



Frequently Asked Questions (FAQs) when staging a public viewing event during the 2014 FIFA World Cup Brazil™

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Important note: In some countries FIFA arranged for a special deal with the Official Broadcaster (also known as a Media Rights Licensee that holds the rights for the territory in question) or the **2014 FIFA World Cup Brazil™** in the relevant territory under which the request of a public viewing licence would be applied directly to the Broadcaster and released by the same. More details on these countries are available on the FIFA.com Public Viewing dedicated page and via the online application system. Please check if this applies to your country before proceeding with your online request. Kindly also be informed that **no licence** would be released by FIFA for public viewing events to stage in **cinemas and theatres** in accordance and protection of some FIFA projects and the contractual arrangements with the FIFA Official Broadcasters and/or others in some countries. Please also note that FIFA is in the process of finalising a number of other agreements for specific territories so the list will be updated in due course.



1. How do I find out whether the public viewing event I am planning to organise is commercial or not?

In principle, a public viewing event is considered a “commercial public viewing event” if FIFA determines that an exhibitor stages it for commercial purposes, for example charging a direct or indirect admission fee to the event or sponsorship or other commercial rights of association are exploited relating to the event.

2. Do I need to acquire a licence from FIFA for a commercial public viewing event and how do I apply for a licence?

Yes. The organiser can submit their request for a FIFA commercial public viewing licence via the online application form available on FIFA.com.

3. Do I need to pay a fee when staging a commercial public viewing event in Brazil?

Yes, the payment of a fee is required when staging a commercial public viewing event either in Brazil or in any other territory. In the territory of Brazil, TV Globo, the Official Broadcaster in the territory, manages and regulates the staging of all public viewing events, whether commercial or non-commercial. For more information regarding commercial public viewing events in Brazil, please visit www.exibicaopublicafifa.com.br.

All fees resulting from public viewing licences issued through the on-line registration platform on FIFA.com (i.e. relating to events using the standard television signal) shall be donated to an official FIFA charity project.

4. Given the fact that in the territory of Brazil, TV Globo manages and regulates the staging of all public viewing events, do I need to acquire a licence from FIFA for a non-commercial public viewing event in Brazil?

No, if the organiser plans to stage a genuine non-commercial public viewing event(s) in Brazil. Thanks to the support of TV Globo - the Official Broadcaster for the 2014 FIFA World Cup Brazil™ for the territory of Brazil; a licence is not required for the event broadcast coverage in a non-commercial environment. The organiser of such an event simply has to comply with the terms and conditions stipulated in the FIFA Regulations for Public Viewing Events and contact TV Globo for the provision of the TV signal (exibicoes.copa@tvglobo.com.br)

5. Do I need to pay a fee when staging a non-commercial public viewing event?

No, the exhibitor is not requested to pay a fee if staging a genuine non-commercial public viewing event. The exhibitor is required to refer to the FIFA Regulations for Public Viewing Events.



6. Do I need to pay a fee when staging a commercial public viewing event for charity purposes?

Yes, the exhibitor is required to pay a fee if he/she plans to stage a commercial public viewing event, even for charity purposes. FIFA will not waive the payment of such a licence fee for commercial public viewing events run for charity purposes and will donate all fees resulting from public viewing licences issued through the on-line registration platform on FIFA.com (i.e. relating to events using the standard television signal) to the official FIFA charity project.

7. How do I find out how much I have to pay for staging a commercial public viewing event?

The fee for a commercial public viewing event will be calculated on the basis of the spectator capacity of the public viewing location(s). To know more about the fee range please refer to the related link posted on FIFA.com

8. Do I need to acquire a licence from FIFA for a Non-commercial public viewing event outside Brazil and how do I apply for a licence?

You do not need to acquire a license for a non-commercial public viewing event but you are still required to submit a request for a non-commercial public viewing event via the online application available on FIFA.com and obtain the permit to use the TV signal for the broadcast coverage by the FIFA Official Broadcaster for the 2014 FIFA World Cup Brazil™ in the relevant territory where the event is staged. In some countries, FIFA arranged for a special deal with the Official Broadcaster for the 2014 FIFA World Cup Brazil™ in that specific territory under which the request of a public viewing licence would be sent directly to the Broadcaster and released by the same Broadcaster. More details on these countries are available on the FIFA.com public viewing dedicated page and via the online application system. Please check if this applies to your country before proceeding with your online request.

9. Is the FIFA Licence sufficient to organise a Public Viewing Event?

No, the FIFA Licence is a **CONDITIONAL** licence. The Exhibitor is responsible for obtaining, at its own cost and expense, any licences, permissions and/or consents required for a public viewing event from any third party, including any collective licensing authorities and local government or regulatory bodies.

10. How can I obtain the permission to use the TV signal for the public viewing event?

The Exhibitor needs to contact the FIFA Official Broadcaster for the 2014 FIFA World Cup Brazil™ for the territory in question. This permit also needs to be obtained for all bars and restaurants in accordance with the broadcasting regulations in place in your country and wherever this has not already been exhausted by you with the Official Broadcaster in your country for the transmission of the 2014 FIFA World Cup Brazil™ (all 64 matches). Please find posted on FIFA.com Public Viewing main page the list of the FIFA Official Broadcasters for the 2014 FIFA World Cup Brazil™ and relevant contact details.



11. I have a restaurant/hotel/bar and would like to broadcast matches within the premises of my establishment. Do I need to apply for a licence?

Public viewing events in commercial establishments, such as pubs, clubs, restaurants and bars, are not deemed to be commercial public viewing events if no further commercial activities (such as admission fees or sponsorship activities) take place in relation to the public viewing activities. However, the Exhibitor needs to submit all the relevant information about the public viewing event in question on FIFA.com and acknowledge the FIFA Regulations for Public Viewing Events. In the territory of Brazil, TV Globo, the Official Broadcaster in the territory, manages and regulates the staging of all public viewing events, whether commercial or non-commercial. For more information regarding public viewing events in Brazil, please visit www.exibicaopublicafifa.com.br. Please remember that you would need to require the permit to use the TV signal by the Official Broadcaster in your territory.

12. I am managing the lounge bar of a football club and a local brewery would like to sponsor the public viewing we are organising. Is that possible?

In exploiting such advertising/sponsorship rights, the exhibitor must be aware that only FIFA's official beer sponsor may sponsor public viewing events. However, the sale of products is viewed differently, as you may sell beverages, including beer, by any company at public viewing events, but no sponsorship or advertising opportunities to such a brewery can be granted in your public viewing area.

13. What sponsorship rights can I sell related to a commercial public viewing event I am planning to organise?

The exhibitor may grant any sponsorship rights to the FIFA Marketing Affiliates (please refer to the list published on FIFA.com). The exhibitor may also grant local sponsorship rights to local third parties which are not considered by FIFA to be competitors of any FIFA Marketing Affiliates. Such local sponsorship rights may only create an association with the commercial public viewing event itself. For the avoidance of doubt, the aforementioned local sponsorship rights may not, either directly or indirectly, create any form of association with either FIFA and/or the Competition (or any part thereof). For further details in this respect please review the FIFA Regulations for Public Viewing Events.

14. I am managing a chain of theatres/cinemas and I would like to offer my clients the opportunity of viewing the competition in such a location. Do I have to apply for a FIFA licence?

Please be informed that **no licence** would be released by FIFA for public viewing events to be staged in **cinemas and theatres** in accordance and protection of some FIFA projects and the contractual arrangements with the FIFA Official Broadcasters and/or others in some countries. Please email cinemalicensing@fifa.org for more information.



15. I am the Event Agency of a FIFA Partner and/or a FIFA Broadcaster, do I need to apply for a FIFA licence?

Yes, the agency/organiser will be requested to apply for a FIFA Public Viewing Licence and for the payment of the associated fee. The staging of the event in question is considered a promotional activity of the business and by doing so would raise commercial benefits to the organiser and/or the entity represented. Either a FIFA Marketing Affiliate and/or a FIFA Media Rights Licensee are considered commercial entities and any activity to promote themselves is considered a commercial benefit or exploitation.

16. How many licences can be issued per applicant?

There is no limit for applying and receiving a FIFA licence for public viewing event(s) as long as FIFA would not be in contravention of contractual arrangements with Official Broadcasters and/or others in your country.

Please note when submitting your request that you need to select the area category where your event(s) will take place (i.e. Brazil, Mexico, Latin America (please specify the countries) rest of the world etc.). If you intend to stage your event(s) in more than one area category you will need a separate licence for each of the categories in question.

17. How do I promote my public viewing event and when I can start with the promotion?

You can promote your public viewing event in accordance with the regulations; including no use of the competition marks owned by FIFA and protected by law and no association with the 2014 FIFA World Cup Brazil™ and at any time from when you have received the licence by FIFA and cleared any other permission and/or consent for the staging of the event as required. An event that is promoted suggests that there will be a commercial benefit for you, therefore this makes your event fall under the commercial public viewing event category.

18. Can I change the status of my licence once this has been released to me?

No, you cannot change your request or any of its details after its submission but you are able to cancel it using the link FIFA provides you with and submit a new application.

19. Am I allowed to activate it on certain days?

FIFA will release a licence to you for the entire duration of the 2014 FIFA World Cup Brazil™. This does not mean that you have to show each match and it is at your discretion to host an event for certain selected days or for the entire event.