

# Media Rulebook version A1.0



Apply to all events

# **I. Application Process**

## **A1. Online Registration**

Online registration is available for every DriftKings event via our website :  
<http://www.driftkings.com/mediareg>.

A 10 days deadline is applied prior to each event, as well as a limited number of media passes will be allowed. Early registration is strongly suggested.

When arriving at the event, head to the accreditation/registration office to your registration activated.

Media accreditation is for professional media photographers & videographers only.

Media accreditation will NOT be granted to:

- Amateur Photographers/videographers publishing only on personal pages.
- Photographers/videographers from non-regular drift teams.

Guaranteed media exposure for Drift Kings events has to be sent with this application.

## **II. MEDIA RULES**

## **B1. Age & Limitations**

DriftKings will only review applications from person being at least 18 years old on 01/01/2023.

To apply for accreditations, photographers need to have a professional DSLR camera and a lens with a focal length of at least 70-200mm.

No more than 1 photographer and 1 journalist or one filming crew have the right to apply from one media outlet.

Media representing teams can have up to 1 photographer and 2 videographers.

## **B2. Media Briefing**

Media Briefings are mandatory! Your media jacket will be delivered after attending the media briefing. Not attending media briefing will lead to revocation of your accreditation, so don't be late! No briefing, no track access!

Briefings will be given after first driver's briefing of each competition day. Check the official schedule to get the exact briefing timing.

## **B3. High Visibility Jacket**

DriftKings will, in exchange of a 50€ deposit, provide you an official blue high visibility jacket. Track access will not be allowed without wearing the official media jacket. Jackets are individually numbered and will help to identify you on the track for any rule infringement.

Jackets must be returned after the event in order to get your deposit back!

## **B4. Safe Media Zones**

Track access for media purposes doesn't mean full access. Media zones will be explained during the media briefing and must be strictly respected. Motorsport is inherently dangerous, non-professional behaviour will not be tolerated at all!

Due to unexpected happenings, a designated media safe zone might become unsafe (changing weather, track layout update), therefore we might take actions to relocate media people to another media zone.

## **B5. Track Crossing**

Crossing the track via the racing zone, for heading from one media zone to another one is strictly forbidden and will lead to immediate revocation of your accreditation.

Track crossing will only be allowed after end of sessions (practice, qualification, or end of race), or if race is stopped by officials. In any case you will have to get permission from an official track marshal.

## **B6. Action Cams and Drone Usage**

Action cameras are allowed during DriftKings events with the following guidelines:

- You are responsible for installation/removal/operation of your camera.
- Any operation must be done only in pre-grid zone.

Any delay caused by your cameras operation will be communicated to Race Direction and appropriate decision will be taken.

Drones are allowed during DriftKings events with the following guidelines:

- You must comply with national drone regulations where you operate your drone.
- Insurance is mandatory for drone operations.
- DriftKings will take any action required for illegal/dangerous drone operations, including immediate revocation, and local police notification.

## **B7. Staff and Race Marshalls**

Every instruction received on the race track from DriftKings Staff and/or Race Marshalls must be considered as final and must not argued even if it overrules any directives that have been given through briefings.

Bear in mind that safety is our priority, and there's no room for discussion.

## **B8. DriftKings Official Media crew**

DriftKings International Series runs its own official media crew. Official DriftKings media crew runs its own media safety rulebook different than this one, allowing access to some extra limited numbers of zones where regular media won't be allowed.

## **B9. Code of Conduct**

A media person endangering others and himself/herself will be immediately banned from the current event as well as future events. Media persons must keep safety and professionalism in mind at all times. Negligence of any kind, or violation of any safety matter will not be tolerated.

Every media person has the right to ask questions and rationally discuss matters with the officials before or after the race but not during the race.

If a media personnel conduct himself/herself in an inappropriate manner, insulting manner, unprofessional manner with any official or marshal, they will be immediately removed and banned from all DriftKings events.

This rule is also valid for arguing or insulting on the internet or social media platforms.

Alcohol and/or drugs for media personnels are strictly prohibited during the full event, checks might take place at random intervals throughout the season.

Motorsport is inherently dangerous as soon as you enter the track. Always stay in safe zone and be always focused!

## **B10. Warning and Exclusion**

In the unfortunate case where disciplinary actions must be taken against a media person, it can be one of these 2 options:

- A very dangerous behaviour: Instant race ban.
- All other non-tolerated actions: a unique warning will be issued to the media person before ban in case of same repeated action, or another non-tolerated action.

# **III. Content & Watermarking**



## C1. Content Supply

Photographers will have to supply us at least 30 exclusive pictures within 3 to 5 days after the event. Pictures must cover the whole event and not only specific drivers or specific moments of the race.

Videographers will have to supply one edited video or several edited shorts clips (under 1 minute). Videos must also cover the whole event and not only specific drivers or specific moment of the race.

Picture sets & clips should be sent via WeTransfer to [office@driftkings.com](mailto:office@driftkings.com)

We will review all of your sets and we might publish your work within our marketing endeavours.

## C2. Watermarking

The accredited person undertakes to indicate the full name of the competition "DriftKings International Series".

You will be required to watermark your content (photo+videos) with the DriftKings logo. You can find the DriftKings official logo in the « file » section of our Facebook Media group.

Follow these guidelines concerning the watermark placement:

- Watermark will have to be set to 100% opacity.
- Watermark shouldn't be modified/distorted/cropped (except resizing).
- DriftKings watermark can be resized but must still be clearly visible.
- Only the bottom 3 anchors positions are allowed (based on Lightroom positions).

Hereafter is an example of correct Watermarking =>



### **C3. Content Ownership**

All rights to professional photo, video, and filming, as well as coverage of DriftKings International Series drift competitions as a whole, belong to the promoter of DriftKings International Series events.

An accredited media undertakes to transfer to the organizers of the competition the photographic/videographic footage in electronic format with the right of subsequent use and modification (copyright).

### **C4. Additional information**

For any questions regarding this Media Rulebook, or any media related questions , please feel free to contact us at [office@driftkings.com](mailto:office@driftkings.com)

**This set of rules may be modified anytime during the season.**

**Last update : 14/12/2022**

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