



FIM Hard Enduro World Championship

Promoted by Hard Enduro Promotions Marketing Management LLC (HEP)

January 2026

HEWC Media Rights & Accreditation Framework – 2026 Season

1. Media Rights Ownership

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, but are not limited to:

- Live broadcast production and distribution
- Live streaming (free-to-air and pay-per-view)
- Race footage capture
- Highlights and recap programmes
- Digital content production and distribution
- Commercial exploitation of audiovisual material
- Archival and on-demand use
- International media syndication and distribution

HEP retains exclusive international distribution rights across all platforms, including linear television, OTT services, digital platforms, social media, and future emerging media technologies.

Event organisers may not independently commercialise, sell, license, stream, or distribute race footage or audiovisual content without prior written approval from HEP.

All media exploitation must align with the commercial and broadcast strategy of the FIM Hard Enduro World Championship.

2. Production & Broadcast Governance

HEWC operates under a centralised international production authority model.

Exclusive Production Authority

- HEWC, through HEP, is the exclusive international production authority for all official race coverage.
- No parallel or independent live streams, broadcasts, or race feeds may operate without prior written approval from HEP.
- All live production activity must be coordinated in advance with the HEWC Media Manager.

Coordination Requirement

Event organisers must:

- Inform HEWC of any proposed media or broadcast initiative.

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- Share infrastructure details (camera positions, power access, broadcast compounds).
- Ensure alignment with HEWC production workflows.

Local Broadcast Activity

Local broadcast distribution is permitted under structured approval and must comply with the Local Broadcast Policy outlined in Section 5 of this framework.

3. Accredited Media Rights Breakdown

All accredited parties operate under defined rights boundaries.

Category	Description	Access Level	Commercial Rights	Content Limitations	Approval Required
Official HEWC Production Crew	Appointed by HEP	Full course & paddock access	Full international commercial rights	Governed by HEP strategy	No (internal authority)
Accredited Press / Editorial Media	Journalists, news outlets	Designated media zones	Editorial use only	No commercial resale or monetised broadcast	Yes (credibility)
Event-Appointed Photographer	Official event photographer	Course & podium access	Direct sale to riders permitted	Commercial licensing to third-party brands requires HEWC approval	Yes (for commercial licensing)
Commercial Content Creators (YouTube, monetised platforms)	Influencers, digital creators	Restricted & defined zones	No independent monetised race broadcast	Short-form, non-live editorial content only	Yes *See Section 9
Local Broadcast Partners	Regional TV broadcasters	Feed access under agreement	Local distribution rights only	No international resale or feed modification	Yes
Sponsor Media Representatives	Brand activation crews	Controlled access	No race broadcast rights	Content limited to brand activation & non-race focus	Yes

Core Principles

- Editorial reporting is permitted.
- Commercial resale of race footage requires written approval from HEP.
- Photographer resale of race imagery to third-party commercial brands requires HEWC consent.
- Independent monetised race broadcasts are strictly prohibited.

Accreditation grants access, not commercial ownership rights.

4. Photography Rights & Commercial Use

Event organisers may appoint an official event photographer.

The official photographer:

- May sell images directly to riders and teams.
- Must provide content to the organiser for event promotion.
- Must ensure HEWC branding remains visible and unaltered where present.

Commercial licensing of race imagery to third-party brands, sponsors, or commercial entities requires prior written approval from HEP.



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HEWC retains the right to:

- Receive official race imagery.
- Use imagery for championship promotion.
- Archive and redistribute race photography across official platforms.

All imagery remains subject to championship branding integrity standards.

5. Local Broadcast Policy

HEWC welcomes collaboration with local television and regional media partners.

Governance Structure

- All live broadcast activity must operate under HEWC production authority.
- Local broadcasters may receive official feed access subject to written agreement.
- No independent commercial sale of international broadcast rights is permitted.
- International resale of rights is exclusively controlled by HEP.

Sponsorship Alignment

- Sponsorship integration within broadcast feeds must align with HEWC commercial partner obligations.
- Overlay graphics, ad insertion, or branded integrations must not conflict with HEWC series partners.

All local rights agreements must be formalised prior to public announcement.

6. Drone & Restricted Area Policy

Drone operations at HEWC events are strictly controlled.

- Drone use requires prior written approval from HEWC.
- No independent drone operators are permitted without HEWC clearance.
- All aerial footage falls under championship rights control.
- Organisers must ensure compliance with aviation regulations and event safety protocols.

Unauthorised drone activity may result in immediate removal and revocation of accreditation.

7. Media Accreditation Process

HEWC operates a centralised accreditation system.

Application Process

- All media accreditation applications must be submitted through HEWC website
- Applications are reviewed and approved by HEWC Media Management.
- Event organisers may recommend applicants but do not independently grant final approval.

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Conditions of Accreditation

Accreditation does not grant unrestricted commercial rights.

Accreditation may be revoked in the event of:

- Rights violations
- Safety breaches
- Commercial misuse
- Non-compliance with HEWC directives

HEWC reserves the right to deny or revoke accreditation at its discretion to protect championship integrity.

8. Content Sharing & Alignment

Event organisers are required to support unified championship storytelling.

Content Provision

Organisers must provide:

- High-resolution still images.
- Selected event video content where available.
- Access to official results and timing data.

Results & Embargo

- Official results must not be published prior to confirmation by HEWC.
- Any embargo instructions issued by HEWC must be respected.

Branding & Tagging

- All event posts must tag official HEWC channels.
- Official hashtags must be used consistently.
- Championship branding must remain visible in distributed media.

HEWC encourages collaborative storytelling aligned with championship values and global messaging.

9. Commercial Content Creator Licensing Policy (HEWC Media Licence)

To protect the commercial integrity and long-term sustainability of the FIM Hard Enduro World Championship, HEWC reserves the right to implement a structured licensing model for certain commercial content creators.

Purpose

This policy applies to content creators who:

- Operate monetised digital platforms (e.g. YouTube, OTT, subscription services)

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- Generate commercial revenue from HEWC race coverage
- Produce race-focused content beyond editorial reporting
- Maintain audience scale or commercial partnerships deemed materially significant

HEWC recognises the value that professional content creators bring to the championship ecosystem. This framework ensures fair contribution, rights alignment, and commercial transparency.

HEWC Media Licence

HEWC may require certain commercial content creators to obtain an official HEWC Media Licence where:

- The creator's platform generates substantial monetised revenue from HEWC race content; and/or
- The creator's scale, reach, or commercial activity warrants formal licensing under championship media rights governance.

The HEWC Media Licence may include:

- A structured annual or per-event licensing fee (TBC)
- Defined content permissions and limitations
- Branding integration requirements
- Access tier adjustments
- Revenue reporting provisions (where applicable)

Details of licensing thresholds and fee structures will be determined by HEWC and communicated directly to affected creators.

Determination & Eligibility

The requirement for a Media Licence will be determined solely by HEWC, based on:

- Audience size and reach
- Monetisation model
- Commercial partnerships
- Nature and scope of race coverage
- Alignment with championship broadcast strategy

HEWC retains full discretion in determining when licensing applies.

Non-Licensed Creators

Smaller-scale or non-monetised content creators may continue to operate under standard accreditation terms, subject to existing content limitations and approval processes.

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Compliance & Enforcement

Creators who are determined to require an HEWC Media Licence and who fail to comply may:

- Be denied accreditation
- Have accreditation revoked
- Be restricted from filming race action
- Be subject to further commercial enforcement measures

Why has this been implemented?

This licensing framework ensures:

- Fair commercial contribution from large-scale digital operators
- Protection of official broadcast and sponsor value
- Sustainable growth of the championship's media ecosystem

HEWC remains committed to working collaboratively with professional creators while safeguarding the commercial rights of the World Championship.

Closing

This framework ensures fair access, protects commercial value, supports professional journalism, and strengthens the long-term sustainability of the FIM Hard Enduro World Championship.

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