



## **Media Rights**

Disc Golf World Tour, European Masters, July 21–23rd.

### **General**

Spin18 Ltd. owns and functions as the responsible event producer at the European Masters. Spin18 owns all media rights of the event, including all side events, and will function as PR-host service for general media and executive host broadcaster for event. Spin18 produces content from event for live, recorded and post-produced materials.

### **Media rights to the event**

European Masters consists of the singles competition (Open Division) from 21<sup>st</sup> to 23<sup>rd</sup> July, and all the side events such as Official Wednesday Practice, opening and prize ceremonies. The media rights to the event have been divided into 4 categories depending on the media and intended use. All operators must apply for media permissions in writing no later than one week before the event. The organizer will categorize the registrants into their respective categories and specify the size of the production team based on the written applications. All media and commercial operators approved for the event must register as they enter the venue and sign and agree to comply with the waiver defined by the event producer.

### **Official Wednesday Practice**

Disc Golf World Tour will feature new concept: Official Wednesday Practice. This event is open to attend by any registered media and spectators. With our open media policy, Disc Golf World Tour wants to give a maximum exposure to Disc Golf and its events. For more info about Wednesday Practice, please contact to the Head of Media Jussi Meresmaa.

The application must include, at minimum, the following information:

- Name of the medium, contact information, publication platform, country of operation and type of media coverage.
- Size and equipment of the production team.

### **Disc Golf World Tour European Masters Media Rights Categories**

1. Host broadcaster
  - 1.1. SPIN18 Ltd
2. International and national media companies
  - 2.1. Media with a separate independent sports desk.
3. Independent freelancers
  - 3.1. Video blogs.
  - 3.2. Freelancers with their own publication platforms.
  - 3.3. Independent In-sport publication platforms.
4. Commercial operators and equipment manufacturers operating in the disc golf industry



## ***Disc Golf World Tour European Masters Media Rights by Category***

**Category 1** operators are entitled to operate in the filming area specified by the organizer and in the entire course area. Category 1 operators are entitled to film the two (2) top cards in event's last two rounds (2<sup>nd</sup> and 3<sup>rd</sup> round). Option for Final day live broadcast holes are reserved for Category 1 operators only.

**Category 2** operators will receive day-specific filming and interview rights from the event's media officer. It is possible to conduct player interviews in a separate mixed zone.

**Category 3** operators are allowed to film at the venue but only in areas reserved for the audience in the course area (no live broadcasting/ streaming). It is possible to conduct player interviews in a separate mixed zone. Upon request, operators will need to provide copies of the material for the organizer's free use without limitations by a portable hard drive. The materials must be transferable using Mac-compatible equipment and formats. In addition, the hashtag(s) provided by the organizer should be used with all contents shared in social media. Operators can receive day-specific guidelines from the organizer, upon request.

**Category 4** operators are allowed to film (no live broadcasting/ streaming) at the venue but only in areas reserved for the audience in the course area. Please note that filming for possible television holes are reserved for Category 1 operators only. It is possible to conduct player interviews in a separate mixed zone. Category 4 operators are entitled to use the footage they film for commercial purposes, providing they take account of the rights of the event and the players taking part in it. The operators must, on a daily basis and before leaving the venue, give a full copy of their footage by portable hard drive for the organizer's free use without limitations as remuneration for the right to use the materials for commercial purposes. The materials must be transferable using also Mac-compatible equipment and formats. Materials utilized in digital media must identify the name and location of the event. In addition, the hashtag(s) provided by the organizer should be used with all contents shared in social media.

The organizer reserves the right to change the event's media rights and instructions where needed.

Further information:

Jussi Meresmaa  
Head of Media, Disc Golf World Tour  
Spin18 Ltd  
[jussi.meresmaa@spin18.com](mailto:jussi.meresmaa@spin18.com)