



## **MEDIA CREDENTIAL REQUIREMENTS**

- Only ONE application per outlet will be accepted and should be submitted by the assignment editor/producer who will serve as "primary contact" and should list any colleagues/freelancers assigned to cover the event under the "attending staff" section. Please note that if the outlet's "primary contact" will also be in a working capacity at the tournament, they must include themselves on the attending staff roster.
- Media credentials are reserved for working journalists only. Failure to adhere to this policy may result in revocation of access for the entire outlet. Non-editorial roles such as sales, station management, marketing, public relations, agencies, advertising, etc. will not be approved.
- Due to the volume of applicants, priority is given to golf and/or sports journalists.
- Only accredited news organizations that publish original content on a regular basis will be considered.
- Photographers must use mirrorless equipment with shutters set to SILENT mode at all times.
- All freelance writers, photographers and videographers must be on assignment for a news outlet. Credential request should be submitted by the assigning editor as part of their outlet's single application, otherwise, confirmation of the assignment must be uploaded at time of registration by the freelance journalist.
- Any applications submitted via a personal email address (Gmail/Yahoo/etc.) must provide additional verification from their outlet to be considered.
- Soliciting autographs as a credentialed media member is prohibited.
- Credentials are granted at the sole discretion of the LIV Golf Communications staff. A request does not guarantee access or approval.
- Applications without supporting documentation, an overview of coverage plans or sufficient information to review the request will be declined.

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## **MEDIA GUIDELINES**

The following guidelines (these "Media Guidelines") have been developed to accommodate media outlets and assist with their coverage of the LIV Golf Invitational Series events. LIV Golf will issue credentials to approved individuals ("Credential Holders"), as determined in its sole discretion. LIV Golf reserves the right to approve or deny a credential request in whole or in part.

**Compliance:** Credential Holders agree to abide by these Media Guidelines. Failure to abide by any of the Media Guidelines may result in suspension or revocation of credentials and immediate removal from the venue.

**Editorial Independence:** For the avoidance of doubt, nothing in the present terms and conditions (or in any other document referred to herein) is intended to be, or shall be interpreted as, undermining or in any way restricting the editorial independence of Credential Holders or the party or parties on behalf of whom they are covering LIV Golf Invitational Series events, or restricting or preventing the exercise of normal journalistic activities in respect of those events, including expressions of views or comments.

Media Credential Holders also need to abide by the general ticket Terms and Conditions found at <https://www.livgolf.com/ticket-terms-conditions>. To the extent there is a conflict between the terms of these Media Guidelines and the general ticket Terms and Conditions, the terms of these Media Guidelines shall prevail.

## **I. CREDENTIALS**

- A. Credentials are reserved for professional, working members of the press who represent a bona fide media organizations
- B. Credentials are limited to the duration of the event, are not transferable, and may be suspended or revoked by LIV Golf at any time in its sole discretion following an irremediable breach of these Media Guidelines by the Credential Holder including prior notice of an intention to suspend or revoke credentials.
- C. Credential Holders must clearly and visibly display credentials at all times during the event.

## **II. AREA ACCESS**

- A. Credentials do not imply any guarantee to access. LIV Golf reserves the right to determine on an event-by-event basis the specific areas of a venue that each Credential Holder may access.
- B. LIV Golf will provide limited inside-the-ropes access to Credential Holders at its sole discretion. Credential Holders must remain within an arm's-length distance from the rope at all times while inside the ropes.
- C. Credential Holders are prohibited from accessing player locker rooms at all times.
- D. Credential Holders are expected to adhere to the event's spectator photo, video, audio, and personal conduct policies (the latter as provided in the General Ticket Terms and Conditions) at all times, unless otherwise permitted.

## **III. PLAYER ACCESS**

- A. Credential Holders must not distract or interrupt players during practice or competition at the event. To avoid distraction or disruption of a player's stroke, Credential Holders must remain outside of a player's direct line of vision and maintain an appreciable distance from players when working near tee boxes and greens.
- B. Credential Holders may not position themselves in the line of play or in a position that may disrupt a player, caddie, official, or event staff member. If requested to move by a player, caddie, official, or event staff member, the Credential Holder must do so without delay or discussion.
- C. Unless expressly pre-approved by LIV Golf, Credential Holders may not conduct an interview with a player until the player has signed his or her scorecard.
- D. Credential Holders are prohibited from requesting player autographs, personal photographs and videos, and player equipment at all times.

## **IV. CONTENT AND DEVICES**

- A. Copyright in all material created by the Credential Holder will be owned by the Credential Holder or commissioning entity/employer, as the case may be. LIV Golf shall be entitled to make reasonable request to view content captured at the event by the Credential Holder. Arrangements for the provision of such content, format and any terms of use by LIV Golf will be subject to separate supply agreements between LIV Golf and the Credential Holder or commissioning entity/employer, as the case may be. Such agreements shall be agreed in good faith and upon fair and reasonable business terms, consent to use the content shall not be unreasonably withheld, delayed or conditioned.
- B. All content captured by the Credential Holder at the event is for editorial use only (regardless of platform). Content may be disseminated to third parties, including via distribution partners, for end-users' editorial purposes. Content may also be used to promote the coverage by the Credential Holder or commissioning entity/employer, as the

case may be of the LIV Golf event. All other uses are strictly prohibited.

- C. Credential Holders shall take reasonable steps to include an acknowledgement identifying LIV Golf as the event organizer.
- D. Credential Holders may not live stream footage of the event at any time.
- E. Subject to the terms of this section entitled 'Editorial Independence' above, should LIV Golf determine that use of content captured at the event violates these Media Guidelines, LIV Golf may issue a notification to the Credential Holder to comply with the Media Guidelines together with an explanation of the complaint. Where such a breach has taken place, Credential Holders must take steps promptly, and in any event, as soon as reasonably practicable, to rectify the breach.
- F. Mobile phones and other electronic devices must be kept in SILENT mode at all times at any venue at any time when play in a tournament (or related ceremony) is taking place
- G. Credential Holders are prohibited from using strobe photography at all time.
- H. Each Credential Holder grants permission to LIV Golf and its media partners, licensees, and distributors to use their image and likeness as it may incidentally appear in any live or recorded transmission of the LIV Golf event.
- I. For Social Content of the event captured while on site under the terms of these Media Guidelines, Credential Holders and where appropriate commissioning entity/employer, shall use all reasonable endeavors to include the LIV Golf tag, hashtag, link, etc.

## **V. PROHIBITED ITEMS / EQUIPMENT**

Credential Holders are prohibited from using the following items at all times without the written consent of LIV Golf:

- Individual golf carts and other similar motorized vehicles;
- Ladders and other similar items that provide an elevated viewing position;
- Drones and other similar remote control aircraft and small flying devices;
- All other non-industry standard equipment; and
- All other items listed in the event's spectator policy.

## **BROADCAST RULES AND RESTRICTIONS**

The following rules and restrictions should be adhered to when broadcasting, publishing and/or sharing LIV Golf footage and content, including but not limited to event highlights and press conferences:

**Broadcast/Digital:** Available Worldwide. Maximum usage three minutes per day per program for news and information programming only. Broadcast applies to television and audio/radio programs and only at the conclusion of the LIV Golf broadcast. Takedown: Five days. No archive. No commercial billboard. Footage cannot be altered from original transmission without prior consent. Courtesy of The CW in U.S. territories. LIV Golf reserves the right to change these terms at any time.

**Social:** Available Worldwide. Maximum usage three minutes per day for news and information programming only. Takedown: Five days. No archive. No commercial billboard. Footage cannot be altered from original transmission without prior consent. Courtesy of The CW in the U.S. Use of content originating from LIV Golf platforms must embed LIV Golf's original post. LIV Golf reserves the right to change these terms at any time.

**OTT/International:** Available Worldwide. Maximum usage three minutes per day for news and information programming only. Takedown: Five days. No archive. No commercial billboard. Footage cannot be altered from original transmission without prior consent. Must give courtesy credit to LIV Golf (Seven Network in Australia and its territories). LIV Golf reserves the right to change these terms at any time.