



## Media Access & Audio-Visual Rights Guidelines

The CEV Champions League Volley Final Four are to take place in Istanbul, Türkiye, for Women's event on May 3-4, 2025, and in Łódź, Poland on 16-18 May, 2025 for Men's event. We look forward to welcoming you to this spectacular and unique club competition event.

The present document outlines the rights available to key event stakeholders such as the host organisers, participating teams, domestic and international media partner(s) including the media access rights framework applied during the event and the non-commercial exploitation of match-related footage.

These guidelines also aim to:

- Allow the smooth running of an elite sport competition.
- Establish a clear framework for all involved event stakeholders to access specific venue areas to capture match and non-match related footage.
- Protect the rights acquired by the rights-holding broadcasters for a global coverage of the event.

### A. General Information

The audio-visual media rights in relation to the CEV Champions League Volley Final Fours continue to be exclusively managed by the CEV Sport Media Agency on behalf of the CEV.

The CEV and the CEV Sport Media Agency approve all requests and access area privileges, as far as media rights are concerned during the CEV Champions League Final Four. All requests for media accreditations are also duly reviewed and confirmed by the CEV and the CEV Sport Media Agency via the CEV official accreditation platform.

As stipulated in the competition handbook, the exclusive mixed zone areas (MZ) are identified below:

- MZ1: Host Broadcaster (HB)
- MZ2: TV/Radio – Primary rights holder
- MZ3: TV/Radio – Secondary rights holder
- MZ4: Written Press/Other Non-Rights holding Accredited Media

The rights-holding broadcasters not only have the rights to broadcast the games, but they are also given the priority to conduct interviews before and after the games as well as the possibility of having their own ENG cameras around the court. Rights-Holders and Non-Rights Holders shall take their position before the start of the match in collaboration with the CEV and the CEV Media Agency.



The CEV Press Officer and Media Team present on-site have the full authority and the obligation to refuse or withdraw accreditation of any media or team representative on-site if non-compliance with the present regulations is observed.

## B. Participating Teams

### 1. Mobile Reporter

As a participating team of the CEV Champions League Final Four, you can appoint one (1) mobile reporter who will only be granted the following access and footage rights during the match of your respective team:

Function	Number	Accessible Areas	Content	Platforms
Mobile reporter	One (1) per team	Hotel Team trainings Bus arrival Locker rooms Warm-ups Player presentation Awarding ceremony	Near live recording	Team's Official digital & social media platforms

The appointed mobile reporter must be accredited to the event via the official CEV accreditation system (CEV Media Club). By default, when the mobile reporter receives his/her accreditation, he/she will also have access to the media tribune, mixed zone and media working room. If the mobile reporter does not hold a CEV Media Club account, he/she shall sign up first and wait for the membership to be approved before subsequently requesting an accreditation for the event.

This person must also report to the CEV and CEV Sport Media Agency upon arrival at the venue to receive the necessary bibs.

The mobile reporter is not allowed to access the field of play at any time during the event (except during the players' warm-up, players' presentation & awarding ceremony as indicated in the table above). The rights to film and broadcast moving images are sold to broadcasters, so they have exclusive rights to the footage and to televise the event globally. Therefore, the CEV needs to restrict access to field of play footage to rights-holding broadcasters only; this is to ensure compliance with the CEV's media rights contracts.

### 2. Media Officer & Photographer

As a participating team of the CEV Champions League Final Four, you can appoint one (1) media officer and one (1) photographer who will be granted only the following access and footage rights during the match of your respective team:

Function	Number	Accessible Areas	Content	Platforms
Media Officer	One (1) per team	Hotel Media working room Mixed zone Media tribune	Near live recording	Team's Official digital & social media platforms

Function	Number	Accessible Areas	Content	Platforms
Photographer	One (1) per team	Hotel Media working room Media tribune Field of play (FOP) Mixed Zone	Pictures capture only	Team's Official digital & social media platforms plus any other media for editorial purposes

The media officer is accredited via the 09 form available through the CEV competition management platform, while the team's photographer will have to receive an accreditation from the official CEV accreditation system (CEV Media Club). If your photographer does not hold a CEV Media Club account, he/she shall sign up and wait for the membership to be approved before subsequently requesting an accreditation for the event.

The teams' media officer is not allowed to access the field of play at any time during the event, as shown on the table above. While the team's photographer can have access around the FOP to capture pictures of the match while wearing the identifying bibs provided specifically for this purpose.

### 3. Access to near-live match footage

The CEV will provide in good faith video clips & near-live match footage to each participating team of the CEV Champions League Final Fours so they can cover the event with match footage on their official digital platforms. This is in accordance with the following carve-outs:

- Video clips to include up to a maximum of five (5) minutes of footage per match.
  - The publication of such clips is made at the end of the specific match only.
- Near-live clips per match of up to ten (10) seconds.
  - The publication of such clips can be made during the match.
- Archive rights of the previous edition. Please send any archive match footage requests via email to [tv@cev.eu](mailto:tv@cev.eu). This may be subject to payment of associated rights fee & technical costs.

The CEV will share the above content with each participating team via its AI automated video platform on Slack channels or equivalent.

## C. Host Organizer

The host organizer of the event (or affiliated National Federation) will receive the same right and access as for the participating teams and access to live match footage. Please refer to section B and the corresponding table above.

## D. Domestic & International Media

Accredited media to the Champions League Final Four will be granted the following rights and access during the match:

Description	Accessible Areas	Footage/Content
Press Written press Web TV/Radio	Media tribune (upon CEV's confirmation) Media working room Mixed zone	Players & coaches' interviews

With the exception of photographers, the above accredited media are not allowed to access the field of play at any time during the event. The rights to film and broadcast moving images are sold to broadcasters, so they have exclusive rights to the footage and to televise the competitions in their respective territories around the world. Therefore, the CEV needs to restrict access to field of play footage to rights-holding broadcasters only; this is to ensure compliance with the CEV's media rights contracts with those broadcasters.

Should accredited media wish to have access to near-live footage during the matches, they should contact [tv@cev.eu](mailto:tv@cev.eu).

All accredited media must uphold the expected level of professionalism. Media representatives must refrain from asking players and coaching staff to pose for photos with them or selfies in the Mixed Zone.

Any non-right holder from the Organiser territory as well as internationally that wish to capture and record video content such as interviews of players & coaches from the Mixed Zone (MZ4) via any mobile devices and portable ENG cameras must follow the below validation protocol to be granted access with filming devices to such Mixed Zone area.

- Contact via email the CEV Sport Media Agency for preliminary rights clearance:
  - Infront – Director Media Sales / [Ottavia.Perra@infrontsports.com](mailto:Ottavia.Perra@infrontsports.com)
  - Infront – TV & Media Rights / [michela.cugnasca@infrontsports.com](mailto:michela.cugnasca@infrontsports.com)
  - Infront – TV Operations / [Deborah.termanini@infrontsports.com](mailto:Deborah.termanini@infrontsports.com)
- Receive written email confirmation from the CEV Sport Media Agency that they are allowed to film player/coach interviews in the official Mixed Zone.
- Bring the email confirmation and inform CEV & the CEV Sport Media Agency representatives on-site upon their arrival at the venue.
- Please note that rights fee may be applied by the CEV Sport Media Agency.



5. All non-rights holding media, TV stations, radios, newspapers, online publications, and websites do not have the right to film any game action as well as any other video or audio content during the official team presentations, the live game, and post-match.
6. Upon request by the CEV and its Sport Media Agency, all non-rights holding media may be asked to deposit their mobile devices & ENG cameras in a designated storage room upon entry to the venue; these can only be collected after the final whistle for access to the Mixed Zone area.

For the avoidance of any doubt, the non-rights-holding media can have access to the MZ4 area without going through this process if they do not wish or plan to capture video interviews.

## E. Training Sessions Access

International and local media are only permitted to attend official team training sessions on May 3-4 for the Women's event, and 16-18 May for the Men's event, the match day, during the first 10 minutes of each official team training. All requests to attend training sessions shall be sent via email to CEV - [tv@cev.eu](mailto:tv@cev.eu) & [press@cev.eu](mailto:press@cev.eu) - (1) week prior to the start of the event at the very latest.

To avoid any disturbance to the teams' preparation, the CEV will then seek full approval and consent from the respective teams (and their coaches), before approving any media's request. In this regard, CEV can distribute the official training schedule to all media once available.