



MEDIA ACCREDITATION PROVISIONS FOR THE 2016/2017 KHL SEASON

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GENERAL INFORMATION

The following requirements are necessary for all applicants who intend to get KHL media credentials. Failing to follow the requirements may result in revoking of the credentials from either one media representative or revoking the credentials from all of the accredited media outlet representatives.

All of the media credentials are personal and serve to help KHL club security services to identify the holder at the access point of a sports facility. It also allows the holder to access the listed zones and areas of the arena.

Passing media credentials to a third party is prohibited. In case of violation of the rule, media credentials are subject to revocation and the holder loses his media accreditation privileges for the remainder of the season.

Media credentials are issued by KHL Media Relations. KHL Media Relations will print every media pass, supply it with means of protection from forgery and provide a band for it to wear. Media credentials without aforementioned KHL means of protection from forgery are invalid and subject to revocation.

It is strictly forbidden to personally put any additional modifications on to media credentials, which may include but is not limited to stickers and images. Media credentials that have been modified from the original are subject to revocation.



ARTICLE 1. MEDIA CREDENTIALS TYPES AND APPLICATION ORDER

1.1. KHL SEASON MEDIA CREDENTIALS

1.1.1. KHL season media credentials allow the holder to cover all KHL regular season games at the venues, including KHL Gagarin Cup playoff games with the exception of KHL Gagarin Cup Finals.

1.1.2. KHL season media credentials will be issued to foreign, federal and regional media outlets that cover KHL on a regular basis. The number of accredited media will depend on the arena capacity and the number of valid media requests received for certain games. Validation of media requests is described in Article 2 of Media Accreditation Requirements.

1.1.3. The process of media accreditation is organized by KHL Media Relations along with Media Relations of KHL clubs. KHL Media Relations informs media outlets about the beginning of media accreditation process beforehand through the league's information resources. KHL clubs relay the information regarding the beginning of media accreditation process and its requirements through their official websites and other information resources.

1.2. APPLICATION ORDER FOR SEASON MEDIA CREDENTIALS

1.2.1. To apply for KHL season media credentials an applicant must fill out the form provided at Kontinental Hockey League official website.

1.2.2. The applicant must confirm has professional intentions and attach to the application an official media requiry letter signed by either the media outlet's manager or editor-in-chief. The letter must contain the following information:

- General information about the media outlet, its circulation and/or total audience reach along with specifics of its publications
- Provide the grounds for the necessity of obtaining KHL season media credentials and expected coverage of the games. In order to obtain KHL season media credentials, the media outlet must guarantee the coverage of essential minimum of 50% of the games for a certain team (for regional media) or frequent coverage of KHL regular season events (for federal media)
- Commitment to operate within Mass Media law of the Russian Federation and basics of journalism ethics and KHL Media regulations described in Media Accreditation Requirements for the 2016/2017 KHL season
- Attach certificate number of the media outlet's state registration

1.2.3. The second document needed to be attached to the application is either press-clipping (for reporters), photo-portfolio (for photographers) or channel information (for TV companies), containing information about published KHL-oriented materials from the 2015/2016 KHL season along with the Top-10 list of the most frequently visited/read publications. In case the reporter or photographer began working for the media outlet just recently, he or she must provide press-clipping of his former work at other events and/or sport events

1.2.4. After receiving the application, KHL Media Relations in cooperation with KHL clubs will go into its evaluation and in accordance with the requirements listed in Article 2 of the document will either approve or deny it, sending the applicant a letter of notification

1.2.5. From the 2016/2017 KHL season, all TV personnel must have personal media credentials as well as other accredited media members. Every arena has a set limit of media members it can accommodate, based on the arena capacity and its technical equipment. For timely



substitute of its employees, every TV company will be granted a certain quota of nameless media credentials.

1.2.6. All KHL season media credentials applications for the 2016/2017 season must be sent within the period between July 1st, 2016 and July 30th, 2016.

1.2.7. No media credentials applications will be reviewed after August 10th, 2016. KHL will send ready-to-go media credentials to KHL clubs. Media credentials will be distributed by KHL clubs' Media Relations to the applicants. The clubs will start distributing the media credentials on August 15th, 2016. Contact KHL clubs' Media Relations for more specific information regarding date and time of distribution.

1.3. KHL SEASON MEDIA CREDENTIALS QUOTAS

1.3.1. Federal Media Credentials Quotas:

- News Agency – 5
- Photo Agency – 4
- Sports Media – 6
- Non-Sports Media – 4 (2 reporters, 2 – photographers)
- TV-Company – 9 (3 broadcasting crews)
- TV-Broadcaster – 100

1.3.2. Regional and Foreign Media Credentials Quotas Per Club

- News Agency – 2.
- Photo Agency – 2
- Sports Media – 2
- Non-Sports Media – 2
- TV-Company – 4 (2 broadcasting crews)
- TV-Broadcaster – 50

1.4. KHL SINGLE-GAME MEDIA CREDENTIALS

1.4.1. Single-game KHL media credentials grants the holder the right to attend a single KHL regular season game or KHL Gagarin Cup Playoffs game with the exception of KHL Gagarin Cup Finals

1.4.2. Single-game KHL media credentials are granted to foreign, federal and regional media representatives who do not cover KHL games on a regular basis but have received an editorial task to cover a certain KHL game.

1.4.3. Single-game KHL media credentials holder has equal rights and privileges with KHL season media credentials holders and should expect the same highest level of services provided by KHL clubs for all accredited media members

1.4.4. Media credentials are only valid with all necessary information provided on them along with a special KHL hologram. The necessary information should be provided by appropriate KHL club Media Relations member.

1.4.5. Single-game KHL media credentials are valid through the date marked on them

1.5. APPLICATION ORDER FOR KHL SINGLE-GAME MEDIA CREDENTIALS



1.5.1. In order to obtain KHL single-game media credentials official media requiry letter must be sent to appropriate KHL club via mail or official media outlet's e-mail signed by either the media outlet's manager or editor-in-chief. The letter must contain the following information:

- Provide the grounds for the necessity of obtaining KHL single-game media credentials
- Commitment to operate within Mass Media law of the Russian Federation and basics of journalism ethics and KHL Media regulations described in Media Accreditation Requirements for the 2016/2017 KHL season
- Attach certificate number of the media outlet's state registration

Appropriate KHL club Media Relations will evaluate the application for KHL single-game media credentials and in accordance with the requirements listed in Article 2 of the document will either approve or deny it, sending the applicant a letter of notification

1.5.2. Should the application be approved, media credentials will be issued by respective KHL club Media Relations

1.5.3. Application for KHL single-game media credentials can be sent at any time during the season but no later than 24 hours before the requested game. No application for KHL single-game media credentials will be evaluated if sent less than 24 hours before the requested game

1.5.4. Existing quota for KHL single-game media credentials is 5

1.6. GAGARIN CUP FINALS MEDIA ACCREDITATION

1.6.1. Gagarin Cup Finals media credentials holders have the right to cover all final series games at both arenas. The process of media accreditation is organized by KHL Media Relations along with Gagarin Cup finalists Media Relations

1.6.2. The number of accredited media will be determined depending on media sitting availability at the arena, TV-broadcasting positions, media center capacity and the number of total media credentials applications received for Gagarin Cup Finals

1.6.3. In case a large number of media credentials applications for Gagarin Cup Finals is received, surpassing arena's capacity, the priority will be given to media that cover KHL events on consistent and active basis

1.6.4. Gagarin Cup Finals media accreditation process begins after the final game of Gagarin Cup Semifinals and ends two days prior to Game 1 of the final series. KHL Media Relations will inform media outlets about the beginning of media accreditation process through the league's and Gagarin Cup finalists information resources

1.6.5. Confirmation of media requests will be sent out by KHL Media Relations

1.7. KHL SPECIAL EVENTS MEDIA ACCREDITATION

1.7.1. KHL special events media accreditation such as KHL All-Star Game, KHL board meeting, KHL Season Closing Ceremony and other is organized by KHL Communications Department. The latter will send out individual invitation and/or notify about accreditation possibility at Kontinental Hockey League official website

1.7.2. The league reserves the right to refuse accreditation to applicants who have violated the terms and application deadlines



ARTICLE 2. MEDIA CREDENTIALS CRITERIA

2.1. GENERAL REQUIREMENTS FOR APPLICANTS

2.1.1. Media credentials guarantee the holder the right to cover KHL games at the venues and also obliges KHL clubs to provide the holder with the services listed in KHL marketing and communications regulations for accredited media

2.1.2. All media credentials applications must be sent within the deadlines set by KHL. Applications sent after the deadline may not be evaluated

2.1.3. KHL has strict rules regarding filling out of the accreditation applications and completeness of information provided within. Failing to meet the requirements may result in denying media credentials and also belated notification regarding the status of application, changing the times of the events and other important information

2.1.4. Publishers, media outlet managers, marketing managers, hockey agents, company media relations officers, members of sponsoring companies, partners, advertisement magazines and almanacs employees cannot be accredited as media and do not have access to media work areas. KHL and KHL clubs welcome the abovementioned client groups at KHL games as fans, honorary guests and invitees.

2.1.5. Accredited media must follow KHL marketing and communications regulation terms. Violating of the terms may result in suspension of media credentials

2.2. QUANTATY CRITERIA FOR ACCREDITED MEDIA

2.2.1. Media credentials applicants must provide information of the circulation of their media outlet and/or daily traffic numbers and/or TV-audience

2.2.2. The number of published hockey-oriented materials and its percentage of the total publications will reflect on approval of media credentials. For instance, daily newspapers and websites should announce a publication in one issue and follow through with it with a game recap and/or gameday review in the next issue. Moreover, opinion pieces and publications highlighting different aspects of KHL clubs given appropriate news are welcomed

2.2.3. For weekly and monthly media outlets the necessary number of publications can be met with in-depth game or series of games analysis, Q&A's with coaches, players and team management in half of the issues, published during the season

2.3. QUALITY CRITERIA FOR ACCREDITED MEDIA

2.3.1. KHL has high demands for accredited media members in terms of working within Media Law of the Russian Federation. Following general principles of professional journalism ethics and standards is also welcomed

2.3.2. Priority of media credentials approval is given to those media members who actively and broadly cover KHL season, not limiting themselves to game recaps, but also reporting from the mixed zone, press-conferences and writing opinion pieces on at least one-third of KHL teams

2.3.3. KHL welcomes media activity in popularizing hockey on the whole, while covering sports events in their sports sections (for general news media outlets) and hockey (for sports media).



Media credentials can also be granted to speciality media outlets (lifestyle, business, fashion, etc.) and social-political media outlets to increase hockey popularity.

2.4. ACCREDITATION OF MEDIA RELATIONS MEMBERS AND BROADCASTERS

2.4.1. KHL clubs Media Relations members and TV-broadcasters intending to obtain KHL media credentials should also fill out the form provided at Kontinental Hockey League official website

2.4.2. KHL guarantees providing media credentials for essential number of employees organizing media workflow and TV-broadcasting. KHL reserves the right to inquire employee's functional responsibilities, applying for KHL season media credentials

2.4.3. KHL-issued media credentials are the only media credentials valid at KHL games. KHL clubs and arenas self-issued media credentials are not valid for work and access to media areas during Kontinental Hockey League games



ARTICLE 3. ACCESS ZONES AT KHL ARENAS

3.1. GENERAL INFORMATION

3.1.1. All Media credentials received by the media members allow access to work areas during KHL games. The credentials have work areas zone marked on them, determining security clearance of the holder at the arena

3.1.2. All media access zones must be marked with a corresponding figure and also the name of the zone in two languages (English and local language depending on where the arena is located). Media Relations are responsible for comprehensive and visual tour for the clients at arena premises

3.1.3. Before the beginning of the season KHL will issue a template for abbreviations and names for arena access areas. Respective KHL clubs are responsible for assigning the names and abbreviations for the areas

3.1.4. KHL clubs Media Relations must provide KHL the schematics of their home arena with marked media access areas. KHL clubs Media Relations also must have a printed copy of the document during the season available at media center

3.1.5. Access to media work areas will be granted based on the figures corresponding to the areas on the face side of media credentials. Access will be monitored by either respective KHL clubs security service and/or volunteers. Conflict situations regarding access to media work areas must be resolved in a short period of time by local security service in accordance with respective KHL club Media Relations

3.1.6. Media credentials do not grant the holder parking space near the arena. In order to reserve parking space on gameday, the holder must apply for one directly to through respective KHL club Media Relations. Respective KHL club Media Relations must assist KHL media credentials holders in obtaining parking space for Outside Broadcasting Stations and FlyAway Stations along with parking lot access for unloading heavy video and photo equipment

3.2. LIST OF ACCESS ZONES AND THEIR DESCRIPTION

3.2.1. Press-box (1). Press-box is a designated media work area for media members. It provides a great view of the ice allowing media members to cover the game. The area has throw-back seats with footsteps, AC/DC outlets, Wireless Internet access and/or direct cable Internet access

3.2.2. Media center (2). Media center is a designated media work area with AC/DC outlets, Internet access, availability to use personal or club owned computer and print documents along with access to respective clubs or game information

3.2.3. Conference hall (3). Conference hall is a designated media work area for conducting press-conferences with players, coaches and team management

3.2.4. Mixed zone (4). Mixed zone is a designated media work area allowing direct access to players of participating teams in-between periods and after the game. It is located between ice-level and dressing-rooms, unless located elsewhere due to the specifics of the arena. Mixed zone workflow is directed by respective KHL club Media Relations in accordance with KHL marketing and communications regulations (chapter 4, article 19)

3.2.5. Photo and video positions (5). Photo and video positions are designated media work areas located in-between gates (pod photography and videography allowed). Fenced areas designated for photography and videography (pod allowed) can also be located around the rink



on ice-level, unless occupied by communications, service and sport facilities (in accordance to KHL technical regulations chapter 3.7, chapter 1). The positions are assigned by respective club, based on the specifics of the arena, and are marked with necessary signs. Photography and videography in the abovementioned but not specifically marked areas is not allowed

3.2.6. Broadcasting zone (6). Broadcasting zones are designated media work areas with open studios and commentator rooms, areas for indoors and outdoors TV-compounds, service areas for broadcasting members, who are responsible for TV-broadcasting of the game, and flash-interview area

3.3. ACCREDITATION MATRIX

No	POSITION / ZONE	1	2	3	4	5	6
1	Press, club reporters	+	+	+	+		
2	Photographers, club photographers		+	+	+	+	
3	TV-companies reporters	+	+	+	+		
4	TV-companies personnel (cameramen, audio editors), club cameramen		+	+	+	+	
5	TV-broadcasters: reporters, commentators, producers, editors	+	+	+	+		+
6	TV-broadcasters: cameramen			+	+		+
7	TV-broadcasters: technical personnel				+		+
8	KHL Media Relations	+	+	+	+	+	+
9	KHL club Media Relations	+	+	+	+	+	+
10	Commerce Inspector			+	+		

3.4. ICE LEVEL ACCESS FOR PHOTOGRAPHERS AND CAMERAMEN

3.4.1. In case of high demand for media credentials for respective KHL club special events held before the game (chapter 45 of KHL sports regulations) or after the game, respective KHL clubs Media Relations in accordance with participating teams, team managements and/or KHL Sports Department members may organize ice level access for photographers and videographers

3.4.2. Home team Media Relations must inform media members about no-tolerance to violation of KHL sports regulations terms and supervise timely escort of all accredited photographers and cameramen from the ice

3.4.3. Ice level access is granted only to photographers and cameramen. Ice level access for writers and TV-reporters is not allowed. To gain ice level access photographers and cameramen must be equipped with a special vest. Footwear must be appropriate for walking on ice

3.4.4. Respective KHL club Media Relations members can give out up to 5 vests per game. The vest is not valid without media credentials. The vests are distributed at media center 30 minutes prior to the game and must be returned in 30 minutes after the game

3.4.5. The abovementioned rules are valid for all games with the exception of Gagarin Cup Finals