

# FEDERATION INTERNATIONALE DE L' AUTOMOBILE ACCREDITATION GUIDELINES FOR THE 2020 FIA FORMULA ONE WORLD CHAMPIONSHIP

These Accreditation Guidelines are applicable to the 2020 FIA Formula One World Championship (the “Championship”). The Fédération Internationale de l’Automobile (“FIA”) owns the Championship and recognises the value of the media for reporting on the Championship, provided that such coverage respects both the intellectual property rights that have been licensed by FIA to the Formula 1 Commercial Rights Holder and third parties associated with the Championship.

Applicants for media accreditation must carefully read these Guidelines before submitting their application. All accredited parties and their journalists, photographers and editors are required to adhere to these Guidelines.

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## 1. ACCREDITATION PROCESS

All international requests from publications or agencies for race-by-race or permanent accreditation must be made via the FIA’s online accreditation system: [F1.ams.fia.com](https://f1.ams.fia.com)

Applications from publications for their national event must be addressed to the National Press Office of each circuit, excepted when the publication already has a permanent pass, then it has to apply through the FIA.

First-time applicants (publications / agencies) must register before any application for accreditation can be submitted on [F1.ams.fia.com](https://f1.ams.fia.com). Applicants will be asked for a number of documents by email, some of which may also need to be supplied in their original form by post. Successful registration does not mean that any applications made from the registered account will automatically be successful.

The validity of registration request is checked by the FIA and, if successful, the registrant will receive an email which will give access to the online accreditation system. Only then can an accreditation application be submitted.

Please note that the FIA reserves the right to refuse access to the online accreditation system.

After approval each registrant must create a username and password with which to access the online accreditation system on the FIA website, Media section, Media Accreditation: [F1.ams.fia.com](https://f1.ams.fia.com).

The online accreditation system will allow users to apply for accreditation for any event of the 2020 FIA Formula One World Championship.

Permanent pass applications for the 2020 FIA Formula One World Championship will open in December 2019. The online accreditation system allows users to create and monitor their applications for media credentials.

## **2. ACCREDITATION PRINCIPLES**

### **2.1 Publications and Agencies**

Editors of publications and agencies are asked to abide by the following principles to ensure that media accreditation is restricted to professional journalists and photographers only:

The FIA considers the media pass to be a working tool to be used only by genuine members of the media. Publishers, marketing personnel, copy sub-editors, staff of the publication's secretariat, etc. cannot be accredited as media.

The FIA only accredits publications and agencies:

- a) with a minimum circulation whose size and quality fulfil the criteria of the FIA;
- b) with a format and quality which fulfil the criteria of the FIA;
- c) which are available to the public in sales outlets (for publications only).

Internal magazines of companies, trade magazines and newsletters cannot be accredited as media. However, at the sole discretion of the FIA, and where the quality and circulation criteria justify their consideration, such magazines may be eligible for accreditation on a case-by-case basis. TV and radio as well as commercial photographers (those photographers who supply only commercial entities and do not supply any form of media outlet) must send their accreditation application to the commercial rights holder:

Formula One Management Ltd, 2 ST JAMES'S MARKET, LONDON, SW1Y 4AH Great Britain

Email: media@f1.com (for TV and radio)

Email: aoffice@f1.com (for commercial photographers as defined above)

Under no circumstances will advertising, public relations agencies or similar companies and organisations be accredited as media, nor will the FIA issue any accreditation to representatives (press officers or otherwise) of sponsors, suppliers, engine suppliers, teams, drivers, etc.

The FIA will only accredit press from outside the country in which the event is held. National press must apply to the National Press Officer (e.g. Spanish press applying for the Spanish Grand Prix must apply to the National Press Officer whilst press from countries other than Spain must apply to the FIA), excepted if the media outlet has a permanent pass, then it will have to apply through the FIA.

Accreditation requests of the central and local offices of the major international press agencies (AFP, ANSA, AP, DPA, EFE, JIJ, KYODO, Press Association, Reuters, etc.) will always be handled by the FIA. Requests from the local offices must be accompanied by a letter from the agency's main headquarters.

### **2.2 Digital outlet accreditation**

Accreditation of digital outlets is intended for professional stand-alone internet editorial/news coverage only. It is not to be used for any other purposes, including but not limited to public relations, promotional, commercial or entertainment use.

While the FIA understands the increasing prevalence of social media as a form of media outlet, it implements a strict policy on any individual or organisation whose main output is via third party platforms or which relies predominantly on the content of others' to gain reach. The FIA encourages such platforms to exist for the good of the sport, however it does not recognise the need for

individuals to be accredited as media in order to fulfil this function. The FIA reserves its rights after evaluation to grant passes to this category of media.

Because of space constraints at circuits, the number of digital outlets that can be accredited is limited and availability may depend on the location. An application may be refused even where all the Accreditation Criteria are met, in particular on the grounds of capacity.

A maximum of one representative journalist per digital outlet per event may be accredited, at the FIA's discretion.

Digital outlets associated with a print or broadcast media organisation that has already applied for, and been granted, any other form of media accreditation might be accredited only if they fulfil our accreditation criteria (see point 3.2 below).

### **3. ACCREDITATION CRITERIA**

#### **3.1 Publications and Agencies**

Permanent media accreditation is available to publications intending to publish reports for every Formula 1 race during the season (please see point 5 below).

For race-by-race accreditations, priority is given to publications intending to publish a report related to the event for which the accreditation is requested (as opposed to a general feature or any content not related to the event).

Media passes can also be allocated on a race-by-race basis to general news, specialist, business and lifestyle consumer publications that do not intend to publish conventional race reports but whose coverage is considered to be of promotional benefit to the sport.

Usually, a maximum of two representatives (journalists and/or photographers) per publication may be accredited for any one round of the Championship, at the FIA's discretion.

All applicants must fulfil the following basic criteria:

#### **Coverage**

For a daily newspaper a substantial amount of coverage for each event is required. For example, an introductory article in the Thursday edition, follow-up articles in Friday, Saturday and, where applicable, Sunday editions, plus a race report in the Monday edition.

For a weekly or monthly publication a substantial amount of coverage for each event is required and a major portion of the overall content should be on the subject of Formula 1. Publications or agencies applying for a race-by-race photographer accreditation must supply evidence of independent coverage of a minimum of 15 instances where their pictures have been used for editorial purposes per pass issued at each event they have been accredited for in the previous year's Championship.

#### **Quality**

The highest standards of fairness and accuracy are expected as a minimum quality requirement for the media. Any disputes over inaccuracies and quality will be determined by the FIA Media Delegate.

## **Circulation**

Accreditation decisions are based on the relative media landscape in the country of the applicant. As such, the usual minimum circulation for a national weekly or monthly publication is 20,000 copies. For a national daily the minimum circulation is 50,000 copies. The FIA recognises the industry-wide decline in print publications and considers each application on the merits of the applicant and their overall media reach.

Freelance journalists must apply for credentials via their own agencies. The onus is on the freelance applicant to prove the supply of regular Formula One related stories to at least three publications meeting the FIA Accreditation Criteria.

Photo agencies must be able to prove that the pictures have been regularly sold to publications matching the FIA Accreditation Criteria and have been paid for at the normal commercial rate (the FIA will, from time to time, request a selection of accredited photographers to supply general data about the market so as to accurately maintain appropriate accreditation criteria). A publication must be able to prove that the pictures published are the original work of the publication's accredited photographer.

The FIA retains the right to check all the information provided by publications and agencies to justify the allocation of a pass and to reject an application in case it does not match our accreditation criteria.

### **3.2 Accreditation of digital outlets**

To be eligible for accreditation an applicant must register online and fulfil the following Accreditation Criteria:

The applicant must be a professionally run digital outlet dedicated to reporting on the Championship and its events or a professionally run general news or sports digital outlet with a dedicated Championship section. Digital outlets run as a hobby are not considered to be professionally run.

**in each case, the coverage required to fulfil the minimum publishing criteria (page 5 of the FIA accreditation form) must be free of charge to the public.**

The applicant must submit audited traffic figures for the last three years (expressed as unique IP addresses per year) together with a geographical breakdown of users (i) for the digital outlet or (ii) in case the digital outlet is not an outlet dedicated to the Championship, for the Championship section of the digital outlet.

Traffic figures must be confirmed by an internet auditor of industry repute acceptable to the FIA. In order to be considered, digital outlets are expected to receive as a significant number of unique users per month on their Formula 1 coverage, however reaching this traffic level does not automatically grant accreditation.

The applicant must submit satisfactory evidence of publication on the digital outlet of news coverage of each Championship event in the previous three Championship seasons, together with the dates of publication, correctly by-lined. Personal blogs will not qualify, however digital outlets may contain a blog section related to Formula 1.

For an application for Permanent Accreditation, the representative journalist of the digital outlet must have attended and reported on at least 14 events during the previous Championship season.

Please note that only coverage of Championship events will qualify for consideration. General feature articles that are non-event specific will not qualify.

The applicant must undertake to publish for each round of the Championship in the season in which Accreditation is sought as follows:

- i. at least one news story (of 250 words or more) on each of the Thursday, Friday, Saturday, race day and Monday;
- ii. at least one feature article (500 words or more) for each event.

The representative journalist must be (i) a full time professional journalist with a national press card (or equivalent) and (ii) must be employed or engaged by the digital outlet as a journalist, wholly or primarily for the coverage of the Championship.

The digital outlet must maintain a clear “contacts” section with a link from the digital outlet homepage and which must contain full contact details for the digital outlet including a full postal address (PO Boxes not accepted), telephone numbers, email address; and (ii) all contributing journalists must be named either on their articles or elsewhere on the digital outlet, photographs must be accompanied by a photographer’s credit and all sources must be credited in accordance with editorial best practice.

The digital outlet must have a suitable written Privacy Policy, a Right to Reply/Complaints Policy and otherwise comply with all laws, regulations, guidelines and good practice relating to the operation of a digital outlet.

The applicant must respect others’ intellectual property rights of the FIA, the Formula 1 Commercial Rights Holder and third parties. This shall include the strict prohibition on the taking of any moving picture images, sound recordings, use of trademarks, title or logos or the transmission of certain kinds of results as further set out in the Accreditation Agreement.

Accreditation for digital outlets is approved by the FIA, but may be subject to audit by the Formula 1 Commercial Rights Holder who may request the removal of infringing content from the outlet. Failure to remove any such content will result in the accreditation request being cancelled by the FIA.

If any pass holder is found producing moving images of any kind of the event (or any part thereof), their accreditation will be withdrawn and the pass holder will not be admitted to any major FIA championships for as long as the FIA deems necessary.

There are separate guidelines for permanently accredited media who may produce certain moving images from events subject to strict guidelines issued by the Commercial Rights Holder here.

The FIA will allocate accreditation to digital outlets taking into account the above criteria in order to ensure that Championship coverage online is generated responsibly and that said coverage is reliable and of a quality befitting the world’s top motor sport championship.

Please note that due to the limited space available for media at the Championship events, and the increasing number of digital outlets reporting on Formula 1, compliance with the above does not guarantee accreditation.

The FIA reserves the right to check all the information provided by digital outlets to justify the allocation of a pass and to reject any application at its own discretion.

#### 4. RACE-BY-RACE ACCREDITATION PROCEDURE

Applications from publications for their national event must be addressed to the National Press Office of each circuit, excepted when the media outlet already has a permanent pass, then it has to go through the FIA.

The procedure for race-by-race accreditation is divided in an online registration phase (please refer to point 1 above) followed by the Accreditation Procedure.

##### Accreditation Procedure

The Accreditation Procedure is as follows:

1. All international requests for race-by-race accreditation must be made online through the online accreditation system [F1.ams.fia.com](http://F1.ams.fia.com)
2. Applications must be received at least three weeks before the event concerned, unless a longer term applies as set out below. No application can be made via the system after the deadline. Applications which are late or incomplete may not be considered.
3. Applications must meet all relevant criteria, including the Accreditation Principles and the Accreditation Criteria set out above. All supporting material, including sample proofs of coverage, as listed in the online application, must be supplied online. In case additional material is required in its original form by post the applicant will be informed accordingly by email.
4. Requests must include a formal application letter written on the applicant's letterhead. This letter must be signed by the editor or a senior member of the editorial staff. Requests signed by clerical staff will not be accepted. This letter must include:
  - a. The name(s) of the representative(s) who will be covering the event(s);
  - b. The photocopy of the official national press card(s) (where applicable) of the representative(s) who will be covering the event(s);
  - c. The job title(s) of the representative(s) (journalist(s) and/or photographer(s);
  - d. Information on the publication (including circulation, readership, frequency, etc., or traffic figures in the case of digital outlets);
  - e. An original copy of the publication (only to be supplied on request or for first-time applicants);
  - f. a formal undertaking from the editor to publish a report related to the event concerned and an indication as to when this report will be published;
  - g. written confirmation that the accredited party and / or the journalist/photographer to whom the credential has been allocated has not applied or will not apply for additional FIA passes for any other purposes, including journalism for Television and Radio networks.

Note: 'd', 'e' and 'g' do not apply to the major international press agencies.

Note: 'e' does not apply to digital outlets (save for eMagazines)

5. PDF files of material published following previous Championship events, particularly those the applicant was accredited for (original copies by post may be requested from time to time

or from first-time applicants) must be uploaded to the FIA system for each application. **If no coverage that matches the Accreditation Criteria is attached to an application it will be rejected.**

In addition, publications from countries that are not using Roman letters (e.g. China, Japan, Russia, etc.) must supply a certified translation into English of the publications' credits' page and the proofs' bylines.

Once an application is submitted, the FIA will verify whether the application meets all relevant criteria, and will send an email to the publication informing it of the decision that has been made with regards to its application.

If successful, an Accreditation Agreement will be included for signature.

If the representative(s) is (are) unable to attend the event, the FIA Communications Department must be notified as soon as possible before the opening of the accreditation centre. Failure to inform FIA Communications of non-attendance may result in further accreditation requests being refused. If a change of representative(s) is to be made, the FIA Communications Department must be notified as soon as possible.

**The representative(s) must produce the signed Accreditation Agreement which is emailed with the confirmation when collecting the credential at the event.**

**NO ACCREDITATION CAN BE COLLECTED WITHOUT THIS DOCUMENT.**

If a decision is disputed an individual application will be referred to the FIA F1 Head of Communications for final decision. The FIA liaises closely with National Press Offices and National Sporting Authorities to confirm the validity of a given application.

### **Deadlines**

The deadlines for applications are indicated below and are usually four weeks prior to the first day of the relevant event. Due to the visa procedures in place in the People's Republic of China, Azerbaijan, Singapore and Abu Dhabi, a five weeks' deadline is required. Late requests may not be examined.

Applications for permanent passes: 31 January

Barcelona Tests 1: 22 January

Barcelona Tests 2: 29 January

Australian GP: 13 February

Bahrain GP: 20 February

Vietnamese GP: 5 March

Chinese GP: 12 March

Dutch GP: 2 April

Spanish GP: 9 April

Monaco GP: 23 April

Azerbaijan GP: 30 April

Canadian GP: 14 May

French GP: 28 May

Austrian GP: 4 June

British GP: 18 June

Hungarian GP: 2 July

Belgian GP: 30 July

Italian GP: 6 August

Singapore GP: 13 August

Russian GP: 27 August

Japanese GP: 10 September

US GP: 24 September

Mexican GP: 1 October

Brazilian GP: 15 October

Abu Dhabi GP: 22 October

## **5. PERMANENT ACCREDITATION PROCEDURE**

A permanent media pass will provide access to every event of the Championship of that year.

The procedure for permanent accreditation is divided into an online registration phase (please refer to point 1 above) followed by the Accreditation Procedure.

### **Accreditation Procedure**

The Accreditation Procedure is as follows.

1. All international requests for permanent accreditation must be made online through the online accreditation system [F1.ams.fia.com](http://F1.ams.fia.com)
2. Applications for a permanent media pass must be received in a timely manner. Applications which are late may not be considered. Permanent pass applications for the 2020 FIA Formula One World Championship will open in December 2019 and will close at the end of January 2020.

3. Applications must meet all relevant criteria, including the Accreditation Principles and the Accreditation Criteria set out above. In addition, the following criteria apply:
  - a. To qualify for a permanent journalist's credential the applicant must have attended at least 14 Championship events during the previous year's Championship. Only in cases FIA accepts as force majeure the number of events may be lower than 14.
  - b. To qualify for a permanent photographer's credential the applicant must have attended at least 14 Championship events during the previous year's Championship. Only in cases FIA accepts as force majeure the number of events may be lower than 14.
  - c. Additionally, to qualify for a permanent photographer's pass, at least 240 photographs, per pass issued, must have been published editorially in the media during the previous year's Championship in the name of the applicant (generic photo galleries are not considered).
  - d. To qualify for a permanent credential the representative journalist of the digital outlet must have attended and reported on at least 14 events during the previous Championship season. All supporting material, including proof of coverage, as listed in the online application, must be uploaded to the application under the 'supporting documents' section.
4. Requests must include a formal application letter written on the applicant's letterhead. This letter must be signed by the editor or a senior member of the editorial staff. Requests signed by clerical staff will not be accepted. This letter must include:
  - a. the name(s) of the representative(s) who will be covering the event(s);
  - b. the photocopy of the official national press card(s) (where applicable) of the representative(s) who will be covering the event(s);
  - c. the job title(s) of the representative(s) (journalist(s) and/or photographer(s));
  - d. information on the publication (such as circulation, readership, frequency, etc);
  - e. an original copy of the publication (only to be supplied on request or for first-time applicants);
  - f. a formal undertaking from the editor to publish a report related to the event concerned and an indication as to when this report will be published;
  - g. written confirmation that the accredited party and / or the journalist/photographer to whom the credential has been allocated has not applied or will not apply for additional FIA passes for any other purposes, including journalism for Television and Radio networks.

Note: 'd', 'e' and 'g' do not apply to the major international press agencies.

Note: 'd' and 'e' do not apply to digital outlets (save for eMagazines).

In addition, publications from countries that are not using Roman letters (e.g. China, Japan, Russia, etc.) must supply a certified translation into English of the publications' credits' page and the proofs' bylines.

5. PDF files of material published following previous Championship events, particularly those the applicant was accredited for (original copies by post may be requested from time to time or from first-time applicants) must be uploaded to the FIA system for each application. **If no coverage that matches the Accreditation Criteria is attached to an application it will be rejected.**
6. The FIA will verify whether the application meets all relevant criteria. The FIA will update the online accreditation system to inform of the decision that has been made with regards to its application. If successful, an Accreditation Agreement will be included for signature.

If a change of representative(s) is to be made, the FIA Communications Department must be notified as soon as possible.

7. The representative(s) must produce the signed Accreditation Agreement which is emailed with the confirmation when collecting the credential at their first event.

**NO ACCREDITATION CAN BE COLLECTED WITHOUT THIS DOCUMENT.**