



FIM Hard Enduro World Championship

Promoted by Hard Enduro Promotions Marketing Management LLC (HEP)

**January 2026**

## **Media Coverage Guidelines – 2026 Season**

The FIM Hard Enduro World Championship (HEWC) is committed to providing a media-accessible environment, recognizing the unique challenges posed by the sport's remote and expansive settings. These guidelines outline the media access protocols applicable at all HEWC events and clarify permitted usage of content. These guidelines operate in conjunction with the HEWC Media Rights & Accreditation Framework – 2026 Season. In the event of discrepancy, the Framework shall prevail.

### **Preamble**

Hard Enduro Promotions Marketing Management LLC (HEP), as the appointed Promoter of the FIM Hard Enduro World Championship (HEWC), holds the exclusive international commercial media rights to all HEWC events.

These rights include, without limitation:

- Live broadcast production
- Streaming (free-to-air and pay-per-view)
- Race and non-race footage capture
- Highlight production
- Digital distribution
- Commercial exploitation of audiovisual material

Accreditation or event access does not grant ownership, resale, or commercial exploitation rights to race footage or audiovisual content unless expressly authorised in writing by HEP.

### **Priority of Official Media Production Crew**

The official HEWC Media Production Crew, together with any appointed Event Organiser production team operating under HEWC authority, holds operational priority at all times.

Freelance or third-party media may operate only in a supplemental capacity and must not:

- Obstruct official camera positions
- Duplicate live broadcast operations
- Interfere with production workflows
- Compromise safety or sporting procedures

The Event Organiser, in coordination with HEWC, may restrict or revoke filming permissions where necessary to ensure a safe, compliant, and efficient media environment.

### **Official Editorial Content Access**

Approved editorial content, including selected video, photography, and written materials, is made available through the official HEWC Content Pool.

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Access is provided upon request via:

[www.fim-hardenduro.wetransfer.com](http://www.fim-hardenduro.wetransfer.com)

Content distributed through the HEWC Content Pool is intended for editorial use only and remains subject to championship media rights governance.

## **General Media Access & Conduct Rules**

Accredited media personnel are granted controlled access to designated media zones (including but not limited to trackside, paddock, mixed zone, and press areas) subject to strict compliance with championship regulations.

Accreditation provides access privileges only and does not grant commercial rights beyond those expressly permitted under HEWC media policy.

The following conditions apply to all accredited media:

### A) Identification & Visibility

All media personnel (including photographers, videographers, journalists, and content creators) must:

- Wear approved HEWC-issued media vests where required.
- Display visible accreditation credentials at all times while operating within restricted or media-designated areas.

Failure to visibly display accreditation may result in removal from restricted zones.

### B) Trackside Access Limits

A maximum of two (2) representatives per media outlet may be present trackside at any one time, unless prior written authorisation has been granted by HEP.

HEWC reserves the right to further limit trackside access where required for safety, operational, or broadcast reasons.

### C) Equipment Placement

Mounting, securing, or placing camera equipment on safety barriers, fencing, marshal posts, or protected course infrastructure is strictly prohibited.

All equipment must be self-supported and positioned in accordance with safety and operational guidelines.

### D) Compliance with Official Instructions

All accredited media must comply immediately and without dispute with instructions issued by:

- HEWC Media Management
- Event Organiser representatives
- Race Direction and Stewards

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- Track officials or safety personnel

Non-compliance may result in immediate restriction or revocation of accreditation.

### E) Non-Obstruction Principle

Media personnel must not obstruct:

- Riders or race participants
- Officials or marshals
- Spectators
- Other accredited media
- The Official HEWC Production Crew

Operational priority remains with the Official HEWC Production and Broadcast Team at all times.

### F) Commercial Exploitation Restrictions

The commercial resale, licensing, or distribution of race footage, photographs, or audiovisual material to third-party brands, sponsors, broadcasters, or commercial entities requires prior written approval from HEP.

Unsolicited commercial sale of race-related content is strictly prohibited.

## **Filming, Video Content & Photography Policy**

All audiovisual and photographic activity at HEWC events is governed by the HEWC Media Rights & Accreditation Framework – 2026 Season and the annexed Footage Use Chart (Annex 1).

Accreditation grants controlled access only and does not confer ownership or commercial exploitation rights.

### **1. Race Footage Definition**

For the purposes of these guidelines, “Race Footage” includes:

- All competitive race sessions
- Main events and side events
- Timed sessions and qualifying
- Any moving race action captured within the official course boundaries
- Any footage derived from official HEWC production

All race footage falls under the exclusive media rights of HEP.

### **2. Video Content & Filming Restrictions**

- All permissions and restrictions relating to race footage usage are defined in Annex 1.
- Independent live-streaming, monetised broadcast, or real-time race coverage is strictly prohibited without prior written approval from HEP.

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- Commercial resale, licensing, or third-party distribution of race footage requires prior written approval from HEP.
- Personal POV cameras or self-mounted rider equipment are not permitted unless:
  - 1) Approved in writing by HEP; and
  - 2) Installed and controlled under official HEWC production authority.

### **3. Drone & Aerial Filming Policy**

Drone use, including Remote Piloted Aircraft Systems (RPAS), UAVs, and any aerial capture device, requires prior written approval from HEWC.

No independent drone operators are permitted.

All aerial footage remains subject to championship media rights control.

Unauthorized drone operation may result in:

- Immediate removal from the event
- Revocation of accreditation
- Further commercial enforcement action

Safety protocols related to aerial operations are governed by event safety management procedures and local aviation regulations.

### **4. Photography Policy**

Accredited photographers may capture imagery for editorial purposes.

The following conditions apply:

- Direct sale of images to riders and teams is permitted.
- Commercial licensing of race imagery to third-party brands, sponsors, broadcasters, or commercial entities requires prior written approval from HEP.
- HEWC retains the right to receive and use race imagery for championship promotion.

Approved editorial-use imagery may also be obtained via the official HEWC Content Pool:

[www.fim-hardenduro.wetransfer.com](http://www.fim-hardenduro.wetransfer.com)

(Access provided upon request.)

### **5. Restricted Areas & Course Access**

Media personnel must not enter the live race course or restricted safety zones at any time.

All media activity must remain within designated media areas and follow marshal and official instructions.

Operational priority at all times remains with:

- Race control

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- Safety officials
- Official HEWC production crew

### **6. Incident Reporting & Sensitive Content**

In the event of a serious injury or fatality:

- No related content may be published without prior written approval from HEP.
- Media must follow official communications guidance issued by HEWC.

Failure to comply may result in immediate revocation of accreditation.

### **7. Accreditation Compliance & Liability**

HEWC reserves the right to revoke accreditation in cases of:

- Rights violations
- Commercial misuse
- Safety breaches
- Non-compliance with official instructions

All accredited media personnel acknowledge:

- The inherent risks associated with motorsport environments.
- That they operate at their own professional responsibility.
- That they maintain valid liability and accident insurance coverage.

Media personnel agree to bear responsibility for damages caused to third parties arising from their actions.

Category / Usage	Practice & Qualifying Days	Final Event Day / Main Event
Filming of Non-Race Footage (incl. paddock, preparation, side events, interviews)	Yes	Yes
Editorial Use of Non-Race Footage	Yes	Yes
Filming of Practice & Qualifying Race Action	Yes – Under Conditions	No
Editorial Use of Practice & Qualifying Race Action	Yes – Under Conditions	No
Commercial Use of Practice & Qualifying Footage (incl. long-form / documentary format)	Subject to HEWC Media Licence (where applicable)	No
Live Coverage or Real-Time Broadcast of Race Action	No	No

### **Conditions for Practice & Qualifying Race Footage**

Where filming of practice and qualifying race action is permitted, the following conditions apply:

- Content may be used for editorial purposes only.



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- Distribution must occur on owned channels (e.g. team platforms or accredited media outlets).
- Content must remain rider- or team-focused.
- A maximum of three (3) minutes of race-action footage per day may be published.
- Where applicable, content must reference or link to official HEWC broadcast platforms.
- No third-party commercial licensing or resale is permitted.
- Monetised creators may be subject to the HEWC Media Licence (see below).

### **HEWC Media Licence – Application to Annex 1**

Commercial content creators operating monetised digital platforms (including but not limited to advertising-supported video channels, subscription platforms, or revenue-generating race coverage formats) may be required to obtain an official HEWC Media Licence.

Where applicable:

- Expanded usage rights may be granted under structured agreement.
- Licensing fees may apply.
- Content scope, format, and commercial integration will be defined contractually.
- HEWC retains final discretion over eligibility and licensing thresholds.

Absent a valid HEWC Media Licence, all monetised race-focused content must comply strictly with the conditions above.

### **Prohibited Activities (All Event Days)**

The following are strictly prohibited without written approval from HEP:

- Independent live race broadcasts.
- Monetised live race coverage.
- Full-length race uploads.
- Commercial resale of race footage to third parties.
- Syndication of race action to broadcasters or OTT platforms.
- Reproduction of official HEWC broadcast feeds.

### **Editorial Clarification**

Editorial reporting, highlights, and journalistic coverage remain welcomed and supported under standard accreditation conditions, provided all usage remains non-commercial and compliant with championship media policy.

## **Media Accreditation & Rights Compliance Declaration**

FIM Hard Enduro World Championship – 2026 Season

This declaration must be completed and signed by all accredited media personnel, commercial content creators, team representatives, sponsor media representatives, and appointed photographers.

### **1. Applicant Details**

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Full Name:

Company / Organisation (if applicable):

Accredited Outlet / Platform Name:

Role (tick as applicable):

- Journalist
- Photographer
- Videographer
- Commercial Content Creator
- Team Media Representative
- Sponsor Media Representative
- Local Broadcaster
- Other: \_\_\_\_\_

Country of Residence:

Mobile Contact Number:

Email Address:

Website / Channel / Platform URL(s):

Is your platform monetised?

- Yes
- No

If yes, please specify monetisation model (e.g. advertising, subscription, sponsorship integration):

### **2. Insurance Declaration**

I confirm that I hold valid and adequate:

- Public Liability Insurance
- Personal Accident Insurance

Valid for the duration of the event and covering motorsport environments.

Insurance Provider:

Policy Number:

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### **3. Rights & Compliance Acknowledgement**

By signing below, I acknowledge and agree that:

1. I have read and understood:
  - The HEWC Media Rights & Accreditation Framework – 2026 Season
  - The Media Coverage Guidelines and Annexes
2. I recognise that Hard Enduro Promotions (HEP) holds exclusive international commercial media rights to all HEWC events.
3. Accreditation grants controlled access only and does not confer ownership or commercial exploitation rights.
4. I will not:
  - Conduct independent live race broadcasts
  - Commercially resell race footage or imagery
  - Distribute race footage to third-party broadcasters
  - Operate drones without prior written approval
5. Where applicable, I understand that I may be subject to the HEWC Media Licence structure if my platform qualifies under championship commercial thresholds.
6. I agree to comply immediately with all instructions issued by HEWC officials, race control, and event organisers.

### **4. Liability & Risk Acceptance**

I acknowledge the inherent risks associated with motorsport environments and confirm that:

- I enter restricted areas at my own professional responsibility.
- I will not enter the live course or restricted zones without authorisation.
- I accept responsibility for any damage or injury caused by my actions.
- I waive liability claims against:
  - The Event Organiser
  - Hard Enduro Promotions (HEP)
  - The FIM
  - Officials, affiliates, and partners

Except in cases of proven gross negligence.

### **5. Data & Media Usage Consent**

I consent to:

- HEWC storing and processing my accreditation data for operational purposes.



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- HEWC using images or footage in which I may appear for championship documentation or reporting.

I confirm that all information provided is accurate and complete.

Name (Printed):

Signature:

Date: