



MARKETING & MEDIA REGULATIONS AFC Futsal Championship Uzbekistan 2016

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1. Introduction

The Organising Association (hereinafter referred to collectively as the “OA”) and All Member Associations participating (hereinafter referred to collectively as the “PMAs” and individually, a “PMA”) in the AFC Futsal Championship Uzbekistan 2016 (the “Competition”) and Participating Teams shall observe the rules outlined in these Marketing and Media Regulations. The proper implementation of these Marketing & Media Regulations will be of direct benefit, not only to the OAs and PMAs, but to all Member Associations and the sport of association football. Any rights not expressly referred to in these Marketing and Media Regulations are reserved by the AFC.

2. Definitions

In the context of these Marketing and Media Regulations (including the Appendices), unless the context otherwise requires or admits, the terms set out in Appendix 1 shall have the meanings set out therein.

COMMERCIAL RIGHTS

3. Ownership of Commercial Rights

- a) The OA, PMAs, Participating Teams and Participating Players acknowledge and agree that AFC owns exclusively the Commercial Rights relating to the Competition within the Territory and that AFC has appointed World Sport Group Pte Ltd (hereinafter referred to as “WSG”) as an exclusive representative to the sale of Commercial Rights.
- b) The OA, PMAs and Participating Teams shall ensure that no company, commercial or corporate entity can associate their name with the Competition or the Competition Marks in any way which might give rise to an association between those entities and the Competition, The only companies or entities authorised to associate their name with the Competition or the Competition Marks are the Official Licensees.

4. Intellectual Property Rights

AFC is the exclusive owner of all intellectual property rights of the Competition, including any current or future rights of the Competition Marks and AFC’s name, logos, brands, medals and trophies. Any use of the aforementioned rights requires the prior written consent of AFC, and must comply with any conditions imposed by AFC. .

5. Copyright in Competition Data

Any data created in conjunction with the Competition, including but not limited to fixture lists, team lists and team or player data, is part of the Competition Data and Commercial Rights, and is the sole property of the AFC.

6. Image Rights

The OA, PMAs and Participating Teams agree that AFC shall have the right to use and authorize others to use the records, names and images of the PMAs (including their marks and logos), Participating Teams and Participating Players, including still photographs and moving images which may be generated from the PMAs and Participating Teams' participation in the Competition.

7. Exploitation of Commercial Rights

- a) Further to the terms of the contractual agreement between the AFC and WSG, WSG, as the sole and exclusive representative with regard to the sale of Commercial Rights, shall secure the sale of the Commercial Rights to the Official Licensees for the Competition by any means, for any and all products and services within the Territory. AFC reserves the Commercial Rights and is exclusively entitled to exploit, retain and distribute all revenues derived from the exploitation of the Commercial Rights.
- b) The OA, PMAs, Participating Teams, Participating Players and officials shall have no right to exploit directly and/or sublicense the exploitation of such Commercial Rights to any other person and/or entity.
- c) The OA, PMAs, Participating Teams, Participating Players and officials shall undertake to guarantee WSG optimum support in the implementation of the Commercial Rights and refrain from taking any steps that would encroach upon the above mentioned rights of Official Licensees.
- d) The OA, PMAs, the Participating Teams and the Participating Players, shall be fully responsible and liable for any breach of their obligations under these Marketing and Media Regulations, in particular, of the Commercial Rights, or any infringement of the Commercial Rights by the OA and PMAs or any third party acting with the OA or PMA's authority which may constitute a breach of any exclusive rights which are owned by AFC.

- e) The OA and PMAs must support and ensure its players, officials and other employees also support the commercial programme established by for the exploitation of the Commercial Right including without limitation the promotional programme run by AFC and the partners at the Competitions.

8. Exploitation of Media Rights

- a) AFC is the sole owner of all of the Media Rights (including but not limited to television and/or radio signals and/or recordings in any form of audio and/or audio-visual medium; film and video rights) and Interactive and Electronic Media Rights (including but not limited to the internet, telephony rights) to the Competition, and has appointed WSG as an the sole and exclusive representative for the sale of the Media Rights in relation to the Competition.
- b) The OA and PMAs shall refrain from any action, and shall in particular refrain from entering into any agreement or executing any document, which might result in an infringement of the Media Rights owned by AFC and the Broadcast Licensees.
- c) The OA and PMAs shall take all steps AFC may deem necessary to preserve and protect the Media Rights and the rights owned AFC and/or the Broadcast Licensees.
- d) The OA and PMAs shall ensure that all Ticket holders, staff members, Participating Teams and Participating Players, and all others whose images may appear in connection with the exploitation of the Media Rights, permit and/or authorise AFC, WSG and the Broadcast Licensees (whether through the Ticket terms and conditions or by written agreement or deemed waiver & release) to use, record and broadcast their images worldwide in any media in connection with the Media Rights.
- e) The OA and PMAs shall be fully liable to AFC, for any breach of their obligations under these Marketing and Media Regulations, or for any infringement of the Media Rights by the PMAs or any third party acting with the authority or consent of the PMAs.

9. Rights Protection and Ambush Marketing

- a) No third parties, including commercial partners of the OA and PMAs, the Participating Teams and the Participating Players shall use the Competition Marks or do anything which may give rise to any association between such third parties and the Competition.

- b) The OA and PMAs shall refrain from any action and shall in particular refrain from entering into any agreement or executing any document, which might reasonably be expected to result in an infringement of the Commercial Rights owned by AFC and/or any of the Official Licensees.
- c) The OA shall, at their own costs, ensure the protection of AFC and the Official Licensees from any ambush marketing activities, ie. advertising and/or promotions by third parties not officially associated with the AFC and/or the Competition. The PMAs shall, at their own costs, be responsible for the immediate removal of all unauthorized or unofficial advertising, publications, promotional materials and/or merchandise from the Hall. Where the PMA fails to remove and/or conceal any such unauthorized materials, the AFC, and at AFC's directive, WSG shall be entitled to take such steps as they deem necessary to immediately remove and/or conceal such materials, and all costs incurred by WSG in connection thereto shall be borne by such PMA .
- d) The OA, PMAs and Participating Teams shall immediately notify their commercial partners of the content of these Rights Protection and Anti-Ambush Requirements stated herein and shall ensure that their commercial partners comply with the terms of these Rights Protection and Anti-Ambush Requirements.

Anti-Ambush Requirements

In accordance with current practice, AFC will notify the OA or a PMA if any of its commercial partners are conducting any activity which AFC reasonably believes constitutes any of the following violations of these requirements:

- i. An infringement of its intellectual property rights including:
 - Any activity that the Competition Marks are used in any manner different from or prohibited by these Marketing and Media Regulations; or
 - The use or registration of any marks which are confusingly similar to the Competition Marks or which relate, in anyway, to the Competition;
- ii. An unauthorised competition, sweepstake or other advertising or promotional activity involving the use of Competition Tickets;

Or

- iii. Any other act of ambush marketing (being any unauthorised commercial association with the Competition).

In such cases, the OA and PMAs shall take all measures required by AFC to ensure that such commercial partners or third parties immediately desist from such activity.

MARKETING

10. Competition Marks

- a) Ownership: The OA and PMAs acknowledge that AFC is the owner of the Competition Marks and that all rights and goodwill in and in relation to the Competition Marks are vested in AFC. The OA and PMAs shall not grant, or purport to grant, any right or license to use the Competition Marks to any third party.
- b) Usage: The OA and PMAs must use the following term ONLY when referring to their participation in the Competition, and each such use must be in an editorial context only:

AFC Futsal Championship Uzbekistan 2016
(hereinafter, the “Competition Title”)

The OA, PMAs, Participating Teams and Participating Players and officials shall not use the Competition Title in a commercial context, or in any way which suggests or implies a commercial relationship and/or endorsement with any third party. Any translations must be authorised by AFC.

- c) All proposed uses of the Competition Marks must be submitted to the AFC (attentioned to such persons as detailed in the Contact section set out at the end of these Marketing and Media Regulations, for AFC’s prior written approval.

11. Controlled Access Areas Et Licensees

- a) The OA shall undertake to observe AFC’s instructions regarding the Control Access Area.
- b) In application of the “Clean Site principle”, the OA shall, at its own cost, ensure that the Controlled Access Areas shall be free and clean from all advertising no less than two (2) days prior to each Match, and up until twenty-four (24) hours after the completion of each Match of the

Competition. AFC and WSG shall have unrestricted access to the Controlled Access Areas for the placement of advertising material or any materials relating thereto.

- c) The OA shall provide every assistance to AFC, and at AFC's directive, WSG and the Official Licensees, in gaining necessary access to the Hall, necessary facilities within the Controlled Access Area (including the giant screens) and in obtaining licenses and permissions as necessary to exploit the Commercial Rights and their association with both the Competition and the AFC, by way of promotional activities such as concessions, merchandising, displays, sampling and the sale and/or distribution of Premiums.
- d) The OA shall ensure that AFC, and at AFC's directive, WSG and all Official Licensees, have free access to the Hall at any time prior to the Competition to assess the technical issues and to assemble and construct the relevant infrastructure required for the execution of the Media Rights.
- e) The OA shall be responsible for ensuring that the Media Rights are protected and that no broadcaster and/or video or ENG camera crew are allowed access to the Hall without the prior written permission of AFC and/or WSG. The PMAs are also responsible for ensuring that an adequate media accreditation system is created and managed to control media access and privileges within all official venues.

12. Personal Recording Devices

- a) The OA, PMAs and Participating Teams are required to ensure that their officials, players and representatives do not use, license or consent to the use by third parties of any moving images recorded by personal recording devices of such officials, players or representatives in the Controlled Access Area for broadcast and/or transmission over any form of media. This prohibition extends to any recording devices used by or with the knowledge of the PMAs in the Controlled Access Area save that each Participating Team may record Matches for non commercial technical analysis purpose in a designated area arranged by AFC. The team videographer must wear the bib provided by AFC prior to the shooting.

13. Merchandising and Franchising

- a) The OA shall provide AFC and WSG with sufficient space at the Controlled Access Areas in order for the Official Licensees to fully exercise their exclusive rights of franchise, display, sampling, demonstration and sale of their products and services at the Controlled

Access Areas. The necessary space to exercise such on-Controlled Access Areas rights shall be made available to the Official Licensees, without any payment by AFC, WSG or the Official Licensees.

14. Ticketing

- a) AFC shall at all times be the sole owner of all Ticket rights to the competition, including tickets to all matches and official functions.
 - b) The AFC will provide the ticket design to the OA. The OA shall ensure that printed tickets include, where available, seat numbering and/or serial numbering. All tickets shall incorporate only the Competition Marks and those logos and marks of the Official Licensees as provided to the PMAs as part of the ticket design. The OA shall not permit any other commercial entities other than the Official Licensee to be represented on the tickets or on the accreditations.
 - c) The Official Licensees are the only entities allowed to use and distribute tickets for promotions as a premium, give away or prizes in a competition or sweepstakes. The OA must not provide tickets to their commercial partners or any other party for commercial and/or promotional purposes. The OA must ensure that any Complimentary Tickets received by the OA are not sold or used in any promotional activity.
 - d) If the OA becomes aware of abuse, unauthorised advertisement, or unauthorised commercial use of tickets, they shall bring this information immediately to the attention of AFC.
 - e) The OA will provide AFC/WSG with the following Complimentary Ticket allocation at least 4 weeks prior to each Match:
 - 50 VIP for each Match
 - 450 1st Best category Non-VIP tickets for each Match
 - 500 2nd Best category Non-VIP tickets for each Match
 - Up to 250 Complimentary Tickets, where available and necessary, to all Official Functions and special hospitality facilities at the Hall subject to the capacity of each respective function.
- “Best category” means the best tickets available in the best category seats entitling the ticket holder to sit in the sector immediately adjacent to the VIP area whether in or directly opposite area to the main stand.

- All tickets shall be provided in a continuous blocks of tickets.
- Each PMA shall ensure that WSG can purchase tickets at face value and on an individual Match-by-Match basis, for itself and for the Official Licensees. The number of such additional tickets shall be mutually agreed and informed sufficiently early to the PMA.

15. Parking Spaces

- a) The OA shall provide AFC with twenty (20) parking spaces (of which at least ten (10) are VIP parking spaces) at the Controlled Access Areas for each Match.

16. Sponsorship / Official Licensee

a) Official Licensees

To aid the long-term development of Asian football, AFC have entered into long term partnerships with some of the world's leading corporations as sponsors and partners of the Competition. Official Licensees exercise the right to exclusively associate with the Competition, through advertising, displays and the sale of product at official venues (Hall, hotels, training grounds) of the Competition.

b) Official Sponsor Equipment & Branding

The Official Licensees have the right to supply official product and/or equipment to the Competition. AFC and/or WSG will be solely responsible for co-ordinating all requirements of the OA with the respective Official Licensees. Ball boys and flag bearers for the Competition shall wear apparels supplied by AFC. Where an Official Licensee has sponsored the apparel for the player escorts of a Match, such apparel shall be supplied by the AFC. Where no Official Licensee has sponsored the apparel for the player escorts of a Match, the PMA shall provide the apparel (where such apparel shall be totally unbranded) for such player escorts.

c) Supply of Match and Training Balls

For the Competition, AFC shall supply to the OA match footballs to be used at each Match and 15 footballs to be used by each Participating Teams during its training. Except with the prior approval of AFC, no other footballs are to be supplied and/or used for the Competition.

d) Manufacturer's Identification mark on Playing Jerseys

The OA and PMAs shall ensure that their respective Participating Teams abide by the AFC Equipment Regulations.

17. Printed Materials

- a) The OA shall produce the Competition's official programme in accordance with the editorial content, designs and specifications supplied by AFC and in quantities advised by AFC.
- b) An English language official souvenir programme will be designed, compiled and formatted by AFC. Where necessary, the OA shall provide the necessary translation in the local language of the content before production. The costs for such printing and translation shall be borne by the OA. The production and local distribution of the programme will be the responsibility of the OA.
- c) The official Competition programme shall incorporate only those Competition Marks and logos and marks of the Official Licensees as provided to the OA by WSG. The OA shall not accept any advertisement in the Competition official programme from any entity other than the Official Licensees to be represented on the tickets and on the accreditations.
- d) Save as provided in these Marketing and Media Regulations, the OA undertakes not to publish any Competition-related publication without prior written approval of AFC.
- e) The OA acknowledges that all rights (publications and advertising) in and to all Competition-related publications including, but not limited to, the Competition official programme, the Match day programme, the official magazine, location guidebooks, official posters, etc are exclusively reserved to AFC and its Official Licensees.
- f) The OA shall seek AFC's approval prior to the production of any printed material. AFC's approval shall be final and any approved artwork shall not be altered by the OA.

18. Websites

- a) The AFC Website and/or any website(s) thereto as directed by AFC (or a respective sub-site or another official AFC new media event channel), will be the only official websites of the Competition.
- b) Online use of the Competition Marks may only be used on PMAs' websites provided that:
 - They are used for editorial purposes only;
 - The PMAs have first obtained AFC's prior written approval for

- such use;
- They are not used in association/connection with, or in proximity to, the name and/or logo of any commercial entities including PMAs' and Participating Teams' sponsors and suppliers; and
- They are not used or placed within the title-bar, menu-bar and/or the footer.

19. Equipment & Pitch Perimeter Advertising

- a) AFC and/or WSG will import and re-export by air or sea freight, a consignment of equipment strictly for use in the organisation and staging and/or broadcast of the Competition. Items which will not be re-exported (e.g. footballs, apparel and Premiums produced by AFC and the Official Licensees) will be donated to the PMAs, match officials and media, following completion of the Competition.
- b) The OA will be responsible for liaising with the Department of Customs and Excise to ensure duty free clearance of all equipment into the Venue and or Hall.
- c) AFC is responsible for the supply of all branded equipment including, but not limited to press conference backdrops, indoor display stands, outdoor display stands and flash interview backdrops.
- d) The OA will not erect any equipment or signage for the Competition without prior consultation and approval from AFC.
- e) AFC or WSG is responsible for the supply of the pitch perimeter signage at the Hall (and official training ground, where applicable).
- f) The OA should note that the perimeter advertising boards will be installed two (2) days before each Match, and the OA shall be required to assist WSG in obtaining approvals from the relevant authorities and sourcing labour to procure the installation of such perimeter and other advertising boards, and to source a secure facility for the storage of such materials after each Match until the end of the Competition.

The OA shall be required to cover the cost of all advertising taxes and/or fees or similar taxes at the Hall and/or within the Venues in relation to the Competition.
MEDIA

20. Media Access Areas

- a) No representatives of the written press or radio journalists are allowed on

the Pitchor the area between the boundaries of the field and the spectators.

- b) Only those Accredited photographers, TV cameramen of the Host Broadcaster and the main visiting broadcaster and the personnel required to operate the electronic television cameras of the Host Broadcaster are allowed in the area between the boundaries of the Pitchand the spectators, where they will carry out their work in the specific locations assigned to them.
- c) The team dressing-rooms are strictly off limits to representatives of the Media before, during and after the Match. The Participating Teams will be subject to disciplinary measures if a breach of this clause occurs.

21. Training Sessions

- a) Official training session at Official Training Sites - All training sessions at the Official Training Sites must be open to the media for at least the first 15 minutes. The training session will be followed by mixed zone where the media will have opportunities to interact with the Participating Players.

22. Media Tribune

- a) The OA shall provide a place for Media Tribune which should have a clear and unobstructed view of the pitch.
- b) It should be located in elevated position and be covered. It should be located at the same side of the Hall as teams' dressing rooms, media centre and press conference room.
- c) The OA shall provide tables, chairs, power sockets and WiFi internet at the Media Tribune.

23. Media Centre

- a) The OA will provide a room at the Hall for use as a media centre. The facility should be within easy reach of the press conference room and should be equipped with power slots and IDD/ISDN facilities for telephone, faxes, and computers. It is the responsibility of the PMAs to provide adequate office automation (fax machines, photocopiers, computers, printers, typewriters) in such room.

24. Press Conferences

- a) All press conferences and interviews held at the Controlled Access Area shall be deemed to be an official AFC press conference and/or interview.
- b) Neither the products nor other identifiers of the PMAs' commercial partners, sponsors or suppliers may appear in any manner at any official press conferences or interviews or other AFC media events.
- c) No player or official of the PMAs may make any verbal references to any commercial entity, other than the Official Licensees, during any official AFC press conference or interview.
- d) The PMAs are responsible for providing a facility for pre and post Match press conferences. The facility should be large enough to set up a press conference backdrop (4m wide x 2m high) which will be supplied by AFC and/or WSG. The PMAs should provide seating in a theatre style, together with amplification equipment and the location of the pre and post-Match conference shall be as follows:-
 - i) The pre- Match press conference facility shall be located either at the Hall or one of the official hotels.
 - ii) The post- Match press conference facility shall be located a short distance from both the players' changing room and the media press seating at the Hall.
- e) The PMAs shall assist the AFC in ensuring that the Participating Teams' managers/coaches/requested player(s) are brought to the press conference, in a timely manner. All ENG crew and photographers shall be located to the side and/or rear of the seating to ensure a clear view of the head table.

25. Mixed Zone

- a) The mixed zone will be in operation immediately after the end of each Match.
- b) Members of the Participating Team official delegation are required to pass through the mixed zone on their way from their Participating Team dressing room to the Participating Team bus at the end of each Match.
- c) Speaking to the media in the mixed zone is not compulsory. However, it is strongly recommended that Participating Players and coaches give brief interviews to the media, who will be separated from the Participating Players and coaches by barriers.

26. Interviews

- a) Members of the Participating Teams' official delegations and PMAs are not permitted to give interviews during a Match on the Pitch or in its immediate vicinity. The AFC and/or WSG's media officer may designate an area between the substitutes' benches and dressing rooms in which "flash" interviews for the Broadcast Licensees only can take place at the end of each Match. Attendance of the Head Coach and selected Participating Players is mandatory.
- b) For the 'flash' interviews, the Head Coach and up to three (3) key Participating Players from each Participating Team must be available for the Host Broadcaster and all Broadcast Affiliates. All Participating Players and the head coach of each Participating Team must be briefed by the respective Participating Team media officer prior to each Match so that they are aware of their responsibilities in this regard.
- c) No interviews will be allowed in either the team changing rooms or on the pitch, except flash interview, at any time. The PMAs shall ensure that reasonable security measures are in place to ensure against such occurrences.
- d) Post Match interviews will only take place in the press conference room immediately after the completion of each Match, with the exception of flash interviews which will be held in a designated location and which are subject to request by the Official Licensees.
- e) No stand-up interviews are to be allowed at any time except with the prior approval of AFC and/or WSG.

MISCELLANEOUS

27. Clearance and Fees

- a) All necessary clearances required under the laws of the respective Host Country shall be obtained at their own cost to ensure that the Matches and Official Functions are cleared for full exploitation of the Commercial Rights throughout the Territory in any media.
- b) The OA agrees to ensure the rapid clearance, free of charge, through the Host Country(s)' customs, of all equipment, goods and materials, which AFC and at AFC's directive, WSG and/or any of the Official Licensees may require in relation to the exploitation of the Commercial Rights.

- c) The OA represent, warrant and undertake that there shall be no access, origination or other fees, or costs imposed on AFC, WSG or any of the Official Licensees, by any local authority or other entity, in connection with the exercise and/or exploitation of the Commercial Rights.

28. Facilities and Utilities

- a) Storage facilities: The OA shall be responsible for providing free storage facilities at the Controlled Access Areas, to be made available to AFC, WSG and the Official Licensees, suitable for the exercise of the Commercial Rights in the Controlled Access Areas.
- b) Secretariat: The OA shall be responsible for providing a room (secretariat) with an IDD/ISDN line for AFC's and WSG's use. This room shall be in a secure location with easy access to the playing pitch and team changing room.
- c) Utilities: The OA shall ensure the provision of the utilities (such as electricity, water and the like) at cost price to WSG and the Official Licensees in order for them to be able to exercise the Commercial Rights in the Controlled Access Site.
- d) Broadcast Facilities: To facilitate the transmission of an international broadcast signal, the OA shall be responsible for providing the facilities reasonably required by the Host Broadcaster appointed by AFC or WSG to ensure an international broadcast quality production of the signal for every Match of the Competition.
- e) Back Up Power: The OA shall provide back up power supply at the Venues. The level for this emergency power supply shall be sufficient to provide lighting and power for the broadcast of each Match.

29. Accreditation Procedures

- a) AFC shall be responsible for the Accreditation during the competition
- b) AFC will provide the design for the accreditation cards which shall only incorporate Competition Marks and Official Licensees
- c) Journalists

Journalists should be seated in a designated "Media Tribune" location, separate from public spectators with both a clear view of the Pitch and

within easy access to public conveniences, the media centre and the press conference room.

This designated press area shall be equipped with tables, power slots and telephone slots for modem connection.

The number of accreditations issued to journalists must not exceed the amount of seating available.

d) Media Identity Bibs

All media requiring pitch access will be required to wear a media identity bib at all times.

Media identity bibs should only be issued to media with approved accreditation. Media identity bibs for the Host Broadcaster and Broadcast Licensees will be produced by AFC or WSG and given directly to the Host Broadcaster and Broadcast Licensee prior to the Competition.

e) Broadcast and hand held camera operators (ENG – Electronic News Gathering) Media

Only official media representing the designated Host Broadcaster and rights holding broadcasters will be allowed to adopt designated positions around the Pitch and on the stand areas designated by AFC after a meeting with the production team and/or WSG representative. Host Broadcaster will be required to wear grey identity bibs and rights holding broadcasters will be required to wear pink identity bibs.

All licensed ENG crews must remain in the designated position behind the advertising boards behind the goals and designated main camera platform in the main stand area if any, except at the start of each Match, when they will be allowed to approach the half way line for team walk-in and line-ups and at the end of each Match when for MVP presentations (if any) respectively. ENG crews will be required to wear brown identity bibs.

Under no circumstances will ENG crews be allowed access into the stands or onto the pitch and the OA shall be required to assist the AFC and WSG in ensuring this regulation is not breached.

f) Photographers

All photographers must wear identity bibs and must remain in the designated positions behind the advertising boards behind the goal,

except at the start and end of each match when they will be allowed to approach the half way line for line-ups and MVP presentations (if any) respectively. Photographers will be required to wear orange identity bibs.

AFC and/or WSG will appoint official photographer(s) (each, an “Official Photographer(s)”) and only they, together with the Host Broadcaster, will be allowed to adopt designated positions around the Pitch and in the stands. The Official Photographer will be required to wear a green identity bib.

Under no circumstances will photographers be allowed into the stands or onto the pitch and PMAs shall be required to assist the AFC and/or WSG in ensuring this regulation is not breached.

30. Infringement of the Commercial and Marketing Regulations

- a) If the OA infringes any provisions contained in these Marketing and Media Regulations, AFC will decide on any appropriate action and disciplinary sanctions via the AFC Disciplinary Committee.
- b) Any item used at a Controlled Access Area by the OA, PMAs or their Participating Teams, Participating Players, officials or representatives which do not comply with these Marketing and Media Regulations and/or the AFC Equipment Regulations will be removed, confiscated or covered up at the discretion of the appropriate AFC officials, and the relevant PMAs may also face sanctions.
- c) AFC will take all legal and any other appropriate steps to prevent and prohibit unauthorised companies, including commercial partners of the PMAs from commercially identifying with, or otherwise exploiting the Competition. The OA shall assist AFC in resolving any intellectual property infringements or ambush activities involving the commercial partners, sponsors or suppliers of the PMAs.
- d) The PMAs will be held fully responsible for compliance of their players, coaches, managers, officials, representatives and commercial partners, sponsors and suppliers during the Competition.

31. New Requirements

- a) The above constitutes AFC’s minimum requirements in connection with the delivery of the Commercial Rights. AFC will inform the OA and PMAs of the developments in the exploitation of the Commercial Rights which may result in AFC imposing additional marketing requirements on the OA and PMAs.



32. Contact

Principal Contact at AFC

AFC Marketing Department

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33. Matters Not Provided For

- a) Matters not provided for in these Marketing and Media Regulations and cases of force majeure shall be decided by the AFC Marketing Committee, whose decisions shall be final.

APPENDIX 1: DEFINITIONS

The terms in Capital letters used in these Marketing and Media Regulations (as hereinafter defined) shall have the following meaning(s):

| | |
|---------------------------|---|
| <i>Advertising Rights</i> | 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 Hall or within the Controlled Access Areas, in association with the Competition Marks and/or AFC Marks, by in-Hall/out-Hall 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, 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. |
| <i>AFC</i> | The Asian Football Confederation. |
| <i>AFC Delegation</i> | Any officials appointed by AFC, including but not limited to the Head of Delegation, Head of Administration, Venue Manager, Match Commissioner, Referee Assessor, Referee, Assistant Referees, Fourth Official, General Coordinator, Media Officer, Security Officer, Medical Officer and Technical Study Group |

Officer.

| | |
|----------------------------|---|
| <i>AFC Marks</i> | Means all design marks, slogans, designations, names, logos, insignias, emblem 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. |
| <i>AFC Website</i> | Means the domain www.the-afc.com currently owned by the AFC. |
| <i>Broadcast Licensees</i> | Means any entity(ies), including without limitation the Host Broadcaster, that have acquired from AFC any rights in relation to the Media Rights. |
| <i>Clean Hall</i> | Means that all areas of the Hall of the Competitions (including without limitation the exterior of corporate hospitality boxes and the interior of broadcast studios (if any)) shall be free from commercial or promotional messages, advertising, displays or facilities of any kind except for those installed, erected or otherwise authorised by AFC/WSG from the period commencing 48 hours prior to each Match or other event comprising the Competition, until 24 hours thereafter so the Commercial Rights shall be fully available for exploitation by the Official Licensees without hindrance. |
| <i>Ceremonies</i> | Means without limitation, the opening ceremony, the presentation ceremonies, award ceremonies, the closing ceremony, and/or launch of the Competition Marks. |
| <i>Commercial Rights</i> | Means the Advertising Rights, Media Rights, Concession Rights, Hospitality Rights, Image Rights, Merchandise Rights, Promotional Rights, Sponsorship Rights, and Travel and Tour Rights. |
| <i>Competition</i> | Means the AFC Futsal Championship Uzbekistan 2016 football competition (including each Match and the Ceremonies in relation thereto). |
| <i>Competition Data</i> | Means any and all information related to the Competition, in which AFC or WSG has or creates a Proprietary Interest, 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 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).

Complimentary Tickets

Tickets which are normally charged but which are supplied without charge.

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 Hall and Facility Areas.

Controlled Access Areas

Means the Hall, including the fences and perimeters, the aerial space above the Hall, 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 Hall or elsewhere at the Venues.

FIFA

The Federation International de Football Association.

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|---------------------------|--|
| <i>Fixed Media</i> | Means any magnetic, electronic or digital storage device or method including without limitation, DVD, VHS or CD-ROM. |
| <i>Force Majeure</i> | 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. |
| <i>Hospitality Rights</i> | Means the opportunity to offer and sell hospitality and entertainment facilities at the Venue or within the Controlled Access Areas in combination with the Complimentary Tickets or such other tickets as may be purchased from the Member Association, 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. |
| <i>Host Broadcaster</i> | The party responsible for the production of the World Feed of the Matches, the Ceremonies or Official Functions (or parts thereof) of the Competition.. |
| <i>Image Rights</i> | 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
Communications 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 fibreoptic, coaxial or otherwise) satellites, microwave 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 communications 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, WSG 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.

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| <i>Licensed Areas</i> | Means, in relation to certain Hall which are traditionally used for multi-sport events, those areas at the Hall where admission is not regulated by the AFC and/or the Member Association's accreditation system, excluding for the avoidance of doubt the Facility Areas and/or Controlled Access Areas used for activation of the Commercial Rights. |
| <i>Match(es)</i> | Means any football match (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. |
| <i>Match Schedule</i> | The published schedule containing details of the Competition (which details shall include but not be limited to the names of the Participating Teams, Venues, Hall, and details of the Match kick-off times). |
| <i>Media</i> | 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 WSG. |
| <i>Media Rights</i> | Means the right and licence 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.

Member(s) / Member Association(s) Those National Associations who are members of FIFA, and who have applied for and been granted Ordinary, Provisional, Associate or Exceptional membership of AFC. For the purpose of this definition “Ordinary”, “Provisional”, “Associate” and “Exceptional” membership shall have the same meaning as contained in AFC Statutes.

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

National Association(s) Means the controlling bodies for association football within each country or territory of the AFC.

Official Designation Means the use of the words, with or without the AFC Mark 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, in relation to a Competition, any of the following events: the preliminary draw, the final draw, press conferences, launches, announcements of the appointment of an Official Licensee, and any other event in relation to a Competition which is authorised and/or approved by the AFC.

Official Licensee(s) Means any entity which is granted the right to exercise and/or exploit the Commercial Rights (or any part thereof).

Official Training Sites Means training sites designated by the Member

Associations for use by the Participating Teams throughout the duration of the Competition.

Organising Association

The association entrusted with the staging and hosting of the home Matches of the Competition

Promotional Rights

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.

Participating Players

Means those players participating in the Competition and any other players under the authority of the AFC during the Competition.

Participating Team(s)

Means those team(s) participating in the Competition, under the authority of the Member Associations and AFC during the Competition.

Premiums

Means promotional items of merchandise (including packaging, labeling and/or containers thereof) which are distributed free of charge or as prizes via competitions.

Proprietary Interest

Means, 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. 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.

Public Exhibition

Means viewing by, an audience on a screen and or television set and/or radio receiver located anywhere in cinemas, bars, restaurants, Hall, 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 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.

Sponsorship Rights

Means the right, in relation to the Competition, in any and all media, throughout the world, and in all languages, to promote an association between (i) the Competition, and (ii) certain products, services and/or brands, and shall include (by way of illustration only) the exclusive right to exercise rights of association with a Competition, including without limitation the right to (a) use an Official Designation; (b) use the AFC Marks and/or applicable Competition Marks on branded products and/product packaging (including Premiums, and in relation to the Competition Marks only on items for retail sale) and/or advertising; (c) receive Tickets; and the right to receive broadcast sponsorship opportunities in connection with broadcasts of a Match or Ceremony.

Hall

Means the official Hall (or any Hall) and the airspace and surrounding areas for the Matches, whether under the control of a Member Association or otherwise, used for the Matches, including without limitation parking facilities, VIP and hospitality areas, concourses, concession areas, fencing and entrances.

Tickets

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

Territory

The world.

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. The Tickets referred to may include a combination of Complimentary Tickets and/or such additional tickets as may be purchased from the Member Association at no greater than face value.

Venues

Means each host city and the immediately surrounding area in which the Hall are located.

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 the purposes of these Marketing and Media 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 AFC shall where the context permits include its successors and permitted assigns.
- (e) References to WSG shall where the context permits include its successors and permitted assigns.

Appendix 2: ENG RULES FOR TELEVISION

- All television crews must be accredited before being allowed entry to the Competition.
- Please follow the instructions of the event organizer, the AFC and WSG staff present at the Hall.
- Only one camera per organization will be allowed into the Hall. News coverage of a particular day's events may be no longer than two minutes. Sports anthology series and magazine shows must clear rights directly with WSG.
- ENG crews are limited to a maximum of one cameraman, one producer and one assistant. Any other member of the ENG crew (presenters, etc.), should watch the Match from the media tribune when they are not actively involved in the shoot.
- Accredited crews must pick up media identity bibs at the media centre or Hall entrance. Crews will be asked to exchange their journalist ID cards or accreditation cards for bibs. Cards will be returned to crews when they return the bib.
- Bibs will allow ENG crews pitch-side access, *but the bibs must be worn by the ENG crews at all times during the Match*. Failure to do so will result in expulsion from the Hall.
- Team lists will be made available 45 minutes before kick-off in the media centre.
- Prior to kick-off ENG crews may shoot the line-ups of the teams from the near touchline, but must stay off the pitch. Crews will not be allowed to shoot from behind the far touchline's advertising boards.
- Once the Match starts ENG crews must shoot from behind either goal or designated main camera platform in the main stand area if any. Crews are required to stand behind advertising boards 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, crews should pass along the near side of the pitch, not behind the advertising boards. Under no circumstances will crews be allowed to shoot from either touchline during the Match.
- ENG crews may not go on to the pitch to interview players after the match. Only the Host Broadcaster and Broadcast Licensees by arrangement with the WSG representatives may interview anyone at pitch-side at the end of the Match. ENG crews may only interview players at the press conference and in the designated mixed zone.

- The coaches of the two Participating Teams will attend a press conference that will commence immediately after the Match. Crews are invited to attend. At the post-Match press conference all cameras must stand near the back of the room and allow journalists to sit at the front.
- Anyone who does not follow these simple rules will be escorted from the Hall and may have their accreditation denied for further Matches at this Competition or other AFC competitions in the future.

APPENDIX 3: 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 Hall in exchange for your journalist ID card.
- Team lists will be made available 45 minutes before kick-off in the media centre.
- Access onto the Pitch 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 touchline, but photographers must not enter the Pitch.
- 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 touch-lines, but should not move during the Match.
- Please follow the instructions of the AFC Delegation and WSG staff present at the Hall.
- Remote cameras by photographers: Photographers are required to obtain WSG's prior written authorization before setting up any remote camera in designated areas.

Refusal to adhere to these regulations may result in your ejection from the Hall and you may also be refused entry to future AFC competitions.