

World Tennis Creator Policy – Event Access and Content Guidelines



Permissions Related to Onsite Content Creation & International Use at World Tennis Tournaments

Who can film onsite?

Access is determined by creator status, purpose and agreed content plan.

Accredited Influencers, creators & associated camera operator(s)*

- ✓ **Influencers & creators must apply for accreditation through the relevant World Tennis Media accreditation process and comply with all applicable accreditation terms, conditions, and access requirements.*
- ✓ Accreditation is at World Tennis' discretion, including the right to approve or decline creators proposed by a NA, and may be subject to additional World Tennis and/or tournament requirements.
- ✓ A maximum of 3 people will be accredited per influencer/creator, unless otherwise agreed.
- ✓ World Tennis retains priority for content creation across its owned channels. Accreditations for contracted partners will not be unreasonably withheld or delayed.
- ✓ Creators attending on behalf of a NA or rights holders must be identified and communicated in advance and are subject to World Tennis approval, in addition to the applicable accreditation and access requirements.
- ✓ Accreditation does not guarantee access to all areas or filming opportunities and remains subject to on-site tournament regulations and instructions.
- ✓ Where requested by the tournament, applicants must provide evidence of significant online following and meaningful reach in respect of any content posted on their chosen social media platform(s).

What can't be filmed onsite?

- ✗ Match action* - Incidental footage is permitted at World Tennis' discretion, provided it does not amount to deliberate or sustained filming of match action.
- ✗ Live / active press conference (before and after are permitted, subject to event arrangements).
- ✗ Post-match interviews in areas designated for Media Rights Licensees / rights holders.
- ✗ Player(s), team(s) or coach areas/interactions unless approved by World Tennis in advance.
- ✗ Closed practice sessions.
- ✗ Sponsor areas unless approved by World Tennis /the tournament in advance.
- ✗ Anything that brings the game, the tournament, or the role of a tennis professional into disrepute.
- ✗ Any match footage where required rights clearance has not been obtained.

* Match footage can be licensed/ approved from World Tennis, subject to applicable broadcast and rights restrictions.

Where can you film and post?

- ✓ General access areas, public areas, venue footage and members of the public, subject to venue/event restrictions.
- ✓ Practice courts, subject to event-specific access restrictions and designated filming areas.
- ✓ In-stadium moments during matches from seats (e.g. footage of fans), excluding match action. Incidental match footage may be captured at World Tennis' discretion.
- ✓ General Player, Team and Coach interviews, subject to prior World Tennis / NA approval. Interviews with other tournament personnel require prior World Tennis / tournament approval.
- ✓ Any filming of tournament practice, players or requests for Davis Cup / World Tennis Tour player(s) is subject to event-specific access arrangements and prior World Tennis approval.
- ✓ All filming conducted using utmost discretion.
- ✓ Content can be posted across major social platforms (e.g. Instagram, TikTok, YouTube, Facebook, X), subject to applicable exclusions. Content intended for Creator channels **will** be subject to World Tennis approval. World Tennis retains priority for content created for its owned channels.
- ✓ Onsite footage can only be used for editorial purposes and organic social purposes. It may not be commercially licensed, sold or used in paid social advertising (e.g. YouTube pre-roll ads).

What equipment can be used?

- ✓ Smartphones
- ✓ Accessories only allowed at the discretion of the tournament (e.g. gimbals, selfie sticks, ancillary mics).
- Additional professional camera & audio equipment only permitted by pre-arrangement through World Tennis, clearly marked as approved equipment and, where required, covered by public liability insurance.
- Equipment must not obstruct spectators, players, teams, rights holders or accredited media.

What can you do and when?

- ✓ Unlimited minutes can be posted each day, subject to applicable clip usage and broadcast rights restrictions.
- ✓ Unless otherwise advised by World Tennis, content may be posted on approved social media platforms.
- ✓ Third-party creators must check in regularly with the relevant World Tennis / NA or press officer while onsite or during related offsite activity and may be accompanied where appropriate.
- ✗ Ambush marketing or unauthorised promotion of brands who are not affiliated with the tournament.
- ✗ Filming that interferes with player preparation, matches, interviews, press conferences or broadcast operations.
- ✗ Filming or posting from restricted areas.

*** World Tennis reserves the right to request the removal of any posted content deemed to breach any of these guidelines. If requested, any such content must be deleted.**

**** World Tennis reserves the right to cancel and remove accreditation of anyone deemed to have breached these guidelines.**

Other considerations

- All onsite footage must tag the official tournament handle when published.
- Copyright in all footage filmed onsite is owned by the tournament and licensed to World Tennis, subject to applicable event arrangements, rights and World Tennis, Host NA and rights-holder requirements.
- Where requested by World Tennis post-tournament, creators must provide performance reporting for relevant content, including reach, views, watch time, engagement and follower growth where applicable. Additional metrics may be requested where relevant to the agreed content plan.
- World Tennis may license footage captured under these guidelines for use by the respective influencer/creator, subject to applicable rights.
- Accreditation does not grant broadcast, media or commercial rights beyond those permitted under these guidelines or agreed in advance.
- World Tennis retains priority for content created for its owned channels, with host NAs and contracted rights holders accommodated with their respective rights.
- NAs must communicate agreed social requirements to creators, to tag relevant World Tennis / tournament accounts, use the central hashtag and, where appropriate, send or accept collab posts with World Tennis.

Key Principles:

World Tennis wants to create and encourage opportunities for creators to bring our events to new audiences. Given the rights, privacy and operational considerations involved, these guidelines set out a clear framework to ensure creator activity is professional, well-managed and successful for all parties.

- ✓ **No accreditation, no access:** All creators must be appropriately accredited and comply with the relevant terms and access requirements.
- ✓ **World Tennis and stakeholder priority:** World Tennis retains priority for content creation across its events and owned channels. Creator activity will be managed in collaboration with Host NAs, event hosts and relevant rights holders, in accordance with their respective rights and agreed content opportunities.
- ✓ **Prior approval:** Third-party/non-rights-holder creators require prior World Tennis approval, including an agreed content capture plan.
- ✓ **Controlled access:** Approval does not provide unrestricted access; filming locations, activities, equipment and interactions will be agreed on an event-by-event basis.
- ✓ **Protect the event and participants:** No deliberate or sustained match filming, with incidental footage at World Tennis' discretion. Player privacy, preparation and team areas must be respected, with access to restricted/private areas assessed and agreed in advance.
- ✓ **Maximise creator distribution:** Content creators should be used as a marketing tool to promote World Tennis and the event, extending our reach and driving audiences back to World Tennis channels. NAs should actively encourage and facilitate this through their creator activity.

INFLUENCERS AND CREATORS

Permissions Related to Onsite Content Creation & International Use at ATP Tournaments

Who can film onsite?

Accredited Influencers, creators & associated camera operator(s)*

**Influencers & creators can apply for accreditation through ATP Media (who have been mandated this task by the tournaments).*

- ✓ Accreditation will be granted at ATP Media's discretion and may be subject to additional terms and conditions as defined by ATP Media and/or the tournament.
- ✓ A maximum of 3 people will be accredited in connection with each influencer/creator, unless otherwise agreed.
- ✓ Accreditations for contracted partners will not be unreasonably withheld, conditioned or delayed.
- ✓ If requested by the tournament in connection with an application for accreditation, an influencer or creator must provide evidence that they have a significant online following and meaningful reach in respect of any content posted on their chosen social media platform(s).

What can't be filmed onsite?

- × Match action**
- × The active press conference (before and after are permitted).
- × Post-match interviews in areas designated for Media Rights Licensees.
- × Player areas unless approved by ATP Tour in advance.
- × Closed practice sessions.
- × Sponsor areas unless approved by the tournament in advance.
- × Anything that brings the game, the tournament, or the role of a tennis professional into disrepute.

** Match footage can be licensed from ATP Media.

Where can you film and post?

- ✓ General access areas, venue footage and members of the public
- ✓ Practice courts
- ✓ In-stadium moments during matches from seats (e.g. footage of fans, but in all cases excluding match action)
- ✓ General Player and Coach interviews subject to ATP Tour approval in advance
- ✓ Interviews with other tournament personnel subject to tournament approval in advance
- ✓ All filming conducted using utmost discretion.
- ✓ Any filming of WTA practice, players or requests for WTA player and coach interviews at combined Tournaments is subject to prior WTA approval.
- ✓ Content can be posted on all major social media platforms (e.g. YouTube, Facebook, Instagram, X, TikTok, Snapchat) but platforms can be excluded as and when required.
- ✓ Onsite footage can only be used for editorial purposes and, other than on-platform social media advertising (e.g. YouTube pre-roll ads), cannot be commercialized.

What equipment can be used?

- ✓ Smartphones
- ✓ Accessories only allowed at the discretion of the tournament (e.g. gimbals, selfie sticks, ancillary mics).
- Additional professional camera & audio equipment only permitted by pre-arrangement through ATP Media and if clearly marked as approved equipment.

What can you do and when?

- ✓ Unlimited minutes can be posted each day.
- ✓ Unless otherwise advised by ATP Media, post on all social media platforms
- × Ambush marketing for brands who are not affiliated with the tournament

Other considerations

- All onsite footage must be @tagged with official tournament handle if published.
- Copyright to any and all footage filmed onsite at all tournaments is owned by the tournament (and subsequently licensed by the tournament to ATP Media).
- If requested by ATP Media post-tournament, influencer or creator must submit analytics demonstrating the reach of the content filmed and subsequently posted (including an outline of where it has been posted).
- ATP Media shall provide a license for usage of all footage captured under these guidelines and consistent with these guidelines to the respective Influencer and/or Creator.