



MARKETING & MEDIA REGULATIONS

FIFA WORLD CUP QATAR 2022™ PRELIMINARY COMPETITION
ASIAN QUALIFIERS THIRD ROUND



Marketing & Media Regulations

THIRD ROUND FIFA WORLD CUP QATAR 2022™ PRELIMINARY COMPETITION –
AFC (“ASIAN QUALIFIERS 2022”)

CONTENTS

1.	PREAMBLE.....	3
2.	INTRODUCTION	3
3.	DEFINITIONS.....	3
4.	COMMERCIAL RIGHTS	3
5.	INTELLECTUAL PROPERTY RIGHTS.....	4
6.	COMPETITION DATA	5
7.	IMAGE RIGHTS.....	6
8.	PUBLIC EXHIBITION RIGHTS.....	7
9.	OFFICIAL FUNCTIONS	7
10.	COMPETITION MARKS, COMPETITION TITLE AND WEBSITE.....	8
11.	MERCHANDISE, FRANCHISING AND CONCESSION	9
12.	SPONSORSHIP OF OFFICIAL PRODUCTS AND EQUIPMENT	10
13.	BRANDING, ADVERTISING AND INFRASTRUCTURE	11
14.	CLEAN STADIUM	12
15.	RIGHTS PROTECTION AND AMBUSH MARKETING	13
16.	TICKETING.....	13
17.	PRINTED MATERIALS.....	15
18.	MEDIA RIGHTS AND OBLIGATIONS.....	15
19.	MEDIA MATTERS.....	16
	19.1. PROMOTIONAL MATERIAL	16
	19.2. MEDIA OFFICER	16
	19.3. INFRASTRUCTURE, FACILITIES & SERVICES	17
	19.4. MEDIA REPRESENTATIVES AND MEDIA ACCESS AREAS	18
	19.5. PRESS CONFERENCES AND INTERVIEWS	20
	19.6. MIXED ZONE	23
	19.7. DRESSING ROOMS	23
	19.8. PLAYING FIELD	24
	19.9. TRAINING SESSIONS	24
20.	CLEARANCE AND FEES	25
21.	COOPERATION	25
22.	MINIMUM REQUIREMENTS.....	25
23.	BREACH OF REGULATIONS	26
24.	APPLICABILITY	26
25.	MATTERS NOT PROVIDED FOR	26
26.	ENFORCEMENT.....	26
	APPENDIX 1 DEFINITIONS	27
	APPENDIX 2 MEDIA RIGHTS GUIDELINES	36
	APPENDIX 3 MEDIA REQUIREMENTS - INFRASTRUCTURE, FACILITIES AND SERVICES	38
	APPENDIX 4 RULES AND PROCEDURES FOR ENG CREW	43
	APPENDIX 5 PHOTOGRAPHER GUIDELINES	44

1. PREAMBLE

- 1.1. The Fédération Internationale de Football Association (“FIFA”) has, in accordance with Article 2.2 of the 2022 FIFA World Cup Preliminary Competition Media and Marketing Regulations, authorised and approved the centralized marketing of commercial rights in respect to the Third Round of the FIFA World Cup Qatar 2022™ Preliminary Competition – AFC (including inter-continental play-off matches) (“Competition”) by the Asian Football Confederation (“AFC”).

2. INTRODUCTION

- 2.1. These Regulations set out the rights, duties and obligations of the AFC, AFC Commercial Rights Partner, Commercial Affiliates, Host Associations, Participating Member Associations as well as Participating Teams, Participating Players and officials including the Team Official Delegation in relation to the Competition.
- 2.2. All Host Associations, Participating Member Associations (“PMA”), Participating Teams, Participating Players and its officials shall strictly observe and comply with the terms outlined 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.
- 2.3. These Regulations shall be read in conjunction all directives, decisions, guidelines and circulars issued by the AFC in relation to the Competition, which shall be binding on all parties who are involved and are participating in the Competition.
- 2.4. Any reference(s) to the AFC Statutes or to any corresponding AFC or FIFA Regulations shall refer to those valid at the time of application.

3. DEFINITIONS

- 3.1. 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 under Appendix 1.

4. COMMERCIAL RIGHTS

- 4.1. By virtue of the approval accorded by FIFA for the centralised marketing of Commercial Rights of the Competition, AFC has appointed the AFC Commercial Rights Partner as the sole and exclusive representative for the marketing and sale of Commercial Rights relating to the Competition.

- 4.2. Except where set out herein, or where otherwise advised by the AFC, the AFC has granted the exclusive right of association, use and exploitation of the Commercial Rights to its Commercial Affiliates pursuant to their respective agreements with the AFC.
- 4.3. The Host Associations, PMAs, Participating Teams, Participating Players and its officials agree not to use and/or exploit and shall ensure that no individual, organization, company or commercial entity uses and/or exploits the Commercial Rights and shall inform the AFC immediately of any unauthorised use and/or infringement of the Commercial Rights.
- 4.4. The Host Associations, PMAs and Participating Teams shall provide the necessary assistance, access to the Controlled Access Areas and support to the AFC, AFC Commercial Rights Partner and/or Commercial Affiliates and ensure that its Participating 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 exploitation, protection and enforcement of the Commercial Rights or the implementation of any commercial activations or programmes established by the AFC, AFC Commercial Rights Partner and/or Commercial Affiliates for the Competition.
- 4.5. The Host Association shall ensure that the AFC, AFC Commercial Rights Partner, Commercial Affiliates and any authorized parties are provided unrestricted access to the Controlled Access Areas to facilitate in operations relating to and implement the exercise and exploitation of the Commercial Rights.
- 4.6. 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 FIFA World Cup Qatar 2022™ and/or to exploit the goodwill and publicity generated by FIFA and/or the FIFA World Cup Qatar 2022™.

5. INTELLECTUAL PROPERTY RIGHTS

- 5.1. The AFC is entitled to use and exploit all rights, title and interest relating to the Competition including all intellectual property and proprietary rights in relation thereto whether created in the past, present or future including without limitation the 'AFC Asian Qualifiers' brand and reserves all rights in respect to the use and/or grant of such rights throughout the Territory.
- 5.2. Except where set out herein, or where otherwise advised by the AFC, the AFC has granted the exclusive right of use and exploitation of the intellectual property rights relating to the Competition to its Commercial Affiliates pursuant to their respective agreements with the AFC.
- 5.3. The Host Association, PMAs, Participating Teams and Participating Players

acknowledge and agree that any use and/or proposed use by them of the intellectual property rights relating to the Competition shall be subject at all times to the prior written approval of the AFC.

- 5.4. 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 to use such intellectual property rights in accordance with the instructions and guidance of the AFC and, in any case, 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, the Competition or the sport of association football or imply an endorsement of or association with any particular product or service of the Host Associations, PMAs, Participating Teams, Participating Players and/or any third parties whether or not associated to the Host Associations, PMAs, Participating Teams and Participating Players.
- 5.5. Notwithstanding the provisions above, the Host Association, PMAs, Participating Teams and Participating Players acknowledge that FIFA is and remains the sole owner of all marks relating to the FIFA World Cup and that each Host Association and 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 2022 FIFA World Cup Qatar™ including by way of reference the terms 'World Cup', 'FIFA', 'Mundial', 'Coupe du Monde', 'Copa do Mundo', 'Copa del Mundo', 'WM', 'Weltmeisterschaft', 'Qualifiers', 'Eliminatorias', 'Preliminary Competition' or 'Qualification Competition' or any similar indicia or derivation of such terms in any language, which is capable of identifying the Competition or any phase of the Competition or the development, use or registration of any dates in connection with the name of the host country, venue or host city of the FIFA World Cup Qatar 2022™.
- 5.6. Each Host Association and PMA shall not oppose and shall use reasonable efforts to ensure that none of its players, officials or associated parties 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 adversely affect AFC's proprietary interest in the Competition or FIFA's proprietary interest in the FIFA marks.
- 5.7. The Host Association, PMAs, Participating Teams and Participating Players shall promptly notify the AFC of any infringement or suspected infringement of any intellectual property rights relating to the Competition or FIFA marks upon it becoming aware of any such matter.

6. COMPETITION DATA

- 6.1. 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 grant of such rights throughout the Territory.
- 6.2. The Host Associations, PMAs, Participating Teams and Participating Players acknowledge that any use and/or proposed by them 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.

7. IMAGE RIGHTS

- 7.1. The AFC is entitled to use and exploit all Image Rights and reserves all rights in respect to the use and/or grant of such rights throughout the Territory.
- 7.2. The Host Associations, PMAs, Participating Teams, Participating Players, its officials and/or delegation members acknowledge that their participation and attendance in the Competition shall be deemed acceptance of the use and/or recording of their image, voice or likeness for any commercial or non-commercial purposes relating to the AFC, FIFA and/or Competition, without notice or compensation, and agree to indemnify, release, defend and hold harmless the AFC, FIFA, AFC Commercial Rights Partner and Commercial Affiliates from any and all claims relating to the use of their images, voice and likeness in the manner prescribed in these Regulations and/or grant of such rights throughout the Territory.
- 7.3. AFC shall have the right to use and/or authorize others to use imagery including without limitation image, voice, likeness and/or logos of the Host Association or Participating Member Associations including Participating Teams and Participating Players and officials, without notice or compensation, for purposes of marketing, organizing, commercial exploitation and staging the Competition including for all promotional and editorial purposes, whether of a commercial or non-commercial nature.

On request, the Host Associations and Participating Member Associations shall promptly provide AFC (and where applicable, on behalf of the Participating Teams, Participating Players and officials) with all appropriate material to allow for AFC to use and exploit such rights pursuant to this provision.

- 7.4. The Host Association and Participating Member Associations shall secure consent from and assistance by each Participating Team, Participating Player, Team Official Delegation, stadium owner for the AFC's right to use and exploit any records, names, images or related information or materials which may appear or be generated in connection with the Competition (at any time, whether prior to, during or after the Competition period) for purposes of filming, recording, broadcast, promotion and other commercial exploitation of the Competition. Any use or exploitation of such rights granted to the AFC

shall be in perpetuity.

- 7.5. The Host Associations, PMAs, Participating Teams and Participating Players and its officials shall not use and/or exploit or allow any individual or entity, whether associated to it or otherwise, to use and/or exploit the Image Rights without the prior written consent of the AFC.

8. PUBLIC EXHIBITION RIGHTS

- 8.1. 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 grant of such rights throughout the Territory.
- 8.2. The Host Associations, PMAs, Participating Teams and Participating Players and its officials shall not organize or allow any individuals or entities, whether associated to it or otherwise, to organize any form of public exhibition of the Matches of the Competition (or any past editions of the Competition), at any time, whether prior to, during or after the Competition period.
- 8.3. The Host Association, PMAs, Participating Teams, Participating Players and officials acknowledge that any intention or proposed intention to hold or organize any form of public exhibition and/or use or exploitation of any Public Exhibition rights relating to the Competition shall firstly be subject to the prior written approval of the AFC and shall where approved, be in accordance with the directions and instructions of the AFC and AFC Commercial Rights Partner.

9. OFFICIAL FUNCTIONS

- 9.1. 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.
- 9.2. The Host Association, PMAs, Participating Teams, Participating Players and its officials shall not organize and ensure that any third parties associated to it does 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 other matters the date, time and venue of the proposed function or event and shall agree to follow and comply with any directions or instructions issued by the AFC and AFC Commercial Rights Partner (including, where relevant, regarding the attendance at such events of AFC's Commercial Affiliates), where approved.
- 9.3. The PMAs, Participating Teams and Participating Players acknowledge that any Official Function proposed to be organized and/or staged by such parties, shall be on a non-commercial basis with no sales of tickets (unless by the AFC

to Commercial Affiliates) or receipt in cash or kind from any third party or company.

- 9.4. Participating Teams and Participating Players may be required to attend Official Functions at the request of AFC and the Host Association, PMAs, Participating Teams, Participating Players shall do so where the AFC so requires.

10. COMPETITION MARKS, COMPETITION TITLE AND WEBSITE

- 10.1. 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 exploitation of the same throughout the Territory.
- 10.2. The Host Association, 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 Commercial Affiliates pursuant to their respective agreements with the AFC.
- 10.3. 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 by them shall be in the agreed format, subject at all times to the prior written approval of the AFC.
- 10.4. Where approval to use of the Competition Marks and/or Competition Title has been granted by the AFC to the Host Association, PMAs, Participating Teams or Participating Players, they agree not to use and shall ensure that any third parties associated to the Host Association, 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 with FIFA, pursuant to Article 5.5 above; or (b) damage or bring into disrepute the good name, image and reputation of the AFC, FIFA, the Competition or sport of association football or (c) likely imply an endorsement or an association to any particular product or service of the PMAs, Participating Teams, Participating Players and/or any third parties.
- 10.5. The Host Association, PMAs, Participating Teams, Participating Players and its officials shall not create, develop, use, register or adopt and shall ensure that no individual or entity associated to it creates, develops, uses, registers or adopts any mark, logo or elements which refer to or implies an association to the AFC, FIFA or Competition.
- 10.6. The AFC Website shall be the only official digital/social media platform for the Competition. The Host Association is prohibited from launching any official website and/or releasing any official communiqué to media organisations related to the competition without the prior written approval of the AFC.

10.7. Host Associations may use the Competition Marks and Competition Title on their own website to promote their hosting and staging of a Match in the Competition provided that:

10.7.1. any use or reference to the Competition Marks and/or Competition Title shall be in its official form and in the approved format only;

10.7.2. the Competition Marks and/or Competition Title shall not be used or placed within the title bar, menu bar and/or footer or header of the website or placed in a similarly prominent position on the website;

10.7.3. the Competition Marks and/or Competition Title shall not be used or placed in association or close proximity to the name and/or identifier of any third party or commercial entity (except Commercial Affiliates where authorised by the AFC);

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

11. MERCHANDISE, FRANCHISING AND CONCESSION

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

11.2. The Host Association, 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 Commercial Affiliates through means of franchising, display, sampling, demonstration and/or sale of products and services pursuant to their respective agreements with the AFC.

11.3. 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 merchandising, franchising and concession rights.

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

11.5. The Host Association shall ensure that the AFC, AFC Commercial Rights Partner and Commercial Affiliates are provided with a Commercial Display Area(s) free

of charge and of sufficient space to enable the AFC, AFC Commercial Rights Partner and/or Commercial Affiliates to fully exercise their exclusive right of merchandising & franchising in relation to the Competition and any other activations or promotions they may operate in accordance with their rights.

- 11.6. 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.

12. SPONSORSHIP OF OFFICIAL PRODUCTS AND EQUIPMENT

- 12.1. AFC shall be responsible for the coordination of all sponsorship of official products and equipment relating to the Competition, where applicable.
- 12.2. The Host Association, PMAs, Participating Teams and Participating Players acknowledge that as part of the exclusive rights accorded to Commercial Affiliates under their respective agreements with the AFC, the Commercial Affiliates may in certain instances supply official products and equipment containing the branding of the Commercial Affiliates for use in relation to the Competition and the Host Association, PMAs, Participating Teams and Participating Players agree to use all such official products, services and equipment on an exclusive basis and to the exclusion of any competing products, services and equipment in relation to the Competition (and all related official events, including official training sessions and Official Functions) as instructed by the AFC.
- 12.3. Where no supply of official products and equipment are made available by the Commercial Affiliates, the AFC shall reserve the right to determine the products and equipment used in relation to the Competition and the PMAs, Participating Teams and Participating Players shall observe all instructions issued by the AFC in such regard.
- 12.4. Unless otherwise expressly confirmed by the AFC, each Host Association and Participating Member Associations shall use the relevant official match ball as designated by the AFC for the Competition for both Matches and official training sessions (and all related official events, including official training sessions and Official Functions).
- 12.5. The Host Association, 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 expressly permitted under the applicable Equipment Regulations.

13. BRANDING, ADVERTISING AND INFRASTRUCTURE

- 13.1. The AFC and AFC Commercial Rights Partner shall be responsible for all matters relating to the advertising and branding of the Competition (and all related official events, including official training sessions and Official Functions), including without limitation, the supply of all pitchside perimeter advertising boards or signages, goal-side signage, press conference backdrops, mixed zone backdrops, indoor display stands, outdoor display stands and flash interview backdrops.
- 13.2. The Host Association, PMAs, Participating Teams and Participating Players shall not use or erect any signages or advertising in the Stadium or Official Training Site at any point during the Competition, without the prior written approval of the AFC.
- 13.3. Notwithstanding Article 13.1 above, the Host Association shall at its own costs, install, remove or conceal any decoration, signages or advertising in the Controlled Access Areas in accordance with the direction of the AFC and shall arrange for the proper removal, storage and safekeeping of such materials,.
- 13.4. The AFC and AFC Commercial Rights Partner shall import and export by air, land and/or sea freight consignments of goods for use in relation to the organizing and staging of the Competition.
- 13.5. The Host Association shall be responsible for liaising with the relevant government departments and local authorities in ensuring the unfettered and prompt duty-free clearance of all such goods for use in relation to the Competition.
- 13.6. 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 without limitation 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.
- 13.7. The AFC Commercial Rights Partner shall be responsible for the production and supply of all pitchside perimeter advertising boards and goal-side signage for the Competition and shall place the same in accordance with the positioning as determined by the AFC and AFC Commercial Rights Partner.
- 13.8. 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.
- 13.9. The Host Association acknowledges and agrees that the pitchside perimeter advertising boards and goal-side signage shall be installed at any time from MD-4 and shall assist the AFC Commercial Rights Partner in obtaining the

relevant approvals and ensuring unrestricted access for the placement and testing of all pitchside perimeter advertising boards and goal-side signage by the required timeline.

- 13.10. Notwithstanding Article 13.9 above, the Host Association shall ensure that the AFC, AFC Commercial Rights Partner, Commercial Affiliates and authorized third parties are provided exclusive access to the Stadium and/or Official Training Sites at least four (4) full (i.e. MD-4) days prior to the commencement of the first match or event at the Stadium or Official Training Site until one (1) full day (i.e. MD+1) after the final match or event at the Stadium or Official Training Site, or such other times as requested by the AFC, to allow for the planning, set-up, assembly and/or dismantling of materials, equipment or infrastructure required for the exercise and exploitation of the Commercial Rights. This provision shall also apply in relation to Official Functions.

14. CLEAN STADIUM

- 14.1. The Host Association shall, at its own cost, be responsible for the delivery of a Clean Stadium free from any branding, advertising or commercial signages of any kind, no less than four (4) full days (i.e. MD-4) prior to the day of the relevant Match and twenty-four (24) hours after the relevant Match.
- 14.2. The Host Association shall, at its own cost, ensure the immediate concealment or removal of any or all third party advertising, marketing or promotion from the Stadium or Official Training Site and that the Stadium including all Controlled Access Areas and Official Training Sites shall be free from any third party agreements relating to the use and/or operation of the Stadium or any part thereof and any third party venue naming rights.
- 14.3. The Host Association, PMAs, Participating Teams and Participating Players acknowledge the requirement of a Clean Stadium 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 requirement and refrain(s) from undertaking any actions which may likely impede or effect the delivery of a Clean Stadium under these provisions.
- 14.4. The AFC reserves all rights in respect of the removal or placement of all advertising or commercial signages within the Stadium 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.

The Host Association shall be responsible for ensuring at its own cost that each Stadium and training site is equipped with the necessary infrastructure, facilities and services including without limitation the necessary power supply and utilities (including internet connections, both wifi and W-LAN (or equivalent)) to facilitate the AFC, AFC Commercial Rights Partner, Commercial

Affiliates and/or any authorised third parties in the exercise of rights and performance of roles and obligations in respect to the Competition.

15. RIGHTS PROTECTION AND AMBUSH MARKETING

- 15.1. 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.
- 15.2. The Host Association, 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.
- 15.3. The Host Association, PMAs, Participating Teams and Participating Players shall ensure that all its commercial partners and/or third parties associated to the Host Association, 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.

16. TICKETING

- 16.1. The AFC is entitled to exploit all ticketing rights relating to the Competition and reserves all rights in respect to the grant of such rights throughout the Territory.

Notwithstanding the above, the Host Association shall be entitled to retain 100% of the ticketing revenues for its home matches.

- 16.2. The AFC shall at its sole discretion, determine the manner in which such rights are to be utilized or exploited and may in so determining decide to undertake on its own accord or appoint a ticketing agent to manage ticketing sales and operations for the Competition and incorporate sponsor related requirements to ticketing systems, where instructed by the AFC.

The Host Association, Participating Member Associations, Participating Teams, Participating Players and its officials shall not exploit or partake in the sale of tickets, at any point, without the prior written consent of the AFC.

- 16.3. Notwithstanding Article 16.2 above, 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 ticket/seat category and only include the Competition Marks and marks of the Commercial Affiliates in accordance to the ticketing template design as approved by the AFC.

16.4. Where ticketing rights are granted to the Host Association:

16.4.1. each Host Association shall ensure that the implementation and management of ticket sales and operations shall be aligned with any security plans in place for the Competitions and all instructions of the AFC;

16.4.2. each Host Association shall take every necessary measure to prevent the unauthorized use and sale of tickets.

16.5. The Host Association shall provide the AFC with the following complimentary at least thirty (30) days prior to the relevant Match on the date specified by AFC with regard to any given Match:

VIP	-	100 tickets
Zone A*	-	600 tickets
Zone B*	-	400 tickets

* All categories of tickets (i.e. zone) shall be as determined by the AFC.

The Host Association acknowledges that AFC shall be entitled to provide such tickets to the third parties specified by the AFC (including without limitation the Commercial Affiliates).

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

16.7. The Host Association shall make hospitality services to VIP guests, where such services are available for the said Match.

16.8. The Host Association shall ensure that the AFC, AFC Commercial Rights Partner and Commercial Affiliates will be able to purchase Tickets at face value and on a per Match basis in addition to those Tickets provided on a free basis.

16.9. The Host Association shall provide the AFC Commercial Rights Partner and Commercial Affiliates with Corporate hospitality boxes and sky boxes (or equivalent), where available. All tickets and food & beverage services associated to such Corporate hospitality boxes, sky boxes (or equivalent) shall be purchased by the AFC Commercial Rights Partner and Commercial Affiliates.

16.10. The Host Association shall make available at least 5% of the net saleable capacity of the Stadium, 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.

- 16.11. The away team shall request for the required number of Tickets from the Host Association no later than thirty (30) days prior to the Match and shall be responsible for the payment of all Tickets requested regardless of whether such tickets are utilized.
- 16.12. 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.
- 16.13. The Host Association shall provide the Commercial Affiliates with the opportunity to purchase additional Tickets at face value for each Match provided that requests for any such purchase shall be made to the Host Association no later than five (5) weeks prior to the Match.
- 16.14. The AFC shall, in collaboration with the Host Association issue special ticketing terms and conditions which shall apply to all Ticket holders, where applicable.

17. PRINTED MATERIALS

- 17.1. The Host Association shall, at its own cost, be responsible for printing and where applicable, translating the official Competition and Match day materials including without limitation 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.
- 17.2. Save as provided in these Regulations, the Host Association, PMAs undertake not to publish any Competition or Match related publication without the prior written approval of the AFC.
- 17.3. The Host Association and 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) vest solely in the AFC.

18. MEDIA RIGHTS AND OBLIGATIONS

- 18.1. AFC is the sole owner and has the sole right, to the exclusion of the Host Association, PMAs and any other party, to exploit all Media Rights to the Competition. Accordingly, the AFC is entitled to use and exploit all Media Rights relating to the Competition (at its sole discretion and on a worldwide basis in any and all media) and has appointed the AFC Commercial Rights Partner as its exclusive representative for the sale of the Media Rights relating to the Competition.
- 18.2. The 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 Commercial Affiliates pursuant to their respective agreements with the AFC and as such agrees not to use and/or exploit (save as set out in Article 18.3 below) and shall ensure that no individual, company or commercial entity associated to it uses and/or exploits the Media Rights without the prior written consent of the AFC.

18.3. Notwithstanding Article 18.1 and 18.2 above, the Host Association and PMAs may exploit certain Media Rights on a non-exclusive basis and in accordance with the Media Rights Guidelines set out under Appendix 2 attached hereto.

18.4. The Host Association, PMAs, Participating Teams, Participating Players and officials shall comply with all required Media Obligations as set out under Appendix 3 attached hereto.

19. MEDIA MATTERS

19.1. PROMOTIONAL MATERIAL

- a) The PMAs shall, upon request by the AFC, provide the AFC, free of charge and promptly, with information and materials relating to the Participating Team, Participating Players and officials including without limitation photographs, audio-visual materials, statistics and historical information (which may include archive footage or photographs) for use by the AFC, AFC Commercial Rights Partner and the Commercial Affiliates for promotional and/or editorial purposes.
- 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.

19.2. MEDIA OFFICER

- a) Each PMA shall appoint a dedicated English-speaking Team Media Officer (TMO) who shall be present at all home and away matches to coordinate all media arrangements between the AFC, AFC Commercial Rights Partner, Broadcast Partners, 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 TMO 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 Commercial Affiliates.

- c) The Host Association shall appoint a Media Officer (Local Media Officer - LMO) to manage all media accreditation requests made by or through the PMAs and shall ensure that all such requests are made from bona fide media representatives. The appointed LMO shall work together with the host PMA-appointed TMO with regards to media and broadcast infrastructure and accreditation requests from local and international media.
- d) The PMAs and their appointed TMO shall be responsible in ensuring the provision of interpretation and translation services for its Participating Players and officials who conduct media sessions in languages other than English. For the avoidance of doubt, the interpretation and translation services provided shall be for translation of dialogues from all other languages to the English language.
- e) The PMAs and their appointed TMO shall be responsible at its own cost for the translation and distribution of the Rules and Procedures for ENG Crew and Photographers as set out under Appendix 4 and Appendix 5 respectively.

19.3. INFRASTRUCTURE, FACILITIES & SERVICES

- a) The Host Association shall be responsible for ensuring that each Stadium and training site is equipped with the necessary infrastructure, facilities and services including without limitation the necessary power supply, utilities (including wifi, W-LAN (or equivalent)) and such other matters as provided for under Appendix 3 to facilitate the AFC, AFC Commercial Rights Partner, Host Broadcaster, Broadcast Partners, Media Representatives and/or any authorised third parties in the exercise of rights and performance of roles and 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 Partners 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, Broadcast Partners and any authorized parties are provided access to the Stadium and/or Official Training Sites at least four (4) full days (i.e. MD-4) prior to the commencement of the first Match or event at the Stadium or Official Training Site until one (1) full day after (i.e. MD+1) the final Match or event at the Stadium or Official Training Site, or such other times as requested by the AFC, to allow for the planning, set-up, assembly and/or dismantling of materials, equipment and infrastructure

required for the exercise and exploitation of the Media Rights. This provision shall also apply in relation to Official Functions.

- 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 Partners can be accommodated, which may include removal of seats, erecting scaffolding/overlay/structures for camera platforms at the cost of the PMA. 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 Stadium and training sites.
- f) As a result of technological developments, new camera and equipment positions or infrastructure needs may be required in the Stadium and/or Official Training Sites. Subject to space, safety and security considerations, such positions and requirements 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 Partners and the Host Association shall comply with any new directions as issued by the AFC in such regard.

19.4. MEDIA REPRESENTATIVES AND MEDIA ACCESS AREAS

- 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 Stadium 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, Commercial Affiliates and any authorised parties are provided 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 Commercial Affiliates 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 Stadium 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 Stadium 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 4 and Appendix 5 and have access to and remain in the designated Media Access Areas as follows: -
 - i. Host Broadcaster, Broadcast Partners, Official Photographers and AFC's digital crew shall adopt positions around the Field of Play 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. Electronic new gathering crew 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; 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 Partners, Official Photographers and the AFC Commercial Rights Partner, AFC's digital crew and any authorised parties be allowed access on the Field of Play or between the boundaries of the Field of Play and spectator stands at any time during the Competition.
- i) Notwithstanding the above, Media Representatives may be allowed access to the halfway line on the Field of Play to record, film or photograph the team walk-in and line-up ceremony at the start of each Match and the presentation of the 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 Field of Play shall always be required to wear media bibs. All Media Representatives (including photographers) shall wear media bibs for any pitch side position (including behind goals).
- k) The AFC or the AFC Commercial Rights Partner shall be responsible to produce media bibs and shall provide the relevant number of media bibs to the Host Association for distribution to approved Media Representatives. The distribution and allocation of media bibs shall be determined by the AFC and AFC Commercial Rights Partner, at its sole discretion.
- 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.

19.5. 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, stand-up and flash interviews and release of press statements and the selection of designated media areas for the conducting of all press conference and interview sessions.
- b) The Host Associations, PMAs, Participating Teams, Participating Players and its officials shall participate and provide full support to the AFC, AFC Commercial Rights Partner and Commercial Affiliates in relation to any public relations and communication activities organized by the AFC (including Official Functions), AFC Commercial Rights Partner and/or Commercial Affiliates 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 at its own cost for providing the necessary infrastructure and services and where requested, 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 Team Official Delegation 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, FIFA, the Competition, a Commercial Affiliate 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 Commercial Affiliates (where the same has been pre-approved) 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 and one key player.
- 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) 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 Stadium prior to the commencement of a Match. If the head coach is suspended, assistant coach should fulfil this obligation.

- k) The PMAs shall ensure that the following persons are available to attend all post-match interviews or press conferences, at the discretion of the AFC:
 - i. head coach of the respective Participating Teams;
 - ii. Player of the Match award recipient; and
 - iii. Recipients of any other awards, as notified by the AFC or the AFC Commercial Rights Partner, provided that where any such recipient is not participating in a Match, the PMA shall use reasonable endeavours to ensure that the relevant person is available at an alternative time and location in accordance with the instructions of the AFC or the AFC Commercial Rights Partner.
- l) Where the Player of the Match award recipient is required to undergo a doping test, he shall fulfil 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 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 Partners at the end of a Match. The PMAs and Participating Teams acknowledge that the participation of the head coach and a minimum of three (3) key Participating Players, as per request by AFC/Commercial Partners, 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.
- n) Subject to Article 19.5 (m) above, the PMAs acknowledge that stand-up interviews are always strictly prohibited 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 participating in any such activities.
- o) The PMAs, Participating Teams, Participating Players and its officials acknowledge and agree that they shall not be permitted to conduct any interviews (including on the Field of Play, 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 media and other promotional purposes at least one (1) time before the start of the Final Round and as and when requested by the AFC and/or AFC Commercial Rights Partners. Such shots and video walk-ups shall be used for promotional and/or editorial purposes relating to the Competition (which may include promotions or activations by Commercial Affiliates).

19.6. 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 Partners 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 head coach 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 head coach give brief interviews to the media.
- d) Host Associations, PMAs, Participating Players and Participating Teams acknowledge that interviews and other activations for Commercial Affiliates in the mixed zone may be conducted in front of backdrops which include the logos of Commercial Affiliates.

19.7. 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 AFC Commercial Rights Partner, Host Broadcaster and Commercial Affiliates the right to film and conduct certain activations in connection with the team dressing rooms prior to the arrival of the Participating Players and officials at the said Stadium for the Match including without limitation the grant of access to the Host

Broadcaster to record and film the Participating Players playing kit and equipment.

19.8. 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 Field of Play or any prohibited areas in the Stadium including technical zones and the area between the boundaries of the Field of Play 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, any authorised Broadcast Partner, Commercial Affiliates approved by the AFC, the AFC Commercial Rights Partner and any authorised parties shall be allowed access to the Field of Play and the area between the boundaries of the Field of Play and spectator stand to enable the performance of obligations and exercise of rights relating to the Competition in accordance to the AFC's accreditation policy.

19.9. TRAINING SESSIONS

- a) The PMAs, Participating Teams, Participating Players and officials acknowledge that training session on MD-2 and the official training session on the day before the Match (which may be at the Stadium or the official training ground) shall be open to Media Representatives and Commercial Affiliates approved by the AFC for at least first fifteen (15) minutes in accordance with the schedule agreed upon with the AFC and shall observe all instructions issued by the AFC in respect to such session(s).
- b) The Host Associations and PMAs acknowledge that if a training is held at the Stadium, the areas accessible by Media Representatives and nominees of the Commercial Affiliates approved by the AFC 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) If the PMA does not hold a full training session on the day before the Match, alternative arrangements must be made in agreement with the AFC to provide Media Representatives with access to a minimum of first fifteen (15) minutes of the Participating Team's preparations.

- d) 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.

20. CLEARANCE AND FEES

- 20.1. Unless expressly stated otherwise in these Regulations the PMAs, Host Associations, Participating Teams and Participating Players shall be responsible for complying with these Regulations at their own cost.
- 20.2. The Host Association shall be responsible, at its own cost, for obtaining all permits, licenses and 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 including without limitation in relation to the use of any products or equipment in connection with the Competition.
- 20.3. 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 Commercial Affiliates by any local authorities or other parties in connection with the exercise and exploitation of any rights relating to the Competition.

21. COOPERATION

- 21.1. The PMAs undertake to work in close cooperation with AFC and the AFC Commercial Rights Partner and agree to indemnify, defend and hold AFC and its subsidiaries and all of their officers, directors, employees, representatives, agents, commercial rights partner, Commercial Affiliates 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 the organizing, hosting and staging of a Match and any non-compliance by the association or any of its players, officials, employees, representatives or agents with these Regulations.

22. MINIMUM REQUIREMENTS

- 22.1. The terms contained in these Regulations are non-exhaustive and 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.

23. BREACH OF REGULATIONS

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

24. APPLICABILITY

- 24.1. All terms contained in the 2022 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 these Regulations shall prevail.

25. MATTERS NOT PROVIDED FOR

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

26. ENFORCEMENT

- 26.1. These Regulations have been approved and adopted by the AFC Executive Committee on 10 September 2020 and comes into force immediately.

APPENDIX 1 DEFINITIONS

Accreditation Cards	means a physical card or device issued by the AFC and/or Host Association which provides the recipient the right to access a Controlled Access Area (or part thereof) where the Controlled Access Area is under the control of the AFC 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 Stadium or Facility Areas or within the Controlled Access Area(s), by in-stadium/out-stadium perimeter signage and other advertising, digital signage and screens (including those which use virtual enhancement and/or parallel broadcast feeds), public address systems, 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 and FIFA 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 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 Player's kits 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 a Commercial Affiliate, may only include customary branding of the bona fide manufacturer. Where any equipment, goods and/or services is supplied by a Commercial Affiliate, Article 12.2 applies.
AFC	means the Asian Football Confederation.
AFC Commercial Rights	means DDMC Fortis Limited – the AFC appointed entity responsible

Partner	for the sale and marketing of the Commercial Rights of the Competition and for the provision of all related services in relation thereto.
AFC Website	means the official website of the AFC, currently www.the-afc.com , and all official apps, pages and/or social media or other digital platforms/channels created for the Competition (eg: Facebook page, YouTube channel, Twitter account, etc) and which may include a website, app, pages and/or social media or other digital platforms/channels created or maintained by a Commercial Affiliate, where so authorised by the AFC.
Broadcast Partners	means any entity(ies) including the Host Broadcaster, which has been granted the Media Rights for the Competition by the AFC.
Clean Stadium	means a Stadium or Official Training Site, whether inside, in the air space above or the outer perimeter, delivered to the AFC at a prescribed time, that is free from: (i) any signage or advertisement, commercial or otherwise, of any kind, whether on any stadium infrastructure, staff uniforms, accreditations, fences, equipment or elsewhere; and/or (ii) third party agreements relating to the use and operation of the Stadium (or part thereof).
Commercial Affiliate	means any entity to which the AFC has granted the right to exercise and exploit the Commercial Rights (or any part thereof) in respect of the Competition.
Commercial Display Area	means any area at a Stadium which is provided for the exclusive use of the Commercial Affiliates for the purposes of the display and/or promotion of their respective brands, goods and/or services or other activations.
Commercial Rights	means Advertising Rights, Media Rights, Concession Rights, Hospitality Rights, Image Rights, intellectual property rights, Merchandise Rights, Promotional Rights, Sponsorship Rights, and all other rights of a commercial nature relating to the Competition held by the AFC.
Competition	means the Third Round Matches of the FIFA World Cup Qatar 2022™ Preliminary Competition (including any

inter-continental play-off Matches) involving Participating Teams of the AFC Member Associations.

Competition Data	means any and all information related to the Competition and Matches, including fixture lists, Image Rights, information and/or statistics about the Participating Teams and/or Participating Players, information and/or statistics about their participation and/or performance in the Competition, Match analysis, Referee decisions, and any other information in relation to the Competition.
Competition Marks	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 “AFC 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 Stadium and Facility Areas.
Controlled Access Area(s)	(i) any Stadium; (ii) any Official Training Site; (iii) any official hotel (public areas being excepted), subject to and to the extent agreed in any executed hotel agreement; (iv) any official exclusion zone encircling a Stadium on a Match day; (v) any official parking area, accreditation centre, International Broadcast Compound, and/or hospitality area; (vi) the venue of any Official Function; (vii) any official AFC fan park; (viii) Facility Areas; and/or (ix) any other location and/or facility designated by the AFC as a Controlled Access Area, associated to the Competition to which access is permitted only to those in possession of an Accreditation Card, Ticket, and/or other officially-sanctioned entry permit.
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 Stadium or elsewhere at the Venue(s).

Field of Play	The area described under Law 1 of the Laws of the Game issued by the International Football Association Board (IFAB) and administered by FIFA.
FIFA	means the Federation International de Football Association.
Football Association(s)	means the controlling body for football within a country or territory recognized by 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 without limitation 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 goods and services at the Venue or within the Controlled Access Area(s) in combination with the Tickets and/or such other Tickets as may be required, whether such facilities are in boxes, marquees or otherwise, but excluding those facilities reserved for AFC and/or Host Association officials and its guests not forming part of the Commercial Rights.
Host Association	means the Participating Member Association approved by the AFC to host and stage a Match of the Competition.
Host Broadcaster	means the party appointed by the AFC to ensure and provide the production of broadcast signals of the Matches and other events of the Competition, and the

provision of all related services in accordance with the Media Rights granted to it.

Image Rights	means the right to use still and/or moving images and/or representations of Participating Teams and Participating Players and including for the avoidance of doubt, images of coaches, referees and other officials forming part of the Competition.
Laws of the Game	means the laws of association football as laid down by IFAB.
Match(es)	<p>means a football match in its entirety (including a replayed and/or deferred football match, extra time and kicks from the penalty mark) which takes place as part of the Competition in accordance with the Match Schedule.</p> <p>For the avoidance of doubt, a Match formally commences when the Stadium is officially opened to spectators and formally concludes when the Stadium is officially closed to spectators.</p>
Match Schedule	means the official schedule which sets out, without limitation, the dates and times on which Matches will be played, the Stadium at which the Matches will be played, and the names of the Participating Teams.
Media	means all members of the written and digital press, on-line editors, photographers, television news crews and the representatives of the Broadcast Partners 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 individual granted a media Accreditation Card by the AFC.
Media Rights	means the right and license to produce, edit and/or transmit, for intelligible reception throughout the world in any language and in any format and on any platform, including film, fixed media, 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 Stadium which is proposed by the Host Association and approved by the AFC as being for the exclusive use of Media representatives and Broadcast Partners for the purposes of reporting on a Match taking place within such Stadium.
Member(s)/Member Associations	means a Football Association which is a member of the AFC
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 (i.e. footballs) clothing, coins, medals, games (electronic or otherwise), other collectibles and premiums related to the Competition.
Official Function(s)	means any event which is officially organised or sanctioned by the AFC in connection with the Competition (including those organised by the Host Association or any PMA). For the avoidance of doubt, this expressly includes, without limitation, all matches and/or events held at Official Training Sites, the opening ceremony, the closing ceremony, any AFC gala dinner, lunch, or banquet, cultural events, official press conferences and launch events.
Official Photographers	means the official photographers appointed to photograph the Matches.

Official Training Sites	means any site designated by the Host Association and approved by the AFC for use by the Participating Teams throughout the duration of the Competition for training purposes.
Participating Member Association/PMA	means any Member Association whose representative team qualifies to participate in the Competition.
Participating Players	means any player who is registered to participate in the Competition.
Participating Team(s)	means any representative team affiliated to a Member Association who participated in 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 promotional, marketing or other rights of commercial value in regard to the Competition.
Proprietary Interest	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.
Public Exhibition	means viewing by an audience on a screen and or television set and/or radio receiver located anywhere in cinemas, bars, restaurants, Stadium, 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 any and all media, throughout the world, and in all languages, to promote an association between the Competition and certain products, services, and/or brands, and shall include (by way of illustration only) the exclusive right to exercise rights of association with the Competition, including without limitation the right to:

- (i) use an official designation;
- (ii) use the AFC Marks and/or applicable Competition Marks on branded products and/or product packaging (including Premiums, and in relation to the Competition Marks only on items for retail sale) and/or advertising;
- (iii) receive commercial programme Tickets; and
- (iv) receive broadcast sponsorship opportunities in connections with broadcasts of a Match or Official Function.

Stadium

means any stadium at which a Match is played. For the avoidance of doubt, this includes:

- (i) the entire premises (to the extent that a valid Accreditation Card or Ticket is required in order to gain access) of a stadium facility inside the outer stadium perimeter fence and (on Match days and any day on which any official training takes place within the stadium), area around it, up to and including the fencing surrounding it or roads which naturally demarcate the area of the Stadium and the aerial space above such stadium premises;
- (ii) parking facilities;
- (iii) VIP and hospitality areas;
- (iv) the Media tribune;
- (v) concessions areas;
- (vi) commercial display areas;
- (vii) buildings;
- (viii) the Field of Play;
- (ix) any broadcast compound or stadium media centre;
- (x) any stands; and,
- (xi) any areas beneath the stands.

Team Official Delegation

means the final-registered delegation of a Participating Team for the duration of the relevant stage of the Competition subject to the limits set out in the Competition regulations

Territory	means the world.
Ticket(s)	means a pass providing access to a venue for the purpose of attending a Match, official training and/or where relevant Official Functions.
Venue(s)	means the Host City and immediate surrounding area in which a Stadium is located.

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 or Commercial Affiliates shall where advised by the AFC include its successors and permitted assigns.

APPENDIX 2 MEDIA RIGHTS GUIDELINES

1. Unless advised otherwise by the AFC, PMAs shall have the right to transmit on its own MA Platforms only, Footage of Matches in which its team participates as follows:

Pre-match	Live or delayed until end of warm-ups
Live Match (from end of warm-ups until final whistle)	No coverage
Live clips (from end of warm-up until final whistle)	No coverage
Highlights or full match delayed	Embargoed until twelve (12) hours following final whistle. Excludes PMA social media platforms
Post match clips	Embargoed until three (3) hours following final whistle. Maximum of three (3) minutes per match.

For the purposes of this clause, MA Platform means in respect of each PMA, any official PMA branded internet website, mobile services apps and other media distribution channels, including social media platforms (other than as set out above) owned by the MA. PMA's shall source the Footage of Matches from the source specified by AFC.

This does not give the PMA the right to provide cameras to cover the Match.

These rights cannot be used for the promotion of any third party other than the Commercial Affiliates and as authorised by the AFC.

2. PMAs shall ensure that no third-party name or branding is placed on or in close proximity with or used in connection with any Footage published on the MA Platforms so as to give rise to an actual or implied association to the AFC, FIFA or Competition. PMAs shall not be allowed to commercialise or monetize any rights granted to it hereunder.
3. Other than for minor editing or the incorporation of the PMA's corporate logo/emblem, PMAs shall not cut, alter, edit or amend the footage or otherwise remove, change or obscure any advertising or other commercial enhancements appearing on the Footage, or otherwise add or include any advertising or other commercial enhancements to the Footage.
4. PMAs may dub/subtitle the Footage in their respective language.
5. PMAs must ensure that it prevents the piracy or unauthorized use, retransmission or distribution in full or in part of the Footage by implementing all necessary measures. In the event such MA Platforms are not protected and are susceptible to abuse or unauthorized access, AFC reserves the right to

revoke any grant of rights accorded to the PMAs by virtue of this Guideline (without penalty) and the PMAs shall promptly adhere to the AFC's instructions in such regard.

6. Save for the rights granted to the PMAs herein, all other Media Rights relating to the Competition including without limitation broadcast sponsorship and commercial airtime opportunities are hereby expressly reserved by the AFC.
7. In addition to the rights granted herein, PMAs shall be entitled to use the Footage of their own Match for internal training purposes. For the avoidance of doubt, this right of the PMAs shall not entitle the PMAs to make the Footage available to any third party whatsoever.
8. The rights granted by the AFC hereunder are strictly limited for use within the said purposes only. PMAs shall be solely responsible for obtaining the necessary clearances for the use and enjoyment of all rights granted to it hereunder and AFC declines all responsibility and liability in the event of any conflict between any agreement entered into by a PMA and any arrangement entered into by AFC relating to the exploitation of the Media Rights to the Competition.

APPENDIX 3 MEDIA REQUIREMENTS - INFRASTRUCTURE, FACILITIES AND SERVICES

1. MEDIA CENTRE

- 1.1. At least one air-conditioned room (500m²) 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 a minimum of 100 persons;
 - b) one (1) photocopy machine with all its consumables;
 - c) pigeonholes for Media Representatives and the Host Broadcaster; and
 - d) Information services and catering.

2. MEDIA TRIBUNE:

- 2.1. The Stadium must have a media tribune for Media representatives that meets the following requirements:
 - a) all area of the media tribune must be covered;
 - b) 50 seats without desks;
 - c) A minimum of 100 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. STADIUM PRESS CONFERENCE ROOM:

- 3.1. The Stadium 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) an audio split box;
 - e) sound system with more than six sound outputs;
 - f) Chairs arranged in theatre 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 AND FLASH POSITIONS:

4.1. The Stadium 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. The Mixed Zone shall be further subdivided as directed by the AFC or the AFC Commercial Rights Partner based on the rights of the Commercial Affiliates.

4.4. The Stadium must accommodate up to four flash interview positions per Stadium, with access to utilities and with appropriate space for branded backdrops to be positioned behind the interviewee.

5. CAMERA POSITIONS

5.1. The Host Broadcaster is required to provide a minimum 10 Camera coverage of the Matches. The positions for these cameras will be marked on a camera plan and the Host Association will make the required space within the Venue available. The Host Association will also construct any necessary platforms and kill seats to enable the cameras to operate in the designated location.

The Host Broadcaster and Media Partners can add additional cameras to the minimum 10 and the Host Association should accommodate these cameras in the same way.

5.2. 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.

5.3. The main camera platform 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 plane.

5.4. The platform for the main camera must be at least 10m wide and 2 meters deep in dimension and be of solid and stable construction so that there is no movement of the floor.

5.5. In addition to the main camera position, offside camera positions of 2mtr square, on the same side and at the same height or higher than the main camera platform level with each penalty area must be allocated.

5.6. Camera positions for goal and reverse camera positions must be identified and reserved.

6. TV AND COMMENTARY POSITIONS

6.1. Where a Stadium has existing broadcast facilities, such as enclosed commentary positions, non-enclosed commentary positions, TV studios etc, these are to be made available to the AFC for use by Media Partners at their discretion.

Where a Stadium does not have existing or adequate broadcast facilities, the Host Association is required to construct the required facilities as directed by the AFC.

6.2. Unless otherwise advised by the AFC, the Stadium must have a minimum of three (3) fully enclosed and air-conditioned rooms which have unobstructed views of the entire pitch to be used as enclosed commentary positions

6.3. The fully enclosed commentary positions must be located on the same side of the stadium as the main camera positions and must be at least 3m in width at the front by 3m depth by 2.5m in height for an enclosed position.

6.4. A minimum of 5 non-enclosed commentary positions are required by AFC and AFC Commercial Rights Partner, for provision to the Media Partners, the desk for each position must be a minimum of 210 cms wide and 70 cm deep, with a floor space of 2 meters from the front of the desk to the back. Each commentary position requires minimum two (2x) power jacks and two (2x) phone jacks which should be connectable to IDD/ISDN and 2 x cabled internet connections There should either be a clear cable route from the commentary positions to the Broadcast Compound or access to patch panels to allow the transmission of video and audio between the commentary positions and the broadcast compound.

6.5. There must be main and back-up power supply to the commentary positions and compound.

6.6. Each commentary positions must have at least three (3) seats.

7. TV STUDIOS

7.1. Unless otherwise advised by the AFC, the Stadium must be equipped with TV Studios that have a clear view of the pitch, for use by the Media Partners meeting the following requirements:

Number Required	Size Required
3	5m long x 5m wide x 2.5m high

8. OB VAN

8.1. The Stadium must have an OB van area meeting the following requirements:

Location	Surface Dimension
Located on the same side of the Stadium as the main camera	At least 1000m ²

8.2. The area must be appropriate for the Host Broadcaster's and Media Rights Partner's multilateral and unilateral television and radio broadcast operations including up/down-linking to domestic and international satellites and easy access for large vehicles.

8.3. Where available, the Stadium should supply access to the main stadium power supply and any existing redundant power supply for use as required by the Host Broadcast and any Media Partners.

8.4. Adequate office space either in the broadcast compound (in the form of temporary offices) or in existing rooms within close proximity to the broadcast compound within the stadium for Host Broadcaster and Media Partners technical, administrative and production offices and rooms with necessary air conditioning and/or heating, as advised by the AFC.

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

9. PARKING AREA

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

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.

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 Partners, such drop-off to be situated as close as possible to stadium entrances.

- 9.3. Parking spaces shall also be provided for VIP ticket holders of Commercial Affiliates as directed by the AFC.

APPENDIX 4 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 Partners.
- 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 AFC Commercial Rights Partner , 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 Field of Play, 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 AFC Commercial Rights Partner reserve the right to prioritize access to the Venue for ENG crews.
- ENG crews shall be provided with a valid Accreditation Card and accorded access to designated area(s) and agree to use their Accreditation Card and/or any other official forms of identification provided by the AFC and/or AFC Commercial Rights Partner including but not limited to media bibs and/or apparels, at all times.

APPENDIX 5 PHOTOGRAPHER GUIDELINES

Subject to the remainder of these Regulations and accreditation terms and conditions (including, without limitation, in respect of any restrictions on creating an association with third parties that are not Commercial Affiliates):

- All photographers requiring access to the competition must contact the relevant Host Organisation and complete the necessary application procedures to clear their request.
- All photographers requiring pitch-side access must wear a Media Identity Bib. Bibs are available from the Host Organisation at the entrance to a Stadium in exchange for a journalist ID card (and may bear the commercial branding of one or more Commercial Affiliates).
- Access to the Field of Play, the player's dressing rooms or the stands at any time before, during or after the Match 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 Participating Teams from the touchline, but must not enter the Field of Play.
- Once the Match starts, photographers must stay behind the advertising boards behind the goals and are not permitted to change sides until half-time or the end of normal playing time.
- When changing ends on a half time, photographers should pass along the opposite side of the team benches from, behind the advertising boards. Under no circumstances will photographers be allowed to shoot from either touchline during the Match, except when seats have been allocated in any particular Match.
- The Head Coaches of the Participating Teams shall attend a press conference that will commence immediately after the Match. No photographer, except official photographer and AFC digital crew, are allowed to attend the post-match press conference.
- The official AFC photographer may work from any position, including touchlines, but should not move during the Match. The instructions provided by the AFC, Media Officer, General Coordinator and Match Commissioner at a Stadium shall be followed.
- Photographers are required to obtain the prior authorisation of the AFC before setting up any remote camera in designated areas.
- Photographers will be required to sign accreditation terms and conditions which will include, amongst other things, an agreement that photographs cannot be used (including any sublicence via third parties) to promote any

commercial entity other than the Commercial Affiliates as authorised by the AFC.



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