1. INTRODUCTION

1.1. These MMRs govern the ownership and exploitation of Commercial Rights relating to the Competition. They confirm FIFA’s ownership of all Commercial Rights and set out the extent to which:

1.1.1. PMAs and Delegation Members are required to deliver certain rights and benefits to FIFA;

1.1.2. PMAs and Delegation Members are required to support FIFA’s media and marketing activities; and

1.1.3. PMAs are entitled to exploit certain Commercial Rights.

1.2. These MMRs contain the following Appendices:

Appendix A – Marketing

Appendix B – Content

Appendix C – FIFA World Cup Qatar 2022™ Winner’s Trophy

These Appendices are incorporated by reference and their provisions are binding on the PMAs, their Delegation Members, and other applicable PMA Parties, as well as the Non-Participating Member Associations to the extent provided in Schedule 1.

1.3. The Equipment Regulations, Competition Regulations and Accreditation Terms and Conditions should be read in conjunction with the MMRs as they include provisions relevant to the activities of PMAs in relation to the Competition and are the primary source of certain regulations summarised in the Appendices.

1.4. These MMRs may be supplemented from time to time by Additional Guidelines that provide Competition-specific guidelines regarding the activities of PMAs and PMA Parties. Additional Guidelines include, without limitation, the Team Handbook and accompanying Team Media Guidelines to be issued by FIFA to PMAs after the adoption of these MMRs.

1.5. In the event of any inconsistency between these MMRs and the Equipment Regulations, the Competition Regulations, the Accreditation Terms and Conditions, any other FIFA regulations or codes and/or any Additional Guidelines, these MMRs take precedence, save for the Equipment Regulations, which shall take precedence over these MMRs in respect of matters addressed in the Equipment Regulations.

1.6. Each PMA, as well as the Non-Participating Member Associations to the extent provided in Schedule 1, shall be bound by and comply with the terms of these MMRs on and from the date they are adopted by the FIFA Council, and shall ensure that their PMA Parties do likewise. Subject to section 1.4, each PMA, as well as the Non-Participating Member Associations to the extent provided in Schedule 1, shall be bound by and comply with the terms of any Additional Guidelines from the date
of issuance of the applicable Additional Guidelines, and shall ensure that their PMA Parties do likewise.

2. COMMERCIAL RIGHTS

2.1. FIFA is the sole and exclusive owner of all Commercial Rights throughout the world and, subject to these MMRs, is the only party entitled to exploit such Commercial Rights.

2.2. Each PMA shall ensure that all PMA Assets required to give effect to FIFA’s ownership of the Commercial Rights in accordance with these MMRs are assigned or licensed to FIFA (whether in accordance with these MMRs or through supplementary documentation provided by FIFA).

2.3. These MMRs permit the PMAs to exploit certain limited Commercial Rights strictly in accordance with the terms herein. Those Commercial Rights not expressly released to PMAs in these MMRs are reserved to FIFA.

2.4. Each PMA shall ensure that any exploitation of Commercial Rights authorised by these MMRs complies with all Applicable Laws. Save for where specified in these MMRs or agreed otherwise by FIFA in writing, each PMA’s right to exploit Commercial Rights (other than by way of permitted Editorial Purposes) expires no later than 31 December in the year in which the Competition takes place.

2.5. Commercial Rights comprise the following:

(i) Marketing Rights: means, in any and all media, any and all advertising rights, promotional rights, rights of endorsement, rights of association, premium and giveaway rights, merchandising and licensing rights, concession rights, sponsorship rights, hospitality rights, travel and tourism rights, accommodation rights, publishing rights, betting/gaming rights, retail and merchandising rights, music rights and any other rights and/or associated commercial opportunities relating to the Competition to the extent that such rights are not Media Rights;

(ii) Competition Brand Assets: means the Competition Marks, Competition Names, Competition Identifiers, representations of the Trophy, the World Champions badge, stadium imagery and iconography, host country and host city Competition posters and any mark, logo, symbol or designation which refers to the Competition, or which is, in FIFA’s reasonable opinion, confusingly similar to any Competition Brand Assets or which may be inferred by the public as identifying with FIFA and/or the Competition;

(iii) Media Rights: means the right to capture, transmit, broadcast, publish, report upon or otherwise exploit any still or moving visual-only images, any audio-only material, or any audiovisual material, relating to or connected with the Competition by any means whatsoever, including digital media and social media;

(iv) Data Rights: means the right to capture, transmit, broadcast, publish, report upon or otherwise exploit any data relating to or connected with the Competition, including
performance data, Competition Match-related data and other data collected by wearable, optical or other data-collection technology, and statistics generated by the activities of Players during any Competition Match;

(v) **Ticketing Rights:** means the right to issue, sell, re-sell, manage and revoke Tickets and to conduct any prize competitions, promotions, sweepstakes, lotteries or any further activities which enable any third party to receive a Ticket; and

(vi) **Auxiliary Rights:** means any other rights of a commercial nature that relate to the Competition.

### 2.6. PMA Assets

2.6.1. Each PMA licenses to FIFA the right to use (and to sub-license the right to use) the following PMA Assets in perpetuity and free of charge in connection with the Competition, the Preliminary Competition, and any events, awards and activities relating thereto (including in connection with the exploitation of any of the Commercial Rights) and FIFA’s non-commercial football-related activities:

(i) **PMA Brand Assets:** being the names, logos, crests, colours, slogans, symbols or any other identifying indicia of the PMA and/or its national men’s football team (whether in their present form or as may be adopted by the PMA in the future);

(ii) **Official PMA Apparel:** being visual representations of any official playing or training apparel used by the PMA in connection with the Competition and/or the Preliminary Competition (including any third-party branding featured on it), including as captured or reproduced in any audiovisual materials and/or still images in connection with the Competition; and

(iii) **Delegation Member Image Rights:** being, in respect of each Delegation Member, any identifying information or characteristics of such Delegation Member in their role as a Delegation Member, including (without limitation) their name, initials, nickname(s), squad number, photograph(s), image(s) (including any still and moving representation thereof), likeness, animation, tattoos or other body art, autograph/signature (including facsimiles thereof), voice, quotations, performances, records, statistics, biometrical information, other data (including data concerning performance and/or movement, Competition Match-related data and data collected via wearable, optical or other data-collection technology) and any associated rights embodied therein, including as captured by way of an official FIFA video or photo shoot, participation in the Competition (including Competition Matches, media appearances, events, activities or award ceremonies) or other FIFA competition, event or activity and/or any activity sanctioned by these MMRs or as taken or uploaded for accreditation purposes.

Such rights shall include the right to use, display, disseminate, reproduce, print and/or publish such PMA Assets in any and all media or formats, including in connection with: (1) the promotion of the Competition; (2) the filming, recording and broadcasting of Competition Matches or any official media product relating to the Competition or to FIFA; (3) any editorial use or news reporting; (4) any FIFA reports, regulations or other corporate literature; and (5)
any Competition-related electronic or print publications, electronic software games, media-related products and services, merchandising, philatelic or numismatic products and other Competition-related products, services and/or offerings (including media products and programming).

2.6.2. The rights set out in section 2.6.1 shall, save for where set out otherwise in these MMRs or as otherwise agreed in writing between a PMA and FIFA, be:

(i) **exclusive** to FIFA in connection with the exploitation of the Commercial Rights; and

(ii) **non-exclusive** to FIFA for all other uses.

2.6.3. FIFA shall not use any PMA Assets in any manner which:

(i) implies that any PMA or Delegation Member endorses a product or brand of any commercial entity, including any Commercial Affiliate;

(ii) is deceptive or misleading;

(iii) compromises or reflects unfavourably upon the good name, goodwill, reputation, political or religious impartiality and image of the PMA or any Delegation Member; and/or

(iv) jeopardises or limits the PMA’s proprietary interests in any PMA Brand Asset or Official PMA Apparel.

Neither the receipt by any PMA or Delegation Member of any official Competition accolade or award which is sponsored or presented by any Commercial Affiliate(s) nor use by FIFA and/or any relevant Commercial Affiliate(s) of any Competition-related footage and/or images of such PMA or Delegation Member (including from any relevant Competition Matches, events, activities or award ceremonies) in connection with any such accolade(s) or award(s) shall be deemed to be a breach of this section 2.6.3.

2.6.4. Save for in respect of use for Editorial Purposes, FIFA shall:

(i) only use and sub-license the right to use any PMA Asset set out in section 2.6.1 alongside or in connection with either:

   a) the PMA Assets of a minimum of three (3) other PMAs; and/or

   b) a Competition Mark; and

(ii) not use or sub-license the right to use any PMA Asset set out in section 2.6.1 more prominently than any other PMA Asset on any single item of merchandise or promotional material (save for in respect of the winning PMA’s PMA Assets in respect of celebratory FIFA merchandise).

For the avoidance of doubt and without prejudice to the generality of section 2.6.1, PMA Assets set out in section 2.6.1 may be used in any merchandise or other Competition-related products, services and/or offerings relating to the Competition, any Competition Match (including the final Competition Match) and/or the winning team of the Competition, where such use is in accordance with section 2.6.3 and this section 2.6.4.
2.6.5. To assist with the implementation of these MMRs:

(i) each PMA shall ensure that all Delegation Members participate in any official Competition photo and/or video shoot required by FIFA; and

(ii) without prejudice to paragraph 2 of Schedule 1, if required to do so by FIFA, each PMA shall secure written confirmation in a form to be provided by FIFA (or, if permitted by FIFA, approved by FIFA) from each Delegation Member of FIFA’s right to use and sub-license the Delegation Member Image Rights as required by these MMRs.

2.7. Participation in FIFA Media and Marketing Activities

2.7.1. During the Competition Period, it is mandatory for each PMA to support FIFA’s media and marketing activities by providing FIFA with access to its Delegation Members and ensuring that each Delegation Member assists FIFA in its media and marketing activities in accordance with the requirements set out in the relevant Additional Guidelines (including the Team Handbook and accompanying Team Media Guidelines) for any and all purposes relating to the PMA’s participation in the Competition, including, without limitation, in connection with: (a) any advertising, promotion, publicity, merchandising and/or other commercial exploitation of the Competition, the PMA’s participation in the Competition and/or any Competition event and/or activity; (b) the hosting, conduct, operation and/or management of any Competition event and/or activity; (c) any news reporting; and/or (d) any broadcast, telecast and/or other distribution of any Competition event, activity and/or any other programming related to the Competition and/or the PMA’s participation in the Competition and/or any such event or activity; in each case, without further consent and/or approval and without any additional consideration subject to the provisions of sections 2.6.3 and 2.6.4 above.

2.7.2. FIFA will send Additional Guidelines that will inform each PMA of their mandatory media and marketing obligations in respect of the Competition, where such Additional Guidelines may require that each PMA, without limitation:

(i) permit FIFA TV Team Crews and FIFA-appointed media to attend at least the first fifteen (15) minutes of all Official Training Sessions;

(ii) ensure that Delegation Members requested by FIFA (including the head coach and multiple players) attend and participate in press conferences and interviews at such locations as requested by FIFA; and

(iii) provide dedicated media facilities at a Team Hotel and/or Official Training Site for FIFA, FIFA TV Team Crews and FIFA-appointed media.

2.8. Ambush Marketing

2.8.1. Each PMA shall ensure that neither it, nor any PMA Party, undertakes any Ambush Marketing.
2.8.2. Pursuant to the foregoing section 2.8.1, each PMA shall ensure that all Delegation Members (and in particular any members of any Participating Team) do not promote or make any reference to:

(i) any PMA Affiliate;

(ii) any sponsor, supplier of, or other third party contracted to or associated with, any Delegation Member; and/or

(iii) any other commercial brand or entity;

in any manner that creates an association with the Competition, save for as expressly set out otherwise in the Equipment Regulations, these MMRs or any Additional Guidelines.

2.8.3. Notification:

(i) Each PMA shall notify FIFA of any infringement of the terms of these MMRs by any PMA Party and of any Ambush Marketing conducted in its home country immediately upon becoming aware of the same by contacting brandprotection@fifa.org.

(ii) FIFA will notify a PMA in writing if any PMA Party is conducting any activity which, in FIFA’s reasonable opinion, constitutes: (1) Ambush Marketing; and/or (2) a violation of these MMRs, including but not limited to the following violations:

   a) an infringement of FIFA’s Intellectual Property Rights or other Commercial Rights owned by FIFA; or

   b) an unauthorised promotional activity which might feature Tickets or access to Official Training Sites; or

   c) an infringement of the restrictions on the activities of the PMA Parties as described in these MMRs.

2.8.4. Following written notification by FIFA of any Ambush Marketing activity or any other violation by any PMA Party or any third party, the PMA so notified will provide FIFA with such assistance as it may reasonably require in respect of such action it chooses to take against the relevant PMA or other third party.

2.9. PMA Editorial Purposes

2.9.1. PMAs shall, subject to the terms herein as well as any applicable Additional Guidelines, be entitled to use for Editorial Purposes only (and not for any commercial purposes), and without any right to sub-license, the word mark “FIFA World Cup Qatar 2022™” and the Official Emblem of the Competition.

2.9.2. No other Competition Brand Assets may be used by a PMA, whether for Editorial Purposes or otherwise, except as agreed in writing in advance between FIFA and a PMA.
2.9.3. FIFA may issue one or more Additional Guidelines providing guidance to PMAs on what FIFA does and does not consider Editorial Purposes.

3. APPENDICES

3.1. **Marketing:** Appendix A addresses the rights and obligations applicable to each PMA and each Delegation Member in relation to Competition-related marketing activities.

3.2. **Content Exploitation:** Appendix B addresses the rights and obligations applicable to each PMA and each Delegation Member in relation to the exploitation of content during the Competition Period.

3.3. **FIFA World Cup Qatar 2022™ Winner’s Trophy:** Appendix C sets out the extent to which the Participating Team that wins the Competition may use the Trophy (including images and depictions thereof).

3.4. Each Appendix may be supplemented from time to time by Additional Guidelines relevant to the subject matter of the Appendix.
SCHEDULE 1
LEGAL PROVISIONS

1. **Commercial Rights of FIFA**: Each PMA acknowledges and agrees that FIFA is the sole and exclusive owner of all Commercial Rights. Each PMA shall not, and shall ensure that their respective PMA Parties do not, challenge FIFA’s ownership of any Commercial Rights. Each PMA undertakes not to oppose, including in any other way invalidate, and to ensure that none of its PMA Affiliates oppose any of the trademark or copyright applications filed by FIFA, Commercial Affiliates or other affiliates authorised by FIFA, nominees or licensees in respect of the Competition Marks, or seek to cancel any such registrations held by FIFA. No PMA may in any way challenge, or apply for any copyright, trademark or patent protection, or domain name registration in respect of the Competition Marks which would adversely affect FIFA’s proprietary interests in the Competition Marks. In the event that any PMA Affiliate or contracted third party opposes any trademark or copyright application filed by FIFA or any affiliate, nominee or licensee of FIFA in respect of the Competition Marks, the relevant PMA shall ensure, and take all measures required by FIFA to ensure, that the relevant entity immediately desists from such activity.

2. **Licensing of PMA Assets by PMAs**: Each PMA confirms that it has taken all steps necessary to secure the right to license the PMA Assets to FIFA on the terms and for the purposes contemplated by these MMRs and that it has full right, title and authority to do so.

3. **Application of these MMRs to Non-Participating Member Associations**: The following sections and schedules, as well as any Additional Guidelines addressing the subject matter contained therein, apply to and are binding on all Non-Participating Member Associations to the same extent as to PMAs, and each Non-Participating Member Association shall be responsible for ensuring that the Non-Participating Member Association’s staff, managers, officials, media representatives, commercial affiliates (including any affiliated company, licensee, agent, sponsor, marketing partner, media partner or other commercial partner, whether appointed directly or indirectly by the relevant Non-Participating Member Association) as well as any other party contracted to the Non-Participating Member Association comply with such provisions to the same extent as any PMA Party referenced therein: sections 1, 2.1, 2.5, 2.8; Appendix B; and, all of this Schedule 1 other than paragraph (2) directly above.

4. **Cooperation**: Each PMA undertakes to cooperate with FIFA regarding the interpretation and enforcement of these MMRs, and shall appoint one or more liaison officers with appropriate authority to represent the PMA who will be FIFA’s first point of contact on matters relating to these MMRs and will be responsible for communication with FIFA and the implementation of FIFA directions in relation to these MMRs.

5. **Document Execution**: Upon request by FIFA, any PMA shall execute, free of charge and at their own cost, in a timely manner and in compliance with any instructions given by FIFA any and all clearances or other documents as may be required by any local, regional, national or other laws, regulations, directives or judicial acts applicable to effect such assignment, transfer and waiver of such rights to FIFA and to enable the free and unfettered, direct or indirect, exploitation of any and all Commercial Rights by FIFA, including, without limitation, the licensing of PMA Assets set out in section 2.6.
6. **Conduct**: Each PMA:

6.1. shall, and shall ensure that their respective PMA Parties, refer to the Competition, the Competition Stadiums, and any other Competition-related elements by the official name notified by FIFA; and

6.2. shall not, and shall ensure that their respective PMA Parties do not, do or say anything that may damage the goodwill and/or reputation of FIFA or the Competition.

7. **Indemnity**: Each PMA shall indemnify, defend and hold FIFA and its affiliated entities and all of their officers, directors, employees, representatives, agents, and all other auxiliary persons free and harmless against any and all liabilities, obligations, losses, damages, penalties, claims, actions, fines and expenses (including reasonable legal expenses) of whatsoever kind or nature resulting from, arising out of, or attributable to, any non-compliance with these MMRs and/or any other infringement of any Commercial Rights by the PMA and/or any PMA Party.

8. **FIFA Disciplinary Code**: Each PMA is fully responsible for the full and strict compliance of their PMA Parties with these MMRs and/or any Additional Guidelines. If any PMA and/or their Delegation Members, where applicable, fail to comply with these MMRs and/or any Additional Guidelines it will be liable to sanctions imposed by the FIFA Disciplinary Committee.

9. **No Liability**: FIFA shall not be liable to a PMA and/or any PMA Party for any losses, fees, damages or any costs whatsoever which may arise as a result of or in connection with the requirements contained in these MMRs and/or Additional Guidelines, including, without limitation, the acquisition and licensing of any PMA Brand Assets to FIFA.

10. **Costs**: Each PMA shall be responsible for all costs incurred in connection with its compliance with these MMRs, except where these MMRs expressly provide otherwise.

11. **Amendments**: FIFA may amend these MMRs (including the Appendices), through operation of the FIFA Council at any time and at its own discretion and shall publish any such amendments in accordance with FIFA Council procedure.

12. **Languages**: These MMRs exist in the four official FIFA languages (English, French, German and Spanish). In the case of any discrepancy in the interpretation of the English, French, Spanish or German texts of these MMRs, the English text is authoritative.

13. **No waiver**: Any waiver by FIFA of any breach of these MMRs and/or Additional Guidelines will not operate as, or be construed to be, a waiver of any other breach.

14. **Survival**: All sections of these MMRs shall survive in perpetuity, except those provisions expressly limited in duration by their terms.

15. **Enforcement**: These MMRs were adopted by the FIFA Council on 24 February 2022 and come into force immediately.
**SCHEDULE 2**

**DEFINITIONS**

“Accreditation Terms and Conditions” means the terms and conditions applicable to the relevant accreditation(s) on which the Delegation Members are permitted to occupy Official Sites, as determined by FIFA.

“Additional Guidelines” means any official document or communication issued by FIFA related to the subject matter of these MMRs, and includes, without limitation, circulars and the Team Handbook (including the accompanying Team Media Guidelines) to be issued by FIFA’s Team Services Department to each PMA.

“Ambush Marketing” means any attempt by any entity or individual to gain an unauthorised commercial association with the Competition and/or FIFA, or to exploit the goodwill and publicity generated by FIFA and/or the Competition in a manner not authorised by FIFA.

“Applicable Law” means any and all: (i) laws, statutes, regulations, decisions, rulings, decrees, government policies, enactments or instruments (including national, regional, local, state, federal and/or municipal laws, regulations or by-laws of any kind whatsoever) in each case that may from time to time be in force in any relevant jurisdiction; (ii) requirements, regulations or industry practices of any broadcaster; (iii) codes of practice, policies and/or decisions of any relevant regulator (including any regulators relevant to advertising standards, data protection and/or broadcasting); and/or (iv) applicable technical and other commonly accepted industry standards; in each case which may from time to time be in force anywhere in the world and relevant to the rights and/or obligations of a party under these MMRs.

“Approved Social Media Platforms” means Facebook, Instagram, Sina Weibo, Snapchat, Twitter, VK, YouTube and any other social media platform as confirmed by FIFA in writing by way of Additional Guidelines.

“Commercial Affiliates” means any entity to which FIFA or any nominee of FIFA grants any sponsorship rights in relation to, among others, the Competition, including FIFA Partners, any other official sponsors granted rights for exercise on a global or territorial basis and relevant dual-branded licensees. The term “Commercial Affiliates” excludes Media Rights Licensees.

“Commercial Rights” means all commercial rights described in section 2.5.

“Competition” means the final competition of the FIFA World Cup Qatar 2022™, to be contested by 32 Participating Teams qualifying from the Preliminary Competition in the host country of Qatar pursuant to a Competition Match schedule and draw determined by FIFA.

“Competition Identifier” means the words “World Cup”, “Mundial”, “FIFA”, “Coupe du Monde”, “Copa do Mundo”, “Copa del Mundo”, “WM” or “Weltmeisterschaft”, “Qualifiers”, “Eliminatorias”, “Preliminary Competition”, “Qualification Competition” (or any other term used in any language or script which, in FIFA’s reasonable opinion, is capable of identifying the Competition), any dates in connection with the name of the host country venues or host cities of the Final Competition, such as Qatar 2022, the women’s football equivalent terminology as applicable, and/or any similar indicia or derivation of such terms or dates in any language or script.

“Competition Brand Assets” shall have the meaning ascribed to the term in section 2.5(ii).
“Competition Marks” means any marks that FIFA may adopt in respect of the Competition from time to time, which may include:

- the word mark “FIFA World Cup™”;
- the word mark “World Cup” (including the equivalent in all languages or scripts);
- the word mark Qatar 2022™;
- the FIFA World Cup™ Trophy;
- the Official Emblem of the Competition;
- the Official Mascot of the Competition;
- (if applicable) the Official Slogan of the Competition in any language version in which it is made available;
- the Official Look of the Competition and its individual elements;
- the Official Poster of the Competition (if applicable);
- the Official Host City Composite Logos of the Competition (if applicable);
- the Official Host City Posters of the Competition (if applicable); and
- the Competition Names (as defined below).

“Competition Match” means any official football match held as part of the Competition.

“Competition Names” means the following official names of the Competition:

- the word mark “FIFA World Cup 2022™” (in any language or font, including the “™” in all versions);
- the word mark “FIFA World Cup Qatar 2022™” (in any language or font, including the “™” in all versions); and

“Competition Period” means the period starting five (5) days prior to the first Competition Match and ending five (5) days following the final Competition Match.

“Competition Regulations” means the “FIFA World Cup Qatar 2022™ Regulations”, which were adopted by the FIFA Council on 20 May 2021, as may be amended from time to time.

“Competition Stadium” means the entire premises of a stadium inside the perimeter fence on the day(s) that any Competition Match takes place in such stadium (together with any other areas and/or facilities around the stadium for which Competition accreditation and/or Tickets are required in order to gain access, provided that all such areas are under the control of FIFA).

“Delegation Member” means any of the players, coaches, medical and support staff, managers, officials, media officers, representatives and further accredited appointees of a PMA (including, for the avoidance of doubt, members of the Participating Team of such PMA).

“Delegation Member Image Rights” has the meaning ascribed to the term in section 2.6.1(iii).

“Editorial Purposes” means the use of assets or rights which, in FIFA’s opinion, is for factual, informative or newsworthy purposes only and does not, expressly or impliedly, relate to the exploitation of any Commercial Rights.

“Equipment Regulations” means the FIFA Equipment Regulations in the form approved by the FIFA Council on or around the date of these MMRs, which replace the 2015 edition of the FIFA Equipment Regulations and which may be amended from time to time.

“FIFA” means the Fédération Internationale de Football Association and includes all subsidiaries of FIFA.
“FIFA TV Team Crews” means those film crews appointed by, and/or under the control of, FIFA and/or its nominees to collect still and/or moving images of each PMA (including any PMA Party) during the entire stay of the PMA in, and from anywhere within, the host country of the Competition.

“FIFA World Cup Qatar 2022™ Winner’s Trophy” means the copy of the Original Trophy, which is used by FIFA for promotional activities and which is provided by FIFA to the PMA that wins the Competition for use in accordance with Appendix C.

“Intellectual Property Rights” means all intellectual property and other proprietary rights of whatsoever nature, howsoever arising and in whatever media, whether or not registered or capable of registration, including trademarks, service marks, trade names, trade dress, registered designs, copyrights, moral rights, domain names and any applications for the protection or registration of such rights and all renewals and extensions thereof and goodwill throughout the world.

“Marketing Rights” shall have the meaning ascribed to the term in section 2.5(i).

“Media Rights” shall have the meaning ascribed to the term in section 2.5(iii).

“Media Rights Licensees” means any broadcast entity (other than a Commercial Affiliate) who is granted by FIFA a licence to the Media Rights (or any part thereof) in relation to the Competition.

“Member Association” means any of the national football associations affiliated to FIFA, irrespective of whether its representative team is participating in the Competition.

“MMRs” means these Media and Marketing Regulations, including the Schedules and Appendices.

“Non-Participating Member Association” means any Member Association whose representative team has not qualified as a Participating Team for the Competition.

“Official PMA Apparel” shall have the meaning ascribed to the term in section 2.6.1(ii).

“Official Site” means any site used for official Competition activities and designated by FIFA as an ‘official site’ of the Competition, including, without limitation, Competition Stadiums, Official Training Sites, Team Hotels, the FIFA Fan Festival and any sites and/or zones for which Accreditation Terms and Conditions may apply.

“Official PMA Apparel” shall have the meaning ascribed to the term in section 2.6.1(ii).

“Official Training Session” means a Participating Team training session organised by FIFA and held on the day before that Participating Team’s Competition Match.

“Official Training Site” means any training ground made available to PMAs by FIFA for the use of Participating Teams for the purposes of training (including all facilities at or adjacent to the training ground), but specifically excluding Competition Stadiums.

“Original Trophy” means the physical trophy presented to the winning team of the Competition from which the FIFA World Cup Qatar 2022™ Winner’s Trophy is copied.

“Participating Team” means any association football team that represents a PMA during the Competition.

“PMA” means each of the Member Associations whose representative team has qualified as a Participating Team for the Competition. Where applicable, the term “PMA” includes the PMA’s Participating Team.
“PMA Affiliate” means any commercial affiliate of any PMA, including any affiliated company, licensee, agent, sponsor, marketing partner, media partner or other commercial partner, whether appointed directly or indirectly by the relevant PMA or its nominee.

“PMA Assets” means the PMA Brand Assets, Official PMA Apparel, the Delegation Member Image Rights, and such other commercial rights owned or controlled by the relevant PMA.

“PMA Brand Assets” shall have the meaning ascribed to the term in section 2.6.1(i).

“PMA Footage Licence Agreement” means the agreement, if any, between FIFA and the relevant PMA setting out the terms of which govern the image capture activities of the PMA, assigning all rights in content captured by the PMA to FIFA, and specifying the terms on which such content is licensed back to the PMA in question.

“PMA Party” means each PMA’s PMA Affiliates, Delegation Members and any other third party contracted to the PMA.

“Preliminary Competition” means the continental qualification phase and the intercontinental qualification phase (e.g. play-off matches between teams of Member Associations participating in the Preliminary Competition of different Confederations) of the Competition.

“Replica Trophy” means a miniature replica of the Original/Winner’s Trophy as further described in Appendix C.

“Team Hotel” means any hotel or accommodation facilities made available to PMAs by FIFA for the use of Participating Teams for the purposes of accommodating the PMA’s Delegation Members in connection with the PMA’s participation in the Competition (including all facilities at or adjacent to the hotel/accommodation facilities).

“Ticket” means a ticket evidencing a revocable licence granting the holder access to a Competition Stadium to attend and view a Competition Match.

“Trophy” means, individually and collectively, the Original Trophy, the FIFA World Cup Qatar 2022™ Winner’s Trophy and any Replica Trophies.
APPENDIX A
MARKETING

1 Introduction

1.1 This Appendix A summarises the regulations that apply to various types of commercial activation by the PMA and/or in favour of PMA Affiliates at different Official Sites associated with the Competition throughout the Competition Period. Additionally, each PMA is permitted to use, subject to the terms of the MMRs and any applicable Additional Guidelines, for Editorial Purposes only (and not for any commercial purposes) without any right to sub-license, the Competition Brand Assets set out in section 2.9 of these MMRs as follows:

(a) In print or on other physical mediums, with the express prior written approval of FIFA; and

(b) By means of the PMA’s own fully owned and operated digital media outlets (e.g. websites, apps) and on the official PMA-branded social media pages/channels on Approved Social Media Platforms only pursuant to the terms of Appendix B of these MMRs.

1.2 Each PMA shall at all times observe the MMRs, in particular the provisions prohibiting Ambush Marketing, and shall ensure that all of its Delegation Members and PMA Affiliates also comply with this obligation.

1.3 Each PMA shall be responsible for ensuring that all of its Delegation Members and, as applicable, all PMA Affiliates observe the regulations set out in this Appendix A.

1.4 Any PMA and/or Delegation Member who fails to comply with the regulations set out in or referenced in this Appendix A shall be liable for any sanctions that the FIFA Disciplinary Committee may impose in accordance with these MMRs.

1.5 Each PMA acknowledges that FIFA is the appropriate body to interpret the contents of this Appendix A and shall consult with FIFA in the event that it is uncertain as to whether any activity covered by this Appendix A is or is not permitted prior to undertaking the activity, and shall abide by any guidelines issued by FIFA’s nominated representative. In the event that any marketing, promotional or other similar activity takes place during the Competition which has not been envisaged by this Appendix A, FIFA is entitled to provide an interpretation of how this Appendix A should apply in the circumstances and, if necessary, introduce new regulations addressing the issue at hand.

1.6 Without limiting FIFA’s right to exploit the Commercial Rights in any respect as it deems appropriate, FIFA is entitled to hold its own activities and those of its Commercial Affiliates and Media Rights Licensees throughout all of the Official Sites for the duration of the Competition Period and to brand any items in respect of which it controls the applicable rights. Each PMA and its Delegation Members shall not attempt to prevent FIFA from doing so.

2 Definitions

2.1 In addition to the terms defined in Schedule 2 to these MMRs, the following capitalised terms shall have the following meanings in this Appendix A:
“Food and Beverage” means any sales, distribution, consumption or other visible reference to food and/or beverage products.

“Manufacturer Identifier” means the trade mark, logo or other branding of, or associated with, the manufacturer of the relevant item as such trade mark, logo or other branding appears on the manufactured product when sold to retail customers.

“MD-1” means the day before a Competition Match for the relevant PMA.

“Merchandise Promotion” means any sales, distribution or other marketing or promotional activity featuring merchandise or licensed products.

“Signage” means any form of signage, dressing or other advertising.

“Team Identifier” means any graphic or text-based feature used by a PMA to identify its Participating Team.

“Third-Party Media Activities” means each PMA’s own media activities and those of any PMA Affiliate.

“Wearable Technology” means electronic performance and player tracking items worn by players during Competition Matches and training sessions.

3 Signage, Promotional Activities, Food and Beverage

3.1 PMA Signage and visibility

- PMA and/or PMA Affiliate Signage is permitted by way of an interview backdrop in fully enclosed rooms within the Team Hotel for media activities that are not organised by FIFA.
- Such Signage shall be subject to the prior written approval of FIFA.
- Approval requests, including colour reproductions of the proposed interview backdrop, shall be sent to FWC2022_Marketing@fifa.org.
- All other PMA and PMA Affiliate Signage at Official Sites is prohibited.
- No PMA Affiliate is entitled to any commercial visibility at any Official Sites, save for:
  - fully enclosed rooms within the Team Hotel; and
  - approved areas at Official Training Sites (regular training sessions only), save for on MD-1 when no such activity shall be permitted.
- The nature and design of any commercial visibility for PMA Affiliates, and the areas involved, shall be subject to the prior written approval of FIFA.
- Approval requests, including colour reproductions of the proposed visibility, shall be sent to FWC2022_Marketing@fifa.org.

3.2 Promotional Activities

- Promotional activities are only permitted at FIFA-designated areas at the following Official Sites:
  - Official Training Sites (regular training sessions only);
  - Media centres and other related areas, save for on MD-1 when no such activity shall be permitted;
  - Fully enclosed rooms within the Team Hotels; and
  - Other Official Sites identified by FIFA from time to time.
3.3 **Food and Beverage**
- Commercial displays, sales and promotional activities relating to Food and Beverage products by any PMA or PMA Affiliate are prohibited at all Official Sites.

3.4 **Merchandise Promotions**
- Merchandise Promotions by any PMA or PMA Affiliate are prohibited at all Official Sites.

3.5 **Ticket Sales and Promotions**
- PMAs are required to fully comply with all terms and conditions applicable to all Tickets provided to PMAs by FIFA (whether complimentary or for purchase) including, without limitation, the transfer and resale restrictions.
- Without prejudice to the foregoing, any promotional activity involving any tickets (whether for Competition Matches, training sessions, Competition functions or other Competition-related events) is prohibited at all Official Sites.
- PMAs may not sell any tickets to any activities that are held at any Official Sites.
- **All requirements set out above regarding ticket sales and promotions apply before and throughout the Competition Period.**

3.6 **Third-Party Media Activities**
- No Third-Party Media Activities may take place at any Official Sites, save for:
  - at media centres at Official Training Sites (regular training sessions only), save for on MD-1 when such activity is prohibited; and
  - in enclosed rooms at the Team Hotel.
- The precise location of any Third-Party Media Activities shall be at the direction of FIFA.

4 **Apparel and Personal Items**

4.1 **Playing Apparel**
- Parts Two, Three and Four of the Equipment Regulations apply to items that must or may be worn during Competition Matches at the Competition Stadium.
- If the same or equivalent items are worn at any other times and/or at any other Official Sites during the Competition Period, then the Equipment Regulations shall continue to apply to such items.

4.2 **Training Session Apparel**
- The provisions of article 24 of the Equipment Regulations shall be deemed to apply to all items of outerwear (including training shirts, hoodies, t-shirts, polo shirts, sweatshirts, tracksuit bottoms, shorts, winter trousers and rainwear) worn by Delegation Members at all Official Sites and for all official FIFA activities except for the following:
  - Official Training Sites (regular training sessions only), save for the media centre at which the Equipment Regulations shall still apply; and
  - Enclosed rooms at Team Hotels.
- Without prejudice to section 2.7.1 of these MMRs, such items of outerwear worn at Official Training Sites (regular training sessions only) and enclosed rooms at Team Hotels are not subject to regulation.
4.3 **Celebratory Apparel**
- Article 27 of the Equipment Regulations applies to the use of “Celebratory Attire” (as defined in the Equipment Regulations) at the Competition Stadium on Competition Match days and regulates the items that may be used as Celebratory Attire, limitations on permitted branding and the use of Competition Marks, and restrictions on the times and events during which Celebratory Attire may be worn.
- The Equipment Regulations shall be deemed to apply to the use of such Celebratory Attire at all other times and at all other Official Sites other than the Team Hotels during the Competition Period.

4.4 **Formal Attire**
- Article 23 of the Equipment Regulations applies to the use of formal attire (such as shirts, jackets, ties, suit trousers, skirts and/or waistcoats) at the Competition Stadium on Competition Match days and sets out restrictions against the display of Manufacturer Identifiers and sponsor advertising as well as the size and placement restrictions in respect of Team Identifiers.
- The Equipment Regulations shall be deemed to apply to the use of such formal attire worn at all other times and at all other Official Sites during the Competition Period.

4.5 **Protective Face Coverings**
- Any protective face coverings (for example, face masks used to comply with local health and safety requirements) worn or otherwise brought into any Official Sites other than the Team Hotels during the Competition Period must be free and clear of any Manufacturer Identifiers and sponsor advertising.

4.6 **Other Personal Items**
- During the Competition Period, at all Official Sites other than the Team Hotels, other personal items (such as headphones and other personal devices, personal bags, accessory clothing items, and other fashion accessories) must comply with article 26.3 of the Equipment Regulations, which sets out restrictions against visible Manufacturer Identifiers and sponsor advertising and requires that such personal items may not be used in any way that could amount to Ambush Marketing.

4.7 **Sports and Equipment Bags**
- Article 26.2 of the Equipment Regulations applies to the use of bags (including medical bags, equipment bags and ball nets) at the Competition Stadium on Competition Match days and sets out restrictions against the display of sponsor advertising as well as size, number and placement restrictions in respect of Team Identifiers and Manufacturer Identifiers.
- The Equipment Regulations shall be deemed to apply to the use of bags at all other Official Sites, including Official Training Sites (Official Training Sessions and regular training sessions) other than the Team Hotels during the Competition Period.
- Without prejudice to section 2.7.1 of these MMRs, sports and equipment bag branding is not subject to regulation at the Team Hotels.
5 Other Equipment

5.1 Bibs
- FIFA will provide all bibs for use in the Competition Stadium and at Official Training Sites (Official Training Sessions) – FIFA-provided bibs must be exclusively worn by applicable Delegation Members.
- The PMA may use its own bibs at Official Training Sites (regular training sessions only).

5.2 Other Training and Technical Equipment
- FIFA will provide training and technical equipment for use in the Competition Stadium and at Official Training Sites during the Official Training Sessions. Any such equipment provided to the PMA by FIFA must be exclusively used.
- The PMA may use its own training and technical equipment at Official Training Sites (regular training sessions only).

5.3 Wearable Technology
- PMAs may use Wearable Technology for data collection purposes in the Competition Stadium and at Official Training Sites (Official Training Sessions and regular training sessions).
  - Such Wearable Technology shall conform with:
    - The IFAB Laws of the Game;
    - the Equipment Regulations, specifically article 22.2, which sets out restrictions against the display of Team Identifiers, Manufacturer Identifiers and sponsor advertising as well as rules on how such Wearable Technology may be worn;
    - the prevailing edition of the FIFA Data Protection Regulations and any subsequent edition(s) as may come into force from time to time; and
    - FIFA’s technology certification requirements in force, as may be updated from time to time.
  - Collected data may only be used for the PMA’s own internal performance monitoring purposes and may not be disseminated to any third party for any other purposes or used for any commercial purposes.
  - In the Competition Stadium, the technology necessary to collect data from the Wearable Technology may only be positioned at locations approved in advance by FIFA and shall be subject always to suitable space being available and to such items not featuring any visible Manufacturer Identifier or sponsor advertising.

5.4 Match Balls
- FIFA will provide all footballs for use at Official Training Sites and Competition Stadiums.
- FIFA-provided footballs must be exclusively used by PMAs (including, for the avoidance of doubt, during all regular training sessions and Official Training Sessions).

6 Other Matters

6.1 Vehicles
- All vehicles forming part of the official Competition team fleet, including the team bus, will be provided by FIFA.
- The team bus may feature the following branding:
  - PMA emblem and/or slogan (as determined by FIFA);
  - FIFA Commercial Affiliate branding; and/or
  - Customary Manufacturer branding.
6.2 **Media Guides**

- PMAs may distribute their own media guides at FIFA-approved Official Sites with the express prior written approval of FIFA.
- Approval requests shall be sent to **FWC2022_Marketing@fifa.org**.
APPENDIX B
CONTENT

This Appendix B addresses the rights and obligations applicable to each PMA and each Delegation Member in relation to:

(1) their recording of audiovisual, visual-only and still-image content from within any Official Site related to, and/or connected with, the Competition (referred to herein as “Competition Content”) and their subsequent dissemination thereof; and

(2) their limited use of Competition Brand Assets.

This Appendix B comprises the following three sections:

- **Section 1: Audiovisual and Visual-Only Content;**
- **Section 2: Still Images and Competition Brand Assets;** and
- **Section 3: Content Exploitation Guidelines.**

For the avoidance of any doubt, PMAs and Delegation Members are, subject to the terms of this Appendix B and without limitation, only permitted to distribute Competition Content:

(A) for Editorial Purposes only; and

(B) by means of their fully owned and operated digital media outlets (e.g. websites and apps) and on the official PMA-branded social media pages/channels on Approved Social Media Platforms only. Dissemination of Competition Content by any other means is strictly prohibited.

(1) Audiovisual and Visual-Only Content

A. **General prohibition:** subject to paragraph 1(B) immediately below, the PMAs and their Delegation Members are strictly prohibited from:

a) recording from within any Official Site any audiovisual and/or visual-only content related to, and/or connected with, the Competition (referred to herein as “Competition Footage”); and/or

b) disseminating any Competition Footage recorded from within an Official Site (irrespective of whether or not such Competition Footage was recorded by the PMA and/or Delegation Member).

B. As the **only exception** to the general prohibition set out in paragraph 1(A) above, each PMA shall, **solely to the extent that the PMA and FIFA have first executed a PMA Footage Licence Agreement**, be permitted (necessarily subject to the terms of said PMA Footage Licence Agreement) to record and/or disseminate certain Competition Footage comprising:

a) PMA Footage;
b) FIFA Footage;
c) PMA Tactical Match Footage; and
d) FIFA Tactical Match Footage;

where each of such types of footage referred to in paragraphs 1(B)(a)-(d) immediately above are explained in more detail in the PMA Footage Licence Agreement and paragraph 1(G) below. In the event of a conflict between this Appendix B and the PMA Footage Licence Agreement, the provisions of the PMA Footage Licence Agreement shall prevail.
C. Unless expressly authorised under the PMA Footage Licence Agreement, the general prohibition outlined in paragraph 1(A) shall apply in all cases. In this regard and by way of example only, the PMAs and Delegation Members will never be authorised to record (and are expressly prohibited from recording) audiovisual and/or visual-only content that depicts activities on the field of play on match day (whether prior to, during and/or after a given Competition Match).

D. Each PMA must consult its PMA Footage Licence Agreement for a more detailed interpretation of its rights and obligations with regard to Competition Footage. In particular, the PMA Footage Licence Agreement contains further provisions relating to:

- a) Intellectual Property Rights in the Competition Footage;
- b) rights clearances;
- c) geo-blocking;
- d) warranties and indemnities;
- e) term and termination; and
- f) the protection of FIFA’s wider commercial programme.

E. In addition, the PMA Footage Licence Agreement contains specific Special Conditions. Certain of these can be summarised as follows (although the PMA should refer to the PMA Footage Licence Agreement for further detail):

- a) the licence is non-exclusive and non-transferrable;
- b) all commercial use of the Competition Footage is strictly prohibited;
- c) PMA Affiliates may not use the Competition Footage or acquire any form of association with FIFA and/or the Competition through the PMA’s use of the Competition Footage;
- d) the licence is subject to applicable laws and broadcast regulations; and
- e) the PMA must use the following credit in all use it makes of Competition Footage: “Courtesy of FIFA”.

F. Each PMA shall ensure that its own Delegation Members adhere to the requirements of these MMRs, any applicable Additional Guidelines, the PMA Footage Licence Agreement and the Content Exploitation Guidelines.

G. The rights and obligations associated with each element of Competition Footage are listed below. All rights not expressly granted to the PMA are reserved to FIFA.
**PMA Footage** – certain non-match footage captured by the PMA (including any Delegation Member)

<table>
<thead>
<tr>
<th>Area/Activities covered</th>
<th>Date of activity</th>
<th>Permitted use</th>
<th>Permitted volume of footage</th>
<th>Exploitation period</th>
<th>Mode of exploitation</th>
<th>Share with FIFA</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMA Footage 1</td>
<td>Any activity within an area that is outside of the stadium perimeter: (i) for which accreditation is required (as advised by FIFA); and (ii) which is not otherwise defined as PMA Footage 2, PMA Footage 3 or PMA Footage 4 below</td>
<td>All</td>
<td>Right to exploit only in the PMA territory solely via FIFA whitelisted: 1. PMA-owned and -operated official websites; and 2. official PMA social media pages/channels on Approved Social Media Platforms only</td>
<td>Unlimited</td>
<td>From: arrival of PMA in competition host territory To: 30 days after competition conclusion</td>
<td>- Live - Near-live - Delayed - Repeat - On-demand</td>
</tr>
</tbody>
</table>

**FIFA Footage** – certain non-match footage produced by or on behalf of FIFA and which is made available to the PMA by FIFA

<table>
<thead>
<tr>
<th>Area/Activities covered</th>
<th>Date of activity</th>
<th>Permitted use</th>
<th>Permitted volume of footage</th>
<th>Exploitation period</th>
<th>Mode of exploitation</th>
<th>Share with FIFA</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIFA Footage 2</td>
<td>Official training - Mixed zone - Press conference - Familiarisation visit - FIFA official media activities</td>
<td>Match day - 1 (MD-1)</td>
<td>Aggregate of five minutes across all activations</td>
<td>From: conclusion of the relevant activity To: 30 days after competition conclusion</td>
<td>- Delayed - Repeat - On-demand</td>
<td>To be provided to FIFA as soon as possible after conclusion of filming</td>
</tr>
</tbody>
</table>

**PMA Footage 3**

- Mixed zone

**PMA Footage 4**

- Team arrival at the stadium - Dressing room activities - Team departure from the stadium

<table>
<thead>
<tr>
<th>Area/Activities covered</th>
<th>Date of activity</th>
<th>Permitted use</th>
<th>Permitted volume of footage</th>
<th>Exploitation period</th>
<th>Mode of exploitation</th>
<th>Share with FIFA</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIFA Footage 4</td>
<td>All</td>
<td>Right to exploit only in the PMA territory solely via FIFA whitelisted: 1. PMA-owned and -operated official websites; and 2. official PMA social media pages/channels on Approved Social Media Platforms only</td>
<td>Aggregate of 60 seconds per match of unique PMA Footage 4 across all activations</td>
<td>From: delivery of PMA Footage 4 to FIFA To: 30 days after competition conclusion</td>
<td>PMA USE OF FIFA FOOTAGE 4 PRIOR TO DELIVERY TO FIFA IS STRICTLY PROHIBITED</td>
<td></td>
</tr>
</tbody>
</table>

MATCH FOOTAGE IS EXPRESSLY EXCLUDED

- Match day press conference
- Host city profiles
- Green screen filming of player intros

USE OF FIFA FOOTAGE ON ANY OTHER SOCIAL MEDIA PAGE/CHANNEL IS PROHIBITED

- Live/Nearest Live exploitation is strictly prohibited unless expressly authorised otherwise by FIFA in writing

NOT APPLICABLE
### PMA Tactical Match Footage

- **Area/activities covered**: Those competition matches in which the PMA is a participating team.
- **Date of activity**: Match day for the PMA.
- **Permitted use**: PMA’s own internal tactical analysis within the host country of the competition only.
- **Permitted volume of footage**: Not applicable.
- **Exploitation period**: From: execution of the PMA Footage Licence Agreement.
  To: the earlier of: (i) PMA’s exit from the competition; or (ii) the end of the competition.
- **Mode of exploitation**: Not applicable – internal use only.
- **Share with FIFA**: All external exploitation is prohibited.

### FIFA Tactical Match Footage

- **Area/activities covered**: All competition matches.
- **Date of activity**: All match days.
- **Permitted use**: PMA’s own internal tactical analysis within the host country of the competition only.
- **Permitted volume of footage**: Not applicable.
- **Exploitation period**: From: execution of the PMA Footage Licence Agreement.
  To: the earlier of: (i) PMA’s exit from the competition; or (ii) the end of the competition.
- **Mode of exploitation**: Not applicable – internal use only.
- **Share with FIFA**: All external exploitation is prohibited.

### PMA Footage

- **Area/activities covered**: Certain non-match footage captured by the PMA (including any Delegation Member).
- **Date of activity**: Any activity within an area that is outside of the stadium perimeter: (i) for which accreditation is required (as advised by FIFA); and (ii) which is not otherwise defined as PMA Footage 2, PMA Footage 3 or PMA Footage 4 below.
- **Permitted use**: Worldwide right to exploit solely via FIFA whitelisted:
  1. PMA-owned and -operated official websites; and
  2. Official PMA social media pages/channels on Approved Social Media Platforms only.
- **Permitted volume of footage**: Unlimited.
- **Exploitation period**: From: arrival of PMA in competition host territory.
  To: 30 days after competition conclusion.
- **Mode of exploitation**: - Live
  - Near-live
  - Delayed
  - Repeat
  - On-demand
- **Share with FIFA**: PMA shall, upon request by FIFA, provide any and all PMA Footage 1 to FIFA.

- **Area/activities covered**: Any activity within the mixed zone.
- **Date of activity**: Match day - 1 (MD-1).
- **Permitted use**: USE OF PMA FOOTAGE ON ANY OTHER SOCIAL MEDIA PLATFORMS IS PROHIBITED.
- **Permitted volume of footage**: Unlimited.
- **Exploitation period**: From: conclusion of the relevant activity.
  To: 30 days after competition conclusion.
- **Mode of exploitation**: - Delayed
  - Repeat
  - On-demand
- **Share with FIFA**: Live/near-live exploitation is strictly prohibited unless expressly authorised otherwise by FIFA in writing.

- **Area/activities covered**: Any activity within the mixed zone.
- **Date of activity**: Match day.
- **Permitted use**: PMA use of PMA Footage 4 prior to delivery to FIFA is strictly prohibited.
- **Permitted volume of footage**: Aggregate of five minutes across all activations.
- **Exploitation period**: From: from delivery of PMA Footage 4 to FIFA.
  To: 30 days after competition conclusion.
- **Mode of exploitation**: To be provided to FIFA as soon as possible after conclusion of filming.
**FIFA Footage** – certain non-match footage produced by or on behalf of FIFA and which is made available to the PMA by FIFA

<table>
<thead>
<tr>
<th>Area/activities covered</th>
<th>Date of activity</th>
<th>Permitted use</th>
<th>Permitted volume of footage</th>
<th>Exploitation period</th>
<th>Mode of exploitation</th>
<th>Share with FIFA</th>
</tr>
</thead>
<tbody>
<tr>
<td>At FIFA’s discretion, but including: - Host city profiles; and - Green screen filming of player intros</td>
<td>All</td>
<td>Worldwide right to exploit solely via FIFA whitelisted: 1. PMA-owned and -operated official websites; and 2. official PMA social media pages/channels on Approved Social Media Platforms only</td>
<td>Unlimited</td>
<td>From: execution of the PMA Footage Licence Agreement To: 30 days after competition conclusion</td>
<td>- Delayed - Repeat - On-demand LIVE/NEAR-LIVE EXPLOITATION IS STRICTLY PROHIBITED UNLESS EXPRESSLY AUTHORIZED OTHERWISE BY FIFA IN WRITING</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

**PMA Tactical Match Footage** – match footage captured by the PMA (including any Delegation Member)

<table>
<thead>
<tr>
<th>Area/activities covered</th>
<th>Date of activity</th>
<th>Permitted use</th>
<th>Permitted volume of footage</th>
<th>Exploitation period</th>
<th>Mode of exploitation</th>
<th>Share with FIFA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Those competition matches in which the PMA is a participating team</td>
<td>Match day for the PMA</td>
<td>PMA’s own internal tactical analysis within the host country of the competition only DISSEMINATING OR SHARING WITH A THIRD PARTY IS PROHIBITED</td>
<td>Not applicable</td>
<td>From: execution of the PMA Footage Licence Agreement To: the earlier of: (i) PMA’s exit from the competition; or (ii) the end of the competition</td>
<td>Not applicable – internal use only ALL EXTERNAL EXPLOITATION IS PROHIBITED</td>
<td>To be provided to FIFA upon request</td>
</tr>
</tbody>
</table>

**FIFA Tactical Match Footage** – match footage captured by or on behalf of FIFA

<table>
<thead>
<tr>
<th>Area/activities covered</th>
<th>Date of activity</th>
<th>Permitted use</th>
<th>Permitted volume of footage</th>
<th>Exploitation period</th>
<th>Mode of exploitation</th>
<th>Share with FIFA</th>
</tr>
</thead>
<tbody>
<tr>
<td>All competition matches</td>
<td>All match days</td>
<td>PMA’s own internal tactical analysis within the host country of the competition only DISSEMINATING OR SHARING WITH A THIRD PARTY IS PROHIBITED</td>
<td>Not applicable</td>
<td>From: execution of the PMA Footage Licence Agreement To: the earlier of: (i) PMA’s exit from the competition; or (ii) the end of the competition</td>
<td>Not applicable – internal use only ALL EXTERNAL EXPLOITATION IS PROHIBITED</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>
Still Images (i.e. photographs) and Competition Brand Assets

A. PMAs and Delegation Members are permitted to make use of certain Competition Brand Assets (see section 2.9 of the main body of these MMRs) as well as to record and disseminate still images related to, and/or connected with, the Competition subject to the following:

   a) in the case of still images captured within Official Sites:
      i. the Accreditation Terms and Conditions (which only permit private non-commercial use of such still images); and
      ii. the Content Exploitation Guidelines located in section (3) of this Appendix B.

   b) in the case of still images captured outside Official Sites:
      i. the Content Exploitation Guidelines located in section (3) of this Appendix B.

   c) in the case of Competition Brand Assets:
      i. section 2.9 of the main body of these MMRs; and
      ii. the Content Exploitation Guidelines located in section (3) of this Appendix B.

B. With respect to the recording and dissemination of still images, each PMA shall ensure that its own Delegation Members adhere to the requirements of these MMRs, any applicable Additional Guidelines, the Content Exploitation Guidelines and, as applicable, the Accreditation Terms and Conditions.

C. In relation to still images captured within Official Sites, such may only be disseminated (by the Delegation Member responsible for their creation) for Editorial Purposes only (i.e. for private, non-commercial purposes only, as per the Accreditation Terms and Conditions). In the event that any such still images are, in breach of the Accreditation Terms and Conditions, disseminated in any way which, in the absolute opinion of FIFA, is not deemed to represent private non-commercial use, then FIFA may, in its absolute discretion, refer to the relevant Accreditation Terms and Conditions, which permit FIFA to take an assignment of the Intellectual Property Rights in the infringing content, following which FIFA shall be permitted to deal with such content as it deems appropriate.

(3) Content Exploitation Guidelines

1. PMAs and Delegation Members shall only be permitted to publish their Competition Content on their fully owned and operated digital media outlets (e.g. websites and apps) and on the official PMA branded social media pages/channels on Approved Social Media Platforms only. Dissemination of Competition Content by any other means is strictly prohibited.

2. PMAs and Delegation Members may not operate their digital media in a manner which is reasonably likely to be confused by the public as being an official FIFA and/or Competition page.

3. Any content uploaded or posted shall be in the spirit of fair play, dignified and in good taste and must by no means include any political or discriminatory message.

4. Any content posted or uploaded by the PMAs and Delegation Members shall be confined solely to the PMA’s status as a team participating in the Competition and/or the Delegation Member’s own personal Competition-related experience. Without limiting the generality of the foregoing, it is prohibited to upload or post any interviews with, or stories about, other PMA team/Delegation Members or FIFA officials.

5. With respect to Competition Brand Assets, the PMAs/Delegation Members shall only be permitted to publish those Competition Brand Assets which have been expressly approved and provided by FIFA to the PMAs/Delegation Members for the purpose of being published on digital media.

6. PMAs and Delegation Members are prohibited from using, and/or enabling a third party from using, Competition Content and/or Competition Brand Assets in any commercial capacity. PMA/Delegation
Member use of Competition Content and Competition Brand Assets must, in all circumstances, be limited to Editorial Purposes only. It is prohibited to include any commercial reference in connection with the uploaded or posted content. In particular, no advertising and sponsorship opportunities whatsoever shall be offered and/or sold to third parties in connection with FIFA and/or Competition Content.

7. PMAs and Delegation Members shall not disclose any information that is confidential or private in relation to any third party including, without limitation, information which may compromise the security, staging or organisation of the Competition, the security of any other PMA or other team delegation, or the privacy of any Delegation Members, members of the opponent’s team delegation or any FIFA officials.

8. Whenever PMAs/Delegation Members use Competition Brand Assets, they shall include the appropriate copyright notices and/or trade mark legends as instructed by FIFA.

9. FIFA is entitled to unilaterally require at any time that PMAs/Delegation Members remove any given Competition Content and/or Competition Brand Assets from their digital media.

10. FIFA may, in its sole discretion, elect to grant the PMAs/Delegation Members access to the FIFA Digital Archive, through which the PMAs/Delegation Members can submit requests to receive Competition Brand Assets for their use on digital media. The use of Competition Brand Assets sourced through the FIFA Digital Archive may be subject to additional guidelines with which PMAs and Delegation Members must comply.

11. PMAs and Delegation Members are prohibited from transferring and/or sub-licensing any of the rights granted to them by FIFA. Other than as permitted herein, any use of Competition Brand Assets by PMAs and Delegation Members is not permitted.

12. PMAs and Delegation Members shall cooperate with any measures determined by FIFA in order to protect the Competition Content and Competition Brand Assets from any infringements, e.g. from (ambush) marketing, sponsorship, commercial endorsement or promotional purposes.

13. PMAs and Delegation Members shall employ moderation mechanisms to ensure that any content (including user interactions) on its digital media: (i) complies with these guidelines; and (ii) is not defamatory, obscene, pornographic, indecent, blasphemous, sexist, racist or otherwise offensive, and does not promote illegal or unlawful activities and/or does not otherwise reflect unfavourably on FIFA, the Competition and/or football generally.

14. PMAs and Delegation Members who are uploading or posting Competition Content are encouraged to: (i) make use of the official Competition hashtag(s) and official Competition designation(s) in relation to such posts; and (ii) “link” their websites and/or social media accounts to official FIFA pages, websites and/or accounts.

15. FIFA reserves the right to supplement, make amendments to and/or withdraw these Content Exploitation Guidelines at any time.
APPENDIX C
FIFA WORLD CUP QATAR 2022™ WINNER’S TROPHY

1.1 The winning Participating Team/PMA (“World Cup Champions”) will be provided with the Original Trophy during the trophy presentation following the final Competition Match. The World Cup Champions shall return the Original Trophy to FIFA prior to departing their dressing room following the final Competition Match, at which time FIFA will provide the World Cup Champions with the FIFA World Cup Qatar 2022™ Winner’s Trophy.

1.2 The World Cup Champions may retain possession of the FIFA World Cup Qatar 2022™ Winner’s Trophy and may display the FIFA World Cup Qatar 2022™ Winner’s Trophy in corporate or public presentations approved in writing in advance by FIFA. The World Cup Champions may not provide the FIFA World Cup Qatar 2022™ Winner’s Trophy to any third party without FIFA’s prior written approval. The FIFA World Cup Qatar 2022™ Winner’s Trophy shall remain at all times the property of FIFA, and the World Cup Champions shall return the FIFA World Cup Qatar 2022™ Winner’s Trophy to FIFA immediately upon request.

1.3 The World Cup Champions may, subject to FIFA’s prior written approval, appoint FIFA’s appointed manufacturer GDE Bertoni to produce (at the PMA’s own cost) miniature replicas (not larger than 15cm in height) of the FIFA World Cup Qatar 2022™ Winner’s Trophy for the personal, non-commercial use of the coaches and players of the World Cup Champions. The World Cup Champions may not create any other replicas or reproductions of the Trophy.

1.4 The World Cup Champions must not use or display the Trophy (including images thereof) in any manner that is derogatory or detrimental to the image, positive public perception or goodwill of the Trophy, FIFA or the FIFA World Cup™ competition.

1.5 The World Cup Champions may use images of the Trophy in electronic or printed materials for Editorial Purposes only. Images of the Trophy may not be used by the World Cup Champions on any other materials (including, without limitation, merchandise).

1.6 The World Cup Champions shall ensure that no association with a commercial brand, logo or name of a third party of any kind can be made at any event or location, or in any materials, where the Trophy or an image of Trophy is displayed.