TO THE MEMBERS OF FIFA

Circular no. 1384

Zurich, 3 October 2013
SG/wdg

Media accreditation for the 2014 FIFA World Cup Brazil™

Dear Sir or Madam,

In the last two editions of the FIFA World Cup™, the media accreditation process has been successfully carried out online via the FIFA Media Channel. The same procedure will be used for the FIFA World Cup Brazil™. The process is simple and efficient, and the media are already familiar with the FIFA Media Channel, having already used it as their main source of information for previous FIFA competitions.

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 by the end of October 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 2014 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

We very much appreciate your cooperation.

Yours faithfully,

FIFA

Jerome Valcke
Secretary General

Enc. as mentioned

CC: - Executive Committee
    - Organising Committee for the FIFA World Cup™
    - Confederations
2014 FIFA World Cup Brazil™

Tips and guidelines for media accreditation

Interest in the 2014 FIFA World Cup Brazil™ 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 2014 FIFA World Cup Brazil™ will be launched on 7 December 2013, the day after the Final Draw, and will close on 31 January 2014. In order for media representatives to be able to access and submit the online accreditation form, they will need two important items: firstly, an approved FIFA Media Channel account and secondly, 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 will complete it using a unique user ID and electronic key.

As in previous World Cup finals, 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 2014 FIFA World Cup™ finals. As some of the finalists will not be known until mid-November, FIFA will not release the full quota yet 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 2010. Comprehensive instructions on how to use the QMS, including those steps that you, as the association, must take to enable media representatives to submit their applications electronically, will be provided to you separately in mid-October. 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

The football associations must come to an agreement with the national sports journalists’ association or other professional organisation 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 will then be responsible for registering the allocation in the QMS, following the separate instructions for use, and for distributing the unique user ID and electronic key to the chosen media representatives in accordance with the distribution process.

3. Categories

For the 2014 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.

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. Brazilian media representatives must request accreditation from the Brazilian Local Organising Committee (LOC) via their publication. The LOC contact e-mail address for accreditation matters is: credenciamento.imprensa@brasil2014.com.br

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

Examples: Folha de S. Paulo (Brazil) must apply to the LOC for accreditation of their reporters, internet journalists and photographers. The correspondent for L’Équipe (France) based in Brazil must submit a request for accreditation to the Fédération Française de Football via L’Équipe’s main editorial office in Paris.

b) Photographers
Photographers must submit their applications, using the same procedure as for the written press, to their national football association. Brazilian 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, the Press Association, the dpa, SID, Getty Images, Action Images, epa.

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 for the written press, to their national football association. Brazilian freelance media representatives 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 the newspaper or magazine concerned (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 or 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 (NRHs) are radio and television companies without broadcasting rights for the 2014 FIFA World Cup™. For contractual reasons, and due to limited space, FIFA may decide, at its own discretion, not to accredit any NRHs. NRHs are requested to apply for accreditation through the FIFA Media Channel from 7 December. It should be stressed that NRH accreditations are, in any case, limited to access to the venues on non-matchdays only and will be subject to confirmation closer to the event.

g) Media Rights Licensees (MRLs)
MRLs are radio, television, mobile and broadband rights holders. FIFA TV is directly responsible for MRLs. The FIFA Broadcaster Servicing team is in regular contact with them and will keep them informed about the accreditation procedure and timeline.

4. Completion of form and deadlines
As from 7 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. Those who have not yet opened a FIFA Media Channel account are strongly encouraged to do so at the earliest opportunity before 7 December.

The closing date for applications is 31 January 2014. All applications will then undergo a security check by Brazilian authorities. Any negative response will result in an application being rejected.

As from the end of February 2014, FIFA and the LOC 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 commence on 17 March 2014. 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 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 representatives 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

The media accreditation approval letter is NOT a visa to enter Brazil. All accredited media representatives visiting Brazil are advised that they may require a visa to enter the country and should check this with their Brazilian embassy or consulate accordingly. It is the applicant’s responsibility to obtain any required visa, and FIFA will not send any letter of recommendation to obtain one.

The closing date for applications is 31 January 2014. Confirmation will be sent as from the end of February 2014.

Thank you for your valuable cooperation.

Communications & Public Affairs Division
October 2013