



# MARKETING & MEDIA REGULATIONS

THIRD, FOURTH AND FIFTH ROUND  
FIFA WORLD CUP 2026™ PRELIMINARY COMPETITION  
AFC ASIAN QUALIFIERS – ROAD TO 26





# **MARKETING & MEDIA REGULATIONS**

THIRD, FOURTH AND FIFTH ROUND  
FIFA WORLD CUP 2026™ PRELIMINARY COMPETITION  
AFC ASIAN QUALIFIERS - ROAD TO 26

# CONTENTS

<b>PREAMBLE</b>	<b>6</b>
<b>DEFINITIONS</b>	<b>7</b>
<b>SECTION 1: COMMERCIAL</b>	<b>15</b>
1 Commercial Rights	15
2 Intellectual Property Rights	16
3 Competition Data	17
4 Image Rights	17
5 Public Exhibition Rights	18
6 Official Functions	18
7 Competition Marks and Competition Title	18
8 Merchandising Rights	19
9 Official Products and Equipment	20
10 Advertising and Branding	20
11 Controlled Access Areas	21
12 Clean Stadium	21
13 Rights Protection and Ambush Marketing	22
14 Commercial Infrastructure, Facilities and Services	22
15 Commercial Access and Accreditation	23
16 Printed Materials	23
17 Website	23
<b>SECTION 2: MEDIA</b>	<b>25</b>
18 Media Rights	25
19 Promotional Materials	25
20 Media Officer	26
21 AFC Digital	27
22 Media Infrastructure, Facilities and Services	27
23 Media Access & Accreditation	28
24 Media Activities, Press Conferences and Interviews	30
25 Mixed Zones	32
26 Team Dressing Rooms	32
27 Field of Play	33
28 Training Sessions	33
<b>SECTION 3: TICKETING</b>	<b>34</b>
29 General Requirements	34
30 Ticket Sales	34

<b>SECTION 4: CLOSING PROVISIONS</b>	<b>36</b>
31 Clearance	36
32 Taxes	36
33 Fees & Expenses	36
34 Indemnification	36
35 Disciplinary Measures	37
36 Decisions	37
37 Amendments	37
38 Force Majeure	37
39 Matters Not Provided For	37
40 Implementing Provisions	37
41 Enforcement	37
<b>ANNEXURES</b>	
<u>Appendix 1: Commercial Facility Requirements</u>	<u>38</u>
<u>Appendix 2: Media Facility Requirements</u>	<u>39</u>
<u>Appendix 3: Photographer Operation Guidelines</u>	<u>44</u>
<u>Appendix 4: Broadcast Operations Guidelines</u>	<u>46</u>
<u>Appendix 5: Ticket Allocation</u>	<u>69</u>
<u>Appendix 6: Ticket Zoning Principles</u>	<u>71</u>

## PREAMBLE

The Fédération Internationale de Football Association (“FIFA”) has, in accordance with Article 2.2 of the FIFA World Cup 2026™ Preliminary Competition Media and Marketing Regulations, authorised and approved the centralised marketing of commercial rights in respect to the Third, Fourth and Fifth Rounds of the FIFA World Cup 2026™ Preliminary Competition - AFC Asian Qualifiers - Road to 26 (excluding the Inter-confederation/Intercontinental Play-Off Tournament) by the Asian Football Confederation.

These Regulations govern the rights, duties and responsibilities of the AFC, Host Organisations, Participating Member Associations, Participating Teams, Participating Players and Participating Officials in relation to all marketing and media rights of the Competition.

All Host Organisations, Participating Member Associations, Participating Teams, Participating Players and Participating Officials shall strictly observe and comply with the terms outlined in these Regulations.

These Regulations and all related directives, decisions, guidelines, and circulars issued by the AFC shall be binding upon all parties participating and involved in the preparation, organisation and hosting of the Competition.

These Regulations shall supplement and be without prejudice to the effectiveness of any FIFA Regulations which may apply in respect to the same subject matter, as enforce by FIFA.

Any reference to the AFC Statutes and to AFC or FIFA Regulations refer to those valid at the time of application.

## DEFINITIONS

In these Regulations, capitalised terms shall have the following meanings, unless the context specifically indicates otherwise:

<b>Accreditation Card</b>	Any physical item which is issued by the AFC and/or Host Organisation which provides the recipient the right to access a Controlled Access Area (or part thereof) where the Controlled Access Area is under the control of the AFC or the Host Organisation.
<b>Advertising Rights</b>	The right to promote brand and/or corporate names and/or products and/or services at and/or in relation to the Competition by whatever means available, whether existing now or to be developed in the future, whether at the Stadiums or Facility Areas or within the Controlled Access Areas, by in-stadium/out-stadium perimeter signage and other advertising, digital signage and screens, closed circuit television, equipment usage or other methods and through printed matter (including digitally delivered printed matter) such as programmes, posters, letterheads, press releases, newsletters and Tickets, and subject to any AFC regulations, the right to display such advertising on the clothing or footwear worn, or on any equipment used, carried or transported by officials (including for the avoidance of doubt Match Officials), medical and security staff, ball crew, player escorts, flag bearers, photographers and/or any other authorised persons. The display of the name and/or logo of the bona fide supplier of clothing on the strip of the uniforms of the officials are also included. For the avoidance of doubt, advertising on the strip of Participating Players is excluded, other than where it is the trademark of the bona fide manufacturer and is in accordance with any FIFA and/or AFC regulations. Similarly, branding on any equipment, goods and/or services used in connection with the Competition, save where supplied by a Commercial Affiliate, may only include customary branding of the bona fide manufacturer.
<b>AFC</b>	Asian Football Confederation.
<b>AFC Commercial Rights Partner</b>	The entity appointed by the AFC for the sale of Commercial Rights (or any part thereof) and the provision of services in relation thereto.
<b>AFC Committee</b>	Any Committee of the AFC as constituted in accordance with the AFC Statutes.
<b>AFC Marks</b>	All design marks, slogans, designations, names, logos, insignia, emblems or devices (in any application) owned and/or controlled by the AFC (in any language) relating to the AFC itself, but excluding the Competition Marks.

AFC Website	The official website of the AFC (currently <a href="http://www.the-AFC.com">http://www.the-AFC.com</a> ), including without limitation all other domains or official media platforms and channels created and/or owned by the AFC (e.g. Facebook, YouTube, Twitter, etc.)
Attributes	Any and all: (i) personal and biographical data, information and statistics of the Participating Players and Participating Officials (including, without limitation, name(s), nickname(s) and age, as well as country, city and date of birth); and (ii) images (including, without limitation, head shots), voices, representations and likenesses of the Participating Players and Participating Officials.
Broadcast Partner	Any entity, including the Host Broadcaster, which has been granted the Media Rights (or any part thereof) to the Competition.
Clean Stadium	A Stadium or Official Training Site whether inside, in the air space above or the outer perimeter, delivered to the AFC at a prescribed time, that is free from: (i) any advertising and commercial signage of any kind, whether on any stadium infrastructure, staff uniforms, accreditations, fences, equipment or elsewhere; (ii) third-party agreements relating to the use and operation of the stadium (or part thereof); and/or (iii) Stadium or venue naming rights.
Commercial Affiliate	Any entity which has been granted the right to exercise and exploit the Commercial Rights (or any part thereof) in respect to the Competition.
Commercial Rights	Advertising Rights, Concession Rights, Hospitality Rights, Image Rights, Media Rights, Merchandise Rights, Promotional Rights, Sponsorship Rights, Travel and Tour Rights and any other rights of a commercial nature relating to the Competition.
Competition	Any Third, Fourth and Fifth Round Match of the FIFA World Cup 2026™ Preliminary Competition – AFC Asian Qualifiers – Road to 26 (excluding the Inter-confederation/Intercontinental Play-Off Tournament) involving Participating Teams of the AFC Member Associations.
Competition Data	Any and all information related to the Competition, including fixture lists, Image Rights, information and/or statistics about the Participating Teams and/or Participating Players, information and/or statistics about their participation and/or performance in the Competition, Match analysis, Referee decisions, and any other information in relation to the Competition.



Competition Marks	All design marks, slogans, designations, names, logos, insignia, emblems, mascots or devices (in any application) owned and/or controlled by the AFC (in any language) relating to the Competition.
Competition Website	The official website of the Competition (if any) with a dedicated URL including without limitation all other domains or official media platforms and channels of the Competition created and/or owned by the AFC (e.g. Facebook, YouTube, Twitter, etc).
Complimentary Tickets	Tickets which are supplied without charge.
Concession Rights	Sampling, vending, display and other distribution methods and payment methods connected therewith for and of products or services, including pourage rights at the Stadiums and Facility Areas.
Controlled Access Area	(i) any Stadium; (ii) any Official Training Site; (iii) any official hotel (public areas being excepted), subject to and to the extent agreed in any executed hotel agreement; (iv) any official exclusion zone encircling a Stadium on a Match day; (v) any official parking area, accreditation centre, international broadcast compound, and/or hospitality area; (vi) the venue of any Official Function; (vii) any official AFC fan park; (viii) Facility Areas; and/or (ix) any other location and/or facility designated by the AFC as a Controlled Access Area, associated to the Competition to which access is permitted only to those in possession of an Accreditation Card, Ticket, and/or other officially-sanctioned entry permit.
Digital Media	The AFC Website and any other authorised Competition Website, in addition to any mobile application (app), online video channel, data product, photo-sharing account, social media account, and any further form of digital media developed herewith.
Facility Areas	The location of Official Functions, ceremonies, press centres, Ticket offices, Competition hotels, media areas (including without limitation areas used for viewing of any public exhibition), sponsor village areas (including without limitation 'AFC fan park' areas, and areas used for the activation of the Commercial Rights), official hospitality areas (including without limitation areas used for the exploitation of the Hospitality Rights), and information centres controlled by or on behalf of the AFC and used in connection with the Competition whether at the Stadium or elsewhere at the Venues.
Field of Play	The area described in Law 1 of the Laws of the Game issued by the International Football Association Board ("IFAB") and administered by FIFA.

FIFA	Fédération Internationale de Football Association.
Force Majeure	Any event affecting the performance of any provision of these Regulations arising from or attributable to acts, events, omissions or accidents which are beyond the reasonable control of a party, and shall include but not be limited to abnormally inclement weather, flood, lightning, storm, fire, explosion, earthquake, structural damage, pandemic, epidemic or other natural disaster, failure or shortage of power supplies, war, terrorist action, military operations, riot, crowd disorder, strike, lock-outs or other industrial action, or civil commotion.
Hospitality Rights	The opportunity to offer and sell hospitality and entertainment services at the Venues or within the Controlled Access Areas in combination with the Tickets whether such facilities are in boxes, marquees or otherwise, but excluding those non-commercial functions and facilities reserved for AFC and/or Organising Association officials and its guests not forming part of the Commercial Rights.
Host Broadcaster	The party appointed by the AFC to ensure and provide the production of broadcast signals of the Matches and other events of the Competition, and the provision of all related services in accordance with the Media Rights granted to it.
Host Organisation	A Member Association approved by the AFC to organise, stage, and host a Match.
Image Rights	The right to use still and/or moving images and/or representations of Participating Teams, Participating Players, Participating Officials, Match Officials and other officials forming part of the Competition.
Match	A football match in its entirety (including a replayed and/or deferred football match, Extra Time and Kicks from the Penalty Mark) which takes place as part of the Competition in accordance with the Match Schedule. For the avoidance of doubt, a match formally commences when the Stadium is officially opened to spectators and formally concludes when the Stadium is officially closed to spectators.
Match Officials	Any individual appointed to officiate a Match in the Competition in the role of the Referee, Assistant Referee, Fourth Official, Video Assistant Referee (VAR), Assistant Video Assistant Referee (AVAR), and any other Match Official stipulated in the Laws of the Game.
Media	Any individual granted a media Accreditation Card by the AFC.

Media Rights	The right and license to produce, edit and/or transmit, for intelligible reception throughout the world in any language and in any format, and on any platform including film, fixed media, Digital Media, games, internet, public exhibition, radio, mobile, and television, a visual, audiovisual, and/or audio signal and/or image or recording (including without limitation the basic feed, multi feeds, additional feeds, audio feeds, a feed incorporating Competition Data, world feed and unilateral feeds) of the Competition, and all interview activities and action during and forming part of the Competition including Official Functions and the Image Rights by any and all means of transmission distribution, exhibition and reception, now existing or hereinafter developed including but not limited to analogue, digital, satellite, cable, interactive communication systems and/or artificial intelligence, on a live, delayed and unlimited repeat basis, in full or in part (including without limitation by way of clips and/or highlights and/or support programmes and/ or magazine shows and/or news access), and all rights to exploit any and all commercial opportunities (including for example broadcast sponsorship and commercial airtime opportunities) arising from and/ or in connection with such rights.
Member Association	A Football Association which is a member of the AFC.
Merchandise Rights	The right granted to Commercial Affiliates for the use and exploitation of the Competition Marks and/or official designation in the manufacture, packaging, distribution, advertising, display and sale of goods and services of all kinds, including items of equipment (e.g. footballs), clothing, coins, medals, games (electronic or otherwise), other collectibles and Premiums related to the Competition.
Official Function	Any event which is officially organised or sanctioned by the AFC in connection with the Competition. For the avoidance of doubt, this expressly includes, without limitation, all Matches and/or events held at Official Training Sites, the opening ceremony, the closing ceremony, any AFC gala dinner, lunch, or banquet, cultural events, official press conferences, official draws, workshops and launch events.
Official Training Site	Any site designated by the Organising Association and approved by the AFC for use by the Participating Teams throughout the duration of the Competition for training purposes.
Participating Member Association /PMA	A Member Association whose representative team participates in the Competition.
Participating Official	Any official who is registered to participate in the Competition.
Participating Player	Any player who is registered to participate in the Competition.
Participating Team /PT	Any representative team affiliated to a Participating Member Association.

PMA Indicia	Any and all indicia and branding of the MA (including, without limitation, all MA name(s), nickname(s), crest(s), logo(s), trade name(s), trademark(s), emblem(s) and stadium images.
Premiums	Any promotional item (including packaging, labelling, and/or containers thereof) which incorporates a mark and/or logo of the AFC and/or the Competition, and which is distributed free of charge or via prize competitions.
Promotional Rights	Any rights to produce and/or distribute official publications, official supplies, official products, and sales promotion including but not limited to the right to organise promotional competitions (including without limitation any sweepstakes or lotteries) and to make awards and give prizes, official music rights, the right to use an official designation and all other promotional, marketing and/or other rights of commercial value in regard to the Competition.
Proprietary Interests	Without limitation, intellectual property, copyright and analogous rights, trademark rights, moral rights, performing rights, personality rights, and all remedies available under the applicable laws of unfair competition comprised in the Commercial Rights.
PT Indicia	Any and all indicia and branding of the Participating Team, Participating Players and Participating Officials (including, without limitation, all team name(s), nickname(s), crest(s), logo(s), trade name(s), trademark(s), emblem(s), team kit designs (both with and without sponsor and manufacturer branding) and stadium images.
Public Exhibition	Viewing by an audience on a screen and or television set and/or radio receiver located anywhere in cinemas, bars, restaurants, stadiums, offices, construction sites, oil rigs, water borne vessels, buses, trains, planes, armed service establishments, educational establishments, hospitals and any other place other than a private dwelling, and all rights to organise and stage any event where an audience may view such transmission(s) (whether or not such viewing is open to the general public or otherwise), and all rights to exploit any and all commercial opportunities (including without limitation and for example, entrance fees, sponsorship, merchandising, broadcast sponsorship and supplier opportunities) arising from and/or in connection with such events, transmission and/or viewing.
Regulations	These Marketing and Media Regulations.

Sponsorship Rights	<p>The right, in any and all media, throughout the world, and in all languages, to promote an association between the Competition and certain products, services, and/or brands, and shall include (by way of illustration only) the exclusive right to exercise rights of association with the Competition, including without limitation the right to:</p> <ul style="list-style-type: none"> <li>(i) use an official designation;</li> <li>(ii) use the AFC Marks and/or applicable Competition Marks on branded products and/or product packaging (including Premiums, and in relation to the Competition Marks only on items for retail sale) and/or advertising;</li> <li>(iii) receive commercial programme Tickets; and</li> <li>(iv) receive broadcast sponsorship opportunities in connection with broadcasts of a Match or Official Function.</li> </ul>
Stadium	<p>Any Stadium at which a Match is played. For the avoidance of doubt, this includes:</p> <ul style="list-style-type: none"> <li>(i) the entire premises (to the extent that a valid Accreditation Card or Ticket is required in order to gain access) of a Stadium facility inside the outer Stadium perimeter fence and (on Match days and any day on which any official training takes place within the Stadium), the aerial space above such Stadium premises;</li> <li>(ii) parking facilities;</li> <li>(iii) VIP and hospitality areas (including any hospitality village);</li> <li>(iv) concession areas;</li> <li>(v) commercial display areas;</li> <li>(vi) buildings;</li> <li>(vii) the Field of Play;</li> <li>(viii) the Media tribune;</li> <li>(ix) any broadcast compound;</li> <li>(x) the Stadium media centre;</li> <li>(xi) the press conference room;</li> <li>(xii) the mixed zone;</li> <li>(xiii) any stands; and</li> <li>(xiv) any areas beneath the stands.</li> </ul>
Team Official Delegation	<p>The final-registered delegation of a Participating Team for the duration of the relevant stage of the Competition subject to the limits set out in these Regulations.</p>
Ticket	<p>A pass providing access to a Venue for the purpose of attending either a Match, official training or Official Function.</p>
Ticketing	<p>All operational measures to provide Tickets to all spectators of every Match and for Official Functions of the Competition allowing them to enter the Stadium or a Venue. Ticketing shall include the management of the operation necessary for the production, sale, distribution, delivery and payment of the Tickets of the Competition.</p>

---

<b>Travel &amp; Tour Rights</b>	The right to organise and/or sub-license official travel and/or tour activities in relation to the Competition, which travel and/or tour activities shall, for the avoidance of doubt, include the provision of Tickets to a Match and/or Official Function of the Competition.
<b>Venue</b>	The Host City and immediate surrounding area in which a Stadium is located.

---

For the purposes of these Regulations, and provided the context so permits:

- (a) the singular shall include the plural and vice-versa;
- (b) the feminine gender shall include the masculine and vice-versa;
- (c) reference to natural persons shall include any legal person or corporation;
- (d) references to the AFC shall include its successors and permitted assigns and its respective Member Associations and AFC Committees;
- (e) reference to the AFC Commercial Rights Partner or Commercial Affiliates shall include where advised by the AFC, its successors, and permitted assigns;
- (f) all defined terms, unless otherwise stated herein shall bear the same meaning as ascribed in the AFC Statutes, unless the context indicates otherwise.

## SECTION 1 | COMMERCIAL

### 1. COMMERCIAL RIGHTS

- 1.1. The AFC has the sole right to use and exploit all Commercial Rights relating to the Competition and has appointed the AFC Commercial Rights Partner as the sole and exclusive representative for the sale of Commercial Rights relating to the Competition.
- 1.2. Except where set out herein, or where otherwise advised by the AFC, the AFC has granted the exclusive right of association, use and exploitation of the Commercial Rights to its Commercial Affiliates pursuant to their respective agreements with the AFC.
- 1.3. To the extent that any local or national laws or regulations result in any rights in relation to a Match or Competition being owned or controlled by a Host Organisation or PMA (whether by virtue of the hosting of Match or otherwise), the relevant Host Organisation or PMA hereby unconditionally assigns and/or transfers to AFC any and all such rights in perpetuity for AFC's unfettered use and exploitation, and waives any and all claims to exercise and/or exploit such rights itself or to grant any third party the right to exercise such rights.
- 1.4. The Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall:
  - 1.4.1. not use and/or exploit and (save as expressly authorised in writing by the AFC) ensure that no individual, company or commercial entity uses and/or exploits the Commercial Rights ; and
  - 1.4.2. inform the AFC immediately of any unauthorised use and/or infringement of the Commercial Rights.
- 1.5. The Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall provide the necessary assistance and support to the AFC, AFC Commercial Rights Partner and/or Commercial Affiliates and ensure that all individuals, entities and/or associated third parties observe all instructions of the AFC and AFC Commercial Rights Partner in relation to the protection and enforcement of the Commercial Rights or any commercial programme established by the AFC for the Competition.
- 1.6. Host Organisations shall ensure that the AFC, AFC Commercial Rights Partner, Commercial Affiliates and any authorised parties are provided unrestricted access to the Controlled Access Areas to facilitate in commercial operations.
- 1.7. The Host Organisations, PMAs, Participating Teams, Participating Players, Participating Officials and/or any of its associated third parties shall refrain from any attempt to gain a commercial association with the AFC, FIFA, Competition and/or FIFA World Cup 2026™ and/or to exploit the goodwill and publicity generated by the AFC, FIFA, Competition and/or the FIFA World Cup 2026™.

## 2. INTELLECTUAL PROPERTY RIGHTS

- 2.1. The AFC has the sole right to use and exploit all rights, title and interest relating to the Competition including all intellectual property rights and Proprietary Interests whether created in the past, present or future and reserves all rights in respect to the use and/or license of such rights.
- 2.2. Except where set out herein, or where otherwise advised by the AFC, the AFC has granted the exclusive right of use and exploitation of the intellectual property rights relating to the Competition to its Commercial Affiliates pursuant to their respective agreements with the AFC.
- 2.3. The use of any intellectual property rights relating to the Competition shall be subject at all times to the prior written approval of the AFC.
- 2.4. Where approval to use of the intellectual property rights has been granted by the AFC, the Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials agree to use such intellectual property rights in accordance with the instructions and guidance of the AFC and not in a manner which may damage or bring into disrepute the good name, image and reputation of the AFC, the Competition or the sport of association football or which may imply an endorsement of or association to any particular product or service of the Host Organisations, PMAs, Participating Teams, Participating Players, Participating Officials and/or any third parties.
- 2.5. Notwithstanding the provisions above, Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials acknowledge that FIFA is and remains the sole owner of all marks relating to the FIFA World Cup and that each Host Organisation, PMA, Participating Team, Participating Player and Participating Official shall not develop, use, register, adopt or create and shall ensure that no associated third parties develop, use, register, adopt or create any mark, logo, trade mark, indicia, name, symbol, service mark or other marks which may be inferred as identifying with FIFA, FIFA Local Subsidiary, the FIFA World Cup and/or the 2026 FIFA World Cup™ including by way of reference the terms 'World Cup', 'FIFA', 'Mundial', 'Coupe du Monde', 'Copa do Mundo', 'Copa del Mundo', 'WM', 'Weltmeisterschaft', 'Qualifiers', 'Eliminatorias', 'Preliminary Competition' or 'Qualification Competition' or any similar indicia or derivation of such terms in any language, which is capable of identifying the Competition or any phase of the Competition or the development, use or registration of any dates in connection with the name of the host country, venue or host city of the FIFA World Cup 2026™, or any similar indicia or derivation of such terms or dates in any language.
- 2.6. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials:
  - 2.6.1. shall not oppose and shall use reasonable efforts to ensure that none of its affiliates or associated parties oppose any trademark or copyright applications filed in respect to the AFC, FIFA, Competition and/or FIFA World Cup; and
  - 2.6.2. may not in any way challenge or apply for any copyright, trade mark, patent or domain name registrations which would adversely affect AFC's Proprietary Interest or FIFA's proprietary interest in the FIFA marks.



- 2.7. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall promptly notify the AFC of any infringement or suspected infringement of any intellectual property rights relating to the Competition or FIFA marks upon becoming aware of any such matter.

### 3. COMPETITION DATA

- 3.1. The AFC has the sole right to use and exploit all Competition Data and reserves all rights in respect to the use and/or license of such rights worldwide.
- 3.2. Any use and/or proposed use of the Competition Data shall be subject to the prior written approval of the AFC.

### 4. IMAGE RIGHTS

- 4.1. The AFC has the sole right to use and exploit all Image Rights including all PMA Indicia, PT Indicia and/or Attributes and reserves all rights in respect to the use and/or license of such rights for any purposes and free from any condition, royalty or compensation.
- 4.2. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials acknowledge and agree :
  - 4.2.1. that their participation and attendance in the Competition shall be deemed acceptance to the use, recording and/or exploitation by the AFC, AFC Commercial Rights Partner, Commercial Affiliates and authorised parties of the PMA Indicia, PT Indicia and, where applicable, the Attributes on a royalty-free, worldwide basis by any means and for any purposes relating to the AFC, Competition and/or the AFC's competitions (including, without limitation, promotional, commercial and non-commercial purposes) in perpetuity. For the avoidance of doubt, the foregoing shall include, without limitation, the right to record, reproduce, edit and/or stimulate the PMA Indicia, PT Indicia and/or Attributes in any medium (including, without limitation, visual, audio and audio-visual); and
  - 4.2.2. to indemnify, release, defend and hold harmless the AFC, FIFA, AFC Commercial Rights Partner and Commercial Affiliates from any and all claims relating to the use of the Image Rights including the PMA Indicia, PT Indicia and/or Attributes.
- 4.3. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall:
  - 4.3.1. ensure that no individual, company or commercial entity uses and/or exploits the Image Rights, PMA Indicia, PT Indicia and/or Attributes in any way which may likely draw or imply an association to the AFC, FIFA and/or Competition; and
  - 4.3.2. inform the AFC immediately of any unauthorised use or infringement of the Image Rights, PMA Indicia, PT Indicia and/or Attributes.

## 5. PUBLIC EXHIBITION RIGHTS

- 5.1. The AFC has the sole right to exploit all Public Exhibition rights relating to the Competition and reserves all rights in respect to the use and/or license of such rights worldwide.
- 5.2. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall not organise and ensure that any associated third parties do not organise any form of public exhibition of the Matches of the Competition (or any past editions of the Competition), at any time, whether prior to, during or after the Competition.
- 5.3. Any intention to hold or organise any form of Public Exhibition and/or use or exploitation of any Public Exhibition rights relating to the Competition shall be subject to the prior written approval of the AFC and in accordance with the directions and instructions of the AFC.

## 6. OFFICIAL FUNCTIONS

- 6.1. AFC has the sole right to exploit all rights relating to the Official Functions and events relating to the Competition and reserves all rights in respect to the organising and/or staging of such functions or events.
- 6.2. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall not organise and ensure that any associated third parties do not organise any Official Functions or events relating to the Competition without the prior written approval of the AFC. Any party that wishes to organise and/or stage any Official Function or event shall provide the AFC with a detailed plan setting out among other matters the date, time and venue of the proposed function or event and shall agree to follow and comply with any directions or instructions issued by the AFC in relation to the organising and/or staging of such function or event.
- 6.3. Any Official Function or event proposed to be organised and/or staged by such parties, shall be on a non-commercial basis with no sales of tickets or receipt in cash or kind from any third party or company.
- 6.4. Participating Teams, Participating Players and/or Participating Officials shall attend any Official Functions, where requested by the AFC.

## 7. COMPETITION MARKS, COMPETITION TITLE AND WEBSITE

- 7.1. The AFC is the owner and/or controller of all rights, title and interest to the Competition Marks and Competition title and reserves all rights in respect to the use and/or license of the same.
- 7.2. The AFC has granted the exclusive right of use and exploitation of the Competition Marks and Competition Title to its Commercial Affiliates pursuant to their respective agreements with the AFC.

- 7.3. Any use and/or proposed use of the Competition Mark and/or Competition Title shall be in the agreed format, subject at all times to the prior written approval of the AFC.
- 7.4. Where approval to use of the Competition Marks and/or Competition Title has been granted by the AFC, all Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall not use and shall ensure that any associated third parties do not use the Competition Marks or Competition Title in any manner which may damage or bring into disrepute the name, image and reputation of the AFC, Competition or sport of association football or which may likely imply an endorsement or infer an association to any third party, product or service.
- 7.5. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall not create, develop, use, register or adopt and shall ensure that no individual or entity associated to it creates, develops, uses, registers or adopts any mark, logo or elements which refer to or implies an association to the AFC, FIFA or Competition. In particular, Host Organisations, PMA, Participating Teams, Participating Players and Participating Officials agree to refrain from, and shall use reasonable efforts to ensure that any associated third parties refrain from, the development, use or registration of any name, logo, trademark, indicia, brand name, symbol, service mark or other mark (whether registered or unregistered) or designation which may be inferred as identifying with the AFC, FIFA or the Competition.

## 8. MERCHANDISING RIGHTS

- 8.1. AFC has the sole right to exploit all Merchandising Rights relating to the Competition and reserves all rights in respect to the use and/or license of such rights.
- 8.2. The AFC has granted the exclusive right of use, association and exploitation of such rights to its Commercial Affiliates through means of franchising, manufacture, packaging, distribution, advertising, display, sampling, demonstration and/or sale of products and services pursuant to their respective agreements with the AFC.
- 8.3. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials agree not to use and/or exploit and shall ensure that no individual, company or commercial entity (which has not been authorised by the AFC) uses and/or exploits the Merchandising Rights and shall inform the AFC immediately of any unauthorised use and/or infringement of such rights.
- 8.4. The PMAs, Participating Teams and Participating Players acknowledge and agree that any use or exploitation and/or proposed use or exploitation of the Merchandising Rights shall be in accordance with the AFC guidelines, subject at all times to the prior written approval of the AFC.
- 8.5. Host Organisations, PMAs, Participating Teams and Participating Players agree to observe all instructions of the AFC in relation to the exercise of all Merchandising Rights.

## 9. OFFICIAL PRODUCTS AND EQUIPMENT

- 9.1. AFC shall be responsible for the coordination of all sponsorship of official products and equipment relating to the Competition.
- 9.2. As part of the exclusive rights accorded to Commercial Affiliates under their respective agreements with the AFC, Commercial Affiliates may supply official products and equipment containing the branding of the Commercial Affiliates for use in relation to the Competition. In this regard, all Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall use all such official products, services and equipment as instructed by the AFC to the exclusion of any competing products, services and equipment.
- 9.3. Where no supply of official products and equipment are made available by the Commercial Affiliates, the AFC shall reserve the right to determine the products and equipment used in relation to the Competition and the PMAs, Participating Teams, Participating Players and Participating Officials shall observe all instructions issued by the AFC in this regard.
- 9.4. Unless otherwise expressly confirmed by the AFC, Host Organisations and PMAs shall use the official match ball as designated by the AFC for the Competition for both Matches and official training sessions (and all related Official Functions).
- 9.5. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall not use, exhibit or display any sponsor or third party marks, names, branding or indicia on themselves or any products, playing or training kits and/or other team supplies or equipment, in the Controlled Access Area or when attending any press conferences, interviews or any media activity, Official Function or event relating to the Competition, save as otherwise expressly permitted under the applicable Equipment Regulations.

## 10. ADVERTISING AND BRANDING

- 10.1. The Host Organisation shall provide the AFC and AFC Commercial Rights Partner with all necessary assistance as requested by the AFC in respect to Competition advertising and branding at the Stadium and Official Functions .
- 10.2. The Host Organisation shall ensure that all advertising and branding relating to the Competition including that of the Commercial Affiliates are placed and displayed in accordance with the instructions of the AFC.
- 10.3. The Host Organisation shall install, remove or conceal any decoration, signage or advertising in accordance with the direction of the AFC, at no cost to the AFC.
- 10.4. Host Organisations, Participating Teams, Participating Players, and Participating Officials shall not use, display or erect any signage or advertising in any Stadium or Official Training Site at any point, without the prior written approval of the AFC.

- 10.5. Host Organisations shall be responsible, at its own cost, for obtaining all licenses and permits required for the use, placement and publishing of any advertising or branding of the Competition, including in relation to the placement of pitch-side perimeter advertising boards and/or any displays at any Stadium, Official Training Site or any Controlled Access Area.
- 10.6. Host Organisations acknowledge that a restricted view may arise as a result of the placement and positioning of certain Competition advertising and branding and shall comply with all such arrangements as advised by the AFC.

## 11. CONTROLLED ACCESS AREA

- 11.1. The Host Organisation shall be responsible for the operation and management of all Controlled Access Areas in cooperation with venue operators and, where appropriate, the relevant local and national government authorities.
- 11.2. The Host Organisation shall produce, install and remove all look and feel elements in the Controlled Access Areas in accordance with the specific directions of the AFC and shall only use the look and feel artwork as advised by the AFC.
- 11.3. The Host Organisation shall bear all costs associated to the provision and use of the Controlled Access Areas.
- 11.4. The Host Organisation shall ensure the immediate concealment or removal of any or all unauthorised or third-party advertising, marketing or promotion from the Stadium or Official Training Site and that the Stadium including all Controlled Access Areas and Official Trainings Sites shall be free from any third-party agreements relating to the use and operation of the Stadium or any part thereof.

## 12. CLEAN STADIUM

- 12.1. Host Organisations shall, at its own cost, be responsible for the delivery of a Clean Stadium in accordance with the instructions of the AFC.
- 12.2. Host Organisations shall, at its own cost, ensure the immediate concealment or removal of any or all third party advertising, marketing or promotion from the Stadium or Official Training Site and that the Stadium including all Controlled Access Areas and Official Training Sites shall be free from any third party rights or agreements.
- 12.3. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall not undertake and ensure that all associated third parties do not undertake any actions which may likely impede or effect the delivery of a Clean Stadium.
- 12.4. The AFC reserves all rights in determining the use, placement and/or removal of all advertising or commercial signages within the Stadium including each Controlled Access Area or Official Training Site and the Host Organisation, PMAs, Participating Teams, Participating Players and Participating Officials shall comply with all directions or instructions of the AFC in relation thereto.

### 13. RIGHTS PROTECTION AND AMBUSH MARKETING

- 13.1. The AFC has established a rights protection programme to provide a framework for the recognition of all rights associated to the Competition and to combat any unauthorised use and/or association of rights relating to the AFC and Competition.
- 13.2. The Host Organisation, PMAs, Participating Teams, Participating Players and Participating Officials shall provide all assistance and support to the AFC, AFC Commercial Rights Partner, authorities and/or any appointed parties in ensuring the successful implementation and enforcement of the programme and notify the AFC of any infringement, suspected infringement or ambush marketing-related activities upon it becoming aware of such matters.
- 13.3. The Host Organisation, PMAs, Participating Teams, Participating Players and Participating Officials shall ensure that its commercial partners and/or associated third parties do not associate, whether directly or indirectly with the AFC, FIFA and/or Competition and do not partake in any action or activities which are likely to be considered as an ambush marketing-related activity or infringement of the rights of the AFC, FIFA and/or Competition.

### 14. COMMERCIAL INFRASTRUCTURE, FACILITIES AND SERVICES

- 14.1. Host Organisations shall ensure that all agreements or arrangements, entered into by the PMA, or a third party, with any stadium operator in respect to the use of the Stadium or Training Site for a Match or Competition, provide for AFC's unfettered use and exercise of any rights in relation to the Competition and/or relevant Match.
- 14.2. Host Organisations shall ensure that the AFC, AFC Commercial Rights Partner and Commercial Affiliates are provided sufficient rooms, storage and display/activation areas in and around the Stadium as provided under **Appendix 1** and in accordance with AFC's instructions to facilitate commercial activations. Such rooms and locations shall be determined by the AFC.
- 14.3. Host Organisations shall ensure that all rooms, areas and facilities designated for commercial use are equipped with the necessary utilities and equipment including without limitation power and water supply to facilitate the AFC, AFC Commercial Rights Partner and Commercial Affiliates in respect to the exercise and exploitation of rights relating to the Competition.
- 14.4. Host Organisations shall be responsible for procuring all necessary permits, licenses and clearances required for the exploitation and exercise of all Commercial Rights for the Competition.

## 15. COMMERCIAL ACCESS AND ACCREDITATION

- 15.1. Host Organisations shall ensure that the AFC, AFC Commercial Rights Partner, Commercial Affiliates and authorised third parties are provided unrestricted access to the Stadium and/or any other venue to allow for the planning, set-up and removal of materials and equipment required for the exercise and delivery of Commercial Rights.
- 15.2. The AFC and AFC Commercial Rights Partner shall be responsible for the management and provision of support to all Commercial Affiliates through the implementation of:
  - 15.2.1. accreditation procedures; and
  - 15.2.2. coordination of all sponsor-related activities at any Stadium, training site and Official Functions.
- 15.3. Host Organisations shall observe all instructions and directions of the AFC in relation thereto to ensure the full and unencumbered exercise of Commercial Rights.
- 15.4. Host Organisations shall ensure at its own cost that the AFC and, where applicable, the AFC Commercial Rights Partner and Commercial Affiliates are provided full and unrestricted access and accreditation to the Competition and/or Official Functions and facilitate in the operations of the AFC and, where applicable, the AFC Commercial Rights Partner and Commercial Affiliates in the exercise and exploitation of Commercial Rights.
- 15.5. The Host Organisations shall be responsible for the production of accreditation cards for Commercial Affiliates, as requested by the AFC and AFC Commercial Rights Partner. These Accreditation Cards must be provided to the AFC or the AFC Commercial Partner as instructed by the AFC for further distribution to the final recipient.

## 16. PRINTED MATERIALS

- 16.1. All rights in and to all Competition related collaterals and publications including without limitation, the official souvenir programmes, match day programmes, official magazine, location guidebooks, official posters are expressly reserved by the AFC. The Host Organisation shall provide the AFC with all necessary assistance, as requested by the AFC.
- 16.2. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall not publish any Competition or Match related collaterals or publication without the prior written approval of the AFC.

## 17. WEBSITE

- 17.1. The AFC Website shall be the only official digital/social media platform for the Competition. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials are prohibited from establishing any Competition or official website and/or releasing any official communication relating to the Competition without the prior written approval of the AFC.

- 17.2. Host Organisations, PMAS and Participating Teams may use the Competition Marks and Competition Title on their official Website to promote their hosting of and/or participation in a Match and/or Competition, provided that:
- 17.2.1. any use or reference to the Competition Marks and/or Competition Title shall be in its official form and in the approved format only;
  - 17.2.2. it does so in an editorial manner only and that it is not used or placed in the navigation/menu bars and/or the page title (e.g. masthead) or placed in a similarly prominent position on the website;
  - 17.2.3. the Competition Marks and/or Competition Title shall not be used or placed in association or close proximity to the name and/or identifier of any third party or commercial entity (except Commercial Affiliates, where authorised by the AFC) enabling any third party to be associated with the Competition Marks or Competition Title, or in any way which may imply an association to the Competition.

Accordingly, when referring to the Competition on the official PMA website (if any), all PMAs shall only use the official Competition social media and digital tags (hashtags) as approved by the AFC, and any such use should not be in association with a commercial entity (except Commercial Affiliates, where authorised by the AFC).

- 17.3. Host Organisations, PMAS and Participating Teams may use the Competition Marks and Competition Title may not use any third-party or unauthorised branding including their respective sponsor strips when promoting their hosting and/or participation in a Match or the Competition.



## SECTION 2 | MEDIA

### 18. MEDIA RIGHTS

- 18.1. The AFC has the sole right to use and exploit all Media Rights relating to the Competition and has appointed the AFC Commercial Rights Partner as its exclusive representative for the sale of the Media Rights relating to the Competition.
- 18.2. The AFC has granted the exclusive right of association, use and exploitation of the Media Rights to its Commercial Affiliates pursuant to their respective agreements with the AFC.
- 18.3. Without prejudice to Article 18.1 and 18.2 above, the Host Organisations and PMAs may exploit certain Media Rights on a non-exclusive basis and in accordance with the Footage Transmission Guidelines as issued by the AFC .
- 18.4. Host Organisations, Participating Teams, Participating Players and Participating Officials shall:
  - 18.4.1. not use and/or exploit and ensure that no individual, company or associated third party uses and/or exploits the Media Rights in any way; and
  - 18.4.2. inform the AFC immediately of any unauthorised use and/or infringement of the Media Rights.
- 18.5. The use and/or proposed use of the Media Rights relating to the Competition shall be, at all times, subject to the prior written approval of the AFC and any applicable guidelines as issued by the AFC.
- 18.6. Where prior written approval for use of the Media Rights has been granted by the AFC, the Host Organisation, Participating Teams, Participating Players and Participating Officials shall not use any Media Rights in a manner which may damage or bring into disrepute the good name, image and reputation of the AFC, Competition or sport of association football or imply an endorsement or association to any particular product or service.
- 18.7. Host Organisations, Participating Teams and Participating Officials may record any part of a Match only with the prior written approval of the AFC. The use of any such footage shall only extend to technical analysis purposes. Under no circumstances shall any recording or image of any part of a Match be publicly distributed or otherwise used for any type of commercial or non-commercial exploitation. Any abuse of such recording or image constitutes a serious violation of the Media Rights and shall be sanctioned by the AFC.

### 19. PROMOTIONAL MATERIAL

- 19.1. Prior to the commencement of each Match, the Participating Teams shall, upon request by the AFC, provide the AFC, free of charge, with PMA Indicia, PT Indicia, Attributes and any further information (including without limitation, statistics and historical information) as requested by the AFC.

- 19.2. The Participating Teams shall, upon request by the AFC, make all Participating Players and Participating Officials available for head shots and video walkups for media, commercial and/or promotional purposes by the AFC and Commercial Affiliates at least one (1) time before the start of the Competition or at any other time requested by the AFC. The time and venue of such head shots and video walk-ups shall be agreed between the relevant Participating Team and the AFC.
- 19.3. All Participating Teams hereby grant the AFC the right to use and where applicable, authorise the AFC Commercial Rights Partner and the Commercial Affiliates to use the aforesaid provided materials for commercial, promotional and/or media purposes relating to the Competition. Accordingly, Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials acknowledge and agree :
- 19.3.1. that their participation and attendance in the Competition shall be deemed acceptance to the use, recording and/or exploitation by the AFC, AFC Commercial Rights Partner, Commercial Affiliates and authorised parties of the PMA Indicia, PT Indicia and, where applicable, the Attributes (including without limitation, statistics and historical information) on a royalty-free, worldwide basis by any means and for any purposes relating to the AFC, Competition and/or the AFC's competitions (including, without limitation, promotional, commercial and non-commercial purposes) in perpetuity. For the avoidance of doubt, the foregoing shall include, without limitation, the right to record, reproduce, edit and/or stimulate the PMA Indicia, PT Indicia and/or Attributes in any medium (including, without limitation, visual, audio and audio-visual); and
- 19.3.2. to indemnify, release, defend and hold harmless the AFC, FIFA, AFC Commercial Rights Partner and Commercial Affiliates from any and all claims relating to the use of any PMA Indicia, PT Indicia and/or Attributes (including without limitation, statistics and historical information).
- 19.4. All materials shall be provided to the AFC in a timely manner, and in the form and format as prescribed by the AFC at no cost.

## 20. MEDIA OFFICER

- 20.1. Each Participating Team shall appoint a dedicated English speaking media officer to coordinate all media arrangements between the AFC and where applicable, the AFC Commercial Rights Partner, Broadcast Partners, Participating Teams, Participating Players, Participating Officials and the Media, including without limitation all press conferences and interviews, and to cooperate on all related matters at the Venue. In case the relevant Competition regulations do not require a team media officer to be registered, the team manager shall act as the team media officer and be responsible for all the obligations of a team media officer. For the avoidance of doubt, if a request is made to the team media officer or to the team manager (who shall also act as the team media officer in case there is no dedicated team media officer) by or on behalf of the AFC regarding any obligation of a Participating Player and/or Participating Official, such request shall be deemed to have been properly communicated to the relevant Participating Player and/or Participating Official by virtue of the request being made to the team media officer or team manager.

- 20.2. The Participating Teams and their appointed media officer shall be responsible for ensuring the provision of interpretation and translation services for its Participating Players and Participating Officials who conduct any media activities in languages other than English. For the avoidance of doubt, the interpretation and translation services provided shall be for translation of dialogues from all other languages into the English language. In case interpretation and translation into the local language of the host country is necessary, it shall be the responsibility of the Host Organisation to ensure the same.
- 20.3. Where applicable, the Participating Teams and their appointed media officer shall be responsible for the distribution and translation of the relevant media guidelines.

## 21. AFC DIGITAL

The Host Organisation, Participating Teams, Participating Players and Participating Officials shall provide the AFC digital team with full support and assistance for the filming or recording of any content from a Match and shall in doing so ensure unrestricted and priority access to the AFC digital team.

## 22. MEDIA INFRASTRUCTURE, FACILITIES & SERVICES

- 22.1. The Host Organisation shall be responsible for ensuring that each Stadium and training site is equipped with the necessary infrastructure, facilities and services including without limitation the necessary power supply, utilities (including wifi, W-LAN (or equivalent)) and such other matters as provided for under **Appendix 2** to facilitate the AFC, AFC Commercial Rights Partner, Host Broadcaster, Broadcast Partners, Media and/or any authorised third parties for the exercise of rights and performance of roles and obligations in respect to the Competition.
- 22.2. The Host Organisation shall extend all necessary assistance to the AFC, AFC Commercial Rights Partner, Host Broadcaster and Broadcast Partners in facilitating and ensuring the successful transmission of broadcast signals for each Match including technical assistance relating to production requirements and the exercise and exploitation of Media Rights.
- 22.3. The Host Organisation shall ensure that the number of camera positions as required by the AFC, AFC Commercial Rights Partner, Host Broadcaster and Broadcast Partners can be accommodated. Where any required camera position may present a safety or security hazard, the Host Organisation shall provide the AFC and AFC Commercial Rights Partner with sufficient notice of any such concerns and where necessary, propose an alternative position of equal or better standards for utilisation.
- 22.4. The Host Organisation shall be responsible for ensuring that each Stadium shall have a broadcast compound situated in the immediate perimeter of the main stand of the Stadium to facilitate the parking of outdoor broadcast (OB) vans. It shall be secured by a perimeter fence and have clear cable routes between the broadcast compound and the broadcast areas in and around the Stadium. The broadcast compound shall have office cabins as well as access to shared wireless internet and local grid power.

- 22.5. The Host Organisation shall be responsible for ensuring that each Stadium shall have a media tribune situated in the main stand of the Stadium, together with a press conference room, media centre and mixed zone. The media tribune shall consist of a section with and without desks, offer unhindered views of the Field of Play and provide access to power and shared wireless internet. The media tribune shall be situated in line with, or on either side of, the halfway line that is closest to the broadcast compound and it shall be physically separated from the public areas either by a fence, or by a buffer zone.
- 22.6. The Host Organisation shall be fully responsible in ensuring the safety and security of all infrastructure and facilities provided at the Stadium and training sites.
- 22.7. As a result of technological developments, new and improved camera equipment may be developed which may require new camera positions in any Stadium and/or Official Training Site. Subject to space, safety and security considerations, such camera positions may be approved and requested by the AFC on a case-by-case basis and, where applicable, in consultation with the AFC Commercial Rights Partner, Host Broadcaster and Broadcast Partners. The Host Organisation shall comply with any new directions as issued by the AFC in such regard.
- 22.8. The Host Organisation shall be responsible in ensuring that each Stadium shall be equipped with a signal delivery system to facilitate the distribution of live broadcast video/audio signal, presented as HD SDI by the Host Broadcaster in the broadcast compound, to the following areas within the Stadium:
- 22.8.1. media centre;
  - 22.8.2. media tribune;
  - 22.8.3. VVIP/VIP lounge;
  - 22.8.4. doping control room;
  - 22.8.5. AFC secretariat;
  - 22.8.6. AFC match commissioner/referee assessor position; and
  - 22.8.7. AFC Commercial Rights partner office

## 23. MEDIA ACCESS AND ACCREDITATION

- 23.1. The Host Organisation shall be responsible for the management and provision of support to all Media for the Competition through the implementation of accreditation procedures, procurement and setting up of Media access area(s) and coordination of all media related activities at the Stadium and Official Training Sites.
- 23.2. The Host Organisation shall observe all instructions and directions of the AFC in relation thereto to ensure the full and unencumbered exercise of rights and media coverage of the Competition.

- 23.3. The Host Organisation shall ensure at its own cost, that the AFC, AFC Commercial Rights Partner, Commercial Affiliates, Host Broadcaster and Broadcast Partners are provided full and unrestricted access from MD- or earlier as requested to the Stadiums, Official Training Sites and/or any other venue at all required times to allow for the planning, set-up and/or removal of materials and equipment required for the exercise and delivery of Media Rights and facilitate in the operations of the AFC, AFC Commercial Rights Partner, Commercial Affiliates, Host Broadcaster and Broadcast Partners in the exercise and exploitation of Media Rights.
- 23.4. The Host Organisation shall provide the AFC with all media accreditation requests together with details relating to the specific request including the name and designation of the requesting persons; the media company he/she represents, his/her nationality and the type of media coverage he/she is intending to cover for the Competition. Upon receipt of approval by the AFC, the Host Organisation shall produce and issue Accreditation Cards to approved Media in a timely manner and shall be responsible for any delay resulting in the issuance or provision of such accreditation to the Media.
- 23.5. The Host Organisation shall ensure that designated Media access area(s) may only be accessed by authorised Media with valid Accreditation Cards and that no Media shall be allowed access to any parts of the Stadium or Official Training Sites other than as permitted under their respective accreditations.
- 23.6. The PMAs, Participating Teams, Participating Players and Participating Officials shall ensure that members of their respective delegation including any officials, media persons or third parties accompanying them possess valid Accreditation Cards to gain access into the relevant areas at the Stadium and/or Official Training Sites and shall comply with all applicable terms and instructions as issued by the AFC.
- 23.7. The Participating Teams shall ensure that no member of the Media accompanies them in the team bus to and from the Stadium or Official Training Sites.
- 23.8. All approved Media shall comply with the rules and procedures as set out in **Appendix 3** and **Appendix 4** and have access to and remain in the designated Media Access Areas as follows: -
- 23.8.1. Host Broadcaster, Broadcast Partners and official photographers shall adopt positions around the Field of Play and on the spectator stand areas or such other areas as advised by the AFC;
- 23.8.2. only ENG crews from a Broadcast Partner or other party appointed by the AFC and/or the AFC Commercial Rights Partner shall adopt positions behind the advertising boards at the back of each goal posts and main camera platform at the main stand area or such other areas as advised by the AFC, subject to availability of space; and
- 23.8.3. photographers shall adopt positions behind the advertising boards at the back of each goal posts or such other areas as advised by the AFC.

- 23.9. Under no circumstances shall Media other than the Host Broadcaster, Broadcast Partners and official photographers be allowed access on the Field of Play or between the boundaries of the Field of Play and spectator stands at any time during the Competition.
- 23.10. Notwithstanding the above, Media may in certain instances be allowed access to the halfway line on the Field of Play to record, film or photograph the team walk-in and line-up ceremony at the start of each Match and the presentation of the player of the Match award (if any) at the end of each Match.
- 23.11. The Host Broadcaster and/or Participating Team's media who are authorised by the AFC to enter the Field of Play shall always be required to wear media bibs at all times.
- 23.12. Unless otherwise instructed by the AFC, the AFC Commercial Rights Partner shall be responsible for the production of media bibs and shall provide the relevant number of media bibs to the Host Organisation for distribution to approved Media with valid Accreditation Cards.
- 23.13. The Host Organisation shall be responsible for the issuance of media bibs to approved Media with valid Accreditation Cards and shall ensure that all media bibs issued are returned to the AFC at the end of each Match. The Host Organisation shall be responsible for any lost or unreturned media bibs.

#### 24. MEDIA ACTIVITIES, PRESS CONFERENCES AND INTERVIEWS

- 24.1. The AFC reserves all rights in respect to the coordination of all public relations and communication activities relating to the Competition including without limitation the coordination of all press conferences, interviews, stand-up and flash interviews and release of press statements and the selection of designated media areas for the conducting of all press conference and interview sessions.
- 24.2. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall participate and provide full support to the AFC, AFC Commercial Rights Partner and Commercial Affiliates in relation to all official activities and events, including without limitation team arrival meeting, match coordination meetings, official training, press conferences, interviews and other media and marketing activities organised by the AFC, AFC Commercial Rights Partner and/or Commercial Affiliates and observe all instructions and guidelines as issued by the AFC in respect to the same.
- 24.3. The Participating Teams through its appointed media officer shall assist the AFC and AFC Commercial Rights Partner with the coordination of all press conference and/or interview sessions by ensuring that the key members of their Team Official Delegation selected to conduct any such activities are available and attend the same in accordance with the instructions of the AFC.
- 24.4. The Participating Teams shall ensure that the selected members of their Team Official Delegation conducting any press conference or interview sessions refrain from making any statements or references which will or is likely to damage or bring into disrepute the name, image and reputation of the AFC, FIFA, the Competition or sport of association football.

- 24.5. Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall not make reference to and shall ensure that no third party products or identifiers including products or identifiers of its commercial partners or any associated third parties are used in any manner during any press conference or interview sessions conducted.
- 24.6. The PMAs shall ensure that each pre-match press conference and/or interview session must be attended by the head coach and one key player.
- 24.7. The Head Coach of each Participating Team must attend a post-Match press conference for each Match in which they participate, commencing no later than fifteen (15) minutes after the Match. If requested by the AFC, the Player of the Match for each Match must also attend the post-Match press conference.
- 24.8. In the event the head coach is suspended for the Match or medically unfit (as certified by an AFC Medical Officer or otherwise proven to the comfortable satisfaction of the AFC), the Participating Teams shall request the individual replacing the head coach on the team bench to attend any scheduled press conferences or interview sessions.
- 24.9. Where the player of the Match award recipient is required to undergo doping tests, they shall fulfil all doping obligations in accordance with the AFC Anti-Doping Regulations. Any delayed reporting and/or temporary departure from the doping control room (e.g. for flash interviews) may be permitted by the AFC Doping Control Officer in accordance with the AFC Anti-Doping Regulations. In the event of any discrepancy between these Regulations and the AFC Anti-Doping Regulations, the AFC Anti-Doping Regulations shall prevail.
- 24.10. If requested by the AFC, each Participating Team shall make their head coach and one Participating Player available the day before each Match for an interview of up to ten (10) minutes, to be recorded by the Host Broadcaster or any other Broadcast Partner, Commercial Affiliate and/or the AFC. All details relating to the interview including date, time and locations shall be communicated to the Participating Team by the AFC.
- 24.11. Participating Teams shall make a player available on Match day for an interview of not more than ninety (90) seconds at their point of arrival at the Stadium for the Match.
- 24.12. Participating Teams shall make their Head Coach available on Match day for an interview of not more than ninety (90) seconds at the commencement of the pre match warm ups for the Match.
- 24.13. Participating Players (a maximum of five (5) players) and/or Participating Officials (Head Coach) shall participate in 'flash interviews' carried out by the Host Broadcaster and other Broadcast Partners' following each Match.
- 24.14. No interviews of any kind shall be conducted at any Controlled Access Area, its immediate vicinity or any other restricted areas unless otherwise advised by the AFC or where applicable the AFC Commercial Rights Partner.

- 24.15. Where the AFC organises additional media and/or promotional activities or awards, such as the mixed zone, such activities may supplement but not replace the obligatory press conferences or interview sessions. Notwithstanding the above, the Participating Teams shall ensure that their Participating Players and Participating Officials participate in such activities.
- 24.16. The Host Organisation shall provide an audio splitter at the back of the press conference room for the TV cameras to get a clear audio feed.
- 24.16.1. Save except for any AFC or Competition branded microphone cubes and/ or windshields, only unbranded in-house microphones will be placed at the head table.
- 24.16.2. No other branded microphones, microphone cubes and/or windshields, except those provided by the AFC, irrespective of the broadcaster or media crew category, shall be allowed to be placed on the main press conference table or used during any press conference.
- 24.17. Any individual who fails to attend an obligatory press conference, interview and/or media or marketing activity shall be fined at least USD5,000. The relevant Participating Team shall also be held liable in accordance with Article 24.2. The AFC Disciplinary and Ethics Committee may impose further sanctions at its discretion.

## 25. MIXED ZONE

- 25.1. Host Organisations shall coordinate and cooperate with the AFC in ensuring that a mixed zone, containing a sectioned-off area reserved for the Broadcast Partners is set up and organised for the Media after the Match and that the mixed zone is conducive and safe for Participating Players and Participating Officials to pass through from the dressing rooms to the team transport area.
- 25.2. The Participating Teams shall ensure that all of their Participating Players pass through the mixed zone and are encouraged to conduct interviews with the Media giving priority to requests from Commercial Affiliates. The Head Coach shall only be required to pass through the mixed zone in the event that there is no post-Match press conference held after a Match.
- 25.3. Any individual who fails to pass through the mixed zone shall be fined at least USD5,000. The relevant Participating Team may be held liable for any failure to pass through the mixed zone in accordance with Article 24.2. The AFC Disciplinary and Ethics Committee may impose further sanctions at its discretion.

## 26. TEAM DRESSING ROOM

- 26.1. Team dressing rooms are strictly off limits to any Media at all times during the Competition. The Participating Teams shall ensure that its respective media personnel observe and comply with these provisions.



- 26.2. Notwithstanding the above, the AFC reserves the right to grant the Host Broadcaster, official photographers, AFC digital crew, AFC Commercial Rights Partner and Commercial Affiliates access to the team dressing rooms prior to the arrival of the Team Official Delegation to record and film the Participating Teams playing kit and equipment.
- 26.3. AFC reserves the right to allow its rights-holding broadcasters to do stand-ups in the team dressing room. These stand-ups are restricted to one of the rights holding broadcasters and shall be done at the time of the dressing room filming, before the Participating Team's arrival at the Stadium. Prior arrangement shall be made with all the stakeholders, including Participating Teams if such an activity needs to take place.
- 26.4. Only the Host Broadcaster and official photographers as approved by the AFC may in certain instances be allowed to film the winning celebrations inside the team dressing rooms.

## 27. FIELD OF PLAY

- 27.1. The Media and/or any unauthorised third parties are strictly prohibited from entering the Field of Play or any prohibited areas in the Stadium including technical areas and the area between the boundaries of the Field of Play and spectator stands. Host Organisations shall ensure that no such parties shall be allowed access or brought to the said areas unless otherwise authorised by the AFC.
- 27.2. Notwithstanding the above, only accredited and authorised photographers, television crew and cameramen, the Host Broadcaster or any authorised Broadcast Partner shall be allowed access to the Field of Play and the area between the boundaries of the Field of Play and spectator stand to enable the performance of obligations and exercise of rights relating to the Competition in accordance to the AFC's accreditation policy.

## 28. TRAINING SESSIONS

- 28.1. Each official training session shall be open to the Media and any other individuals approved by the AFC at least for the first fifteen (15) minutes. The fifteen (15) minutes shall commence from the scheduled start time of the session or the actual start time (in case it is later than the scheduled start time), to be determined by the AFC Match Commissioner. The areas accessible by the Media (if any) shall be the same as the areas accessible for them during the Match, provided that they are in possession of valid accreditation. Such areas shall be strictly controlled by the Host Organisation. All Media, without exception, shall leave the Stadium at the end of the first fifteen (15) minutes or at a later time if decided by the relevant Participating Team.

## SECTION 3 | TICKETING

### 29. General Requirements

- 29.1. Host Organisations shall provide Complimentary Tickets to the AFC, AFC Commercial Rights Partner, Commercial Affiliates and Participating Teams, free of charge and as instructed by the AFC. The minimum number of Complimentary Tickets to be provided to the AFC, Participating Teams and/or AFC Commercial Rights Partner is provided in **Appendix 5**.
- 29.2. In addition to the above, Host Organisations shall provide the AFC, AFC Commercial Rights Partner, Commercial Affiliates and Participating Teams, the opportunity to purchase Tickets at face value for each Match. The minimum number of purchasable Tickets to be provided to the AFC and/or AFC Commercial Rights Partner is provided in **Appendix 5**. The number of Tickets to be purchased must be declared at a time to be mutually agreed between the AFC Commercial Rights Partner and the Host Organisation.
- 29.3. The number of Tickets to be purchased must be declared by each Participating Member Association in accordance with the Ticketing timeline and guidelines issued by the AFC. Each Participating Member Association is responsible for all Tickets purchased, even if not utilised. The price of the Tickets shall not exceed the price of comparable Tickets that are sold to the general public.
- 29.4. The location of both complimentary and purchasable Tickets shall be determined by the AFC. A zoning principle regarding the allocation of seats is provided in **Appendix 6**.
- 29.5. Host Organisations shall provide facilities and services to host the guests of the AFC and/or Commercial Affiliates as instructed by the AFC.
- 29.6. Host Organisations shall produce the ticket design and layout in accordance with the AFC requirements and shall ensure that the tickets do not contain any unauthorised or third-party branding.
- 29.7. Host Organisations are responsible for the timely production and delivery of all Tickets in accordance with the deadline provided by the AFC.

### 30. Ticket Sales

- 30.1. The Host Organisation is responsible for the sale of Tickets and shall manage it in a manner that meets all applicable safety and security standards. All receipts from the sale of Tickets shall be retained.
- 30.2. In all cases, Tickets may be sold at the Stadium or anywhere else in the Host City on the day of the Match only with the approval of the police and/or other competent authorities following consultation with the Participating Teams.

- 30.3. Tickets shall provide holders with all relevant Match information such as the name of the Competition, Participating Teams and Stadium, the date, kick-off time and a clear seat allocation (including sector, row and seat number).
- 30.4. Tickets shall include serial numbering and, in the event e-tickets are utilised, they should also have QR codes or similar information.

## SECTION 4 | CLOSING PROVISIONS

### 31. CLEARANCE

- 31.1. Host Organisations shall undertake, at its own cost, to obtain all applicable and relevant licenses, permits, grants and authorisations as may be required to fulfil its obligation in relation to the organising, hosting and stage of a Match.
- 31.2. Unless expressly stated otherwise, Host Organisations, PMAs, Participating Teams, Participating Players and Participating Officials shall undertake, at its own cost, to observe all obligations set out in these Regulations and all other applicable regulations, directive, guidelines and circulars.
- 31.3. Host Organisations shall be responsible, at its own cost, to obtain all clearances of products, equipment and/or materials and executing all required documentation to enable the free and unfettered exercise and exploitation of Commercial Rights in connection with the Competition.
- 31.4. Host Organisations represent that there shall be no access, origination or other fees or taxes imposed on the AFC, AFC Commercial Rights Partner or Commercial Affiliates by any local authorities or other parties in connection with the exercise and exploitation of any rights relating to the Competition.

### 32. TAXES

- 32.1. Host Organisations and Participating Teams are responsible for the payment of all taxes, duties, and other charges payable in relation to the implementation of any matter set out in these Regulations.

### 33. FEES AND EXPENSES

- 33.1. Except where expressly identified otherwise, Host Organisations and Participating Teams are responsible for the payment of all fees and expenses in relation to the implementation of these Regulations.
- 33.2. For the avoidance of doubt, this includes all professional (legal, accounting, etc.), banking, and monetary exchange costs.
- 33.3. Any financial payments to be made by the AFC in accordance with this Manual shall be subject to all applicable laws, regulations, orders, by-laws and international sanctions.

### 34. INDEMNIFICATION

- 34.1. Host Organisations, Member Associations, Participating Teams, Participating Players, and Participating Officials shall indemnify, hold harmless and defend the AFC, the AFC Commercial Rights Partner, the Commercial Affiliates as well as their officers, members, agents, auxiliary persons, representatives and employees from and against all liabilities, obligations, damages, losses, claims, demands, recoveries, deficiencies, costs or expenses (including without limitation all attorneys' fees and expenses) which

such parties may suffer or incur in connection with, resulting from, or arising out of any breach that party (including its officers, directors, representatives, auxiliary persons, employees or agents) or any act or omission by that party (including its officers, directors, representatives, auxiliary persons, employees or agents) in connection with the performance of its obligations pursuant to these Regulations.

#### 35. DISCIPLINARY MEASURES

All disciplinary measures in relation to these Regulations shall be undertaken in accordance with the current AFC Statutes, AFC Disciplinary and Ethics Code, any applicable AFC regulations and any relevant AFC circular.

#### 36. DECISIONS

All decisions made in accordance with these Regulations, except where expressly identified otherwise, are final and binding and not appealable in accordance with the AFC Statutes.

#### 37. AMENDMENTS

The AFC General Secretariat reserves the right to make amendments to any part of these Regulations for any reason whatsoever. Such amendments shall be duly communicated in due course

#### 38. FORCE MAJEURE

The AFC Competitions Committee is the only body capable of declaring a Force Majeure event pursuant to these Regulations.

#### 39. MATTERS NOT PROVIDED FOR

Matters not provided for in these Regulations shall be decided by the relevant AFC Committee. Such decisions are final and binding and not appealable.

#### 40. IMPLEMENTING PROVISIONS

The AFC General Secretariat is entrusted with the operational management of the Competition and is therefore entitled to make decisions and adopt the detailed provisions necessary for implementing these Regulations.

#### 41. ENFORCEMENT

These Regulations have been approved and adopted by the AFC Executive Committee on 15 May 2024 and comes into force immediately.

## APPENDIX 1 | COMMERCIAL FACILITY REQUIREMENTS

### 1. Promotional Areas

- a. Upon request, Host Organisations shall provide the Commercial Affiliates with a designated area and certain facilities free of charge in conjunction with their exclusive event sponsorship and/or product supply rights.
- b. The space provided shall be a minimum of 40m<sup>2</sup> (forty square metres) in a suitable condition to enable Commercial Affiliates to carry out their promotions with associated storage rooms and parking areas.

### 2. Hospitality Areas and Facilities

- a. The Stadium shall be equipped with dedicated hospitality areas and facilities including, without limitation, skyboxes, corporate boxes, lounges and suites for use by the AFC during the Competition period or any Match, unless otherwise instructed by the AFC.

### 3. Merchandise Stands

- a. Host Organisations shall ensure that the AFC and its Commercial Affiliates are provided with sufficient space and appropriate infrastructure (including access to power supply and wireless internet connection). The Host Organisation shall provide details to the AFC of any fixed merchandise stands, including, without limitation, the type of merchandise being sold and the layout of the merchandise stands in the Stadium.
- b. Merchandise stands shall be placed in a way that will attract spectators without causing congestion in the Stadium concourses, subject to the AFC's written approval.
- c. The AFC may decline the placement of merchandise stands in the Stadium.

## APPENDIX 2 | MEDIA FACILITY REQUIREMENTS

### 1. Media Centre

- 1.1. Stadiums shall have a media centre which is located on the same side as the media tribune, press conference room, and mixed zone. The capacity of the media centre shall be specified by the AFC. It shall be adequately air-conditioned or heated, depending on the weather conditions, and equipped with the following unless otherwise instructed by the AFC:
  - 1.1.1. tables, chairs, power sockets and internet connection;
  - 1.1.2. enterprise-grade office multi-function printer (MFP-colour) with all relevant consumables;
  - 1.1.3. a secured storage room for Media representatives; and
  - 1.1.4. information services, catering and transport office, if required by the AFC.
- 1.2. A separate office or dedicated area within the media centre may be required for professional photography servicing. There shall be a secure and exclusive access route for the Media from the media centre to the press conference room, media tribune and mixed zone.

### 2. Media Tribune

- 2.1. Stadiums shall have a media tribune which is preferably located in a central position and on the same side as the media centre, press conference room and mixed zone. The capacity of the media tribune shall be specified by the AFC. It shall be equipped with the following unless otherwise instructed by the AFC:
  - 2.1.1. seats with and without desks. Seats with desks shall be equipped with power supply, wired and wireless internet connection. The desks shall be big enough to accommodate a laptop computer and note pad;
  - 2.1.2. a specific number of enclosed and non-enclosed commentary positions with unobstructed views of the Field of Play equipped with power sockets, telecommunication sockets for telephone, internet and integrated service digital network (ISDN). Telecommunication sockets shall be cabled to the Stadium main distribution frame (MDF) room;
  - 2.1.3. observer seats for Broadcast Partners with pre and post-Match roles; and
  - 2.1.4. such other infrastructure as determined by the AFC and AFC Commercial Rights Partner in coordination with the Host Organisation.
- 2.2. There shall be a secure and exclusive access route for the Media from the media tribune to the media centre, press conference room and mixed zone.

### 3. Press Conference Room

- 3.1. Stadiums shall have one (1) press conference room. The capacity of the press conference room shall be specified by the AFC. It shall be adequately air-conditioned or heated, depending on the weather conditions, and equipped with the following unless otherwise instructed by the AFC:
  - 3.1.1. desks and chairs arranged in classroom style;
  - 3.1.2. a podium at the front, together with tables and chairs, large enough to accommodate at least six (6) persons and a backdrop;
  - 3.1.3. a stable camera platform at the rear;
  - 3.1.4. a multi-output audio split box at the camera platform to distribute public address (PA) audio to ENG cameramen;
  - 3.1.5. a sound system (which includes microphones, an audio mixer, loudspeakers and, in the case of simultaneous interpretation, booths and headsets); and
  - 3.1.6. sufficient lighting at the podium for broadcast coverage.
- 3.2. There shall be a secure and exclusive access route for the Media from the press conference room to the media centre, media tribune and mixed zones.

### 4. Mixed Zones

- 4.1. Stadiums shall have a well-lit area to be used as the mixed zone which shall be located in an area along the pathway to/from the team dressing rooms and the team pick-up area.
- 4.2. The mixed zone shall be secured and accessible only to the Team Official Delegation, Host Broadcaster, Broadcast Partners and Media.
- 4.3. The dimensions of the mixed zone shall be specified by the AFC and divided into two (2) areas:
  - 4.3.1. broadcast (Host Broadcaster and Broadcast Partners); and
  - 4.3.2. media (print journalists, radio reporters and non-rights holders).
- 4.4. A single mixed zone shall be used for both Participating Teams rather than separate mixed zones for home and away teams and shall be sufficiently lit to facilitate broadcast coverage.
- 4.5. There shall be a secure and exclusive access route for the Media from the mixed zone to the media centre, media tribune, and press conference room.

### 5. Photographers' Working Area

- 5.1. Host Organisations shall provide seating for photographers at pitch-side positions which are equipped with chairs, wired and wireless internet connections.



- 5.2. In principle, photographers shall work behind the advertising boards behind the goals. If space and safety considerations permit, the AFC may grant special dispensation for photographers to work behind the advertising boards along the touch line opposite the team benches.

## 6. Internet Connectivity

- 6.1. Host Organisations shall provide sufficient internet coverage for the number of Media representatives present, in accordance with the minimum levels as follows:
  - 6.1.1. minimum 100Mbps (ten megabits per second) can be shared between the Media working area and Media seating;
  - 6.1.2. photographers need greater bandwidth than representatives of the written press because of higher upload usage at Matches, the upload-download ratio shall also be symmetrical; and
  - 6.1.3. any wireless networks shall be password-protected and accessible to the media only.
- 6.2. All internet connections shall be provided free of charge.

## 7. Broadcast Compound

- 7.1. Host Organisations shall provide sufficient space located within the Stadium perimeter for setting up of the broadcast compound (including sufficient space for an outside broadcasting [OB] van area and satellite uplink facilities) with easy access for large vehicles. The dimension of the broadcast compound shall be specified by the AFC. The OB van area shall be available at the latest from 09:30 local time two (2) days prior to the relevant Match.
- 7.2. The broadcast compound shall be secured by a perimeter fence, well-lit and manned by security personnel at all times.
- 7.3. The Host Organisation shall designate a clear cable route between the broadcast compound and all broadcast operational areas inside and outside the Stadium.
- 7.4. All cable routes inside and outside the Stadium must be equipped with cable trays, hooks, bridges and trenches where necessary.
- 7.5. The Host Organisation shall install telecommunication cabling between the broadcast compound and Stadium main distribution frame (MDF) room to facilitate the activation of additional dedicated telecommunication services in the broadcast compound.
- 7.6. The broadcast compound shall have a specified number of office cabins of various sizes as instructed by the AFC.

## 8. Power Supply

- 8.1. Stadiums shall be equipped with a local grid power source in/near the broadcast compound which shall be accessible to the Host Broadcaster and Broadcast Partners.
- 8.2. Local grid power shall be provided free of charge.
- 8.3. The Host Broadcaster and Broadcast Partners will be responsible for the installation of additional temporary power solutions for their activities and/or operations and its related costs, if and when required.

## 9. Camera Positions

- 9.1. Host Organisations shall provide space for camera footprints, as well as the installation of camera platforms, as instructed by the AFC. If necessary, this may require the removal of seats, even if this reduces Ticket sales. All camera positions and activities are subject to the written approval of the AFC.
- 9.2. All camera positions shall have an unobstructed view of the entire Field of Play and its immediate vicinity with seats blocked where necessary.
- 9.3. All camera platforms must be stable, secure and surrounded by guard rails for safety purposes.
- 9.4. To enhance the broadcast production, the Host Broadcaster may require additional camera positions and/or modify the camera position(s). Subject to the availability of space and safety and security considerations, such camera positions may be approved by the AFC on a case-by-case basis in consultation with the Host Organisation.

## 10. Commentary Position

- 10.1. A specific number of enclosed and non-enclosed commentary positions which shall be located on the same side as the main camera position and have unobstructed views of the entire Field of Play shall be allocated in each Stadium.
- 10.2. Enclosed commentary positions shall be adequately air-conditioned or heated, depending on the weather conditions.
- 10.3. Non-enclosed commentary positions, which ideally are part of the media tribune, shall have sufficient space to accommodate three (3) commentators per position. The number of non-enclosed commentary positions shall be advised by the AFC.
- 10.4. Camera positions/platforms located within the spectator stand shall be manned by security personnel during the match.

## 11. Presentation Studios

- 11.1. Host Organisations shall provide enclosed space for use as presentation studios with a view of the Field of Play.

- 11.2. The presentation studio shall be adequately air-conditioned or heated, depending on the weather conditions.
- 11.3. In the event a suitable facility does not exist within the Stadium, the Host Organisation shall provide an allocated space for a studio to be constructed, which may entail the removal or non-scale of seats.
- 11.4. Any seats lost and all safety-related approval and security measures are the responsibility of the Host Organisation.

## 12. Presentation Platform

- 12.1. Host Organisations shall provide a space for use as presentation platform with a view of the Field of Play.
- 12.2. The Host Organisation shall construct the presentation platform in a location specified by the AFC.
- 12.3. Any seats lost and all safety-related approval and security measures are the responsibility of the Host Organisation.

## 13. Cabling

- 13.1. Host Organisations shall provide the necessary cabling infrastructure (e.g. cable routes, cable bridges, trenches) to enable the Host Broadcaster and Broadcast Partners to install all broadcaster cables safely and securely.
- 13.2. Access to any existing pre-cabled systems in the Stadium shall be free of charge where requested.
- 13.3. Cables shall not cause any obstruction or pose a safety hazard. Necessary measures shall be taken to ensure that cables are not intrusive within the Stadium and the area surrounding the Field of Play by ensuring the provision of cable bridges, cable covers, cable hooks, Stadium dressing and other means.

## 14. Parking

- 14.1. Stadiums shall have sufficient parking areas for use by the AFC, the Host Broadcaster, Broadcast Partners and Media.
- 14.2. All parking spaces for the Host Broadcaster shall be designated in preferential locations adjacent to, or as close as possible to, the Host Broadcaster working areas and shall provide direct access to such areas.
- 14.3. Where the physical configuration of any Stadium does not allow for all such parking spaces to be situated, a dedicated unilateral equipment and personnel drop-off point for Broadcast Partners shall be designated as close as possible to the Stadium entrance.

## APPENDIX 3 | PHOTOGRAPHER OPERATION GUIDELINES

1. Failure to adhere to these rules may result in the eviction of a photographer from a Stadium and refusal of accreditation for future Competitions.
2. All photographers requiring access to the Competition must contact the relevant Host Organisation and complete the necessary application procedures.
3. All photographers requiring field area access must wear a Media bib. Bibs are available from the Host Organisation at the entrance to a Stadium upon showing the approved media accreditation.
4. Match Start Lists will be made available in the media centre no later than sixty (60) minutes before kick-off.
5. Access to the Field of Play is not permitted at any time, including before and after the Match.
6. Before the start of each Match, photographers may shoot the line-ups of the Participating Teams from the touchline but must not enter the Field of Play.
7. Once the Match starts, photographers must stay behind the advertising boards behind the goals and are only permitted to change sides during half-time or between the end of normal playing time and the start of Extra Time. When changing sides on half-time, photographers should pass along the opposite side of the team benches from behind the advertising boards. Under no circumstances will photographers be allowed to shoot from either touchline during the Match, except when seats have been allocated in any particular Match.
8. The Head Coaches of the Participating Teams shall attend a press conference that will commence immediately after the Match. All Media are allowed to attend the post-Match press conference, except photographers.
9. The AFC official photographer may work from any position, including touchlines, but should not move during the Match. The instructions provided by the AFC, AFC media officer, AFC general coordinator and AFC match commissioner at a Stadium shall be followed.
10. Photographers are required to obtain the prior authorisation of the AFC before setting up any remote camera in designated areas. Remote cameras shall not exceed the height of 25 centimeters and shall only be serviced during half-time.

### **Photographer Rope Procedure**

11. The Host Organisation shall ensure that two ropes (20m each) are available for smooth conduct of the photographer's rope procedure during teams' march-in.
12. The Host Organisation shall be also responsible for providing a minimum of six (6) volunteers (three [3] on each side) to hold the ropes in an L shape when the teams march-in and close the ropes forming one straight line after the last player from each team enters the Field of Play.

13. The rope should remain in the straight-line position until the team captains finish their group photos with the Match Officials.
14. After being escorted by photo marshals to the centre, the photographers may change sides before the national flags are brought inside the Field of Play.
15. The official photographer shall not occupy any position in the middle of the teams' march-in or together with the HB camera, instead of the top end corners of the ropes.



## APPENDIX 4 | BROADCAST OPERATIONS GUIDELINES

### PART A: BROADCAST DESIGNATIONS AND ACCESS TO VENUES

#### 1. Host Broadcaster

- 1.1. The Host Broadcaster shall be responsible for the production of the Multilateral World Feed of each Match and installation of the necessary cameras and/or broadcast equipment to enable the use, access and/or exploitation of the Multilateral World Feed and broadcast of the Programming by the RTVs.
- 1.2. Any appointed Host Broadcaster shall observe and comply with all instructions, guidelines and/or regulations including without limitation, broadcast standards, specifications and/or requirements, as issued by and/or on behalf of the AFC and AFC Commercial Rights Partner from time to time.
- 1.3. The appointed Host Broadcaster's staff shall be provided with a valid Accreditation Card and provided access to designated area(s) within the Stadiums and/or any Controlled Access Area(s) for the proper performance and execution of its obligations and duties as HB. All appointed Host Broadcaster staff shall use their Accreditation Cards and/or any other official forms of identification provided by the AFC including without limitation Media bibs and/or apparels, at all times.

#### 2. Broadcast Partners (RTV)

- 2.1. All RTV staff shall be provided with a valid Accreditation Card and provided access to designated area(s) within the Stadiums and/or any Controlled Access Area(s) and shall use their Accreditation Cards and/or any other official forms of identification provided by the AFC including but not limited to Media bibs and/or apparels, at all times.

#### 3. Non-Rights Holder (NRH)

- 3.1. Any party which is not granted rights to use and/or exploit the broadcasting rights to the Competition, including without limitation, any individuals appointed to accompany the Participating Teams and/or Participating Players ("Non-Rights Holders" or "NRH"), shall not be allowed access to any area(s) within the Stadiums and/or any Controlled Access Area(s) designated for the HB and/or RTVs.
- 3.2. The AFC may at its discretion, in certain instances, allow and grant access to MD-1 training sessions, press conferences and/or the mixed zones to NRHs, subject to availability.
- 3.3. Any NRH that intends to attend and/or obtain access to any training sessions, press conferences, post-match conferences and mixed zones shall be required to apply for a NRH Accreditation Pass which may be issued by the Host Organisation on behalf of the AFC, subject to the discretion of the AFC. NRHs will not be allowed to apply for any other form of accreditation, including Media accreditation. NRHs may apply for access to press conferences and mixed zones at individual Matches to the AFC desk at the media centre but access will only be given where the RTVs have not taken all available slots.

- 3.4. NRHs granted access shall not be allowed to carry and/or use any audio and/or visual equipment within the Stadiums and/or any Controlled Access Area(s) for the entire duration of the Match. NRHs shall be required to register and deposit any audio and/or visual equipment at the storage facilities at the designated stadium media centre immediately upon their arrival. NRHs may not shoot inside the Controlled Access Area (including the stadium concourse area, the media centre and/or the spectator stands) before, during or after the Match. NRHs shall only collect their equipment to proceed immediately to the press conference room and/or mixed zone ten (10) minutes before the scheduled end of the Match. NRHs shall observe and comply with all applicable AFC regulations, instructions, directives and/or guidelines relating to the Competition.
- 3.5. Any person(s) found in contravention of these rules may have their Accreditation Card revoked and be requested to leave the Stadium and/or its surrounding vicinity immediately. All actions relating to non-compliance of these provisions shall be reported to and sanctioned by the AFC.

#### 4. Electronic News Gathering (ENG) Crew

- 4.1. Electronic News Gathering (ENG) crews shall comprise of not more than three (3) people (the cameraman, a producer/assistant and a reporter) and may only work on behalf of the HB, RTVs or the AFC Commercial Rights Partner.
  - 4.1.1. ENG crews shall only film from the ENG positions designated by the AFC and AFC Commercial Rights Partner, which generally include:
    - 4.1.1.1. behind the goal line pitch-side advertising boards (cameraman plus one [1] other person only) and/or designated main camera platform in the VIP stand alongside the HB cameras (subject to the availability of space);
    - 4.1.1.2. on the near touchline, behind the photographer's rope for prematch player walk-ons and player presentations;
    - 4.1.1.3. in Matches that end in Kicks from the Penalty Mark, ENG crews can relocate to the end where the kicks will be taken, subject to the availability of space and AFC approval;
    - 4.1.1.4. the rear of the press conference room (cameraman only); and
    - 4.1.1.5. the mixed zone (up to three [3] persons per broadcaster only).
  - 4.1.2. For the avoidance of doubt, the ENG crew shall not film once the camera leaves or is moving between each designated position.
  - 4.1.3. ENG crews may never enter the Field of Play, the team dressing rooms or the stands at any time before, during or after the Match. Any ENG crew entering any of the prohibited locations shall have their Accreditation Card withdrawn immediately for the duration of the Competition.

- 4.1.4. ENG crews shall only be allowed to interview Participating Players and/or Participating Officials in the mixed zone after the Match.
- 4.1.5. Where space is limited the AFC and AFC Commercial Rights Partner reserve the right to prioritise access to the Stadium for ENG crews.
- 4.1.6. ENG crews shall be provided with valid Accreditation Cards and provided access to designated area(s) and shall use their Accreditation Cards and/ or any other official forms of identification provided by the AFC and AFC Commercial Rights Partner including but not limited to Media bibs and/or apparels, at all times.

## 5. Access to Stadiums

- 5.1. Access for the Host Broadcaster and RTVs OB equipment, the VAR supplier and or Virtual Advertising supplier shall be granted by the LOC and the venue from MD-4 or earlier if required and agreed with the AFC. The Host Broadcaster and RTVs may bump-in OB Vans and Satellite News Gathering (SNG) vans, lay or connect cables or connect to power on Match Days with prior written approval of the AFC. They must be in the compound, parked, powered and cabled, at least eight (8) hours prior to kick-off or at the time determined by the AFC.
- 5.2. RTVs can lay their own cables in the Stadium provided they secure prior written approval from the AFC or the AFC Commercial Partner, and then only under the supervision of the AFC Commercial Rights Partner. Cabling must be neatly laid along designated paths. Cabling within the OB compound, from the RTV to the Host Broadcaster can be undertaken by the RTV, however it must be laid under the guidance of the AFC Commercial Rights Partner. The AFC and AFC Commercial Rights Partner may refuse to connect cabling that has not been properly laid. RTVs must receive approval from the AFC Commercial Rights Partner before connecting to technical or local grid power in the broadcast compound.
- 5.3. The broadcast compound will be open and powered from 08:00 (morning) until two (2) hours after the end of the Match on Match Days and 21:00 (evening) on non-Match Days. RTVs that wish to access the compound at any other time (e.g. overnight or in the early morning) must make a written request to the AFC Commercial Rights Partner venue manager at least forty-eight (48) hours before the time access is required.
- 5.4. RTVs must inform the AFC Commercial Rights Partner venue manager in the broadcast compound when they arrive to start work and when they leave the compound at the end of each day.

## PART B: HOST BROADCASTER AND UNILATERAL CAMERAS

### 6. Filming

#### 6.1. Dressing Room

The Host Broadcaster shall be permitted to film inside the team dressing rooms, including filming of the team equipment, up to two (2) hours prior to kick-off; and



## 6.2. Team Arrival

- 6.2.1. No more than two (2) HB cameras per Participating Team may be used to film the team bus(es) arriving at the stadium and players alighting from the team bus(es).
- 6.2.2. No form of filming or recording shall be permitted on a Participating Team bus enroute to, and from, any Stadium, without the prior written approval of the AFC.

## 6.3. Pre-Match Ceremony

- 6.3.1. Up to two (2) HB Steadicam/handheld cameras may be used at the player tunnel and/or Field of Play prior to kick-off for purposes of producing broadcast coverage of the Participating Teams' lineup, singing of the respective national anthems (if applicable), the coin-toss and/or any other special AFC ceremony or presentation ("Pre-Match Events") subject to the prior written approval of the AFC.
- 6.3.2. If wired Steadicam/handheld cameras are used, attention must be given to cable routing to ensure that cable runs on the Field of Play do not pose as a safety hazard.
- 6.3.3. The Host Broadcaster shall:
  - record and/or produce broadcast coverage of the Pre-Match Events from the designated area(s) provided by the AFC and undertake all reasonable steps to ensure that it does not impede and/or perform any actions which may impede or affect the view of Media (including photographers) at the Pre-Match Events;
  - exit the Field of Play immediately upon the conclusion of the Pre-Match Events.
  - In general, the Host Broadcaster will be required to film the starting line-up of the Participating Teams, Participating Players and/or Match Officials during the playing of the national anthem (if applicable) prior to the commencement of the Match.
- 6.3.4. The filming of the starting line-up shall be conducted as follows:
  - to film the starting line-up of the first Participating Team moving from left to right towards the centre of the line-up where the Match Officials are positioned;
  - to reposition the Steadicam/handheld camera (where required) and film the starting line-up of the second Participating Team moving from right to left towards the centre of the line-up where the Match Officials are positioned;

- to reposition the Steadicam/handheld camera to film the exchange of handshakes between both Participating Teams and Match Officials; and
- to maintain at least 1.5m distance from Participating Players and Match Officials at all times.

6.3.5. The Host Broadcaster may use the HB Steadicam/handheld camera to film at the outside of the Field of Play up to sixty (60) minutes prior to the commencement of the Match subject to the prior written approval of the AFC.

#### 6.4. Match Normal Play

6.4.1. During the course of a Match, the HB shall ensure that the Steadicam/handheld cameras used and operated along the nearside touchlines of either half of the Field of Play shall:

6.4.2. not interfere with the Match and/or Participating Players or Match Officials' movements, including without limitation the referee and assistant referees', on the Pitch;

6.4.3. not be used to film the technical areas, or be positioned to move between the technical areas and the touchline;

6.4.4. operate at a safe distance from the touchline and the team benches and not impeded for a prolonged duration the line of sight from the fourth official and the team benches to the Field of Play;

6.4.5. operate at a safe distance from the corner area to ensure that it does not interfere with the movements of any Participating Player taking a corner kick;

6.4.6. be manned at all times by a camera operator, and where the Steadicam/handheld cameras are cabled, an additional cable assistant must assist the camera operator at all times; and

6.4.7. only operate up to the start of the advertising board, when operating around the corner.



## 6.5. Half Time and Full Time

- 6.5.1. Up to two (2) Steadicam/handheld cameras may access the Field of Play at half time or the end of each Match provided always that any such use shall not interfere with any Participating Players' and/or Match Officials' movement on the Field of Play, to operate in close proximity to the Participating Players, in order to capture the emotion of the end of the Match and, where relevant, to follow the Participating Team on any lap of honour around the Field of Play.
- 6.5.2. The Host Broadcaster shall not conduct any interviews with Participating Players and/or Match Officials and any filming made at such time shall only contain Participating Players' and/or Match Officials' movements on the Field of Play.
- 6.5.3. The Host Broadcaster shall safeguard the safety of the Participating Players, Match Officials and television production personnel when operating Steadicam/handheld cameras by:
  - 6.5.3.1. using only camera-mounted microphones during filming;
  - 6.5.3.2. using Steadicam/handheld cameras on the Field of Play only after the half time or final whistle of each Match and upon receiving confirmation from the AFC and the AFC Commercial Rights Partner;
  - 6.5.3.3. operating Steadicam/handheld cameras along with assistants, who shall be responsible for acting as the eyes and ears of the camera operator and for the placement of camera cables to ensure the safety of all those around them. No more than one (1) assistant may accompany a camera operator onto the Field of Play; and
  - 6.5.3.4. following any special instructions from the AFC to ensure that the Steadicam/ handheld cameras at no time cause any safety or security issues. Either or both Steadicam/handheld camera crews shall immediately exit the Field Area if directed by the AFC at any time prior to, during, or after, a Match.
- 6.6. If wired Steadicam/handheld cameras are used, attention must be given to cable routing to ensure that cable runs on the Field of Play do not pose as a safety hazard.
- 6.7. Kicks from the Penalty Mark
  - 6.7.1. Two (2) Steadicam/handheld cameras may be used to access the Field of Play at the end of Extra Time should the Match be decided through penalty kicks. The Steadicam/handheld camera operator and its assistant must be positioned on the opposite side of the Pitch from where the penalty kicks will take place at the halfway line.

6.7.2. The Steadicam/handheld camera operator shall take up the position at the outer edge of the centre circle behind the Participating Players and shall only be permitted to reposition between each kick from the penalty mark. The operator shall not move position once the Participating Player enters the penalty area.

## 6.8. Award Ceremony

6.8.1. Up to two (2) Steadicam/handheld cameras may enter the Field of Play during the trophy ceremony at the end of the final Match of the Competition, by arrangement with the AFC and under its direction.

## 7. Broadcast Cameras

### 7.1. Pitch Side Center Camera (CAM3)

7.1.1. The Host Broadcaster shall be responsible for the management of the pitch side center camera (typically referred to as Camera 3) including without limitation, the installation, operation and maintenance of the pitch side center camera throughout the Competition.

#### **CAM3 Positioning During Matches**

7.1.2. The Host Broadcaster must ensure that the pitch side center camera fulfills all of the following conditions:

- Sufficient space on the FOP to ensure that the front of the camera is at least 3.0 meters from the sideline and the back of the camera is at least 2 meters from the player tunnel;
- Shall utilize a camera seat rig, total height of the camera setup shall not be more than 1.4 meters;
- Shall have the necessary protective padding around the front half of the camera seat rig;

### 7.2. Camera Jib

7.2.1. The Host Broadcaster shall be responsible for the management of camera jib(s) including without limitation, in relation to the operation and positioning of the camera jib(s) during Matches.

#### **Camera Jib Positioning : During Match**

7.2.2. The Host Broadcaster must ensure that the camera jib(s) at each end of the Field of Play:

- shall be located behind the goal posts and operated by one (1) or two (2) persons;

- shall be positioned behind the Pitch-side advertising boards which are located directly behind the goal posts. At no point during its operation shall any jib camera come into contact and/or interfere with the goal structure, netting, and/or movement of the ball, Participating Players and/or Match Officials during the Match;
- shall not move any closer to the Field of Play other than from the position advised by the AFC; and
- shall remain stationary during any penalty kicks awarded during a Match unless the ball is in the other half of the Field of Play.

**Camera Jib Positioning : Opening and Closing Ceremonies**

- 7.2.3. The Host Broadcaster acknowledges that camera jib(s) may be required to produce broadcast coverage of any Ceremonies of the Competition and shall provide the AFC with the assistance necessary for the broadcast of such Ceremonies, if so required. The AFC reserves the right to determine the exact position of the jib camera prior to the commencement of any ceremony.
- 7.3. In-Goal Cameras
- 7.3.1. The Host Broadcaster shall be responsible for the management of all in-goal cameras including without limitation, the installation, operation and maintenance of such cameras throughout the Competition.
- 7.3.2. The Host Broadcaster shall ensure that all in-goal cameras:
- are positioned in the top corner of the back of the goal net;
  - are attached to the support structure of the netting (such as ropes, poles) or installed on an independent pole or tripod structure, providing both camera and tripod are beyond the stretch-limit of the net, and positioned in such a way so as to not affect, in any way whatsoever, the flight of the ball or the movement or safety of the Participating Players and Match Officials during the Match;
  - are enclosed in an independent casing or housing, which shall be connected to the ground and the rear tensioning line of the net;
  - do not require any adjustment once the Match has commenced. Access may be required to these cameras at half-time for maintenance; and
  - are not installed with any microphones.



7.3.3. Any positioning of the pitch-level camera other than as provided above shall be subject to the prior written approval of the AFC.

#### 7.4. Aerial Camera Systems

7.4.1. The Host Broadcaster shall be responsible for the operation and management of all aerial camera systems (e.g. Spidercam). The following conditions shall apply in relation to the use of such systems on Match Day.

##### **General Guidelines**

- 7.5. All aerial camera system mounts, wires and cables shall be installed according to a schedule provided to the AFC by the AFC Commercial Rights Partner and approved in writing by the AFC.
- 7.6. The mounting and functional system of the aerial camera system shall not be changed or modified once installed and approved by the relevant authorities.
- 7.7. Installation of the camera shall be approved and certified by the relevant safety authorities and Stadium management.

##### **Coverage of Match**

- 7.8. The Host Broadcaster shall ensure that:
- 7.8.1. the aerial camera system is not operated where the wind speed is recorded at a rate of 6+ or higher on the Beaufort scale;
- 7.8.2. the aerial camera system operates at a minimum height of twenty-one (21) metres above the Field of Play for all Matches in order to avoid any interference with the run of play;
- 7.8.3. the camera may operate at a height of five (5) metres outside of the Field of Play during the Match;
- 7.8.4. the camera shall be located out of range (on the touchlines) for goal clearances; and
- 7.8.5. the camera may operate at a height of five (5) metres on the Field of Play and five (5) metres outside the Field of Play for the duration of any cooling breaks throughout the Match.

**Pre-Match, Half-Time, Post-Match**

- 7.9. The HB may operate the aerial camera at a minimum height of five (5) metres when filming in the stands or Field of Play surroundings and a minimum height of five (5) metres when covering warm-ups, half-time and post-Match.
- 7.10. Detailed coordination is required to accommodate the needs of spectators, Ceremonies and security.

**Kicks from the Penalty Mark**

- 7.11. The HB may operate the aerial camera at a minimum height of ten (10) metres above the Field of Play to follow each Participating Player from the centre circle as he walks to place the ball prior to taking his kick.

**Tunnel Camera**

- 7.12. The Host Broadcaster shall be responsible for the operations and broadcast coverage of any tunnel camera used. The tunnel camera shall encompass the filming of Participating Players from both Participating Teams gathered in the player tunnel prior to entering and leaving the Field of Play during kick-off, half-time and full-time.
- 7.13. Any remotely controlled camera and associated microphone shall be installed under the tunnel roof or via an appropriate mounting and in such a way so as to not interfere with any match ceremonies, the Match and/or Participating Players' or Match Officials' movements. The placement of the tunnel camera shall be determined by the AFC in accordance with the tunnel layout and according to the team line-up position.
- 7.14. Up to one (1) manned TV production camera team is permitted for filming inside the "gathering area" of the player tunnel at the fixed position advised by the AFC prior to the commencement of the Match to film the checking of the studs by the Match Officials.
- 7.15. A tunnel camera can only be used just before the players enter the Field of Play for the pre-Match warm-up, for the start of the first and second halves and when they leave the Field of Play after the warm-up. They cannot be used to show the Participating Players, Participating Officials and/or Match Officials returning to the dressing room, either during or after the Match.

**8. Unilateral Cameras**

- 8.1. RTVs may position unilateral cameras during the match, subject to the availability of space:
  - 8.1.1. on the main camera platform;
  - 8.1.2. in designated areas behind the goals;
  - 8.1.3. in broadcast studios;
  - 8.1.4. in commentary positions, when their operation will not affect any other party; and

- 8.1.5. any other positions subject to the prior written approval of the AFC.
- 8.2. Additionally, RTVs may position unilateral cameras before and after the Match, after making prior arrangements with the AFC and AFC Commercial Rights Partner:
  - 8.2.1. near the corner flags for pre/post-Match unilateral stand-ups;
  - 8.2.2. at the designated flash interview position after the Match; and
  - 8.2.3. at the press conference and/or mixed zone.
- 8.3. RTVs may not move cameras during the Match except by prior arrangement with the AFC and AFC Commercial Rights Partner at half-time, the end of normal playing time, or the start of Extra Time. RTVs may not position unilateral cameras in any other location at any time. RTVs must submit a camera plan to the AFC Commercial Rights Partner detailing their proposed camera positions, which must be approved in writing by the AFC before the RTV starts operations.

## **PART C: MICROPHONES**

### **9. GUIDELINES FOR MICROPHONE USE**

- 9.1. The Host Broadcaster shall ensure that all Field of Play microphones, particularly those in sensitive areas (i.e. on Steadicam/handheld cameras) are used in such a manner as to collect ambient sounds only in order to capture the audio and visual experience of the Match, without encroaching on any of the Participating Players' and/or Match Officials' privacy.
- 9.2. The positioning of all Field of Play microphones is detailed in the generic microphone plan in Schedule E to this Appendix. In general, the HB shall ensure that:
  - 9.2.1. the microphones will be placed in front of the Pitch-side advertising boards, between the board and Field of Play in such a way as to allow clear view of the sponsor branding on the boards;
  - 9.2.2. no microphones will be placed inside the technical area around the team benches;
  - 9.2.3. the microphones shall not be permitted to be attached to the goalposts, nor to any persons directly involved in a Match, including without limitation any Participating Players and/or Match Officials;
  - 9.2.4. roaming microphones are strictly prohibited from use at all times; and
  - 9.2.5. the microphones will have a minimum of two (2) metres distance from touchlines.
- 9.3. All microphone placements and positioning shall be reviewed during the Field of Play inspection by the General Coordinator and/or AFC Match Commissioner, AFC Marketing Officer and the AFC Commercial Rights Partner venue manager.



- 9.4. AFC or Competition branded windshields and/or microphone cubes shall be used at all pre/ post- Match interviews. The AFC reserves the right at its sole discretion to permit the use of RTV branded windshields and/or microphone cubes for pre/post-Match unilateral interviews, upon request from any RTV.

## **PART D: INTERVIEWS**

### **10. Player Match Day Arrival Interviews**

- 10.1. The HB shall carry out Player arrival interviews at every Match immediately upon the arrival of the Participating Team at specific areas designated by the AFC, subject to the following conditions:
- 10.1.1. only one (1) HB production camera may be used for conducting the Player arrival interview;
  - 10.1.2. All personnel and equipment shall be in place to avoid any delay in conducting the proposed interviews;
  - 10.1.3. all interviews shall be conducted in English or the mother tongue of the Participating Team. Where the Player does not speak the mother tongue of the Participating Team, the Participating Team shall provide interpretation into the mother tongue of the Participating Team;
  - 10.1.4. each interview shall not exceed ninety (90) seconds in duration and shall be in front of a Competition backdrop, as produced and provided by the AFC Commercial Rights Partner.

### **11. Head Coach Match Day Pre warm up Interviews**

- 11.1. The HB shall carry out Head Coach Pre Warm Up interviews at every Match immediately before or after the commencement of the player Warm ups of the Participating Team at specific areas designated by the AFC, subject to the following conditions:
- 11.1.1. only one (1) HB production camera may be used for conducting the Head Coach Pre Warm Up interview;
  - 11.1.2. All personnel and equipment shall be in place to avoid any delay in conducting the proposed interviews;
  - 11.1.3. all interviews shall be conducted in English or the mother tongue of the Participating Team. Where the Head Coach does not speak the mother tongue of the Participating Team, the Participating Team shall provide interpretation into the mother tongue of the Participating Team;
  - 11.1.4. each interview shall not exceed ninety (90) seconds in duration and shall be in front of a Competition backdrop, as produced and provided by the AFC Commercial Rights Partner.

## 12. Multilateral World Feed Flash Interviews at the End of the Match

- 12.1. The Host Broadcaster shall conduct flash interviews at the end of the Match with Participating Players and/or Participating Officials at specific areas designated by the AFC, subject to the following conditions:
- 12.1.1. there will be one (1) designated Multilateral World Feed flash position with only one (1) HB production camera used for conducting the multilateral flash interview;
  - 12.1.2. any additional positions provided shall be pre-approved in writing by the AFC upon request through the AFC Commercial Rights Partner;
  - 12.1.3. the Multilateral World Feed flash interview positions shall be located, either close to the edge of the pitch, or on the pitch at about 5 meters from the center line that matches the same side of the stadium as the OB compound. or at another suitable location determined by the AFC;
  - 12.1.4. all personnel and equipment shall be in place to avoid any delay in conducting the proposed interviews;
  - 12.1.5. all interviews shall be conducted in English or the mother tongue of the Participating Team. Where the head coach and/or selected players do not speak the mother tongue of the Team the Team shall provide interpretation into the mother tongue of the Team;
  - 12.1.6. each interview shall not exceed ninety (90) seconds in duration and shall be in front of a Competition backdrop, as produced and provided by the AFC Commercial Rights Partner;
  - 12.1.7. Multilateral World Feed flash interviews may be conducted by a RTV of the nationality of a Participating Team taking part in the Competition or respective Match;
  - 12.1.8. there will be one (1) interview (head coach or player) conducted with each Participating Team (the relevant head coach or player shall be part of the “head coach and up to 5 players” each Participating Team is required to provide for flash interviews subject to the relevant Competition regulations);
  - 12.1.9. all such interviews shall be carried out in front of a relevant backdrop, if specified by the AFC and/or the AFC Commercial Rights Partner; and
  - 12.1.10. the AFC Commercial Rights Partner shall provide the list of individuals requested by the RTVs for flash interviews no later than ten (10) minutes before the end of the Match. The HB and the RTVs shall not approach Participating Players or Participating Officials directly to request interviews.

### 13. Unilateral Flash Interviews

- 13.1. RTVs with live unilateral productions at the Stadium may conduct flash interviews at the end of the Match with Participating Players and/or Participating Officials at specific areas designated by the AFC, subject to the following conditions:
  - 13.1.1. all personnel and equipment shall be in place to avoid any delay in conducting the proposed interviews;
  - 13.1.2. all interviews shall be conducted in English or the mother tongue of the Participating Team or interviewee. There is no requirement for the Participating Team to provide translation;
  - 13.1.3. each interview shall not exceed ninety (90) seconds in duration and shall be in front of a Competition backdrop, as produced and provided by the AFC Commercial Rights Partner;
  - 13.1.4. the unilateral flash-interview positions shall be located either in the players tunnel (if it is determined there is enough space for the position), or between the team benches and the entrance to the players tunnel (if it is determined there is enough space for the position) or in an area to the left or right of the team benches (that matches the same side of the stadium as the OB compound) or at another suitable location determined by the AFC;
  - 13.1.5. each RTV may conduct a maximum of Six (6) sequential interviews (the head coach and up to Five [5] Participating Players) with each Participating Team (the head coach or player who attended the multilateral flash interviews shall also be requested to attend interviews of RTVs as part of the “head coach and up to 5 players” each Participating Team is required to provide for flash interviews subject to the relevant Competition regulations);
  - 13.1.6. the AFC Commercial Rights Partner shall provide the list of individuals requested by the RTVs for flash interviews no later than ten (10) minutes before the end of the Match. The HB and the RTVs shall not approach Participating Players or Participating Officials directly to request interviews;
  - 13.1.7. all such interviews shall be carried out in front of a relevant backdrop, if specified by the AFC and/or the AFC Commercial Rights Partner.

### 14. Mixed Zone (Match Day)

- 14.1. The Mixed Zone will be located between the team dressing rooms and the Participating Team buses. The AFC shall provide priority access to the mixed zone to RTVs. If space is available, the AFC and the AFC Commercial Rights Partner may at its discretion provide access to NRHs.

#### **Entrances and Exits**

- 14.2. There will be three (3) entrances and exits into the mixed zone:

- 14.2.1. for Participating Players and Participating Officials to enter the mixed zone from the team dressing room area;
  - 14.2.2. for Participating Players and Participating Officials to exit the mixed zone to their team bus; and
  - 14.2.3. for Media to enter and exit the mixed zone.
- 14.3. 18.3. They shall only be accessed with a valid Accreditation Card.

**Layout**

- 14.4. The Participating Players and Participating Officials shall pass along a corridor through the mixed zone, wherein the Media will be able to speak to them over a barrier.
- 14.5. The mixed zone will be divided into separate sections for representatives from television, radio and the written press.
- 14.5.1. The Participating Players and Participating Officials shall pass through the area designated for representatives from television first;
  - 14.5.2. Participating Players and Participating Officials are required to pass through the mixed zone but are not obliged to give any interviews;
  - 14.5.3. A designated area, with suitable lighting and backdrops, shall be provided for all RTVs in the mixed zone.
- 14.6. Only RTVs and admitted NRHs may conduct video interviews in the mixed zone. Other Media may conduct recorded audio interviews only.

**15. Press Conference Room (Match Day and MD-1)**

- 15.1. A camera platform with a view of the top table shall be assigned for use by the HB or Media. The AFC Commercial Rights Partner will give priority for access to the press conference to the Host Broadcaster and the RTVs. If space is available, the AFC Commercial Rights Partner may at its discretion give access to the NRHs.
- 15.2. A public announcement system with audio distribution via a splitter box at the camera platform shall be installed by the Host Organisation.
- 15.3. No other microphones or recording devices, other than those installed by the Host Organisation for the public announcement system, are allowed on the top table.
- 15.4. The top table will be suitably lit to provide for clarity in filming and/or broadcast.
- 15.5. The backdrops to the press conferences may be as provided by the AFC and/or the AFC Commercial Rights Partner and may change depending on the party being interviewed.

## PART E: PITCH-SIDE OPERATIONS

### 16. Host Broadcaster Floor Manager

- 16.1. The Host Broadcast floor manager shall:
  - 16.1.1. be present at all times during the on-air production and/or rehearsal;
  - 16.1.2. oversee the operation of the HB cameras in sensitive areas (dressing rooms, team arrivals, interviews and tunnel) and shall be in constant communication with the HB match director;
  - 16.1.3. be on the ground and available to liaise and coordinate with the AFC and AFC Commercial Rights Partner Venue Manager;
  - 16.1.4. be the initial point of contact for any technical or personnel issues with the HB crew for the AFC and pass on the information to the HB match director and his production team in the OB van;
  - 16.1.5. liaise with the AFC Media Officer and the AFC Commercial Rights Partner venue manager regarding post-Match interviews and is responsible to cue the start of these interviews;
  - 16.1.6. liaise with the General Coordinator and/or AFC Match Commissioner and/ or AFC Marketing Officer during the Match to ensure that the AFC is satisfied with the allocation of touchline cameras, pitch centre cameras and cameramen movements, if necessary;
  - 16.1.7. be the point of contact for the AFC in relation to decisions about cooling breaks, weather- related delays and other match interruptions, and shall communicate this information to the HB match director; and
  - 16.1.8. remain at a fixed position at the discretion of the AFC throughout the duration of the Match.
- 16.2. Under no circumstances shall any member of the HB crew approach the fourth official to obtain information regarding substitutions, cautions and injury time during the Match. The HB floor manager shall coordinate with the AFC, at the AFC's direction, to obtain such information.

### 17. Pre/Post-Match Stand-Up Interviews and Pitch-Side Reporters

#### **Pre and Post Match Stand-Up Interviews**

- 17.1. RTVs, comprising of up to three (3) persons, may conduct stand-up interviews near the corner flag and/or behind the goal line Pitch-side advertising boards, subject to the prior consent of the AFC and booking a position with AFC Commercial Rights Partner. Any guest must be accredited for access to the Field of Play.
- 17.2. The area will be available for use by RTVs during pre-Match warm-up. The interview shall be finished ten (10) minutes prior to kick-off.

- 17.3. The following individuals shall not be interviewed during any pre/post-Match stand-up interview:
  - 17.3.1. any Participating Officials that are registered to sit on the team bench; and
  - 17.3.2. any Participating Players listed in the starting line-up, as substitutes, or that are suspended for the Match.
- 17.4. One (1) Pitch-side reporter plus one (1) assistant may make live voice reports during the Match from the position behind the goal line Pitch-side advertising board (at the unilateral camera positions).
- 17.5. The Pitch-side reporter shall not have any direct communication with any of the Participating Officials and/or Participating Players during the Match.
- 17.6. The Pitch-side reporter shall be required to remain seated and immobile at all times during the Match. At no time may a Pitch-side reporter approach the team bench and/or any individuals during warm-up.
- 17.7. The Pitch-side reporter shall be required to use a headset microphone only. No other equipment (such as a desk or camera) except for a small monitor by arrangement with the AFC Commercial Rights Partner and with the prior approval of the AFC shall be allowed in this area during the Match.

## **PART F: VIDEO RECORDINGS OF MATCHES BY THE TEAM OFFICIAL DELEGATION**

### 18. Video Recordings

- 18.1. The AFC reserves the sole and exclusive right to produce, exploit and further distribute any content and/or filming for any commercial and non-commercial purposes, including but not limited to documentaries and online video content, related to the Competition and/or the Participating Team, Participating Players and/or Participating Officials.
- 18.2. The Participating Team shall ensure that no member of its Team Official Delegation or any third- parties produce, exploit, and/or further distribute any film material relating to the Competition or the participation of a Participating Team in the Competition, for any purposes without prior written consent of the AFC.
- 18.3. Participating Teams can request for permission to film the following activities which are subject to, AFC's review and approval:
  - 18.3.1. "Live or recorded" footage of team training sessions at the team's training site on MD-2 or earlier, noting that there is no ambush marketing on sponsorship partners;
  - 18.3.2. "Live or recorded" footage of team's MD-1 Official training sessions for the first 15mins only (similar restriction imposed on the media);

- 18.3.3. "Live or recorded" footage of Pre/Post-Match Press Conferences on ENG cameras / mobile devices;
  - 18.3.4. "Live or recorded" footage of Team Bus Arrivals\* (providing there is no hinderance to the HB and is in a fixed position);
  - 18.3.5. "Live or recorded" footage of Team Warm-ups\* (KO-50min to KO-20mins ONLY); 22.3.6. Post-Match dressing room celebrations (If approved, Participating Teams must share a copy of the recording in its native format (if requested) with the AFC and/or AFC Commercial Partner,
- 18.4. Participating Teams shall also be permitted to conduct Technical Filming during Matches subject to the following:
- 18.4.1. only two (2) members of the Team Official Delegation may make such recordings - one (1) camera operator and one (1) assistant;
  - 18.4.2. only one (1) camera per Participating Team may be used (unless otherwise provided for in the relevant Competition regulations);
  - 18.4.3. only lightweight, compact video camera equipment on tripod may be used;
  - 18.4.4. during filming, the Participating Official making the recording must wear the technical filming bib distributed by AFC Media Officer at the start of the Competition. Only two (2) such bibs will be distributed to each Participating Team. It must be returned when the Participating Team is eliminated from the Competition;
  - 18.4.5. the Participating Official must make contact with the AFC Marketing Officer and AFC Media Officer before the Match to locate a suitable position;
  - 18.4.6. filming is permitted for technical analysis purposes only as opposed to any general documentation of the stay in the host country and the Competition.
- 18.5. Under no circumstances shall recordings or images taken in the Stadium or other Controlled Access Area be publicly distributed or otherwise used for any type of commercial or non-commercial exploitation, either before, during or after the Competition. Any abuse of video footage constitutes a serious violation of the Media Rights and will be sanctioned by the AFC.

## SCHEDULE A - Camera Positioning Summary

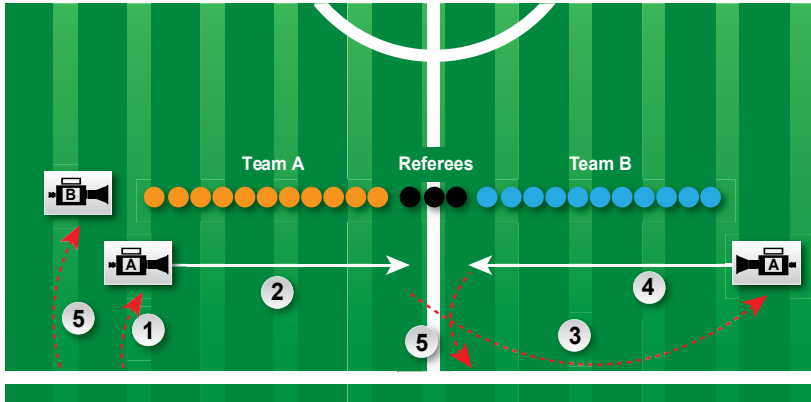
- **Main cameras:** The main cameras need to be positioned directly on the halfway line at a suitable height within the main stand. The cameras need to have a clear, unobstructed view of the Field of Play at all times.
- **Pitch-level center camera:** To be located in line with the halfway line in front of the fourth official if suitable camera seat is used or will be fixed on the halfway line next to the fourth official if camera on tripod is used.
- **Offside cameras:** Located in the main stand facing the sixteen (16) metre line at each end of the Pitch on the same side of the Stadium as the main cameras. These cameras can be located higher in the main stand than the main cameras.
- **Pitch level cameras behind the goal line:** Cameras will be located behind the advertising boards that run parallel to the goal lines at each end of the Pitch. The exact location and number of cameras in this area is decided on a Match by Match basis, with the locations being confirmed on MD-1.
- **Pitch level cameras along the by line:** Cameras can be located in a fixed location at Pitch level on the same side as the main cameras as long as they do not obstruct the view of the Field of Play for the fourth official and or the team benches. The cameras should also be far enough back from the Pitch to ensure that there is no danger to Participating Players.
- **Steadicams/handheld cameras:** Steadicams and handheld cameras can be used on the same side of the Pitch as the main cameras, with one operating on each half of the Pitch. This will be operated by one (1) cameraman, and if cabled, one (1) cable assistant. The cameras must not encroach in front of the team benches, should not interfere with the assistant referee running the line and should not block the line of sight from the fourth official to the Field of Play.
- **Pitch level Steadicam/handheld cameras outside of play:** Up to two (2) Steadicams or handheld cameras are allowed on to the Field of Play to cover the players walking on, team lineups, anthems, VIP Handshakes and the coin toss, plus post-Match reactions and celebrations.
- **Tunnel camera:** A single handheld camera is allowed into the tunnel prior to the teams walking out before the start of the Match, half-time and full-time. The camera must not impede the Participating Players, Participating Officials or Match Officials.
- **Stand camera behind goals:** A camera can be installed in the stand directly behind each goal, with the camera located directly in line with the penalty marks at each end. The penalty mark closest to the camera should be visible above the crossbar of the goal.
- **Beauty shot:** Where access is suitable a fixed camera can be located at a high point in the Stadium to allow a panoramic shot of the complete venue.
- **Reverse pitch level cameras:** A camera or cameras can be located behind the advertising boards on the opposite side of the Pitch to the main cameras to allow for a different perspective and coverage of the team benches.
- **Reverse stand level camera:** Cameras can be placed within the stand opposite to the main stand.





4. Steadicam/handheld camera walks up Team B line-up and stops at the referees.
5. Steadicam/handheld camera repositions to 1 to cover handshakes before leaving the Pitch.

Note: If Team A is hosting, process is the same but Steadicam/handheld camera starts with Team B line-up shoot. The procedure shall differ on a Match-by-Match basis.

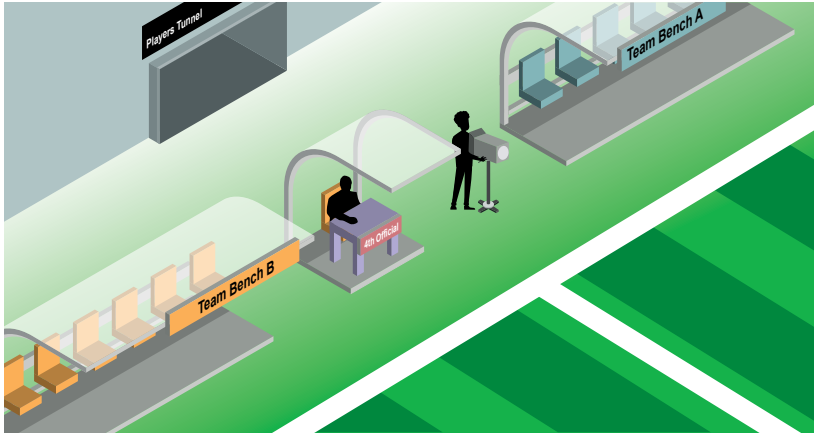


As the teams walk out, both Steadicam/handheld cameras are off the Field of Play

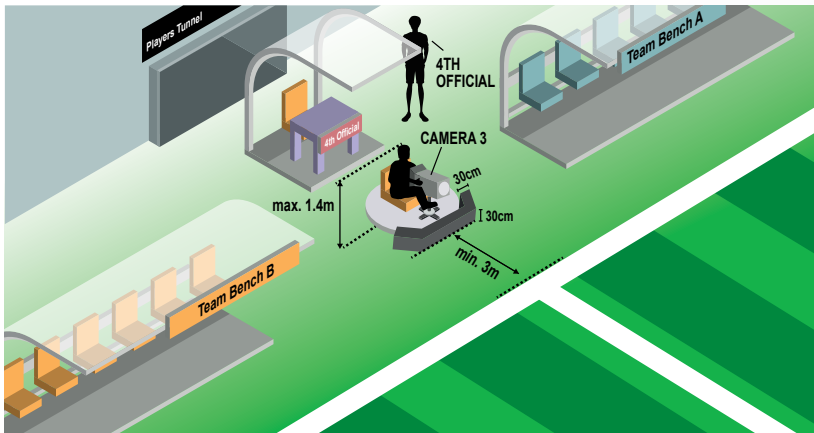
1. Steadicam/handheld camera A enters the Field of Play as the teams line up for Team A anthem.
2. Steadicam/handheld camera A walks down Team A line-up and stops at the referees.
3. Steadicam/handheld camera A repositions at the end of Team B line-up, ready for Team B anthem.
4. Steadicam/handheld camera A walks up Team B line-up and stops at the referees.
5. Steadicam/handheld camera A leaves the Field of Play directly. Simultaneously, Steadicam/handheld camera B enters the Field of Play to cover handshakes.

Note: If Team A is hosting, the procedure is the same but Steadicam/handheld camera A starts with Team B line-up shoot.

## SCHEDULE D - Pitch-Side Halfway Line Camera Positioning

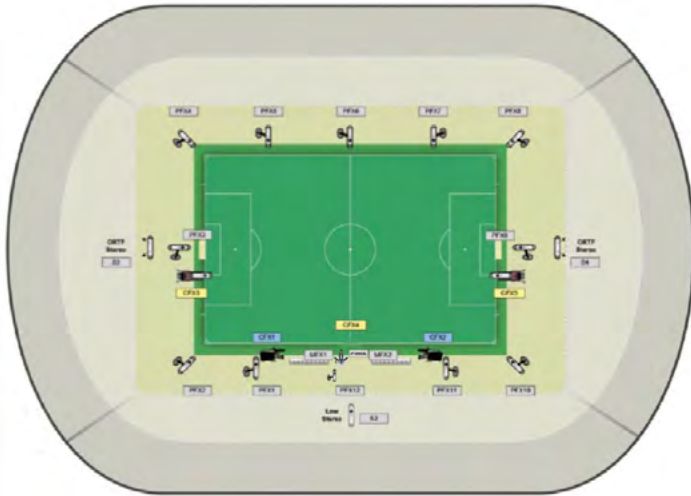


The camera shall be positioned as above, sharing the halfway line with the fourth official bench, if the camera is used on a tripod.



The camera shall be positioned as above, in front of the fourth official bench, if the camera is used on a suitable seat and fulfils the requirements as stipulated in Article 10.3 above.

## SCHEDULE E - Generic Microphone Plan



## SCHEDULE F - Match Day Operation Countdown

Time	Task	Location
Up to 2 hrs to Kick-off	Team Dressing Room Filming	Team Dressing Rooms
- 90 min	Team Bus Arrival Filming	Team drop off area
- 90 min	Head Coach Arrival Interview	Team drop off area
- 20 min	Pre/Post Stand-ups - complete by	Field of Play
- 10 min	Players Tunnel	Tunnel
0	Kick-off	Field of Play
+ 80 min	Flash Interview Preparation	Field of Play
+ 90 min	Flash interviews	Field of Play
	Post-Match Press Conference	Press Conference
+ 100 min	Mixed Zone Interviews	Mixed Zone

## SCHEDULE G - Commentary Positions

Commentary positions are positions for three (3) persons, preferably located at the middle of the main stand or within the media tribune which are allocated by the AFC. Each position is separated by a partition screen or gangway and has access to share wireless internet and power.

All commentary positions shall have easy access to/from the broadcast compound, Field of Play, mixed zone, press conference room and media centre.

## APPENDIX 5 | TICKET ALLOCATION

### 1. Complimentary Tickets

#### **AFC Allocation**

- 1.1. Host Organisations shall provide the following Complimentary Tickets to the AFC and/or AFC Commercial Rights Partner for each match:
  - 1.1.1 fifty percent (50%) of the VVIP Tribune (including without limitation, royal boxes, sky or hospitality boxes and suites, or any other type of suite) for each Match;
  - 1.1.2 130 VIP Tickets;
  - 1.1.3 750 Zone A Tickets; and
  - 1.1.4 320 Zone B Tickets.

#### **Participating Team Allocation**

- 1.2. Host Organisations shall provide the following Complimentary Tickets to each Participating Team for each Match it participates in:
  - 1.2.1. 2 VVIP Tickets
  - 1.2.2 5 VIP Tickets; and
  - 1.2.3 20 Tickets of the next-best category (as determined by the AFC).

#### **AFC Commercial Rights Partner / Commercial Affiliates Allocation**

- 1.3. Host Organisations shall provide the following Complimentary Tickets, for each Competition to the AFC for use by the AFC Commercial Rights Partner and Commercial Affiliates:
  - 1.3.1. VIP (including any hosting services, if available), Zone A and Zone B Tickets for each Match, as follows:

Match	VIP	Zone A	Zone B
All Matches	100	700	320

## 2. Purchasable Tickets

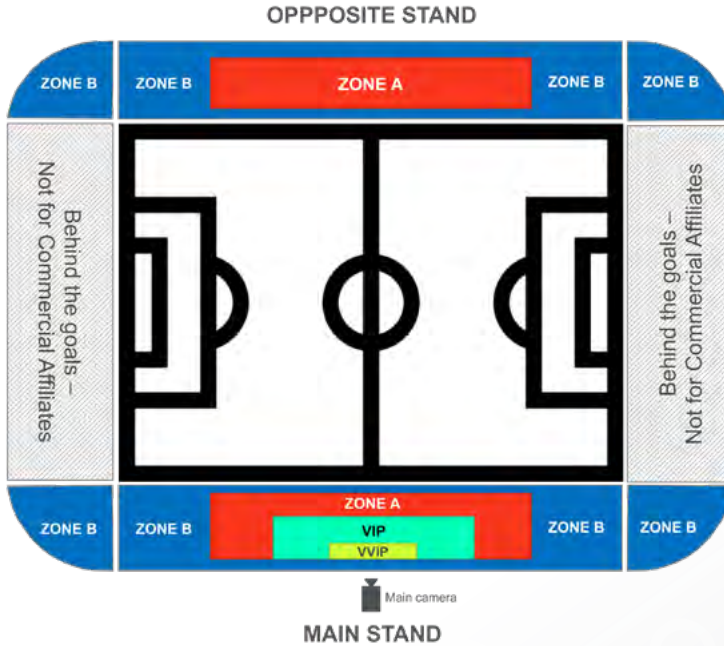
- 2.1. Host Organisations must make available at least eight percent (8%) of the net saleable capacity of a Stadium available exclusively to the supporters of each Participating Member Association, in a segregated, safe area to be determined by the AFC and the Organising Association. The number of Tickets to be purchased must be declared to the Host Organisation by no later than fourteen (14) days before the relevant Match. The away team is responsible for all Tickets purchased, even if the Tickets are not utilised
- 2.2. Host Organisations shall provide the AFC and/or the AFC Commercial Rights Partner with the opportunity to purchase Tickets at face-value for each Match.

2.2.1. Zone A and Zone B Tickets for each Match, as follows:

Match	Zone A	Zone B
All Matches	400	300

Note: The AFC reserves the right to request for any Tickets in addition to those set out herein.

## APPENDIX 6 | TICKET ZONING PRINCIPLES

**ALL TICKETS WITHIN A ZONE MUST BE GROUPED IN A CONTINUOUS BLOCK****VVIP**

- VVIP hosting by Host Organisation
- Highest non-saleable tickets
- Includes hosting area with F&B services

**VIP**

- Best seats in the house
- Situated on the main stand and as much as possible level with the centre line with clear view on the entire pitch
- Must be between the two (2) penalty areas
- Includes hosting when existing/available

**ZONE A\***

- Situated between the penalty areas in principle and no further than the goal lines
- As much as possible level with the halfway line
- Main stand, covered (roof) and lower tier as a 1st option
- Opposite stand provided it is covered as a 2nd option
- Stops at the same height as the VVIP area (on the main stand)

**ZONE B\***

- Situated anywhere except behind the goals or in the core fan areas

\* Tickets within a zone may be a combination of different existing categories.



**ASIAN FOOTBALL CONFEDERATION**

AFC House, Jalan 1/155B, Bukit Jalil, 57000 Kuala Lumpur, Malaysia

T: +603 8994 3388 | F: +603 8994 2689

**the-AFC.com**