TO THE MEMBERS OF FIFA

Circular no. 1210

Zurich, 5 November 2009
SG/nim

Media accreditation for the 2010 FIFA World Cup South Africa™

Dear Sir or Madam,

FIFA will be using the internet to manage the media accreditation process for the 2010 FIFA World Cup South Africa™. At present, media accreditation for all FIFA competitions is being carried out via the internet by way of the FIFA 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 are already familiar with the process.

Some important information is contained in the enclosure, which you are requested to read carefully. You and your association's media officer are urged to coordinate the accreditation procedure in your country 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 early November. This quota will be based on past experience from previous tournaments and, of course, on whether your association has qualified for the 2010 FIFA World Cup™ finals. As soon as the qualifying competition has been completed, further quotas may be allocated, as appropriate.

You will also receive further details on the Quota Management System (QMS), to be used for online accreditation, in early November. This system will enable your association's media officer to assign, distribute and monitor the quota for press reporters and photographers of the various media organisations in your country.

Please do not hesitate to contact the FIFA Media Accreditation Office if you have any questions, as follows:

E-mail: FWC2010media-accreditation@fifa.org
Yours faithfully,

FÉDÉRATION INTERNATIONALE DE FOOTBALL ASSOCIATION

Jérôme Valcke
Secretary General

cc: - FIFA Executive Committee
    - Confederations

Enc. as mentioned
Tips and guidelines for media accreditation

Excitement regarding the 2010 FIFA World Cup South Africa™ is already running high, especially among media representatives. FIFA is already 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 2010 FIFA World Cup South Africa™ will be launched on 5 December 2009, the day after the Final Draw. 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 control number and control 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 control number and control key.

As in previous World Cup finals, the associations will be allotted a certain number of press, photographer and new media accreditations. This quota will be based on past experience from previous tournaments and, of course, on whether the association concerned has qualified for the 2010 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)

As a result of the Quota Management System and online accreditation, the associations will now have other new duties in connection with the accreditation procedure. 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 control number and control key that each journalist and photographer will require to complete the online accreditation form.
2. Distribution

The football associations will come to an agreement with their national sports journalists' associations 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 control number and control key to the chosen media in accordance with the distribution process.

3. Categories

For the 2010 FIFA World Cup™, media reporters will be split into various accreditation categories (press, photographer, internet editor, 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.

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. South African media must request accreditation from the South African Local Organising Committee via their publication (media-accreditation@2010oc.com).

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

Examples: The Sowetan (South Africa) must apply to the South African Local Organising Committee for accreditation.

The Sydney Morning Herald (Australia) correspondent in South Africa must submit a request for accreditation to Football Federation Australia via the head editorial office of the Sydney Morning Herald in Sydney.

b) Photographers
Photographers must submit their applications, using the same procedure as press reporters, to their national football association. South African 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: Reuters, Associated Press, Agence France-Presse, Agencia EFE, Xinhua, Kyodo News, Bloomberg, Jiji Press, Press Association, dpa, sid, Panapress Pan-African, Getty Images, Action Images, EPA.

National news and photo agencies must apply to their national football association.
d) Freelance media
Freelance media must submit their applications, using the same procedure as written press, to their national football association. South African freelance media must submit their request for accreditation to the LOC. The FIFA Media Accreditation Office (FWC2010media-accreditation@fifa.org) will be directly responsible for international freelance journalists and photographers who are living and working in a foreign country.

e) Internet editors
Editors who work for online editions of a newspaper or magazine should be accredited directly from quotas allocated to one newspaper (see written press). It is the responsibility of the publication in question to decide on the ratio of press reporters to internet editors. Internet editors who work for purely local/national websites must also submit their applications to their national football association. International websites should refer to the FIFA Media Accreditation Office (FWC2010media-accreditation@fifa.org).

f) Radio and television non-rights holders
Non-rights holders (NRH) are radio and television companies without broadcasting rights for the 2010 FIFA World Cup™. For contractual reasons, and due to limited space, FIFA may decide, at its own discretion, not to accredit any NRH. NRH are requested to contact the FIFA Media Accreditation Office via e-mail at FWC2010media-accreditation@fifa.org. It must be stressed that for contractual reasons and due to restricted space, the number of accreditations for this category will, in any case, be very limited and will probably be issued at a later stage.

g) Media rights licensees (radio, television, mobile and broadband rights holders)
FIFA TV will be directly responsible for media rights licensees. 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 5 December, media representatives who have been assigned an accreditation with a control number and a control key by their football association may proceed to access the media accreditation form via the FIFA Media Channel (http://media.fifa.com). Media must have an approved Media Channel account in order to access the accreditation form. Media who have not yet opened a FIFA Media Channel account are strongly encouraged to do so at the earliest opportunity before 5 December.

The closing date for applications is 31 January 2010. All applications will then undergo a security check by the South African Department of Home Affairs (DHA). Any negative response from the DHA will result in an application being rejected.

As from the end of February 2010, FIFA and the Local Organising Committee will begin the process of sending accreditation confirmations followed by further information in due course (see the FIFA Media Channel).

Confirmation will be sent by e-mail using the e-mail address given on the form. This confirmation must be printed out and produced, along with the official identity document (passport or identity card) listed on the application for accreditation, before the media credential can be issued.
5. Requesting tickets for the 48 group matches

The online media ticket application process to request tickets for the 48 group matches will commence on 15 March 2010. 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 order tickets for any of the 48 group matches they wish to attend.

Media representatives will be able to modify their pending ticket request for the 48 group matches online up to 15 April 2010. The ticketing system will close at 24.00 CET on 15 April 2010. FIFA and the LOC will then draw up the lists of the media representatives who have applied for the 48 group matches accordingly. If demand exceeds supply, FIFA and the LOC will choose the applicants on the basis of the usual criteria. Rejected or belated applications may be entered on the FIFA Media Channel waiting list.

An updated media list, showing those who are due to receive tickets for the group matches, will be available on the FIFA Media Channel.

6. FIFA Media Channel

The FIFA Media Channel is a password-protected website that complements FIFA.com and provides FIFA with a platform to communicate directly with media on all FIFA activities, events and competition news. Most importantly, through the Media Channel, FIFA is able to better support, connect and interact with all media professionals.

During the 2010 FIFA World Cup™, media will find extensive information on all media services in each of the ten venues, a comprehensive calendar with information on the various activities of the 32 participating teams, information on stadium media centres (SMC), accreditation centres, media shuttles and other essential facts. The process for requesting match tickets will also be handled exclusively through the FIFA Media Channel.

Important note: 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 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 registration form at: http://media.fifa.com.

It is important to note that the special control number and control 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

All accredited media, including those media from non-visa exempt countries, arriving at South African ports of entry with a valid 2010 FIFA World Cup™ media accreditation confirmation letter will be exempt from visa requirements to enter South Africa for the period of the competition.

It must be emphasised that all accredited media must have a printed copy of the accreditation confirmation letter to be presented with their passport. No exceptions will be entertained as this letter is considered a legal document providing exemption from visa requirements as well as work permit requirements. The accreditation will also allow the traveller to use dedicated express lanes on arrival at the port of entry in South Africa.

Associations and media representatives may contact FIFA by e-mail if there are any queries or problems in this connection:

FWC2010media-accreditation@fifa.org

FIFA will then refer any queries to the appropriate LOC department, which will, in turn, attempt to resolve the matter with the help of the South African government’s diplomatic representatives abroad.

The closing date for applications is 31 January 2010. Confirmation will be sent as from the end of February 2010.

Thank you for your valuable cooperation.

Communications & Public Affairs Division
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