1. INTRODUCTION

The Fédération Internationale de Football Association ("FIFA") has authorised and approved the centralized marketing of commercial rights relating to the Asian qualifying matches of the 2018 FIFA World Cup Russia™ ("Asian Qualifiers") by the Asian Football Confederation ("AFC"), in accordance to Article 2.2 of the 2018 FIFA World Cup Preliminary Competitions Media and Marketing Regulations ("FIFA Regulations").

All Host Associations, Participating Member Associations ("PMA"), Participating Teams and Participating Players in the Asian Qualifiers ("Competition") shall observe and be bound by the terms provided in these Marketing and Media Regulations ("Regulations"). Any rights not expressly provided for in these Regulations shall be reserved by the AFC and/or FIFA.

2. DEFINITIONS

For purposes of these Regulations, all capitalized terms, unless the context specifically indicates otherwise, shall have the meanings as ascribed to it and set out in Appendix 1.

3. COMMERCIAL RIGHTS

3.1. The AFC is entitled to exploit all Commercial Rights relating to the Competition. The AFC has appointed the AFC Commercial Rights Partner as its sole and exclusive representative for the sale of the Commercial Rights relating to the Competition in the Territory.

3.2. The AFC has granted the exclusive right of association, use and exploitation of the Commercial Rights to its Official Licensees pursuant to their respective agreements with the AFC and the AFC Commercial Rights Partner.

3.3. The Host Associations, PMAs, Participating Teams and Participating Players agree not to use and/or exploit and shall ensure that no individual, company or commercial entity uses and/or exploits the Commercial Rights in any way which may likely draw or infer an association to FIFA, the AFC, Competition and/or any of the Official Licensees and shall inform the AFC immediately of any unauthorised use and/or infringement of the Commercial Rights.

3.4. The Host Associations, PMAs and Participating Teams shall provide the necessary assistance and support to the AFC, AFC Commercial Rights Partner and/or Official Licensees and ensure that its players, officials, delegation members and third parties associated to the PMAs and Participating Teams 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.

3.5. The Host Associations, PMAs, Participating Teams, Participating Players and/or any of its associated third parties shall refrain from any attempt to gain a commercial association with FIFA and/or the 2018 FIFA World Cup Russia™ and/or to exploit the goodwill and publicity generated by FIFA and/or the 2018 FIFA World Cup Russia™.

4. INTELLECTUAL PROPERTY RIGHTS

4.1. The AFC is entitled to use and exploit all rights, title and interest relating to the Competition including all intellectual property and proprietary rights whether created in the past, present or future and reserves all rights in respect to the use and/or license of such rights throughout the Territory.

4.2. The AFC has granted the exclusive right of use and exploitation of the intellectual property rights relating to the Competition to its Official Licensees pursuant to their respective agreements with the AFC and the AFC Commercial Rights Partner.

4.3. The PMAs, Participating Teams and Participating Players acknowledge and agree that any use and/or proposed use of the intellectual property rights relating to the Competition shall be subject at all times to the prior written approval of the AFC.

4.4. Where approval to use of the intellectual property rights has been granted by the AFC, the Host Associations, PMAs, Participating Teams and Participating Players agree not to use any intellectual property 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 of the PMAs, Participating Teams, Participating Players and/or any third parties whether or not associated to the PMAs, Participating Teams and Participating Players.

4.5. Notwithstanding Clause 4.3 above, the PMAs acknowledge that FIFA is and remains the sole owner of all marks relating to the FIFA World Cup and that each PMA shall not develop, use, register, adopt or create and shall ensure that no associated third parties shall 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, the FIFA World Cup and/or the 2018 FIFA World Cup Russia™ including by way of reference the terms ‘World Cup’, ‘FIFA’, ‘Mundial’, ‘Coupe du Monde, ‘Qualifiers’, ‘Preliminary Competition’ or ‘Qualification Competition’ or any similar indicia or derivation of such terms in any language.

4.6. Each Host Association, PMA shall not oppose and shall use reasonable efforts to ensure that none of its affiliates oppose any trademark or copyright applications filed in respect to the Competition and may not in any way challenge or apply for any copyright, trade mark, patent or domain name registrations which would adversary affect FIFA and AFC’s proprietary interest in the Competition.
4.7. The Host Association, PMAs, Participating Teams and Participating Players shall notify the AFC of any infringement or suspected infringement of any intellectual property rights relating to the Competition upon it becoming aware of any such matter.

5. COMPETITION DATA

5.1. The AFC is entitled to use and exploit all Competition Data relating to the Competition and reserves all rights in respect to the use and/or license of such rights throughout the Territory.

5.2. The Host Associations, PMAs, Participating Teams and Participating Players acknowledge that any use and/or proposed use of the Competition Data shall be subject to the prior written approval of the AFC unless where such use and/or proposed use is non-commercial in nature and/or falls within the provisions of fair dealing.

6. IMAGE RIGHTS

6.1. The AFC is entitled to use and exploit all Image Rights relating to the Competition and reserves all rights in respect to the use and/or license of such rights throughout the Territory for any purposes, commercial or otherwise, free from any royalty or compensation, in relation to the Competition and grant of rights in relation thereto.

6.2. The Host Associations, PMAs, Participating Teams, Participating Players, its officials and/or delegation members acknowledge that their participation and attendance in the Competition shall constitute agreement to the use and/or recording of their image or likeness without notice or compensation, and agree to indemnify, release, defend and hold harmless the AFC, AFC Commercial Rights Partner and Official Licensees from any and all claims relating to the use of their images and likeness in relation to the Competition and/or grant of rights relating to the Competition.

6.3. Any use and/or proposed use of the Image Rights by the Host Associations, PMAs, Participating Teams, Participating Players and/or its officials shall be subject to the prior written approval of the AFC.

6.4. The Host Associations, PMAs, Participating Teams and Participating Players shall ensure that no individual, company or commercial entity used and/or exploits the Image Rights in any way which may likely draw or infer an association to the AFC, Competition or Official Licensees and shall inform the AFC immediately of any unauthorized use or infringement of the Image Rights.

7. PUBLIC EXHIBITION RIGHTS

7.1. The AFC is entitled 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 throughout the Territory.
7.2. The Host Associations, PMAs, Participating Teams and Participating Players shall not organize and ensure that any third parties associated to the PMAs, Participating Teams and Participating Players do not organize any form of public exhibition of the Matches of the Competition, at any time, whether prior to, during or after the Competition period.

7.3. The PMAs, Participating Teams and Participating Players acknowledge that any intention or proposed intention to hold or organize any form of public exhibition and/or use or exploit any Public Exhibition Rights relating to the Competition shall be subject to the prior written approval of the AFC and in accordance to the directions and instructions as issued by the AFC and AFC Commercial Rights Partner.

8. OFFICIAL FUNCTIONS

8.1. AFC is entitled to exploit all rights relating to the Official Functions and events relating to the Competition and reserves all rights in respect to the organizing and/or staging of such functions or events throughout the Territory.

8.2. The PMAs, Participating Teams and Participating Players shall not organize and ensure that any third parties associated to the PMAs, Participating Teams and Participating Players do not organize any Official Functions or events relating to the Competition without the prior written approval of the AFC. Any party that wishes to organize and/or stage any Official Function shall provide the AFC with a detailed plan setting out among others 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 and AFC Commercial Rights Partner regarding the overall organizing and/or staging of the Official Function.

8.3. The PMAs, Participating Teams and Participating Players acknowledge that any Official Function proposed to be organized and/or staged shall be on a non-commercial basis with no sales of tickets or payment in cash or kind from any third party or company.

9. COMPETITION MARKS, COMPETITION TITLE AND THE AFC WEBSITE

9.1. 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 to use of such rights throughout the Territory.

9.2. The PMAs, Participating Teams and Participating Players acknowledge that the AFC as owner of all rights, title and interest to the Competition Marks and Competition Title has granted the exclusive right of use and exploitation of the Competition
Marks and Competition Title to its Official Licensees pursuant to their respective agreements with the AFC and the AFC Commercial Rights Partner.

9.3. The PMAs, Participating Teams and Participating Players acknowledge and agree that any use and/or proposed use of the Competition Mark and/or Competition Title shall be in the approved format, subject at all times to the prior written approval of the AFC.

9.4. Where approval to use of the Competition Marks and/or Competition Title has been granted by the AFC, the PMAs, Participating Teams and Participating Players agree not to use and shall ensure that any third parties associated to the PMAs, Participating Teams and Participating Players do not use the Competition Marks and/or Competition Title in a manner which may (a) infer an association to FIFA, pursuant to Clause 4.5 above; or (b) damage or bring into disrepute the good name, image and reputation of the AFC, Competition or sport of association football or likely imply an endorsement or infer an association to any particular product or service of the PMAs, Participating Teams, Participating Players and/or any third parties.

9.5. The AFC Website shall be the only official digital/social media platform for 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 may be provided by the AFC or the AFC Commercial Rights Partner.

10. MERCHANDISE AND FRANCHISING

10.1. AFC is entitled to exploit all merchandising and franchising rights relating to the Competition and reserves all rights in respect to the use and/or license of such rights throughout the Territory.

10.2. The PMAs, Participating Teams and Participating Players acknowledge that the AFC has granted the exclusive right of use, association and exploitation of such rights to its Official Licensees through means of franchising, display, sampling, demonstration and/or sale of products and services pursuant to their respective agreements with the AFC and the AFC Commercial Rights Partner.

10.3. The PMAs, Participating Teams and Participating Players agree not to use and/or exploit and shall ensure that no individual, company or commercial entity uses and/or exploits the merchandising and franchising rights in any way which may likely draw or infer an association to the AFC, Competition and/or any of the Official Licensees and shall inform the AFC immediately of any unauthorised use and/or infringement of such rights.

10.4. The PMAs, Participating Teams and Participating Players acknowledge and agree that any use or exploitation and/or proposed use or exploitation of the
merchandising and franchising rights relating to the Competition shall be subject at all times to the prior written approval of the AFC.

10.5. The Host Association shall ensure that the AFC, AFC Commercial Rights Partner and Official Licensees are provided with sufficient space within the Commercial Display Area to enable the AFC, AFC Commercial Rights Partner and/or Official Licensees to fully exercise their exclusive right of merchandising & franchising in relation to the Competition.

10.6. The Host Association, PMAs, Participating Teams and Participating Players agree to observe all instructions of the AFC and AFC Commercial Rights Partner in relation to the grant and exploitation of all merchandising and franchising rights.

11. SPONSORSHIP OF OFFICIAL PRODUCTS AND EQUIPMENT

11.1. AFC shall be responsible for the coordination of all sponsorship of official products and equipment relating to the Competition, where applicable.

11.2. The PMAs, Participating Teams and Participating Players acknowledge that as part of the exclusive rights accorded to the Official Licensee under their respective agreements with the AFC and AFC Commercial Rights Partner, the Official Licensees shall supply official products and equipment containing the branding of the Official Licensees for use in relation to the Competition and the PMAs, Participating Teams and Participating Players agree to use all such official products and equipment as instructed by the AFC pursuant to its participation in the Competition.

11.3. Where no supply of official products and equipment are made available by the Official Licensees, the AFC shall reserve the right to determine the products and equipment used in relation to the Competition and the PMAs, Participating Teams and Participating Players shall observe all instructions issued by the AFC or AFC Commercial Rights Partner in such regard.

11.4. The PMAs, Participating Teams and Participating Players 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 permitted under the FIFA Equipment Regulations.

12. BRANDING AND ADVERTISING

12.1. The AFC and AFC Commercial Rights Partner shall be responsible for all matters relating to the advertising and branding of the Competition, including without limitation, the supply of all pitchside perimeter advertising boards or signages, press conference backdrops, mixed zone backdrops, indoor display stands, outdoor display stands and flash interview backdrops.
12.2. The Host Association, PMAs, Participating Teams and Participating Players shall not use or erect any signages or advertising in the Stadia or Official Training Site at any point during the Competition, without the prior written approval of the AFC.

12.3. The Host Association shall assist the AFC and AFC Commercial Rights Partner in installing, removing or concealing any decoration, signages or advertising in accordance with the direction of the AFC and AFC Commercial Rights Partner and shall arrange for the proper storage and safekeep of such materials, at no cost to the AFC or AFC Commercial Rights Partner.

12.4. The AFC and AFC Commercial Rights Partner shall import and export by air and sea freight a consignment of goods for use in relation to the organizing and staging of the Competition.

12.5. The Host Association shall be responsible for liaising with the relevant government departments and local authorities in ensuring the unfettered, duty-free clearance of all such goods for use in relation to the Competition.

12.6. The Host Association 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 pitchside perimeter advertising boards and/or any displays at the Venue, Official Training Site or any Controlled Access Area.

12.7. The AFC Commercial Rights Partner shall be responsible for the production and supply of all pitchside perimeter advertising boards for the Competition and shall place the same in accordance to the positioning as determined by the AFC and AFC Commercial Rights Partner.

12.8. The Host Association acknowledges that a restricted view may arise out of such positioning but shall comply with all such arrangements as advised by the AFC and AFC Commercial Rights Partner.

12.9. The Host Association acknowledges and agrees that the pitchside perimeter advertising boards shall be installed forty-eight (48) hours prior to the commencement of each Match and shall assist the AFC Commercial Rights Partner in obtaining the relevant approvals and ensuring unrestricted access for the placement of all pitchside perimeter advertising boards by the required timeline.

13. CLEAN STADIA

13.1. The Host Association shall, at its own cost, be responsible for the delivery of a Clean Stadia free from any branding, advertising or commercial signages of any kind, no less than four (4) days prior to the day of the first Match of the Competition and twenty-four (24) hours after the last Match of the Competition.
13.2. The Host Association shall ensure the immediate concealment or removal of any or all unauthorized or third party advertising, marketing or promotion from the Stadia or Official Training Site and that the Stadia including all Controlled Access Areas and Official Training Sites shall be free from any third party agreements relating to the use and/or operation of the Stadia or any part thereof and any third party venue naming rights.

13.3. The Host Association, PMAs, Participating Teams and Participating Players acknowledge the requisition of a Clean Stadia and shall ensure that it complies and its commercial partners or third parties associated to the Host Association, PMAs, Participating Teams and Participating Players comply with such requisition and refrain(s) from undertaking any actions which may likely impede or effect the delivery of a Clean Stadia under these provisions.

13.4. The AFC reserves all rights in respect to the removal or placement of all advertising or commercial signages within the Stadia including each Controlled Access Area or Official Training Site and the Host Association, PMAs, Participating Teams and Participating Players shall comply with all directions or instructions of the AFC in relation thereto.

14. RIGHTS PROTECTION AND AMBUSH MARKETING

14.1. AFC and the AFC Commercial Rights Partner have established a rights protection programme to provide a framework for the recognition of all rights associated to the Competition and to combat any unauthorized use and/or association of rights relating to the AFC and/or Competition.

14.2. The PMAs, Participating Teams and Participating Players 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 shall notify the AFC of any infringement, suspected infringement or ambush marketing-related activities upon it becoming aware of such matters.

14.3. The PMAs, Participating Teams and Participating Players shall ensure that all its commercial partners and/or third parties associated to the PMAs, Participating Teams and Participating Players are aware of the terms of these Regulations and will not partake in any matters which are likely to be considered as an ambush marketing-related activity or infringement of the rights of the AFC and/or Competition.

15. TICKETING

15.1. Each Host Association shall be responsible for the production, distribution and sale of Tickets to the Matches played in the territory of the Host Association and shall ensure that Tickets produced contain the seat numbering and only include the Competition Marks in accordance to the ticketing template design as provided by the AFC.
15.2. The Host Association shall provide the following complimentary Tickets to the AFC:
   a) Fifty (50) VIP Tickets;
   b) Four Hundred and Fifty (450) 1st Best Category Tickets;
   c) Four Hundred and Fifty (450) 2nd Best Category Tickets;
   d) Fifty percent (50%) of the VVIP Tribune, where requested by the AFC; and
   e) Two Hundred and Fifty (250) tickets to any Official Functions and/or special hospitality facilities of the Competition, where requested by the AFC.

15.3. All Tickets provided shall be in a continuous block.

15.4. The Host Association shall ensure that the AFC will be able to purchase Tickets at face value and on a per Match basis.

15.5. The Host Association shall make available at least 5% of the net saleable capacity of the Stadia, available exclusively for the supporters of each away team, in a segregated and conducive area as determined by the AFC which shall comprise of a combination of Category 1 and Category 2 Tickets.

15.6. The away team shall request for the required number of Tickets from the Host Association no later than four (4) weeks prior to the Match and shall be responsible for the payment of all Tickets requested regardless of whether such tickets are utilized.

15.7. The Host Association shall ensure that the price of Tickets provided to the away team shall in no way exceed the nett price of comparable tickets sold by the Host Association to the general public.

15.8. The Host Association shall provide the Official Licensees with the opportunity to purchase Tickets at face value for each Match provided that requests for any such purchase shall be made to the Host Association no later than four (4) weeks prior to the Match.

15.9. The AFC shall, in collaboration with the Host Association issue special ticketing terms and conditions which shall apply to all Ticket holders, where applicable.

16. PRINTED MATERIALS

16.1. The Host Associations shall be responsible for printing, at their own cost, official Competition and Match day materials including but not limited to the official souvenir programme, Match day programme, Match Tickets and accreditation cards, in accordance with the content, artwork and specifications supplied by AFC and in quantities as advised by AFC.

16.2. An English language official souvenir programme and Match day programme will be designed, compiled and formatted by the AFC Commercial Rights Partner. Where necessary, the Host Associations may, at their own cost, provide the necessary
translation to the local language. The Host Associations shall be responsible for the costs of the translation and printing of the official souvenir programmes and Match day programmes in the English language and the local language. Where necessary, the souvenir programmes will also be posted on the AFC’s digital platforms.

16.3. Save as provided in these Regulations, the PMAs undertake not to publish any Competition or Match related publication without the prior approval of the AFC.

16.4. The PMAs acknowledge that all rights in and to all Competition related publications (including, without limitation, the official souvenir programmes, Match day programmes, official magazine, location guidebooks, official posters) are exclusively reserved to the AFC.

17. MEDIA RIGHTS

17.1. The AFC is entitled 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 in the Territory.

17.2. The Host Association, PMAs, Participating Teams and Participating Players acknowledge that the AFC has granted the exclusive right of association, use and exploitation of the Media Rights to its Official Licensees pursuant to their respective agreements with the AFC and the AFC Commercial Rights Partner.

17.3. The Host Association, PMAs, Participating Teams and Participating Players agree not to use and/or exploit and shall ensure that no individual, company or commercial entity uses and/or exploits the Media Rights in any way which may likely draw or infer an association to the AFC, Competition and/or any of the Broadcast Licensees and shall inform the AFC immediately of any unauthorised use and/or infringement of the Media Rights.

17.4. The Host Association, PMAs, Participating Teams and Participating Players acknowledge and agree that any use and/or proposed use of the Media Rights relating to the Competition shall be subject at all times to the prior written approval of the AFC and any applicable guidelines as issued by the AFC.

17.5. Where approval to use of the Media Rights has been granted by the AFC, the Host Associations, PMAs, Participating Teams and Participating Players agree not to use any Media Rights so granted 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 of the PMAs, Participating Teams, Participating Players and/or any third parties whether or not associated to the PMAs, Participating Teams and Participating Players.

17.6. Notwithstanding Article 17.1(a) above, the AFC may in its discretion and in certain instances accord the Media Rights to Hosting Associations. Any agreements entered into by Host Associations shall include, as an integral part thereof, and be subject to
the provisions of these Regulations and/or any updated or revised versions of the Regulations.

17.7. Host Associations, PMAs, Participating Teams and Participating Players may engage their respective recording or media person(s) to record any part of the match or training session with the prior written approval of the AFC and use of any such footage shall only extend for non-commercial purposes.

18. MEDIA MATTERS

18.1. PRE-MATCH PROMOTIONAL MATERIAL

a) Prior to the commencement of each Match, the PMAs shall, upon request by the AFC, provide the AFC, free of charge, with photographs and audio-visual materials regarding the Participating Team, Participating Players and officials and any further information (including without limitation, statistics and historical information) as requested by AFC. All PMAs hereby grant the AFC the right to use and authorize the AFC Commercial Rights Partner and the Official Licensees to use the aforesaid provided materials for promotional and/or editorial purposes relating to the Competition.

b) All materials shall be provided to the AFC or AFC Commercial Rights Partner in a timely manner, and in the format as prescribed by the AFC and AFC Commercial Rights Partner.

18.2. MEDIA OFFICER

a) Each PMA shall appoint a dedicated English-speaking media officer to coordinate all media arrangements between the AFC, AFC Commercial Rights Partner, Broadcast Licensees, PMAs and Media Representatives including all pre/post-Match press conferences and interviews and to cooperate on all related matters with the AFC and AFC Commercial Rights Partner at the Competition venue.

b) The PMAs shall be responsible in ensuring that their appointed media officer briefs all Participating Teams, Participating Players and/or officials in respect to their respective obligations as required by the AFC, AFC Commercial Rights Partner and Official Licensees.

c) The PMAs and their appointed media officer shall be responsible in ensuring the provision of interpretation services where any of their Participating Team, Participating Players or officials conducts media sessions in languages other than English. For the avoidance of doubt, the interpretation services provided shall be for translation of dialogues from all other languages to the English language.

d) The PMAs and their appointed media officer shall be responsible for the distribution and translation of the additional rules for the respective ENG crew and photographers as attached in Appendix 3 and Appendix 4 respectively.
18.3. INFRASTRUCTURE, FACILITIES & SERVICES

a) The Host Association shall be responsible in ensuring that each Stadia and training site is equipped with the necessary infrastructure, facilities and services as provided for in Appendix 2 to facilitate the AFC, AFC Commercial Rights Partner, Host Broadcaster, Broadcast Licensees, Media Representatives and/or any authorised third parties in the exercise of rights and performance of obligations in respect to the Competition.

b) The Host Association shall extend all necessary assistance to the AFC, AFC Commercial Rights Partner, Host Broadcaster and Broadcast Licensees in facilitating and ensuring the successful transmission of broadcast signals for each Match including technical assistance relating to production requirements, where necessary.

c) The Host Association shall ensure that the AFC, AFC Commercial Rights Partner, Host Broadcaster and Broadcast Licensees are provided access to the Stadia or Official Training Sites three (3) days prior to the commencement of the first Match in the Stadia until one (1) day after the final Match in the Stadia to allow for the setting-up, assembly and/or dismantling of all equipment and infrastructure relating to the exercise of the Media Rights by the parties.

d) The Host Association shall ensure that the number of camera positions as required by the AFC, AFC Commercial Rights Partner, Host Broadcaster and Broadcast Licensees can be accommodated. Where any required camera position may present a safety or security hazard, the Host Association shall provide the AFC and AFC Commercial Rights Partner with sufficient notice of any such concerns and where necessary, propose an alternate position for utilization.

e) The Host Association shall be fully responsible in ensuring the safety of all infrastructure and facilities provided at the Stadia and training sites.

f) As a result of technological developments, new and improved camera equipment may develop which may require new camera positions in the Stadia. Subject to space, safety and security considerations, such camera positions may be approved and requested by the AFC on a case by case basis in consultation with the AFC Commercial Rights Partner, Host Broadcaster and Broadcast Licensees and the Host Association shall comply with any new directions as issued by the AFC in such regard.

18.4. MEDIA REPRESENTATIVES AND MEDIA ACCESS AREA(S)

a) The Host Association shall be responsible for the management and provision of support to all Media Representatives of 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 Stadia and Official Training Sites and shall observe all instructions and directions of the AFC and AFC Commercial Rights Partner in relation thereto to ensure the full and unencumbered exercise of rights and media coverage of the Competition.
b) The Host Association shall ensure at its own cost, that the AFC, AFC Commercial Rights Partner and Official Licensees are provided full and unrestricted access and accreditation to the Competition, Official Functions and/or training sessions and facilitate in the operations of the AFC, AFC Commercial Rights Partner and/or Official Licensees in the exercise and exploitation of Media Rights.

c) The Host Association shall provide the AFC and AFC Commercial Rights Partner 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 or AFC Commercial Rights Partner, the Host Association shall produce and issue Accreditation Cards to approved Media Representatives in a timely manner and shall be responsible for any delay resulting in the issuance or provision of such accreditation to the Media Representatives.

d) The Host Association shall ensure that designated Media Access Area(s) may only be accessed by authorised Media Representative with valid Accreditation Cards and that no Media Representatives shall be allowed access to any parts of the Stadia or Official Training Sites other than as permitted under their respective accreditations.

e) The PMAs, Participating Teams and Participating Players shall ensure that members of their respective delegation including any officials or media persons or third parties accompanying them possess valid Accreditation Cards to gain access into the relevant areas at the Stadia and/or Official Training Sites and shall comply with all applicable terms and instructions as issued by the AFC and AFC Commercial Rights Partner.

f) The Participating Teams shall ensure that no media representatives accompany them in the team bus to and from the Stadium or Official Training Sites.

g) All approved Media Representatives 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:-

i. Host Broadcaster, Broadcast Licensees and Official Photographers shall adopt positions around the Playing Field and on the spectator stand areas as designated by the AFC and AFC Commercial Rights Partner or such other areas as advised by the AFC or AFC Commercial Rights Partner;

ii. ENG crew 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 or AFC Commercial Rights Partner; and

iii. Photographers shall adopt positions behind the advertising boards at the back of each goal posts or such other areas as advised by the AFC or AFC Commercial Rights Partner.

h) Under no circumstances shall Media Representatives other than the Host Broadcaster, Broadcast Licensees and Official Photographers be allowed access on
the Playing Field or between the boundaries of the playing field and spectator stands at any time during the Competition.

i) Notwithstanding the above, Media Representatives may be allowed access to the halfway line on the Playing Field to record, film or photograph the team walk-in and line-up ceremony at the start of each Match and the presentation of the Most Valuable Player award (if any) at the end of each Match.

j) All Media Representatives who are authorised by the AFC to enter the Playing Field shall be required to wear media bibs at all times.

k) 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 Association for distribution to approved Media Representatives.

l) The Host Association shall be responsible for the issuance of media bibs to approved Media Representatives with valid Accreditation Cards and shall ensure that all media bibs issued are returned to the AFC Commercial Rights Partner at the end of each Match. The Host Association shall be responsible for any lost or unreturned media bibs.

m) The Host Association and PMAs acknowledge that the distribution of media bibs to approved Media Representatives shall be as follows:-
   i. Host Broadcaster – to wear grey identification bibs;
   ii. Broadcast Licensees – to wear pink identification bibs;
   iii. Official Photographers – to wear green identification bibs;
   iv. ENG Crew – to wear brown identification bibs; and
   v. photographers – to wear orange identification bibs.

18.5. PRESS CONFERENCES AND INTERVIEWS

a) The Host Associations, PMAs, Participating Teams and Participating Players acknowledge and agree that 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 and release of press statements and the selection of designated media areas for the conducting of all press conference and interview sessions.

b) The Host Associations, PMAs, Participating Teams and Participating Players shall participate and provide full support to the AFC, AFC Commercial Rights Partner and Official Licensees in relation to any public relations and communication activities organized by the AFC, AFC Commercial Rights Partner and/or Official Licensee and shall observe all instructions, communications or guidelines as issued by the AFC and AFC Commercial Rights Partner.

c) The Host Association shall be responsible for providing the necessary infrastructure and services including a qualified interpreter and where possible, simultaneous interpreting facilities at the chosen venue of any press conference or interview sessions.
d) The PMAs 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 members of their respective teams and officials selected to conduct any such activities are available and brought to scheduled sessions in a timely manner.

e) The PMAs shall ensure that the selected members of their teams and officials 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 good name, image and reputation of the AFC, Competition or sport of association football.

f) The PMAs shall ensure that neither the products nor other identifiers of the PMAs, Participating Team, Participating Players, its commercial partners or any third parties associated to the PMAs, Participating Team and Participating Players may appear or be used in any manner and the PMAs, Participating Teams, Participating Players and officials agree not to make reference to any commercial entity other than the Official Licensees during any press conference or interview sessions conducted.

g) The PMAs shall ensure that each pre-match press conference and/or interview session must be attended by the head coach.

h) In the event the head coach is suspended for the Match, the PMAs shall request the assistant coach to attend any scheduled pre-match press conferences or interview sessions.

i) If requested by the AFC, the PMAs shall ensure that the head coach and one of the Participating Players from the Participating Teams shall be available on the day before each Match to conduct an interview to be recorded by the Host Broadcaster and/or by a representative of the AFC’s digital media platforms for use on the AFC or Competition website and purpose of broadcast.

j) Notwithstanding Article 18.5(h) above, the PMAs shall ensure that the head coach is also available to conduct a short 90-second interview by the Host Broadcaster upon arrival at the Stadia prior to the commencement of a Match.

k) The PMAs shall ensure that the following persons are available to attend all post-match conferences, at the discretion of the AFC:-
   i. head coach of the respective Participating Teams; and
   ii. Player of the Match award recipient.

l) Where the Player of the Match award recipient is required to undergo a doping test, he shall fulfill all media obligations including without limitation, receiving the award and conducting unilateral and multilateral flash interview sessions before he is escorted by the doping chaperone to the doping control room.
m) The PMAs acknowledge that stand-up interviews are strictly prohibited at all times except where approved by the AFC and/or AFC Commercial Rights Partner and shall ensure that their Participating Teams, Participating Players and officials refrain from conducting any such activities.

n) Notwithstanding the above, the AFC and AFC Commercial Rights Partner shall designate an area between the substitute benches and dressing rooms where unilateral and multilateral flash interviews can be conducted by Broadcast Licensees at the end of a Match. The PMAs and Participating Teams acknowledge that the participation of the head coach and up to three (3) key Participating Players in unilateral and/or multilateral flash interviews is mandatory and shall ensure that all identified persons are briefed on and present to conduct the session.

o) The PMAs, Participating Teams, Participating Players and its officials acknowledge and agree that they shall not be permitted to conduct any interviews on the Playing Field, its immediate vicinity or any other restricted areas unless otherwise advised by the AFC or AFC Commercial Rights Partner.

p) The PMAs shall, upon request by the AFC, make all squad players and coaches available for head shots and video walk-ups for television at least one (1) time during the Competition where such shots and video walk-ups shall be posted on the AFC Website for promotional and/or editorial purposes relating to the Competition.

18.6. **MIXED ZONE**

a) The Host Association shall coordinate and cooperate with the AFC in ensuring that a mixed zone, containing a sectioned-off area reserved for the Broadcast Licensees is set up and organized for the media after the Match and that the Mixed Zone is conducive and safe for Participating Players and officials to pass through from the dressing rooms to the team transport area.

b) The PMAs, Participating Teams, Participating Players and its officials acknowledge that it is mandatory to pass through the Mixed Zone.

c) Speaking to the media in the mixed zone is not compulsory. However, it is strongly recommended that Players and officials give brief interviews to the media.

18.7. **DRESSING ROOMS**

a) The Host Association, PMAS, Participating Teams, Participating Players and its officials acknowledge and agree that the team dressing rooms are strictly off limits to any members of the media at all times during the Competition and shall ensure that its respective media personnel or any third party media representatives associated to the Host Association, PMAS, Participating Teams or Participating Players observe and comply with these provisions.

b) Notwithstanding the above, the AFC reserves the right to grant the Host Broadcaster access to the team dressing rooms prior to the arrival of the Participating Players and officials to record and film the Participating Players playing kit and equipment.
18.8. **PLAYING FIELD**

a) The Host Association, PMAS, Participating Teams and its officials acknowledge and agree that Media Representatives and/or any unauthorised third parties are strictly prohibited from entering the Playing Field or any prohibited areas in the Stadia including technical zones and the area between the boundaries of the Playing Field and spectator stands and shall ensure that no such parties shall be allowed access or brought to the said areas unless otherwise authorised by the AFC.

b) Notwithstanding the above, the Host Associations acknowledge that only accredited and authorised photographers, television crew and cameramen, the Host Broadcaster or any authorised Broadcast Licensee shall be allowed access to the Playing Field and the area between the boundaries of the Playing Field 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.

18.9. **TRAINING SESSIONS**

a) The PMAs, Participating Teams, Participating Players and officials acknowledge that all training sessions at the Official Training Sites shall be open to Media Representatives and Official Social Media Personnel for at least the first fifteen (15) minutes upon commencement of training and shall observe all instructions as issued by the AFC in relation to such sessions.

b) The Host Associations and PMAs acknowledge that if a training is held at the Stadia, the areas accessible by Media Representatives and Official Social Media Personnel shall be the same as available during a Match and access to such Media Access Areas shall be security controlled and subject to the possession of valid accreditation.

c) The Host Associations and PMAs shall be responsible in coordinating all media related activities at the Official Training Sites with the AFC and AFC Commercial Rights Partner.

19. **CLEARANCE AND FEES**

19.1. The Host Association shall be responsible, at its own cost, for obtaining all clearances and executing all required documentations to enable the free and unfettered exercise and exploitation of Commercial Rights and Media Rights and clearance of all products, equipment and/or materials relating to the Competition.

19.2. The Host Association represents that there shall be no access, origination or other fees or taxes imposed on the AFC, AFC Commercial Rights Partner or Official Licensees by any local authorities or other parties in connection with the exercise of any rights relating to the Competition.
20. **COOPERATION**

The PMAs undertake to work in close cooperation with AFC and agree to indemnify, defend and hold AFC and its subsidiaries and all of their officers, directors, employees, representatives, agents, commercial rights partner, official licensees and other auxiliary persons free and harmless against any and all liabilities, obligations, losses, damages, penalties, claims, actions, fines and expenses (including reasonable legal expenses) of whatsoever kind or nature resulting from any non-compliance by the association or any of its players, officials, employees, representatives or agents with these regulations.

21. **MINIMUM REQUIREMENTS**

The terms contained in these Regulations constitutes AFC’s minimum requirements in relation to the performance and delivery of marketing and media obligations for the Competition. The AFC, in consultation with the AFC Commercial Rights Partner shall inform the Host Association and PMAS of any further matters which may be required in addition to the terms as provided for herein.

22. **BREACH OF REGULATIONS**

A breach of any of the terms of these Regulations shall be referred to the AFC Disciplinary Committee for deliberation.

23. **APPLICABILITY**

All terms contained in the 2018 FIFA World Cup Preliminary Competition Media & Marketing Regulations (“FIFA Regulations”) shall be deemed to be incorporated into these Regulations. In the event of any discrepancy between any of the terms contained in these Regulations and the FIFA Regulations, the terms of the FIFA Regulations shall prevail.

24. **MATTERS NOT PROVIDED FOR**

Matters not provided for in these Regulations shall be decided by the AFC, whose decisions shall be final, binding and not appealable.

25. **ENFORCEMENT**

These Regulations have been approved and adopted by the AFC Executive Committee on 27 May 2016 and comes into force immediately.
APPENDIX 1
DEFINITION

Accreditation Cards  means a physical card or device issued by the AFC which evidences the recipient’s right to access a Controlled Access Area (or part thereof) while the Controlled Access Area is under the control of the AFC and/or the Host Association.

Advertising Rights  means 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 Stadia or Facility Areas or within the Controlled Access Area(s), in association with the Competition Marks and/or AFC Marks, 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 the 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 referees and linesmen), medical and security staff, ballboys, player escorts, flag bearers and/or photographers. The display of the name and/or logo of the bona fide supplier of clothing on the strip of the uniforms of referees/linesmen and other 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 FIFA and/or AFC Regulations. Similarly, branding on any equipment, goods and/or services used in connection with the Competition, save where supplied by an Official Licensee, may only include customary branding of the bona fide manufacturer and may not be associated in any way with the Commercial Rights.

AFC  means the Asian Football Confederation.

AFC Commercial Rights Partner  means Lagardere Sports Asia Pte. Ltd.

AFC Website  means the domain www.the-afc.com owned by the AFC and all official pages and official media platforms/channels created
Broadcast Licensees means any entity(ies) that have acquired from AFC any rights in relation to the Media Rights.

Clean Stadia means that all areas of the Stadia of the Competition (including without limitation the exterior of corporate hospitality boxes and the interior of broadcast studios (if any)) and locations of Official Function(s) shall be free from commercial or promotional messages, advertising, displays or facilities of any kind except for those installed, erected or otherwise authorised by the AFC and/or AFC Commercial Rights Partner from four (4) working days prior to the day of the first Match at the relevant stadium until twenty-four (24) hours after the day of the last Match at the Stadium so the Commercial Rights shall be fully available for exploitation by the Official Licensees without hindrance.

Ceremonies means without limitation, the preliminary draw, the opening ceremony, the presentation ceremonies, award ceremonies, the closing ceremony, launch of the Competition Marks and/or handover of Competition trophy event ceremony.

Commercial Display Area means any area at a Stadia which is provided for the exclusive use of the Official Licensees for the purposes of the display and/or promotion of their respective goods and/or services.

Commercial Programme Tickets means Tickets to a Match and/or Official Function which are supplied to an Official Licensee.


Competition means the Asian qualifying matches of the 2018 FIFA World Cup Russia™ (“Asian Qualifiers”) (including each Match and the Ceremonies in relation thereto).

Competition Data means any and all information related to the Competition, in which AFC and/or the AFC Commercial Rights Partner has or creates a Proprietary Interest, including Match Schedule, 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 that may be derived from the Competition.
Competition Marks means in relation to the Competition (or any part thereof), all design, marks, slogans, designations, names, logos, insignias, emblems, mascot or devices (in any application) owned and/or controlled by the AFC (in any language).

Competition Title means the “Asian Qualifiers” or any variation thereof as advised by the AFC.

Concession Rights means sampling, vending, display and other distribution methods and payment methods connected therewith for and of products or services, including pourage rights at the Stadia and Facility Areas.

Controlled Access Area(s) means the Stadia, including the fences and perimeters, the aerial space above the Stadia, and all other official locations associated with the Competition, including the Facility Areas, media centres, international broadcast centres, Official Training Sites, designated official hotels (including but not limited to the official hotels for the Participating Teams), hospitality and VIP areas and facilities, and surrounding and adjacent areas to the locations described above, but excluding for the avoidance of doubt the Licensed Areas.

Facility Areas means the location of Official Functions, Ceremonies, press centres, ticket offices, official hotels, media areas (including without limitation areas used for viewing of the Public Exhibition), sponsor village areas (including without limitation “fan-fest” and “fan-village” 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 AFC and used in connection with the Competition whether at the Stadia or elsewhere at the Venue(s).

FIFA means the Federation International de Football Association.

Fixed Media means any magnetic, electronic or digital storage device or method including without limitation, DVD, VHS or CD-ROM.

Football Association(s) means the controlling body for association football within each country or territory of the AFC.

Force Majeure means any event affecting the performance or 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, epidemic or other natural disaster, failure or shortage of power supplies, war, terrorist action or the proximate threat thereof, military operations, riot, crowd disorder, strike, lock-outs or other industrial or civil commotion.

**Hospitality Rights**

means the opportunity to offer and sell hospitality and entertainment facilities at the Venue or within the Controlled Access Area(s) in combination with the Commercial Programme Tickets and/or such other Tickets as may be required, whether such facilities are in boxes, marquees or otherwise, but excluding those private facilities reserved for AFC officials and its guests not forming part of the Commercial Rights.

**Host Association**

means the Participating Member Association hosting and staging a Match of the Competition.

**Host Broadcaster**

means the party appointed by the AFC and AFC Commercial Rights Partner, responsible for the production of the World Feed of the Matches, the Ceremonies or Official Functions (or parts thereof) of the Competition.

**Image Rights**

means the right to use still and/or moving images and/or representations of images of Participating Teams and Participating Players participating in the Competition, and including for the avoidance of doubt, images of coaches, referees and other officials forming part of the Competition.

**Interactive Communication System**

means any interactive communication system that enables end users to engage in two-way interactive transmissions including the ability to access interactive programmes, services and Media Rights, whether such programmes, services and Media Rights are distributed by telephone or cable lines (whether fibre-optic, coaxial or otherwise), satellites, microwaves or other wireless digital communication systems, cellular communication systems, WAP, UTMS, personal digital communications devices, pager services, online data services, broadband, the Internet or any combination or subset of the foregoing employing any current or future design or technology or any similar interactive communications systems whether now known or hereafter developed.

**Interactive Television**

means any distribution of television signals in conjunction with an Interactive Communications System in such a way as to allow recipients to engage in two-way interactive communications including the ability to access interactive
programmes and services irrespective of the means of distribution of such television signals.

Internet means the system making use of the TCP/IP software protocols known as the internet or the worldwide web whatever the communication links may be which connects the user (including by way of fixed, mobile, DSL, ISDN, UMTS WiMax or other broadband links) including any developments in such protocols or any other protocols which may be developed which give equivalent, reduced or enhanced functionality compared with such protocols and includes all methods of Internet Delivery.

Internet Delivery means the delivery or provision of access to the Internet via audio and/or visual material for reception and viewing in an intelligible form using the Internet by means of either: (a) IPTV delivery systems (on a VOD or linear basis); or (b) a website that is owned and controlled by AFC, AFC Commercial Rights Partner and/or an Official Licensee and which is accessible by the general public via a URL and IP address (on a VOD or linear basis), including any similar, related or derivative technology now known or devised or invented in the future.

Laws of the Game means the laws governing the game of association football as determined from time to time by the International Football Association Board.

Licensed Areas means in relation to certain Stadia which are traditionally used for multi-sport events, those areas at the Stadia where admission is not regulated by the AFC’s accreditation system, excluding for the avoidance of doubt the Facility Areas and/or Controlled Access Area(s) used for activation of the Commercial Rights.

Matches means any football match in its entirety (including the warm up), toss, playing of national anthems, extra time and penalty shoot-out phases of each such Match) comprising and forming the Competition.

Match Schedule means the published schedule containing details of the Competition (which details shall include but not be limited to the names of the Participating Teams, Venues, Stadia, and details of the Match kick-off times).

Media means all members of the written press, on-line editors, photographers, television news crews and the representatives
of the Broadcast Licensees entitled to media accreditation as determined by AFC and AFC Commercial Rights Partner.

Media Access Area(s) means the designated area(s) for access by Media Representatives with valid Accreditation Cards.

Media Representatives means any professional photographer or representative of the press who has been granted the right to receive an official press and photographer Accreditation Card entitling him/her to access the Media Access Areas.

Media Rights means the right and license to produce edit and transmit, for intelligible reception throughout the world in any language and in any format and on any platform including film, Fixed Media, games, Internet, Public Exhibition, radio, mobile and television, a visual, audio-visual, 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 interviews, activities and action during and forming part of the Competition including Ceremonies, 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 and Interactive Communications System, 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.

Media Tribune means the section of the Stands in any Stadia which is proposed by the Host Association and approved by the AFC as being for the exclusive use of Media Representatives and Broadcast Licensees for the purposes of reporting on a Match taking place within such Stadia.

Member(s)/Member Associations means a Football Association which is a member of the AFC

Merchandise Rights Official means the right to exploit the Competition Marks and/or Designations in the manufacture, packaging, distribution and sale of goods and services of all kinds, including items of equipment (i.e. footballs) clothing, coins, medals, games
(electronic or otherwise), other collectibles and premiums related to the Competition.

**Official Designation**

means the use of the words, with or without the AFC Marks or Competition Marks (as applicable), which state or imply an official connection with the AFC and/or the Competition, including by way of example “Official Sponsor of [AFC/Competition]”, “Official Product of [AFC/Competition]”, “Official Supplier of [xyz product] to the [AFC/Competition]”, “Official Broadcast Partner of [AFC/Competition]”.

**Official Function(s)**

means any event which is officially organized, sanctioned and/or supported by the AFC which is designed to promote, celebrate, enhance or facilitate the staging of the Competition. Official Function(s) expressly includes the preliminary draw, the final draw, the Team Workshop, the Referee Workshop, matches and/or functions held at an Official Training Site, the Ceremonies, any AFC gala dinner, cultural events, official press conferences and launch events (such as the official launch of the Competition logo or mascot)

**Official Licensee(s)**

means any entity which is granted the right to exercise and/or exploit the Commercial Rights (or any part thereof)

**Official Licensees’ Marks**

means those words and logos vested in or owned by the Official Licensees and as provided by the Official Licensees to the AFC or AFC Commercial Rights Partner in accordance with the provisions of their respective agreements

**Official Photographers**

means the official photographers appointed by the AFC Commercial Rights Partner to photograph the Matches.

**Official Social Media Personnel**

means the journalist/photographer/cameraman appointed by the AFC and/or AFC Commercial Rights Partner to photograph/film the Matches and/or interview the Participating Players and officials and generate such other social media content in relation to the Competition for use on the AFC Website.

**Official Training Sites**

means training sites designated by the Host Association for use by the Participating Teams throughout the duration of the Competition.

**Participating Member Association/PMA**

means any Member Association whose representative team qualifies to participate in the Competition.
<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating Players</td>
<td>means those players participating in the Competition and any other players under the authority of the Participating Team and the AFC during the Competition.</td>
</tr>
<tr>
<td>Participating Team(s)</td>
<td>means those team(s) participating in the Competition, under the authority of the Participating Member Association and the AFC during the Competition.</td>
</tr>
<tr>
<td>Participating Team Agreement</td>
<td>means the agreement executed by a Participating Member Association for the participation of the Participating Team in the Competition.</td>
</tr>
<tr>
<td>Playing Field</td>
<td>means the playing surface in each of the Stadia whose dimensions comply with the Laws of the Game and upon which a Match is played. The term “Playing Field” includes any grass or artificial turf “run-off” areas immediately behind the goal lines and adjacent to the touchlines.</td>
</tr>
<tr>
<td>Premiums</td>
<td>means promotional items of merchandise (including packaging, labeling and/or containers thereof) which are distributed free of charge or as prizes via competitions.</td>
</tr>
<tr>
<td>Promotional Rights</td>
<td>means any rights to official publications, official suppliers, official products, 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 rights of commercial value in regard to the Competition.</td>
</tr>
<tr>
<td>Proprietary Interest</td>
<td>means without limitation, intellectual property rights, 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. For the purpose of this definition “moral rights” shall mean a privilege, right or claim which is based on moral considerations or ethical principles and which should be recognised by law, but which may not be legally imposed or enforced as such.</td>
</tr>
<tr>
<td>Public Exhibition</td>
<td>means viewing by, an audience on a screen and or television set and/or radio receiver located anywhere in cinemas, bars, restaurants, stadia, 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 (ii) all rights to organise and stage any event where an audience may view</td>
</tr>
</tbody>
</table>
such transmission(s) (whether or not such viewing is open to the general public or otherwise); and (iii) 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.

**Referee Workshop** means the preparatory workshop hosted by the AFC which may be attended by the Referees and which provides the Referees with information about the Competition which is relevant to the Referees.

**Stadia** means any stadia at which matches are played. The term “Stadia” includes the entire premises (to the extent that a valid Accreditation Device or Ticket is required in order to gain access) of stadia facility inside the outer stadia perimeter fences and (on Match days and any day on which an official team practice session takes place within the stadium) the aerial space above such stadia premises. The term “Stadia” also includes all parking facilities, VIP and hospitality areas, the Media Tribunes, concession areas, Commercial Display Areas, buildings, the Playing Fields, the Broadcast Compounds, the Stadia Media Centres, the Stands and the areas beneath the Stands.

**Stadia Media Centres** means any official media centre at the Stadia.

**Stands** means the spectator seating infrastructure comprising substantial part of the principal Stadia building at any Match, including the VIP Tribune, the Media Tribune and any skyboxes.

**Team Workshop** means the seminar given by the AFC to the Participating Teams in order to give the Participating Teams a comprehensive insight to the logistical arrangements for the Participating Teams at the Competition.

**Territory** means the world.

**Tickets** means access to the venue for the purpose of attending a Match and/or where relevant Official Functions.

**Travel & Tour Rights** means the right to organise and/or sub-license official travel and tour activities in relation to the Competition, which travel and tour activities shall, for the avoidance of doubt, include Tickets to the Competition.
Venue(s) means each Stadia and the area immediately surrounding the Stadia.

VIP Tribune means the “tribune d’honneur”, or the location in the Stands identified by the AFC as being the exclusive area to which the VIP and VVIP guests of the AFC and the AFC Commercial Rights Partner will be invited to view the Matches.

World Feed means the basic feed of the Matches consisting of comprehensive, neutral coverage of pre- and post-match activities and Match action, including, multiple camera coverage, replays at least one channel of international sound audio and English language graphics, suitable for international distribution and broadcast.

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

(a) The singular shall include the plural and vice versa.

(b) The masculine gender shall include the feminine and vice versa.

(c) Reference to persons shall include any legal person or corporation.

(d) References to the AFC shall where the context permits include its successors and permitted assigns.

(e) References to AFC Commercial Rights Partner shall where the context permits include its successors and permitted assigns.

APPENDIX 2
Media Requirements - Infrastructure, Facilities and Services

1. MEDIA CENTRE
1.1. At least one air-conditioned room (100m2) must be provided for Media representatives equipped with desks and access to communication facilities.
1.2. The media centre must be located on the same side as the media tribune, press conference room and mixed zone area.
1.3. The room must be equipped with the following:
   a) tables, chairs and internet connection for 70 persons;
   b) one (1) photocopy machine with all its consumables;
   c) one (1) fax machine with all its consumables;
   d) pigeon holes for Media Representatives and the Host Broadcaster; and
   e) Information services, catering and transport office if required by AFC.
2. MEDIA TRIBUNE

2.1. The Stadia must have a media tribune for Media representatives that meets the following requirements:
   a) all area of the media tribune must be covered;
   b) 20 seats without desks;
   c) 50 seats with desks. These seats must be equipped with a power supply and internet connection. The desks must be big enough to accommodate a laptop computer and a note pad.

2.2. The media tribune must be located in a central position in the grandstand and must be on the same side as the media centre, press conference room and mixed zone.

2.3. There must be an exclusive access path for the Media from the media tribune to the press conference room and the media centre.

3. PRESS CONFERENCE ROOM

3.1. The Stadia must have one air-conditioned press conference room which fulfills the following requirements:
   a) A desk and chairs to accommodate at least five (5) persons;
   b) a podium;
   c) camera platform measuring 0.5m in height, 6m in width and 2m in depth and power extension lines for ENG cameras;
   d) a split box;
   e) sound system with more than six sound outputs;
   f) Chairs arranged in classroom seating style to accommodate at least 70 persons.

3.2. The press conference must be located on the same side as the media centre, media tribune and mixed zone.

3.3. There must be an exclusive access path for the Media from/to the press conference room to/from the media tribune and media centre.

4. MIXED ZONES

4.1. The Stadia must accommodate an area for the mixed zone. This area must be well-lit and must be located in an area which is on the way to/from the dressing rooms and the team transport area.

4.2. The Mixed Zone must be secure and must be accessible only to coaches, players, officials and representatives of the Media.

4.3. The Mixed Zone must be divided into three areas: one for broadcaster crews, one for radio reporters and one for print journalists.

5. CAMERA POSITIONS

5.1. One main camera platform must be provided in the grandstand. It must be centrally situated and at a height above the pitch which guarantees optimum picture quality.

5.2. The main position must be exactly in line with the halfway line and be at a height which forms an angle of 15-20 degrees from the horizontal plane to the centre plan.

5.3. The platform for the main camera must be at least 12m2 in dimension.
5.4. In addition to the main camera position, offside camera positions level with each penalty area must be allocated.
5.5. Camera positions for goal and reverse camera positions must be identified and reserved.

6. **TV AND COMMENTARY POSITIONS**
6.1. The Stadia must have a minimum of six (6) fully-enclosed and air-conditioned rooms which have unobstructed views of the entire pitch.
6.2. The commentary positions must be located on the same side as the main camera positions and must be at least 5m in width at the front by 3m depth by 2.5m in height for an enclosed position. If a non-enclosed position is required by AFC and WSTV, it must be at least 3m in width at the front by 2m in depth.
6.3. Each commentary position requires minimum two (2x) power jacks and two (2x) phone jacks which should be connectable to IDD/ISDN. Commentary positions should have facility to patch video from the OB van to the position, and to patch audio from commentary positions to OB van.
6.4. There must be main and back-up power supply to the commentary positions and compound.
6.5. Each commentary positions must have at least three (3) seats.

7. **TV STUDIOS**
7.1. The Stadia must be equipped with TV studios meeting the following requirements:

<table>
<thead>
<tr>
<th>Number Required</th>
<th>Size Required</th>
<th>Additional Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>5m long x 5m wide x 2.3m high</td>
<td>Including a presentation studio with view of the pitch. Adequate space for a secured mixed zone.</td>
</tr>
</tbody>
</table>

7.2. TV Studios shall preferably have a glass wall and a view across the pitch.

8. **OB VAN**
8.1. The Stadia must have an OB van area meeting the following requirement:

<table>
<thead>
<tr>
<th>Location</th>
<th>Surface Dimension</th>
</tr>
</thead>
<tbody>
<tr>
<td>Located on the same side of the Stadia as the main camera</td>
<td>At least 600m2</td>
</tr>
</tbody>
</table>

8.2. Stadia should supply access to the main back-up power for the OB compound as required by the host broadcaster.
8.3. The area must be appropriate for the Host Broadcaster’s and Media Rights Licensee’s multilateral and unilateral television and radio broadcast operations including up/down-linking to domestic and international satellites and easy access for large vehicles.
8.4. Stadia should supply access to the main back-up power for the OB compound as required by the host broadcaster.
8.5. Adequate office space in the broadcast compound at each Venue for Host Broadcaster’s technical, administrative and production offices and rooms with necessary air conditioning and/or heating.

8.6. Security must be provided at all times for all television broadcast areas.

9. PARKING AREA

9.1. The Stadia must provide a minimum of twenty (20) parking places for exclusive use by AFC, the Host Broadcaster, and Media Rights Licensees. Such parking spaces shall be of adequate size to accommodate the technical vehicles of the Host Broadcaster and Media Rights Licensees.

9.2. 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.

9.3. At least one-third (1/3) of such parking spaces shall be situated in close proximity to the Stadium entrances so as to facilitate the loading and unloading of unilateral equipment. Where the physical configuration of any stadium does not allow for all such parking spaces to be situated, the LOC shall designate a dedicated unilateral equipment and personnel drop-off point for Media Rights Licensees, such drop-off to be situated as close as possible to stadium entrances.

APPENDIX 3

RULES AND PROCEDURES FOR ENG CREW

Electronic News Gathering (ENG) Crew

- Electronic News Gathering (ENG) crews shall comprise of not more than three (3) people and may work on behalf of the Host Broadcaster or Broadcast Licensees.
- ENG crews which have been granted access to the Match shall abide by the ENG Policy as follows:
- ENG crews shall only be allowed to film from the ENG positions designated by the AFC and/or LS, which generally include the following:
  a) behind the goal line pitch-side advertising boards (cameraman plus one other person only) and/or designated camera platforms (subject to the availability of space);
  b) the rear of the press conference room (cameraman plus one other person only); and
  c) The Mixed Zone (up to three people per broadcaster only, generally).
For the avoidance of doubt, the ENG crew shall not be allowed to film once the camera leaves or is moving between each designated position.
- ENG crews may never enter the Playing Field, the player’s 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 withdrawn immediately for the duration of the tournament.
- ENG crews shall only be allowed to interview Participating Players and/or coaches in the Mixed Zone after the Match.
Where space is limited the AFC and LS reserve the right to prioritize access to the Venue for ENG crews.

ENG crews shall be provided with a valid Accreditation Device and accorded access to designated area(s) and agree to use their Accreditation Device and/or any other official forms of identification provided by the AFC and/or LS including but not limited to media bibs and/or apparels, at all times.

APPENDIX 4
RULES AND PROCEDURES FOR PHOTOGRAPHERS

- All photographers requiring access to the competition must contact the relevant Member Association and complete the necessary application procedures to clear their request.
- All photographers requiring pitch-side access must wear Media Identity Bibs. Bibs are available from the Member Association at the entrance to the Stadia in exchange for your journalist ID card.
- Team lists will be made available 45 minutes before kick-off in the media centre.
- Access on to the field of play is not permitted at any time, including before and after the Match.
- Before the start of each Match, photographers may shoot the line-ups of the teams from the touch line, but photographers must not enter the field of play.
- Once the Match starts photographers must stay behind the advertising boards behind the goals and will not be allowed to change sides until half-time, the end of regulation time, or the start of extra time. When changing ends, photographers should pass along the near side of the pitch, not behind the advertising boards. Under no circumstances will photographers be allowed to shoot from either touchline during the Match.
- The coaches of the two teams will attend a press conference immediately after the Match. At the press conference, all photographers must stand at the rear of the room & allow journalists to be seated towards the front.
- The Official AFC photographer may work from any position, including touchlines, but should not move during the Match.
- Please follow the instructions of the AFC Delegation and present at the Stadia.
- Remote cameras by photographers: Photographers are required to obtain AFC prior authorization before setting up any remote camera in designated areas.
- Refusal to adhere to these Regulations may result in your eviction from the Stadia and you may also be refused entry to future AFC competitions.