

TO THE MEMBER ASSOCIATIONS OF FIFA

Circular no. 1599

Zurich, 31 October 2017  
SG/aho

### **Media accreditation for the 2018 FIFA World Cup Russia™**

Dear Sir or Madam,

FIFA will be using the Media Channel to manage the media accreditation process for the 2018 FIFA World Cup Russia™. At present, media accreditation for all FIFA competitions is being carried out via the internet by way of the Media Channel with a view towards streamlining the process and at the same time improving the efficiency for everyone concerned. This, in turn, helps the media as many representatives are already familiar with the process.


Some important information is contained in the enclosure. You and your association's media officer are kindly requested to note the information and to coordinate the accreditation procedure in your country. We recommend that you work closely with the relevant sports journalists' association or similar professional organisation, so as to ensure an equitable distribution of the accreditation quota allotted to you.

The quota allocated to your association for journalists and photographers will be communicated to you in the next few weeks together with further details on how the system works. The quota will be based on past experience from previous tournaments and, of course, on whether your association has qualified for the 2018 FIFA World Cup™ finals. As soon as the qualifying competition has been completed, further quotas will be allocated to the countries that qualified in the final stages.

The FIFA Media Accreditation Office is at your disposal for any queries you may have in this matter. Please do not hesitate to contact: **[media-accreditation@fifa.org](mailto:media-accreditation@fifa.org)**

We very much appreciate your cooperation.

Yours faithfully,  
FIFA



Fatma Samoura  
Secretary General

Enc. as mentioned

cc: FIFA Council  
Organising Committee for FIFA Competitions  
Confederations

## Tips and guidelines for media accreditation

Interest in the 2018 FIFA World Cup Russia™ is already running high among media representatives. FIFA is receiving many enquiries as to when the accreditation procedure will begin and how it will be handled. The large number of requests suggests that demand will far exceed supply.

The media accreditation process for the 2018 FIFA World Cup Russia™ will be launched on 2 December 2017, the day after the Final Draw, and will close on 31 January 2018. In order for media representatives to be able to access and submit the online accreditation form, they will be required to have two important items; first, an approved FIFA Media Channel account and second, a unique user ID and electronic key that will be issued by you, in accordance with the instructions given below.

The following information is essential for the media accreditation procedure:

### 1. General

Media accreditation will be managed via the internet. Designated media representatives will only be able to access the online accreditation form via the FIFA Media Channel and complete it using a unique user ID and access key.

As in previous World Cup finals, the associations will be allotted a certain number of press and photographer accreditations. This quota will be based on past experience from previous tournaments and, of course, on whether the association concerned has qualified for the 2018 FIFA World Cup™ finals. As some of the finalist teams will not be known until mid-November, FIFA will not yet be releasing the full quota in some cases. As soon as the qualifying competition has been completed, further quotas will be allocated, where appropriate.

### Quota Management System (QMS)

FIFA will again be using the same Quota Management System and online accreditation procedures that were in place in 2014. Comprehensive directions for using the Quota Management System, containing instructions as to which steps you, as the association, must take to enable media representatives to submit their applications electronically, will be provided to you separately in early November. At that time, you will also receive information on the quota allocated to you and how your association's media officer will assign and distribute the unique user IDs and electronic keys that each journalist and photographer will require to complete the online accreditation form.

### 2. Distribution

Each football association will come to an agreement with their national sports journalists' association or other professional organisations in their country regarding an equitable allocation of the quota to press reporters and photographers (see explanations below for categories).



Each football association's media officer is then responsible for registering the allocation in the Quota Management System, following the separate directions for use, and for distributing the unique accreditation control number and control key to the chosen media representatives in accordance with the distribution process.

### 3. Categories

For the 2018 FIFA World Cup™, media representatives will be split into various accreditation categories (press, photographer, non-rights holder, etc.). Furthermore, other categories for television personnel (commentators and especially technical staff) of the rights holders will be accredited and taken care of directly by FIFA TV Services.

The categories and relevant organisations are:

#### a) Written press

Press representatives who write for newspapers, magazines and other printed publications must apply for accreditation to their national football association via their publication. Russian media representatives must request accreditation from the Russian Local Organising Committee via their publication. The LOC contact email for accreditation matters is [mediaaccreditation@loc2018.com](mailto:mediaaccreditation@loc2018.com).

Correspondents for foreign newspapers in Russia must submit their request for accreditation to their national football association via the head editorial office in their home country.

Examples: *Sport-Express* (Russia) must apply to the Russian Local Organising Committee for accreditation of their reporters, internet journalists, and photographers.

A correspondent for *Der Spiegel* (Germany) based in Russia must submit a request for accreditation to the German Football Association (DFB) via *Der Spiegel's* head editorial office in Hamburg.

#### b) Photographers

Photographers must submit their applications, using the same procedure as the written press, to their national football association. Russian photographers must request accreditation from the LOC via their publication.

#### c) International and national news and photo agencies

FIFA will be directly responsible for the following international news and photo agencies: AFP, AP, Bloomberg, dpa, EFE, EPA, Getty Images, Jiji Press, Kyodo News, Press Association, Reuters, Rossiya Segodnya, sid, TASS and Xinhua.

National news and photo agencies must apply to their national football association.

**d) Freelance media**

Freelance media representatives must submit their applications, using the same procedure as the written press, to their national football association. Russian freelance media must submit their request for accreditation to the LOC. The FIFA Media Accreditation Office (media-accreditation@fifa.org) will be directly responsible for international freelance journalists and photographers who are living and working in a foreign country.

**e) Internet journalists and photographers**

Journalists who work for online editions of a newspaper or magazine should be accredited directly from the quotas allocated to that newspaper or magazine (see written press). It is the responsibility of the publication in question to decide on the ratio of press reporters to internet journalists. Reporters and photographers who work for purely local/national websites must also submit their applications to their national football association. Major international news websites should contact the FIFA Media Accreditation Office (media-accreditation@fifa.org) for information on media accreditation.

**f) Radio and television non-rights holders**

Non-rights holders (NRH) are radio and television companies without broadcasting rights for the 2018 FIFA World Cup™. For contractual reasons, and due to limited space, FIFA will only accredit a small number of organisations to access the stadiums on non-matchdays only. The main purpose is to allow a limited number of domestic broadcasters to accredit a limited number of staff (incl. camera operators) to cover the event on home soil.

The accreditation window for NRH representatives will start on 1 February 2018 via the FIFA Media Channel and close on 28 February 2018. No prolongation to this timeline is possible. Applications will be subject to confirmation closer to the event. For questions regarding the accreditation of NRH, please contact nrh@fifa.org.

**g) Media Rights Licensees (radio, television, mobile and broadband rights holders)**

FIFA TV Services will be directly responsible for Media Rights Licensees (rights-holding TV and radio stations). The FIFA Broadcaster Servicing team is in regular contact with the Media Rights Licensees and will inform them directly about the accreditation procedure and other accreditation-related matters.

#### **4. Completion of form and deadlines**

**As from 2 December**, media representatives who have been assigned an accreditation key by their football association may proceed to access the media accreditation form via the FIFA Media Channel (<http://media.fifa.com>). Media representatives must have an approved Media Channel account in order to access the accreditation form. Media representatives who have not yet opened a FIFA Media Channel account are strongly encouraged to do so at the earliest opportunity before 2 December.

**The closing date for applications is 31 January 2018.** All applications will then undergo a security check by Russian authorities. Any negative response will result in an application being rejected.



As from the end of February 2018, FIFA and the Local Organising Committee will begin the process of sending accreditation confirmations followed by further information in due course (media representatives should refer to the FIFA Media Channel for information).

## 5. Requesting tickets for the 48 group matches

The online media ticket application process to request tickets for the 48 group matches will also commence with the launch of media accreditation. Ticket requests will be handled exclusively through the FIFA Media Channel ticketing system. Only media representatives who have already submitted a media accreditation form will be able to request tickets from the list of 48 group matches

## 6. FIFA Media Channel

A FIFA Media Channel account is absolutely essential in order to access the media accreditation form and media ticketing system. Access to the FIFA Media Channel is restricted and can only be gained by using an individual user ID and password. Media representatives who already have a Media Channel account will be able to access the media accreditation form and media ticketing system.

Media who have not yet registered to access the FIFA Media Channel may do so by completing the online registration form at: <http://media.fifa.com/registration>.

*It is important to note that the special user ID and electronic key to access the online media accreditation form are NOT the same as the individual user ID and password to access the FIFA Media Channel.*

## 7. Visas

Media representatives from countries that require a visa for travel to Russia shall apply for the visa at a consular office of the Russian Federation. Media representatives accredited for the 2018 FIFA World Cup can apply for a double-entry media visa valid from mid-May to mid-July 2018 with a special simplified procedure. This type of visa is provided free of charge if the visa is collected directly from a consular office. Detailed information on the visa process will be provided to media representatives with the accreditation approval letter.

***The closing date for applications is 31 January 2018.  
Confirmations will be sent from the end of February 2018.***

Thank you for your valuable cooperation.

FIFA Communications Division

October 2017