be a minimum of seven (7) cameras coverage (see camera plan and camera narrative), with each camera meeting the following requirements:

7 Camera Plan



Camera Narrative – Minimum 7 Cameras Match Coverage

Cam	Mount	Location	Coverage
1	Tripod	Mid-level platform, main VIP stand	Master wide shot of Match coverage

Cam	Mount	Location	Coverage
2	Tripod	Mid-level platform, main VIP stand Next to camera 1	Ball following and close-ups of players/action
3	Low camera seat or Tripod	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 side	Goals/penalty box replays
HH1	Handheld	Handheld	Pre-/post-Match filming
HH2	Handheld	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

A minimum of two (2) commentary positions must be provided in the same stand as the main cameras at each Stadium, in-between the 16m pitch lines and at a height sufficient to give commentators a clear view of all four (4) corners of the pitch.

Where enclosed commentary positions pre-exist in a Stadium, these can be used if requested by FMA.

For non-enclosed positions, each position must be protected from inclement weather and offer a view unobstructed by structures and/or people moving within the seating area. Each position must also be separated from other commentary positions by a plastic screen or gangway, whilst allowing adequate space behind for access without interfering with commentators in adjacent commentary positions.

Each position should come equipped with:

- Desk space of at least 1.8m x 0.8m
- Depth of 2m to allow access/egress movement behind the desk and seating
- Three (3) moveable chairs
- Suitable power sockets and lighting
- Internet connectivity (Wi-Fi)

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.

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 during 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 six (6) 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 600 lux (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.

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.

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.

The use of this space will be managed on Matchday by the FMA Broadcast Manager.

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- and post-Match interviews, and 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.

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

- Floor-to-ceiling windows with an unrestricted view of the FOP
- 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 twelve (12) days before Matchday.

5.21 MIXED ZONE

The Host Organisation must allocate a suitable space (ideally a room or covered outdoor space) situated between the teams' restricted area and 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 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

On Matchday, the Host Organisation must ensure that all non-rights holder (NRH) cameras and recording equipment are signed in upon arrival and left in 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 the AFC's approval
- No recordings can be made inside any controlled access area (including all Stadium concourses, spectator seating areas, and the Media Centre)

5.24 PARTICIPATING CLUB MEDIA GUIDELINES – TEAM TECHNICAL FILMING

Each participating club 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 club 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 during 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, clubs should refer to the Participating Club Media Booking Sheet where the permitted activities are listed.

5.25 INTERNET

Stable Internet with 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 with the FMA Broadcast Manager and Host Broadcaster the telecoms provider 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.

AFC CUP™

ASIAN FOOTBALL CONFEDERATION

AFC House
Jalan 1/155B, Bukit Jalil
57000 Kuala Lumpur
Malaysia
the-AFC.com

FOOTBALL MARKETING ASIA

31/F, Cambridge House, Taikoo Place
979 King's Road, Quarry Bay
Hong Kong
footballmarketingasia.com

FMA FOOTBALL MARKETING ASIA × AFC