



WORLD  
ATHLETICS™

# **MEDIA ACCREDITATION GUIDELINES**

[www.worldathletics.org](http://www.worldathletics.org)



# Table of Contents

1.	Introduction.....	4
1.1	World Athletics Series events.....	4
1.2	Other World Athletics Events.....	4
2.	WAS Events Media Accreditation Categories.....	5
3.	WAS Events Media Accreditation Principles and Criteria.....	6
3.1	Agencies, publications, websites and photographers.....	6
3.2	Broadcasters.....	6
3.3	Content Creators.....	7
3.4	Member Federations' editorial team.....	7
4.	WAS Events Media Accreditation Processes.....	7
4.1	Media: Press (Pi), Photographers (Ph), Technical Staff (Pt), Team Press Liaisons (Tp).....	7
4.2	International News Agencies.....	8
4.3	Rights Holding Broadcasters.....	8
4.4	Non-Rights Holders.....	9
4.5	Documentary Productions.....	9
4.6	Content Creators.....	9
4.7	Media Accreditation Process Rules.....	9

## 1. Introduction

World Athletics' (WA) goal is to provide a top-level, professional work environment for the journalists, photographers, Member Federations' press liaisons, broadcasters and content creators covering its events. It sets the framework for all media representatives with these Media Accreditation Guidelines.

These Media Accreditation Guidelines are applicable to World Athletics Series Events (WAS Events) and any other events hosted by World Athletics from time to time, from 2025 onwards. WA owns the WAS Events and recognises the value of the media reporting on each WAS Event, provided that such coverage respects both the intellectual property rights that have been licenced by WA to Dentsu Athletics and third parties associated with the WA. All Media accredited to WAS Events must act respectfully towards their colleagues, the athletes, coaches, teams' officials, competition officials, organisers and volunteers. They must always act in accordance with the media and ethical principles maintaining high standards of conduct, including truthfulness, accuracy and fairness. Member Federations press liaisons (Tps), Media representatives (Media), Non-Rights holders (NRHs) and individual Content Creators (Bcc) must carefully read these Guidelines before submitting their application.

The purpose of this document is to set out the process for granting Media Accreditation to WAS Events including the determination of an individual's eligibility to be granted Media Accreditation. The criteria taken into consideration includes, but is not limited to, those referred to in these guidelines. **Media Accreditation is subject to final approval and is granted at the sole discretion of WA. Media Accreditation is always subject to the accreditation terms and conditions. Accreditation may be revoked at the sole discretion of WA at any time and without notice.**

### 1.1 World Athletics Series events

The World Athletics Series Events (WAS Events) set out below are made up of seven of the highest-profile global athletics championships in the sport. WA is committed to ensuring these events, which are held all over the world are delivered with the greatest attention to detail and highest quality. The world's best athletes compete against each other, as well as those that came before them, in memorable races that excite and entertain fans from across the world.

- World Athletics Championships (WCH)
- World Athletics Indoor Championships (WIC)
- World Athletics Relays (WRE)
- World Athletics U20 Championships (WU20)
- World Athletics Road Running Championships (WRRC)
- World Athletics Race Walking Team Championships (WRW)
- World Athletics Cross Country Championships (WXC)

### 1.2 Other World Athletics Events

Unless notified otherwise, for all other WA events the approval process of media accreditation requests is managed solely by the respective events with WA taking a consulting role if needed.

## Wanda Diamond League

All media accreditation applications are managed by Wanda Diamond League directly through its online platform - <https://portal.diamondleague.com>

## World Athletics One-Day Meeting Circuits (Gold, Silver, Bronze, Challenger)

All media accreditation requests should be submitted directly to the respective event organisers.

- Continental Tour
- Indoor Tour
- Cross Country Tour
- Combined Events Tour
- Race Walking Tour
- Label Road Races

## 2. WAS Events Media Accreditation Categories

In all WAS Events the Media Accreditation system is managed by WA for all international media requests and by the Local Organising Committee and the National Athletics Federation for national media requests.

The media accreditation categories for WAS Events are:

- Press (Pi): journalists working for publications, agencies (international and national) and websites.
- Photographers (Ph): Photographers can be either full time employed by publications, agencies or/and websites or self-employed freelancers.
- Technical Staff (Pt): Technicians working for agencies.
- Rights Holding Broadcasters (RHB): TV and/or Radio Broadcast organisations with TV rights to the respective event.
- Non-Rights Holder broadcasters (NRH): TV and/or Radio Broadcast organisations with no TV rights to the respective event.
- Content Creators (Bcc): Independent content creators reporting on a WAS Event for editorial purposes.
- Team Press Liaisons (Tp): Member Federation Press Attaché.
- Media Day Pass: applicable only for Press category and is utilised only at WCH.

**Granting accreditation is subject to final approval and at the sole discretion of World Athletics. At its sole discretion, WA reserves the right to refuse to grant accreditation for international and national media. Where accreditation is granted, it is subject to compliance with the terms and conditions of accreditation.**

## 3. WAS Events Media Accreditation Principles and Criteria

### 3.1 Agencies, publications, websites and photographers

Media accreditation is limited to professional journalists and photographers who are authorized to use the event media accreditation card issued by World Athletics as a working tool.

Publishers, marketing personnel, general staff of media organisations, social media managers, content creators, internal magazines of companies, trade magazines and newsletters, athletes' management companies are not entitled to request media accreditation for WAS Events.

Furthermore, under no circumstances will advertising, public relations agencies or similar companies be accredited as media, nor will WA provide media accreditation to representatives of athletes, commercial partners of Member Federations, LOC stakeholders and governmental organisations.

Agencies and publications (daily, weekly, or monthly) must prove a substantial amount of coverage of the sport of athletics. WA does not require the publication to submit circulation data in each country and recognises the industry wide decline in circulation for print publications and considers each publication's application on the merits of the applicant and their overall media reach.

Accreditation for websites is intended for professional stand-alone internet editorial and /or news coverage only. As per the paragraph above, it is not to be used for any other purposes, including but not limited to public relations, promotional, commercial or entertainment use.

Websites must be professionally run, dedicated to reporting on general news, sports or solely on athletics. Having a dedicated "athletics section" would be a plus on the accreditation procedure.

Websites built on free platforms or run as a hobby with no commercial profitability are not considered to be professionally run. Personal social media accounts will not qualify for media accreditation as a standalone output format; however, websites may contain social media accounts related to athletics.

Websites must have a suitable written Privacy Policy, a Right to Reply and Complaints Policy and otherwise comply with all laws and regulations relating to the operation of a website. They must maintain a clear section with full contact details including full postal address, telephone numbers, email address.

Freelance journalists (full time self-employed) must prove the supply of regular athletics related stories to recognised international and national news agencies, publications and websites meeting the criteria set in this document.

Freelance photographers must be able to provide, if requested, a proof that their pictures have been regularly sold to publications, agencies, and websites and an assignment letter on company letterhead, detailing the actual assignment from the editor with full contact information.

### 3.2 Broadcasters

All broadcasters (Rights-Holding, Non-Rights holding and Documentary productions) will be approved by WA Commercial and TV rights partners – EBU and Dentsu athletics.

Procedure and allowed quota per organisation are described in [4.3](#), [4.4](#) and [4.5](#) below.

### **3.3 Content Creators**

Content creators are defined as independent individuals whose main output is via third party platforms (YouTube, Podcast, TikTok, Instagram, Facebook, Blogs, X (formerly Twitter) and others).

Platform presence: The content creator must have an active long-term presence on at least one third-party platform (as described above) with a significant following and regular content related to athletics.

Content Quality: The content creator should demonstrate a history of producing high-quality content that is respectful, accurate, and adheres to the principles of fair play and sportsmanship.

Relevance: The content creator should have a focus on athletics or related topics. This could be demonstrated through previous coverage of athletic events, interviews with athletes, or content that promotes athletics.

### **3.4 Member Federations' editorial team**

Member Federations' (MFs) editorial team members (not for Tp) seeking accreditation for WAS events fall under the Press (Pi), Photo (Ph) and Content Creators (Bcc) categories and within the quota allocated to each Member Federation. All accredited MF editorial staff must abide by the same regulations, which apply uniformly to all the respective categories. MFs must be able to provide if requested an assignment letter or an official e-mail detailing the actual assignment for the editorial team members from the communications director or/and the General Secretary of the respective MF.

## **4. WAS Events Media Accreditation Processes**

### **4.1 Media: Press (Pi), Photographers (Ph), Technical Staff (Pt), Team Press Liaisons (Tp)**

Media Accreditation for all WAS Events is processed online, through the World Athletics Event Management System (WA EMS) that allows media representatives of the Pi, Ph, Pt, Tp categories to apply for accreditation to cover the events.

In order to access the WA EMS, media representatives require a specific Access Code. These codes are distributed by the respective Member Federations (MFs) for each WAS Event, covering all categories, along with relevant instructions. Additionally, once the accreditation system is opened for each WAS Event, World Athletics sends a press advisory to registered media. To receive these press advisories and press releases, all media must ensure they are registered in advance through the following link: <https://worldathletics.org/news/press-registration>.

For WCH, where an accreditation country quota system is in place for Pi, Ph, Tp & Pt, each MF will receive a certain number of individual access codes, equivalent to their media accreditation quota. Each Access Code is unique and can be used only once, for a single registration. It is important to note that Team Press Liaisons can apply for accreditation either through the WA EMS for media or through their team's accreditation, provided that the team's quota allows for it. This flexibility ensures that TPs have

options for accreditation based on their specific circumstances and the availability of quotas within their respective teams.

For all the other WAS Events (WIC, WU20, WRW, WXC, WRRRC, WRE) one general access code per MF will be provided.

WA reserves the right to apply country quota system for all the other WAS Events as per the point above, if it is necessary.

The MFs shall, in cooperation with the national sports writers' association if applicable, distribute their Access Codes only to selected media representatives, as per the WAS Events Media Accreditation Principles and Criteria section above.

## **4.2 International News Agencies**

Accreditation requests of the central, and local offices of the International News Agencies will always be handled by WA directly. Below are the international news agencies recognised by WA.

- Agence France Presse - AFP
- Associated Press - AP
- Thomson – Reuters
- Xinhua News Agency
- Getty Images
- EPA Images

## **4.3 Rights Holding Broadcasters**

Categories: RHB TV (Rht), RHB Radio (Rhr), RHB TV & Radio (RhtR), RHB News Access (Rha)

WAS Events TV and Radio rights are managed by EBU for European and African Territories and Dentsu for the “rest of the world”.

Confirmed Rights Holding Broadcasters (RHB) can create an account on the WA Broadcasters Accreditation System (WASBAS) at the following link: <https://www.wasaccreditation.net/wasbas/>

- Only one approved account per Network is allowed, managed by one Team Leader.
- The same account will be used for all the WAS Events.
- The approval of the account is done either by EBU or Dentsu upon the Network's territory.
- EBU or Dentsu will define, event by event, the type of rights the account has.
- All the Network's team members will be entered under the same approved account.
- WA has final approval of accreditations.
- No quota is enforced for RHBs.
- Apart for booking accommodation from the system, no deadline is enforced to RHBs to enter the team members in the system.

#### 4.4 Non-Rights Holders

Categories: NRH TV (Nrt), NRH Radio (Nrr), NRH TV & Radio (Nrtr)

Non-Rights Holders (NRH) may apply for an account through the WA Series Broadcasters Accreditation System (WASBAS) at the following link: <https://www.wasaccreditation.net/wasbas/>

- Once an agreement will be reached either with EBU or Dentsu athletics, the account will be approved.
- Only one approved account per NRH is allowed, managed by one Team Leader.
- NRH agreements are made event by event.
- A maximum of two (2) representatives per NRH per WAS Event may be accredited.
- At the discretion of WA more than two (2) passes may be allocated to a NRH account.

#### 4.5 Documentary Productions

Productions companies interested in producing documentary films at WAS Events must apply using the WA Series Broadcasters Accreditation System (WASBAS) at the following link:

<https://www.wasaccreditation.net/wasbas/>

- Upon filling-in an online questionnaire submitting the baseline of the project on the WASBAS, EBU or Dentsu Athletics will get in contact to reach out for an eventual agreement.
- WA will provide the final agreement to the production company submission.
- Case by case accesses will be granted to the production company at the WAS Event.

#### 4.6 Content Creators

Content creators interested in reporting on a WAS Event for editorial purposes only will apply for an accreditation directly with WA following the link: <https://www.wasaccreditation.net/wascc/>

Member Federations (MFs) must coordinate directly with the World Athletics Media Operations department to confirm the number of content creators working for the MF per WAS Event.

There is no guarantee that WA will permit any content creators for all or any WAS Event. If WA permits content creators, WA reserves the right to set a total maximum number of content creators and set limit for each MF.

#### 4.7 Media Accreditation Process Rules

- Only complete applications within the Media Accreditation deadlines, including all required information in the WA EMS will be considered.
- Once an application is submitted, WA – for all International Media and the Local Organising Committee – for the national Media, will verify if it meets the criteria and, at the sole discretion of WA, will approve or refuse the application. All decisions about an accreditation application are taken by WA.
- If the media representative is unable to attend the WAS Event, the WA Media Operations department ([mediaops@worldathletics.org](mailto:mediaops@worldathletics.org)) must be notified as soon as possible before the opening of the WAS Event's Media Centre.

- Failure to inform WA of non-attendance may result in applications for accreditation for future WAS Events being denied.
- Receipt of an Access Code by a MF for any WAS Event does not guarantee approval of the accreditation application. All final decisions concerning granting of accreditation are taken by WA.
- Receipt of accreditation in prior years, or for other sport or/and multisport events or/and athletics events (CTG, WDL, WIT, national championships, area championships, etc) does not guarantee accreditation for any current or future events.
- Decisions to grant accreditation are subject to the criteria included, but not limited to, in these guidelines and at the sole discretion of WA. WA is not obliged to give reasons for regarding refusal to approve / grant an accreditation application.





[www.worldathletics.org](http://www.worldathletics.org)