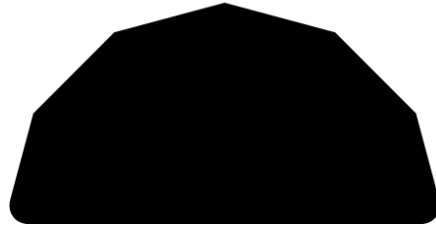


LEAGUES CUP



**Leagues Cup
Media, Photographer and
TV Non-Rights Holders
Guidelines**

1. GENERAL

These guidelines will be enforced for the entire duration of the competition, including Match Days and Non-Match Days.

Accredited media members must ensure that they have read and understood these guidelines. Any violations may result in immediate loss of media accreditation (for Clubs and Leagues) for the relevant competition and future events.

2. ACCREDITATION AND ACCESS DEVICES

MLS and LIGA MX (hereby referred to as “Leagues Cup Organizing Committee”) will handle all media accreditations for Leagues Cup. Under the guidance of the Leagues Cup Organizing Committee, the Leagues Cup Media Accreditation Officer will be the ultimate authority for final responses to media accreditation applications. Media members must apply on the online platform and select the matches they are seeking accreditation for. No late or game day media accreditation requests will be accepted.

The success of individual accreditation applications will depend on factors such as the applicant’s ability to demonstrate a history of professional coverage of sport and soccer in general, levels of applications for same venues and a history of compliance with participating club, MLS and LIGA MX, and Concacaf Media Guidelines.

Acceptance of a media accreditation for Leagues Cup expressly implies agreement to work by all relevant guidelines, as well as other regulations which may be detailed or distributed separately.

Accreditation Categories:

**Written, Digital Media and
Non-Rights Radio (MEDIA):**

Reporters from written & internet media, TV and radio talent (not capturing video/photo directly)

Photographers (PHOTO/NRH):

Still photo professional photographers only (no smartphones or video cameras) as well as Videographer from non-rights holding TV stations.

TV Rights Holders (RH):

Reporters, videographers and technicians from rights-holding media and broadcast organizations (these apply and are approved through a system managed by the Broadcast Team).

Applicants should make sure they apply for appropriate accreditation. No changes shall be allowed to media accreditation applications. However, due to unforeseen circumstances a media member may request a change in accreditation type. Please email the Leagues Cup Media Accreditation Officer or his/her designee communications no later than 72 hours before the match for approved

accreditation changes. Change in accreditation type is subject to approval and may affect the media member's ability to cover matches in a timely and appropriate manner.

Media Vests

Photo/ NRH Media Vests must be used to access the field of play area on match day. They will be distributed on match day at a pre-determined location at each venue and will only be assigned to those with professional-grade equipment, as determined by the Leagues Cup Organizing Committee. Media Vests will be a required identifier for access to and to remain on the field of play.

Media covering Leagues Cup will be required to return the Media Vests after each match.

Accreditation Pick-up

All media must show a photo ID of his/her media organization and a printed or electronic version of the approval letter to pick up an accreditation. Media must be present to receive their accreditation and may NOT pick up credentials for colleagues.

Please visit the Leagues Cup Media Center for specific times and locations on accreditation centers. Your Host Venue/Club will distribute via email specific media accreditation hours and locations to all approved media members. OR Accreditation center locations and hours will be communicated to approved media members in due course.

Accreditation Guidelines

The accreditation is a device issued by Leagues Cup Organizing Committee that grants access to the Leagues Cup tournament matches for individuals who will be performing an official working duty. An accreditation does not grant the right to a spectator seat, and it must be worn visibly at all times, as it helps security identify everyone and the role they are performing.

Accredited members of the working media may not photograph their credential and share it on social media. Furthermore, as a deterrence to counterfeiting, accredited media may not distribute photos of their accreditation via social media. Violation of this rule may result in immediate loss of accreditation.

- **Equality of Access**

"Media" consists of the following categories of working professionals who hold appropriate credentials: writers, photographers, radio and television sportscasters and their crews. Under no circumstances shall any club and/or its players discriminate in any fashion against an accredited member of the media based upon race, creed, gender, or national origin. All members of the media are to be afforded equal treatment and access to facilities and personnel.

Team-Supporting Apparel

It is respectfully requested that the media not wear clothing showing preference for participating teams or national affiliation.

- **Accreditation Requirements**

Everyone in media areas must be accredited and be there in a working capacity. No children (under 18) permitted in press box or any other media areas without approval from Leagues Cup Organization Committee or Host Venue.

Match Day Application

All media members will be required to submit a match day application to access each individual match a minimum of 7 days before each group stage match. An approval for a Leagues Cup tournament media accreditation credential is not sufficient to access any given stadium or match day. No additional credentials will be issued after the deadline or on the day of each game.

No Shows

No shows without prior notice to the appropriate Venue Press Officer (VPO) or cancellation through the Leagues Cup Media Center may negatively impact any media member's request for future matches during the tournament.

3. News Access Policy Guidelines

These guidelines ("Guidelines") govern the use of Leagues Cup highlights ("Highlights") during the 2023 Leagues Cup tournament. These Guidelines are not meant to be all-inclusive and the Leagues Cup Organizing Committee may, from time to time, modify or supplement these guidelines to protect the integrity of our game or as it otherwise deems necessary. The use of Highlights shall at all times be subject to the terms, conditions, and restrictions set forth herein. The Leagues Cup Organizing Committee reserves the right to revoke any network's permission to use the Highlights, in addition to other legal and equitable remedies available, at any time and for any reason, in its sole discretion. Leagues Cup Organizing Committee manages an exclusive list of Rights Holders (across all media). All electronic news gatherings (ENG), radio or digital media organizations wishing to broadcast any official activity and matches must contact the Leagues Cup Organizing Committee at communications@leaguescup.com.

- a) Use: Highlights are permitted *only* for a network's use in bona fide sports reporting in regularly scheduled television news and sports new programming (excluding news magazine shows, features, highlights programs, and sports betting, or fantasy sports-themed shows);
- b) Distribution: Highlights can be distributed by networks via linear television *only*, including on: (i) free over-the-air broadcast television; (ii) pay television; and (iii) live simulcast of a linear network to authenticated subscribers of such network via all means and media (e.g., any website or application "housing" or otherwise "carrying" such linear network) (including via TV Everywhere);
- c) Duration: Up to 2 minutes of highlights from any single match and no more than 5 minutes of total highlights within any sixty (60) minutes of continuous news or sports news programming

- d) Time-Frame: No live or in-progress use of Highlights is permitted -- Highlights can only be used during the 48-hour window after the completion of the applicable live match broadcast window, subject to the restrictions above
- e) Audio: Audio material may not be used, including voices/likenesses of on-air talent or announcers
- f) Commercialization: Sponsorship or commercialization of highlights is not allowed nor can Highlights be sold, transferred, assigned or sub-licensed without Leagues Cup Organizing Committee approval in each instance
- g) Courtesy Credit: All highlights must include a visual courtesy credit for no less than three (3) seconds to Leagues Cup and the applicable network in each telecast
- h) Right to Edit: Highlights cannot be edited in any manner (e.g., removing, integrating, overlaying or watermarking any logos, graphics or other marks), except with respect to adhering to the Highlights duration limits set forth herein
- i) Likeness & Publicity: Use of the Highlights does not convey any right to use the name, voice, likeness, persona, or any other privacy or publicity rights of any person or groups of people, including Leagues Cup participating players, except as included in the Highlights – no footage that focuses on an individual fan may be used
- j) Non-Disparage: Highlights cannot be used to denigrate MLS, LIGA MX, Clubs, players, officials, or the sport of soccer or in any other manner that is offensive, profane, violent, or discriminatory
- k) Access: Footage can be accessed by creating an account on Imagen (mls.imagencloud.com)
- l) The permissions herein do not include the right to use additional footage outside of the Highlights for Leagues Cup 2023 as set forth herein. All requested uses of Leagues Cup and/or MLS footage other than highlights for immediate news purposes must be negotiated separately with the League. Please contact Gem Benedict (gem.benedict@mlssoccer.com).

Footage for Highlights can be accessed by creating an account on Imagen (mls.imagencloud.com). For clarity, network's permissions herein do not include the right to use additional Leagues Cup footage outside of use of Highlights for the 2023 Leagues Cup tournament as set forth herein. In the event a network wishes to license footage outside the scope of these Guidelines or to use MLS or Leagues Cup footage for commercial purposes, please contact Gem Benedict (gem.benedict@mlssoccer.com), Vice President of Content Distribution and Business Development, for more information.

All intellectual property rights in MLS, SUM, FMF, Liga MX, their respective clubs, and in the Highlights including without limitation, copyrights and trademarks, shall remain vested with the respective entities. Networks agree and acknowledge that the permissions granted under these guidelines convey no right, title, or interest in or to any intellectual property or marks of MLS, SUM, FMF, Liga MX, their respective clubs' marks, or any goodwill associated therewith. For copyright purposes, we advise you,

pursuant to title 17 USC, subsection 411(c), that the foregoing entities record each game/event broadcast simultaneously with its transmission and own the copyrights therein.

Once inside an official competition venue, under no circumstance may a non-rights holder (NRH) camera broadcast live on match day within sixty (60) minutes of kickoff. This limitation expressly prohibits any sort of live narration, broadcast or link by telephone or internet for any activity taking place inside a stadium. This limitation includes any form of live broadcast including linear or digital on any social media or digital platform.

For news access guidelines and restrictions, please contact the Leagues Cup Organizing Committee, who will be able to provide a list of Rights Holders per territory.

4. Match Day -1 Media Opportunities

Official Training Sessions

All official club training sessions on Match Day -1 are required to be open to all accredited media for fifteen (15) minutes. Please check the most updated media itineraries sent by your Venue Press Officer for the latest information.

All accredited media members may record the open parts of the training sessions. Live broadcast of training images is permitted for all accredited media members on Match Day -1.

News Conferences

The head coaches and 1 (one player) from each team will participate in a news conference generally located at the match day training location. These will take place before or after every official training session. Please check the most updated media itineraries for the latest information.

All accredited media members may record the news conferences. Live broadcast of news conferences is permitted for all accredited media members on Match Day -1.

Mixed Zone

In addition to the news conference, a minimum of two (2) players from each team will participate in a media availability in a Mixed Zone area before or after every official training. In lieu of mixed zone, clubs may offer player interviews pitch side in an organized fashion to include a separation between players and media.

Live Shots

Live Shots are only allowed for Local Media (Non-Rights Local TV Affiliates or Local TV Affiliates of Rights-Holders only)

Live and Recorded Live-to-tape Stand Ups are permitted inside and outside the stadium during official pre-determined media working hours (including official trainings and news conferences).

For clarity, the non-rights crew interested in live-to-tape shots inside the stadium may not be larger than a three-person accredited ENG crew (videographer, talent and producer and/or tech).

Media outlets may set up in pre-determined areas at the stadium as pre-arranged and designated by Leagues Cup Organizing Committee. No standup position may interfere with the teams, or the overall production of the event.

The NRH broadcast standup position may not include any sponsorship or collateral (such as signage or furniture) aside from the logo of the media outlet.

5. Match Day - Media Opportunities

News Conferences

The head coaches of both participating teams will participate in a post-match news conference. The first news conference will begin approximately 15 minutes after the end of the match.

Note: All accredited media members may record the news conferences or broadcast it live.

Mixed Zone

Mixed Zone areas for post-match interviews will be available. The Mixed Zone will open only after all players have entered and exited the locker room post-match. No Mixed Zone interviews are permitted as players leave the field.

For the Semifinals and Final stage of the tournament, the Mixed Zone areas will be divided by media type, RH, NRH, and written press. Media should respect these divisions or run the risk of loss of accreditation for the competition.

All accredited media members may record the interviews in the Mixed Zone area. Live broadcast is permitted by all accredited media members.

Flash Interviews

A field-side flash zone is provided exclusively for host broadcast and certain TV rights-holders interviews post-match. This zone is exclusive to host broadcast and rights holders designated by Leagues Cup Organizing Committee on a per-match basis, and under no circumstances will be used for any other purposes.

Live Shots

Live Shots are only allowed for Local Media (Non-Rights Local TV Affiliates or Local TV Affiliates of Rights-Holders only)

Live and Recorded Live-to-tape Stand Ups are permitted inside and outside the stadium on game day from designated locations inside and outside the stadium, under the following guidelines.

For clarity, the non-rights crew interested in live-to-tape shots inside the stadium may not be larger than a three-person accredited ENG crew (videographer, talent and producer and/or tech).

A designated standup position on stadium grounds and within venue-controlled grounds will be provided for non-rights holders for use throughout the event, for pre-, and post- match use.

Positions will be located at a designated place outside the media entrance and will be shared by all non-rights holders. First come, first served. Please bring your own headphones to listen to the live zoom translations for all press conferences

The NRH broadcast standup position may not include any sponsorship or collateral (such as signage or furniture) aside from the logo of the media outlet.

Local media interested in standup positions inside the stadium may only do so up to sixty (60) minutes from kickoff. Interested affiliates must coordinate with the VPO for exact locations inside the stadium to do standups. Media interested in standups within 60 minutes from kick off may do so outside the stadium at pre-determined area.

All costs associated with said live shot are the responsibility of the media outlet and paid directly to the stadium or as directed by event officials. These may include but are not limited to parking, security, lighting, power, and other related costs.

Talent and staff working on the live shot outside the stadium must be credentialed for the game if they plan to enter the stadium and cover the match (a limit will apply). No additional credentials will be issued after the deadline or on the day of the game.

6. Match Day - Media Working Areas

Press Box/Media Tribune

A working Press Box and/or outdoor Media Tribune will be available for working media to watch the matches, inclusive of seating, power and meals. Complimentary internet will be available.

Mixed Zone Area

Mixed Zone areas for post-match interviews will be available. The Mixed Zone will open only after all players entered and exited the locker room post-match. No Mixed Zone interviews are permitted as players leave the field.

Locker rooms will be closed to all media at all times for all clubs for the duration of the tournament. This includes media travelling with a team.

News Conference Room

Participating Club head coaches and players are scheduled to participate in an official post-game news conference after each match. Photographers will have access to the press conference room, if space allows.

Flash Interview Zone

A pitch-side flash zone is provided exclusively for host broadcast and certain TV rights-holders interviews pre- and post-match. This zone is exclusive to host broadcast and rights holders designated by Leagues Cup Organizing Committee on a per-match basis, and under no circumstances will be used for any other purposes.

Field of Play Area

Accredited media members who have been pre-approved for a photo/NHR credential will have access to field level. No media members will be allowed on the field of play before, during or after any match. See Access Devices for further information.

Accredited photographer seating will be available at select locations around the perimeter of the pitch.

Photo Work Room

A room in the proximity of the media field tunnel will be available for photographers with workstations. Complementary internet, power and meal will be available on match day.

7. Photographer and Non-Rights Videographer Guidelines

- a) Each photographer and non-rights videographer will be issued with a PHOTO accreditation badge and photographer's vest, both of which will be only valid per match day.
- b) Photographers and non-rights videographers may only work at field level.
- c) To work field level, a photographer requires two items: an accreditation badge and a vest. The vest must be worn, visibly, at all times when in the stadium.
- d) Photographers and non-rights videographers may only work in the field zones reserved for them (and not in the zones reserved for television camera operators).
- e) Photographers and non-rights videographers must never work in front of the field-side advertising boards and must not obstruct these boards in any way at any time.
- f) Photographers and non-rights videographer must allow players sufficient room to take corner kicks, as directed by the referee or any other official.
- g) Once the match has begun, photographers and non-rights videographers must not move from their designated positions.
- h) Flash photography is not permitted during the game.
- i) Photographers may set up remote cameras in a designated area between the goal net and the advertising boards, but only in such a way so as not to interfere with either. The equipment (small tripod and camera) must not exceed a height of 25cm. The final decision on the placement of any remote cameras shall be taken together with the referee. Remote cameras may only be manually adjusted at half-time, and not during the match. Cabled remote controls are recommended as radio frequencies in the stadium may interfere with wireless devices.
**Please note that access to setting up remote cameras will depend per venue due to spacing requirements.*
- j) Approximately 15 minutes before each match and as instructed by Leagues Cup Media Officer and/or Venue Press Officer, the field photographers may come to the center of the touch line, where the teams will line up for the match protocol and team group pictures. It is strictly forbidden for photographers to encroach onto the field of play at any time. After the protocol, the teams will shake hands and pose for team group pictures at the same distance. This is followed by the coin toss.
- k) Immediately after the pre-match coin toss, all photographers shall disperse to their working positions and not stop to take pictures of the team officials or players on the benches.
- l) Non-rights videographer may only record the first 15 minutes of each half. After the 15 minutes the videographer may exit the field.
- m) At the end of each half, photographers shall remain in their positions until all players and match officials have left the field.
- n) Accredited photographers are only permitted to provide still photos. Any failure to respect this rule shall be regarded as a violation of the tournament's Guidelines and may lead to sanctions.
- o) At no time – either before, during or after any match – may photographers or non-rights videographers enter the field of play for any reason.
- p) This is also valid for celebrations after the final. Nor may they enter the dressing rooms at any time, even if invited to do so by players or team officials. Failure to respect this rule may lead to the withdrawal of the photographer's accreditation for the remainder of the competition.
- q) Only Leagues Cup approved photographers and videographers will be allowed to work from the touch line on the side of the team benches.

8. Broadcasting

On Match Day, all accredited media members are prohibited from broadcasting live from anywhere inside the official game venue, including via social media channels and any other like platforms.

This limitation includes but is not limited to any type of live broadcast in the stadium's public areas, stands, press box/media tribune, news conference room, mixed zone area and field of play area.

Violation of this rule will result in immediate loss of media accreditation for the competition.

Post-game media availability (news conference and mixed zone) are the exception.

All other live broadcasts from within the stadium must be pre-approved by the Leagues Cup Organizing Committee.