

# **Implementing Regulations**

**concerning the Media Guidelines for Matches of the German  
Bundesliga and Bundesliga 2 during the 2009/10 season**

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## **Annex 1b**

**Photographers' Accreditation**

**to Cover Matches of the Bundesliga and Bundesliga 2**

**during the 2009/10 season**



# Photographers' Accreditation

## Bundesliga and Bundesliga 2, 2009/10 season



### Accreditation

Once issued, a photographers' accreditation entitles the holder (i) to occupy and use a working space in one of the designated pitch-side photographers' areas and (ii) to attend the post-match press conference, subject to space restrictions.

Parking pass required\*:  Yes  No

### Important Notice

As a matter of principle, photographers' accreditations will only be issued to **professional sports photographers** in possession of an international media/press card; if required, freelancers shall also show they are working by order of an agency and/or editorial office. Possession of an international media/press card is in itself no guarantee that accreditations to cover German Bundesliga and Bundesliga 2 matches will be issued. International journalists will be required to submit their AIPS card and prove they are acting on the specific appointment of an agency and/or editorial office.

By handing in their signed accreditation request, media representatives confirm (i) acceptance of the **Implementing Regulations concerning the Media Guidelines for Matches of the German Bundesliga and Bundesliga 2 during the 2009/10 Season** (available end of July 2009 as download from [www.bundesliga.de](http://www.bundesliga.de); then also available from the Association of German Sports Journalists, VDS, and/or the clubs themselves) and (ii) strict compliance with the pertinent terms and conditions. Specifically, photographers shall be required to observe the following rules and directives:

- at no time prior to, during, or after the match enter the field of play or the players' area (including players' tunnel, dressing rooms for players, coaches, and referees);
- to wear the silver-grey photographers' bib and return it prior to leaving the stadium (unless otherwise agreed with the club concerned);
- to stay within the photographers' working areas designated by the DFL and the club concerned, and ensure that their technical equipment is positioned or stored such that it does not pose any hazard to third parties;
- to ensure that **during the match** (including the half-time break), their clients restrict themselves to using a maximum of six pictures (no sequences of stills) taken from the stadium and/or the match in the **internet** or in **online media**\*\*;
- to not, be it personally or through third parties, **during the match** (including the half-time break) **until two hours after the final whistle**, provide any pictures (stills or sequences of stills) from the stadium and/or the match for publication and further use on **mobile phones** (in particular via MMS) and via **DVB-H and DMB**;
- to ensure that their pictures are **used** for editorial and journalistic reporting purposes only. Please note that any use of pictures for commercial and/or advertising purposes shall be subject to prior written approval by the DFL and, if applicable, other rights holders (e.g. the clubs or the players concerned).

The club and its staff do not accept any liability for damage to the photographers' property, unless such damage has been caused by gross negligence or worse on their part.

Non-compliance with the terms and conditions described in the Implementing Regulations and related annexes will result in the immediate withdrawal of accreditation, and may also lead to future accreditation requests being refused.

All **accreditation requests must be fully completed** and submitted to the club not later than five working days (and by 12 o'clock noon) prior to the match concerned. Any later requests (e.g. as late as on match day) will not be processed.

\_\_\_\_\_  
Date\*

\_\_\_\_\_  
Signature\*

**Enc: Copy of media/press card**

\*Required information

\*\* Digitized recordings may be forwarded without restriction during the match for the purpose of **internal** editing only