



# The World Games 2022

## IF Media Guide & FAQ

## Dear IF Media Team,

With this document we want to facilitate your and our work during The World Games 2022. We are looking forward to making our work at The World Games together with you the greatest possible success.

### *The World Games 2022* **Media Guide**

The Birmingham Organising Committee (BOC) has published a [Media Guide](#). You will find all the relevant information for the media there, including but not limited to information about accreditation cards, transportation, Main Media Centre and sub-media centres.

### *The World Games 2022* **Social Media Guide and Assets**

Assets and directions for social media can be [found here](#).

### **IWGA Corporate Identity Guidelines** (CI guidelines)

Please familiarize yourself with the [guidelines for branding](#), which also include guidelines for capture and use of images for accredited persons for The World Games 2022.

## INTERNATIONAL FEDERATIONS (IFS) – WHAT WE ASK FROM YOU

### IF Service for Media on Site

The World Games do not only attract journalists specialising in your sport. There will also be many journalists who are not familiar with your sport, because they cover the whole event or another sport.

We would like to request that you:

- Please help these journalists with your knowledge
- Support the BOC media team
- Please help those journalists who have interview requests
- If translations are needed, please help with that as well where possible (for example, if there is a team leader of a national team that can help)

### Service for your athletes

We want to encourage your athletes to communicate as widely as possible about their appearance at The World Games. Please make it easier for them to do so:

- Inform them about our hashtags so that they can achieve the greatest possible coverage
- We provide [photos](#) of individual athletes rights-free for non-commercial use. Photo credit: TWG 2022
- Should your athlete be chosen as the Athlete of the Day, we will inform you immediately. Please let the athlete know that after the Award Ceremony (to be held at 19:00 at The World Games Plaza), there will be a photo and interview session at the tent of the official sponsor, Protective Life. The fans will also have the chance to get the athletes' autographs there.

# The World Games

## IF Media Guide & FAQ

### Service For IWGA Media

- Please forward to us the press releases that you issue during The World Games ([press@iwga.sport](mailto:press@iwga.sport))
- Please make use of our social media hashtags (see: [Social Media assets](#))
- Inform us about special events or outstanding achievement
- Please let us know which audiences might be interested beyond your fan base
- Please forward news from us to your target groups when relevant

### Result service

The Result Tool of Swiss Timing is embedded in the websites of

- the BOC "[twg2022.com](http://twg2022.com)"
- and the IWGA "[theworldgames.org](http://theworldgames.org)"

Besides results, the tool also offers line-ups, the competition programme, start lists, a medal tally and information about the athletes.

## YOUR COUNTERPARTS

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## FAQ

Please remember to read through the [BOC Media Guide](#) and the [IWGA social media assets](#).

### 1. What credentials does the IF Media Manager get?

Your Media Manager receives an All-Access Accreditation.

### 2. What credentials do IF Media Staff get?

All other members of your IF media staff receive accreditation with credentials the same as all other media representatives. However, the access regulations ensure that your staff have access to the IF Media Manager's office, for example. Please note that there will be restrictions in place for accessing the Field of Play.

### 3. How does it work with the Venue Media Manager of the BOC?

The BOC will facilitate the work of the media representatives using its own media team on site. This team will be led by a Venue Media Manager. This person is the direct contact person for the IF Media Manager. IF Media Managers should get all possible support through them, to ensure adequate coverage to be shared with other media outlets.

### 4. Who are the main function holders at each competition venue?

Competition Manager (IF) - Responsible for the Competition

- Venue Manager (BOC) - Responsible for the Venue
- TV Coordinator (IF): Cooperation between Host Broadcaster and IF
- Venue Media Manager (BOC): Responsible for the media relations at the venue, especially cooperation with the media representatives

### 5. What are the rules of communication in the case of an incident at the venue?

For Crisis Communications the BOC is issuing guidelines. As a rule, the Competition Manager is always the first point of contact in case of doubt.

### 6. What is the rights situation for journalists at a competition site, e.g. interview priorities?

Media representatives may cover the event. They are not allowed to film the Field of Play. Photographers may take photos of the event in the designated areas. Interviews for non-rights holders are possible in Mixed Zone 2. Journalists working for rights holders have the first right to interviews. Video recordings are also possible in the Mixed Zone 2; this also applies to official press conferences.

### 7. What should I do to make it possible that my contributions on social media are shared by the BOC/IWGA?

Please tag @theworldgames (Instagram, Twitter), @iwga.theworldgames (Facebook) and @twg2022. They will be seen and used where possible by the BOC and IWGA social media teams. If it is a particular concern of yours that a particular post is shared, inform your counterpart via text message.

## TV/VIDEO

### 8. Can I use Host Broadcaster (HB) content from a competition?

One minute of the TV signal produced by the host broadcaster, from a competition on each competition day of your IF, can be used by the IFs for their channels (such as Instagram and Facebook) on the same day. How these 60 seconds are divided up is up to the IFs - i.e. 2 x 30 seconds or 6 x 10 seconds.

### 9. How do I get the HB material?

During The World Games, the host broadcaster material can be requested via the IWGA video manager. IWGA will provide a link where clips can be accessed. Please contact [requests@iwga.sport](mailto:requests@iwga.sport) for your requests. Please note that it may take some hours to get the material. In any case, it cannot be used earlier than 2 hours after the competition.

### 10. Can I film and post videos from training?

Yes. All sessions not produced by the HB can be filmed and redistributed by your IF.

## 11. Are videos/streams from competitions that are not produced by the host broadcaster rights-free?

Basically, everything not produced by the host broadcaster can be filmed and used for your media channels such as website, YouTube or social media. This means:

- competitions such as pool matches, preliminaries or heats (if not produced by the HB)
- activities outside the Field of Play. This applies also to interviews at the competition site (please note that Mixed Zone 1 is reserved for rights holders).

## 12. Which other videos are rights-free?

Pictures from the TWG Plaza, Sports Garden or the Athletes' Village are rights-free.

## 13. How do I know which part of a competition will be produced by the HB?

We will inform everyone about the TV production plan of TWG 2022 beforehand. This plan will show whether an event will be covered live or delayed. If in doubt, ask the TV Manager of your federation on site.

## 14. From what time on can I use the one minute of HB material from a competition?

Two hours after the competition. But please note that it might take time to provide the requested assets.

## 15. From what time on can I use more than one minute of HB material from a competition?

After The World Games .

## 16. When do I get access to video material after The World Games?

Immediately after TWG 2022 the material will be transferred to the IWGA Archive in Madrid and will be made available to our IFs after being converted into the archive format (under the terms and conditions as described in the IWGA archive manual).

This processing of the assets can take up to 4 weeks. If you

have a need for footage earlier, we will find a solution. We will inform you before the Games how this will be managed.

One request: Please inform us early, if possible during the Games, about which material you would like to use yourselves immediately after the Games.

## 17. Can I give access to the material to other parties, such as agencies or national federations?

Apart from the above-mentioned restrictions, the material can be used by you without rights and can therefore also be passed on. The conditions for this are that there must be a confirmation by IWGA beforehand. There must not be commercial benefit. The material must be used for the promotion of The World Games. The credits to be used are: Copyright by IWGA/The World Games.

## 18. Where can fans of our sport watch the competitions?

The World Games 2022 can be watched in over 60 countries on TV. In the countries where The World Games are not on TV, your audience can watch them on the Olympic Channel.

The Olympic Channel will broadcast a 24/7 Channel from The World Games 2022. Up to eight streams can run simultaneously. Feel free to share the link to Olympics.com on your website.

In the countries where TV stations have bought the TV rights, there is a geo-blocking on the Olympic Channel, except for the USA. In the United States, the stream will be available, although CBS is appointed as the US Rights Holder by the BOC.

## PHOTOS

### 19. Where can I find the photos from my competition taken by the organisers?

<https://theworldgames.photoshelter.com/galleries/> The photos in the cloud from your competitions, taken by the BOC/IWGA, are available for you copyright-free. The conditions are that there must be no commercial use. The material must be used for the promotion of The World Games.

### 20. How can I download the pictures?

## The World Games IF Media Guide & FAQ

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Access will be provided to the IFs to download the photos for their sports. The photos are provided with the necessary metadata for this purpose. The credits to be used are: Copyright by IWGA/The World Games 2022. In individual cases, the name of the photographer may be included.

### 21. Can I make our photos available to the BOC/ IWGA?

Yes, we will provide you with upload access to Photoshelter. Please add meta data such as, sport, discipline, event round,

date, the names of the athletes. We will then add the names of your federation to the photo credits. Furthermore, the above-mentioned restrictions also apply to the IWGA. This means no commercial use, and only for the promotion of The World Games.

Did we miss your question? Please contact us:

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except in accreditation matters: [h.kewitz@iwga.sport](mailto:h.kewitz@iwga.sport).

## STAY IN TOUCH



[www.theworldgames.org](http://www.theworldgames.org)

[archive.theworldgames.org](http://archive.theworldgames.org)

[facebook.com/iwga.theworldgames](https://facebook.com/iwga.theworldgames)

[twitter.com/TheWorldGames](https://twitter.com/TheWorldGames)

[instagram.com/theworldgames](https://instagram.com/theworldgames)

[youtube.com/theworldgamestv](https://youtube.com/theworldgamestv)

[#WeAreTheWorldGames](https://twitter.com/WeAreTheWorldGames)

[#twg2022](https://twitter.com/twg2022)



 **THE WORLD GAMES**  
INTERNATIONAL WORLD GAMES ASSOCIATION

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