



# **NON-RIGHTS HOLDERS' GUIDELINES FOR PUBLISHING ON SOCIAL MEDIA AT FEI NAMED EVENTS**

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The objective of these guidelines is to provide clear information and instructions to all Non-Rights Holders (NRH) about filming, recording, photographing and using content from FEI Named Events such as FEI World Cups, FEI Nations Cups, FEI World/European Championships and Longines League of Nations™.

NRH include Athletes, Athlete Support Personnel, Athlete Entourage (e.g. grooms, agents etc.), Horse Owners, National Federations, Officials and Accredited Media, including broadcasters.

**All rights to video footage taken of the Field of Play (FOP) are the property of the FEI and all copyright is owned by the FEI.**

For the avoidance of doubt, the FOP includes the main arena, warm-up area, kiss & cry, leaders lounge and entrance/exit area, as well as the cross-country course in Eventing and the marathon course in Driving.

These guidelines are applicable to any content published on websites, blogs, social media platforms and mobile apps.

**In order to use footage, the media rights must be acquired from the FEI.  
Please send an email to [broadcast@fei.org](mailto:broadcast@fei.org) in case of interest.**

- Live-streaming of FOP footage during the competition is forbidden in all cases on all platforms.
- Capturing video of FOP footage and posting at a later date is forbidden in all cases on all platforms.
- Still images can be posted without restrictions across all platforms
- Priority will be given to Rights Holders (RH) in the Mixed Zone and any content captured/interviews must be conducted after the RH.
- **For all NRH it is strictly forbidden to film and sell footage of FOP footage or to otherwise commercially exploit such footage.**
- It is kindly requested to tag @FEI\_global or other FEI channels relevant to the Series and discipline, as well as the event's official social media handles and hashtags when posting relevant content.

The following table shows the permitted options for various stakeholders to publish audio-visual content:

	<b>(NRH) Accredited Media &amp; Broadcasters</b>	<b>Athletes</b>	<b>Owners &amp; Entourage</b>	<b>National Federations</b>
<b>Course Walk</b>	All Course Walk: Subject to approval on-site by officials, if the Press Office can facilitate a course walk for media.	All Course Walk	All Course Walk: Subject to approval on-site by officials, if the Press Office can facilitate a course walk that is open to non-Athletes.	All Course Walk: Subject to approval on-site by officials.
<b>Mixed Zone</b>	Unlimited Interviews in Mixed Zone <u>only after Rights Holders</u>	N/A	Unlimited Interviews in Mixed Zone <u>only after Rights Holders</u>	Unlimited Interviews in Mixed Zone <u>only after Rights Holders</u>
<b>Field of Play (other than Course Walk)</b>	No right to film or use on social media or otherwise publish.	Footage of the Athlete's own round(s) on their social media platforms up to the maximum duration of each of the rounds, such footage to be provided via FEI Socialie exclusively.  No Live Streaming permitted.	No right to film or use on social media or otherwise publish.	Footage of their Athletes' round(s) on the NF's social media platforms up to the maximum duration of each of the rounds, such footage to be provided via FEI Socialie exclusively.  No Live Streaming permitted.



The FEI publishes a large variety of type of content that can be shared on Facebook, using the 'Share' button, such as:

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

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

### **Instagram**

List of official FEI Instagram accounts:

- [https://www.instagram.com/FEI\\_Global](https://www.instagram.com/FEI_Global)
- [https://www.instagram.com/fei\\_jumping/](https://www.instagram.com/fei_jumping/)
- [https://www.instagram.com/fei\\_dressage/](https://www.instagram.com/fei_dressage/)
- [https://www.instagram.com/fei\\_eventing/](https://www.instagram.com/fei_eventing/)
- <https://www.instagram.com/feijumpingworldcup/>
- <https://www.instagram.com/feidressageworldcup/>
- <https://www.instagram.com/longinesleagueofnations/>

### **Facebook**

Upon request to [digital@fei.org](mailto:digital@fei.org), and provided the page and account is eligible, the FEI will enable cross-posting of relevant video content with NRHs. When posting content shared via cross-posting, please ensure that the relevant FEI Discipline Facebook page is tagged.

List of official FEI Facebook pages:

- [www.facebook.com/the.fei](http://www.facebook.com/the.fei)
- [www.facebook.com/FEIJumping](http://www.facebook.com/FEIJumping)
- [www.facebook.com/FEIDressage](http://www.facebook.com/FEIDressage)
- [www.facebook.com/FEIEventing](http://www.facebook.com/FEIEventing)
- [www.facebook.com/FEIDriving](http://www.facebook.com/FEIDriving)
- [www.facebook.com/FEIVaulting](http://www.facebook.com/FEIVaulting)
- [www.facebook.com/FEIEndurance](http://www.facebook.com/FEIEndurance)

### **YouTube**

As per YouTube sharing capabilities, anyone is free to embed videos published within the Official FEI YouTube channel: <https://www.youtube.com/user/feichannel>  
Official Longines League of Nations: <https://www.youtube.com/@LonginesLeagueOfNations>

### **X (formerly Twitter)**

Official Twitter handle: [https://twitter.com/fei\\_global](https://twitter.com/fei_global)



## TikTok

Official FEI TikTok channel: [https://www.tiktok.com/@fei\\_horse\\_world](https://www.tiktok.com/@fei_horse_world)

Official Longines League of Nations channel:

<https://www.tiktok.com/@longinesleagueofnations>

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

To maintain the integrity of the content produced by the FEI, it is not permitted to download, re-edit, transform (in any shape or form) content published by the official FEI media channels. Any abuse or misuse of the content may result in the content being removed from the relevant platform and may result in legal action.

**The FEI reserves the right to pursue the removal of content on any channel if in the publication of such content breaches these guidelines. Additionally, the FEI may request the Organiser to remove the person's event accreditation.**

If you have any queries in relation to these guidelines, please email us at [digital@fei.org](mailto:digital@fei.org).

## Disclaimer

Should there be a signed agreement between the Organiser and the FEI for the hosting and organisation of the relevant FEI Event and/or Competition (a "Host Agreement"), and if there is any discrepancy between the terms of the Agreement and the Media Operations at FEI Events Guidelines & Checklists, the Host Agreement shall always prevail.

The FEI, acting reasonably and in good faith, reserves the right to change the Media Operations at FEI Events at any time and shall inform the Organiser accordingly. The Organiser shall apply the latest version of such updated Media Operations at FEI Events.

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