



ISMF RIGHTS & MEDIA GUIDELINES

SEASON 2025/26

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For Media, Rights-Holding Media, Athletes, National Members, Athletes — National Member Sponsors or other Brands, Local Organizing Committees, and Manufacturers' Pool members

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1. INTRODUCTION & KEY PRINCIPLES

The International Ski Mountaineering Federation (**ISMF**) manages all media, image, and broadcast rights related to ISMF events.

These guidelines define:

- Where stakeholders can access official footage and images
- How materials may be used (editorial, commercial, or non-commercial)
- Who may be accredited to cover or promote events
- The rules and limitations for use of ISMF media content

All stakeholders must comply with these policies as a condition of accreditation, licensing, or partnership with ISMF.

2. KEY DEFINITIONS

2.1 EDITORIAL CONTENT

- **Editorial <1 min**
Short-form content (under 60 seconds) created for journalistic or informational use. Includes news coverage, event recaps, social media stories, or quick reports by accredited outlets.
Not for advertising or promotional campaigns.
- **Editorial ≥ 1 min**
Long-form content (over 60 seconds) for journalistic use. Includes documentaries, feature stories, or extended event coverage.
Not for advertising or promotional campaigns.

2.2 COMMERCIAL CONTENT

- **Commercial – National <1 min**
Short advertising spots (under 60 seconds) used in national campaigns (TV, online, print, digital).
- **Commercial – National ≥ 1 min**
Long advertising content (over 60 seconds) used in national campaigns (extended TV ads, promotional videos, digital marketing).
- **Commercial – International <1 min**
Short-form advertising spots (under 60 seconds) distributed across multiple countries.
- **Commercial – International ≥ 1 min**
Long-form advertising content (over 60 seconds) used in international campaigns.

2.3 NON-COMMERCIAL CONTENT

- **Non-Commercial <1 min**
Short-form content (under 60 seconds) for non-revenue-generating purposes, such as education, training, or internal communications.
- **Non-Commercial ≥ 1 min**
Long-form content (over 60 seconds) for non-revenue-generating purposes, such as charity campaigns, training, or educational use.

2.4 RIGHTS SCOPE

- **Exclusive Rights** – Only the rights-holder may use the content for a defined purpose, territory, and time.
- **Non-Exclusive Rights** – Content may be used by multiple approved parties.
- **National Rights** – Distribution restricted to a single country.
- **International Rights** – Distribution permitted worldwide.
- **Rights holders**: Entities or individuals legally entitled to use, broadcast, or exploit specific content.
- **Non-rights holders**: Entities or individuals without legal permission to use, broadcast, or exploit that content.

2.5 CONTENT FORMATS

- **Photo Content** – All still images captured or produced in connection with ISMF events.
- **Video Content** – All moving-image materials captured or produced in connection with ISMF events. Highlights, raw footage, short-form, and long-form video productions.

2.6 CATEGORY CONTENT

- **News Agency** - Organizations that gather, produce, and distribute news content (text, photos, video) to media outlets. Examples: Reuters, AFP, AP. Their primary purpose is editorial (not commercial), and they act as content suppliers for other media platforms.
- **Digital News** Online-only editorial outlets, such as news websites, blogs, or digital magazines, that publish journalistic content in web or app formats. Includes both accredited online publications and recognized sports news portals.
- **Advertising** The use of photo or video content in promotional, marketing, or commercial campaigns. This includes paid ads, brand activations, product launches, online and offline marketing materials, billboards, and sponsored social media posts.
- **Print Publication – Regular Image** Editorial use of an image within the body of a print publication such as a newspaper, magazine, or journal. Regular placement refers to standard article illustrations, not covers or premium positions.
- **Print Publication – Cover Image** Use of an image as the main visual on the cover/front page of a print publication (magazine, newspaper, special issue). This is considered premium usage because of visibility and circulation impact.
- **Exhibit** Use of images for cultural, historical, or promotional exhibitions (e.g., sports halls of fame, museum displays, public galleries, or event exhibitions). Typically non-commercial but may require clearance depending on scale and sponsor involvement.
- **Individual** Private persons (fans, photographers, athletes not acting in a commercial role) using images for personal, non-commercial purposes. Examples: personal websites, non-monetized blogs, social media posts without sponsorship, or personal archives.
- **Special Feature / Movie** Long-form productions such as documentaries, feature films, or storytelling projects focusing on athletes, events, or ski mountaineering as a sport. Typically produced by broadcasters, production companies, or streaming platforms.
- **Permitted use:** ISMF footage, videos or photos may be licensed for editorial or commercial projects, depending on context.
- **Not permitted:** Unauthorized filming of ISMF event. All projects require ISMF approval to align with rights agreements.

3. STAKEHOLDER GUIDELINES

These guidelines are provided for informational purposes only. They do not replace the license agreements signed with the ISMF. These license agreements shall take precedence over these guidelines.

3.1 MEDIA (NON-RIGHTS HOLDERS)

Accreditation:

- Apply via the Local Organizing Committee (LOC) with ISMF approval. May be subject to restrictions.
- Access includes press conferences, mixed zones, and photo positions.

Can Create:

- Photos only
- May film interviews in mixed zones

Cannot Create:

- Any type of video (including short clips, reels, live streaming).
- Extended photography inside restricted areas.

Permitted Use:

- Editorial reporting using their own photos or ISMF official press material.
- No commercial exploitation.

3.2 RIGHTS-HOLDING MEDIA AND ISMF SPONSORS

Accreditation:

- Apply via the Local Organizing Committee (LOC) with ISMF approval.
- Access includes press conferences, mixed zones, photo positions, athlete area, commentary areas, and broadcast facilities.

Can Create:

- Full photo and video coverage inside the venue.
- Interviews, behind-the-scenes, and mixed-zone content.

Cannot Create:

- Content outside the scope of their license agreement.

Permitted Use:

- Editorial and commercial use according to license agreement.
- Broadcast and digital distribution within licensed territories and platforms according to license agreement.
- Must respect geo-blocking and exclusivity agreements.

3.3 ATHLETES

Accreditation:

- Automatically accredited for competition.
- Access to athletes area + mixed zones and press events.

Can Create:

- Personal photos and short behind-the-scenes content (e.g., training, preparation, podium moments).
- Videos they film themselves in selfie mode, limited to behind-the-scenes moments, training, preparation, or podium experiences.
- Social media posts that highlight their own experience.

Cannot Create:

- Filming or photographing other athletes during competitions without permission.
- Live streaming or full-race recordings.

Permitted Use:

- Editorial reporting using their own photos or ISMF official press material.
- Sharing on personal social media channels. Collaborations (joint posts, tags, shared reels) only permitted with the Local Organizing Committee (LOC), National Member (NM), and ISMF.
- May use a maximum of 3 minutes of video footage per event, either created by themselves or provided by ISMF
- Commercial use requires licensing.

3.4 NATIONAL MEMBERS (NM)**Accreditation:**

- Apply via the Local Organizing Committee (LOC) with ISMF approval.
- Access includes press conferences, mixed zones, and photo positions.
- Can request press accreditation for federation media staff.

Can Create:

- Photos only
- May film interviews in mixed zones
- Cannot Create (unless specifically licensed):
- Any type of video (including short clips, reels, live streaming).
- Extended photography inside restricted areas.

Permitted Use:

- Editorial reporting using their own photos or ISMF official press material.
- Sharing on NM social media channels. Collaborations (joint posts, tags, shared reels) only permitted with the Local Organizing Committee (LOC), athlete of the same National Member (NM), and ISMF.
- May use a maximum of 3 minutes of video footage per event, either created by themselves or provided by ISMF
- No commercial exploitation.

3.5 ATHLETE—NM SPONSORS / OTHER BRANDS**Accreditation:**

- Apply via the Local Organizing Committee (LOC) with ISMF approval.
- Access includes press conferences and mixed zones.

- No automatic rights; must apply via ISMF.

Can Create:

- Photos only.

Cannot Create (unless specifically licensed):

- Videos of any type.
- Any content implying affiliation with ISMF.

Permitted Use:

- Editorial reporting using their own photos.
- ISMF footage available under specific license.

3.6 MANUFACTURERS' POOL (MP)**Accreditation:**

- Apply via the Local Organizing Committee (LOC) with ISMF approval.
- Access includes press conferences, mixed zones and photo positions.
- Can request press accreditation

Can Create:

- Photos only
- May film interviews in mixed zones

Cannot Create:

- Any type of video (including short clips, reels, live streaming).
- Extended photography inside restricted areas.

Permitted Use:

- Editorial reporting using their own photos or ISMF official press material.
- No commercial exploitation.

3.7 LOCAL ORGANIZING COMMITTEES (LOC)**Accreditation:**

- Responsible for managing accreditation and event media operations under ISMF oversight.

Can Create:

- Photos and videos of the competition, venue, and event operations.
- Behind-the-scenes and activation content for event promotion.

Cannot Create:

- Content outside the scope defined in the agreement with ISMF.
- Unauthorized distribution of full competition video footage.

Permitted Use:

- All use of photos and videos is according to the agreement with ISMF.

4. **CONTENT ACCESS**

- **ISMF Media Hub** – official source for highlights, photos, and press kits.
- **Footage Requests** – via ISMF Media Rights Department: press@ismf-ski.org.
- **Accreditation** – managed locally by LOCs, with ISMF final approval.

5. **PROHIBITED ACTIONS**

- Filming within the venue of ISMF events is strictly prohibited before, during, and after competitions, unless a special license has been granted by the ISMF. Filming authorized outside the venue may only take place after prior approval. Any of the Stakeholder, mentioned at section 3, is interested in obtaining filming rights is kindly requested to contact press@ismf-ski.org
- Commercial use of ISMF footage without licensing.
- Cannot distribute raw competition footage.
- Use of ISMF logos, marks, or branding without written approval.
- Drone usage without ISMF authorization.

6. **ENFORCEMENT**

- ISMF may revoke accreditation or impose penalties in cases of rights violations.
- Legal action may be pursued for unauthorized use.
- All stakeholders must sign acknowledgment of these guidelines as part of accreditation or contractual agreements.

7. **USAGE AND FEES VIDEO FROM ISMF FOOTAGE**

Stakeholder / Category	Editorial <1min	Editorial ≥1min	Commercial- National <1min	Commercial- National ≥1min	Commercial- International <1min	Commercial- International ≥1min	Non- Commercial <1min	Non- Commercial ≥1min
Rights-holder Broadcaster	Free	Free	€500	€1,000	€1,000	€2,000	€250	€500
Non Rights-holder Broadcaster	Free	Free	€750	€1,250	€1,250	€2,500	€250	€500
Digital News	Free	Free	n/a	n/a	€250	€500	€150	€300
Advertising	n/a	n/a	€1,000	€2,250	€1,500	€3,000	n/a	n/a
Special Feature/Movie	Free	Free	€500	€1,000	€1,000	€2,000	€250	€500
National Federation	Free	Free	€250	€500	€500	€1,000	€150	€300
Manufacturer Pool	Free	€100 (50% off)	€375 (50% off)	€625 (50% off)	€625 (50% off)	€1,250 (50% off)	€125 (50% off)	€250 (50% off)
Athletes	Free	Free	n/a	n/a	n/a	n/a	Free	Free
LOC	Free	Free	n/a	n/a	n/a	n/a	Free	Free

8. USAGE AND FEES PHOTO FROM ISMF FOOTAGE

Stakeholder / Category	Editorial	Commercial-National	Commercial-International	Non-Profit/Educational
News Agency	Free	n/a	n/a	Free
Digital News	Free	n/a	€250	Free
Advertising	€200	€300	€500	€100
Print Publication – Regular Image	€100	€150	€250	€50
Print Publication – Cover Image	€150	€300	€500	€100
Exhibit	n/a	€100	€100	€50
Individual	€50	€100	€200	€25
Athlete	Free	€50	€100	Free
National Member	€100	€200	€250	€50
Manufacturer Pool	€100 (50% off)	€150 (50% off)	€250 (50% off)	€50 (50% off)
LOC	Free	n/a	n/a	Free

All rates listed in this document serve as standard reference prices. The ISMF is open to discussing **seasonal packages, multi-event bundles, or long-term agreements** tailored to stakeholders' needs.

Before producing, sharing, or distributing any content (videos, photos, or live coverage) related to ISMF events, stakeholders must **request clarification or prior approval** from the ISMF. Stakeholders are not permitted to generate competition-related content for themselves without explicit ISMF authorization.

Stakeholders not permitted to film as described in Section 3 may contact ISMF to request a filming license.

- License terms, including permitted usage, content type, and format, will be customized according to the stakeholder type and specific needs.
- All filming and use under such a license must comply with ISMF rules and any applicable embargo periods.

The **ISMF is the sole and unique owner of all media rights** relating to its competitions and events.

Unauthorized use may result in takedown orders, withdrawal of accreditation, financial penalties, or legal action.

9. ISMF CREDITS

CROSS CHANNEL

Use the #thecallofskimo in every post

INSTAGRAM

Invite @ismf_skimo to collaborate
Tag @ismf_skimo

FACEBOOK

Tag @International Ski Mountaineering
Federation

TIKTOK

Tag @ismf_skimo

RED

Tag @lsmf_skimo

YOUTUBE

Tag @ISMFSkimo

LINKEDIN

Tag @International Ski Mountaineering
Federation

X

Tag @ISMFSkimo

STRAVA

Join the Club ISMF SkiMo

10. FAQ

10.1 GENERAL

- Where can I access official ISMF highlights, photos, or press material?**
From the ISMF Media Hub. For raw footage or special requests, contact media@ismf-ski.org.
- Can I film competition footage myself?**
No. Only rights-holding broadcasters may film competition action.
- Can I use ISMF content on social media?**
 - Media without rights: Only editorial coverage
 - Athletes: Highlights & behind-the-scenes
 - Brands/NM/MP: With license and ISMF approval
- What is the difference between editorial and commercial use?**
Editorial = journalistic. Commercial = advertising/promotional.
- Are drones allowed?**
No, unless explicitly authorized by ISMF & LOC.
- What happens if I violate the guidelines?**
Accreditation revoked, takedowns, financial or legal penalties.
- Who do I contact for rights and approvals?**
ISMF Media Rights Department: press@ismf-ski.org.

10.2 ATHLETE FAQ

- Can I post videos from my phone during a race?**
You may not film or post competition action. You may share personal off-course content and selfie-mode videos of behind-the-scenes, training, preparation, or podium moments, up to a maximum of 3 minutes per event. You may also use official ISMF-provided highlights, following the ISMF embargo rules.
- Can I film warm-up, training, or lifestyle content?**
Videos create for yourselves, limited to behind-the-scenes, training, preparation, or podium moments.
- Can I monetize my social media with ISMF highlights?**
No.
- Can I collaborate with my sponsors using ISMF content or self-made content during ISMF events?**
Collaborations (joint posts, tags, shared reels) only permitted with the Local Organizing Committee (LOC), the National Member (NM), and ISMF.
- Do I need to credit ISMF when posting content?**
Yes. All content taken from the Media Hub or provided by ISMF must carry proper credit.

10.3 BRAND & SPONSOR FAQ

- As a brand, can I film during competition?**
No. Only ISMF and rights-holding broadcasters can film competition action.
- What type of filming is allowed?**
Behind-the-scenes outside venue, lifestyle, and interviews on mixed zone.
- Can I live-stream competition?**
No, unless licensed.

4. **Can I use ISMF highlights in my campaigns?**
Yes, with an ISMF commercial license.
5. **Can I use photos of athletes in my commercial campaigns?**
Yes, ISMF photos can be bought for this purpose.
6. **What if I need competition video footage?**
Request commercial rights from ISMF.
7. **What happens if I break the rules?**
Loss of accreditation, Takedown orders and possible financial or legal penalties
8. **Do I need to credit ISMF when posting content?**
Yes. All content taken from the Media Hub or provided by ISMF must carry proper credit.

10.4 MEDIA (NON-RIGHTS HOLDERS) FAQ

1. **Can I film competition action on my own?**
No. Only rights-holding broadcasters are permitted to film the competition from the field of play.
2. **Can I interview athletes during competition?**
Yes, but only in mixed zones or designated interview areas approved by LOC and ISMF.
3. **Can I post content on social media?**
Yes, but only editorial content such as news recaps, event reports, or short-form highlights, only footage provided by ISMF. Commercial promotion or sponsored posts are not allowed.
4. **Can I broadcast live or stream?**
No, live streaming or real-time broadcasting of competition action is prohibited.
5. **What should I do if I want more footage or extended highlights?**
Submit a formal request to the ISMF Media Rights Department: press@ismf-ski.org.
6. **Are there limits to how I can edit ISMF content?**
Yes. Content must remain journalistic and factual. You may trim or add subtitles for clarity, but cannot use it in a way that misrepresents the event or promotes a commercial brand.
7. **Are drones allowed for filming?**
No. Unauthorized drone use is prohibited and can result in revocation of accreditation.
8. **What happens if I violate these rules?**
Loss of accreditation, takedown orders and possible financial or legal penalties.
9. **Do I need to credit ISMF when posting content?**
Yes. All content taken from the Media Hub or provided by ISMF must carry proper credit.

10.5 NATIONAL MEMBERS (NM) FAQ

1. **What type of content can we use?**
ISMF-provided highlights, photos, and press kits for federation promotion and athlete profiles. May use behind-the-scenes or training content for internal communications.
2. **Can we film competition ourselves?**
No. Only rights-holding media may film the competition. NM staff may film in non-competition zones such as team areas, warm-up zones, or official press areas with prior approval by ISMF.
3. **Can we post content on social media?**
Yes, as long as it remains informational or promotional for the federation/athletes and not commercial advertising. Must credit ISMF for official content.
4. **Can we distribute our own photos to our sponsors?**
Yes

5. Can NM staff monetize ISMF content?

No, content is strictly for non-revenue-generating purposes unless commercial rights are purchased from ISMF.

6. How do we request extra video footage or photos?

Submit a formal request to the ISMF Media Rights Department: press@ismf-ski.org.

7. Are there limits on editing content?

Content must remain truthful and non-misleading. Editing for federation branding is allowed, but not for commercial advertising unless licensed.

8. Are drones allowed?

No, unless specifically approved by ISMF and LOC.

9. What happens if NM violates the guidelines?

Loss of accreditation, takedown orders and possible financial or legal penalties.

10. Do I need to credit ISMF when posting content?

Yes. All content taken from the Media Hub or provided by ISMF must carry proper credit.

10.6 MANUFACTURERS' POOL (MP) FAQ

1. What type of content can MP members create without a license?

Photos

2. Can MP members film competition action?

No. Competition filming is only allowed for rights-holding media.

3. Can we use ISMF content for marketing campaigns?

You need to obtain a license from ISMF.

4. Can MP members post their own photos on social media?

Yes

5. Can MP members collaborate with athletes on content?

Yes, as long as the content is behind-the-scenes out of venue or lifestyle and competition footage is not used without licensing.

6. How do MP members request official footage?

Submit a formal request to the ISMF Media Rights Department: press@ismf-ski.org for highlights, photos, or competition footage.

7. Are drones allowed for filming?

No, unless ISMF has specifically approved.

8. What happens if MP members violate guidelines?

Loss of accreditation, takedown orders and possible financial or legal penalties.

9. Do I need to credit ISMF when posting ISMF content?

Yes. All content taken from the Media Hub or provided by ISMF must carry proper credit.