



**IBU GUIDES**  
**2005 | 2006**

# **IBU MEDIA ORGANIZATION HANDBOOK 2005 / 2006**

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BIATHLON UNION**

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### To the Media Chiefs of IBU Biathlon World Cups and World Championships

We have updated and improved our 2003-04 Media Guide and created the following IBU Media Organization Handbook. By incorporating this information into your media organization, you should be able to provide the best possible working conditions for the media during major biathlon competitions.

It should serve as the main source of information for the organizers in order to provide good working conditions for every type of media. By following these guidelines we can together improve the image of our sport. We also have implemented the new regulations concerning the TV working conditions for the seasons from 06-07 onward so you can begin preparations.

We hope that you will find the information useful as you prepare for your events.



**Ivor LEHOTAN**  
IBU Vice President for Information



**Peer LANGE**  
IBU Communication Director

## Introduction

This handbook gives the organizer information on how to assemble everything necessary to provide good working conditions for anyone in the media. Following these guidelines will help improve the image of our sport.

The presentation of the event is critical. Attention to detail is especially important so that the media gets a good impression of the biathlon organization and the sport.

This handbook is a combination of experience, study and discussion with journalists worldwide over the last few seasons. It includes all types of possible media specialists who cover the IBU events. Some of the information is also useful for the OWG organizer.

This Media Handbook was created by the IBU Information Committee in conjunction with the organizers and all of the different IBU Media partners including AIPS, Forum Nordicum, and the EBU.

## A. IBU Events and Events with participation of IBU

The following events have been taken into consideration for media services:

CATEGORY 1	CATEGORY 2
01. OWG-technical part of the event	07. CG-Continental Games
02. WCH	08. CC
03. Y/JWCH	09. SCCH
04. WC	10. Invitation Events
05. CCH	
06. SWCH	

All of these events are important for our continued development. We must include all of these events and support their media efforts. Each event must have a different image and must take full responsibility for media relations.

## B. Organization of Media Operations/Structure

- ▶ Chief of Press
- ▶ Press Secretary
- ▶ Main Press Center Deputy
- ▶ Sub-Press Center Deputy
- ▶ Information and Service Desk Chief (Accreditation-Shooting range, Start, Finish, Course, Transportation, Accommodation, Programs, Hospitality)
- ▶ Chief of Press
- ▶ Administrative Secretary
- ▶ TV Journalists
- ▶ Print Journalists
- ▶ Radio Journalists
- ▶ Mixed Zone
- ▶ Photographers
- ▶ Videotaping
- ▶ Stadium Announcer group (to Organizing Committee)
- ▶ Responsible for Press
- ▶ Responsible for Information Journal

### Organisation-Matrix:

#### Cat.1.

Media Chief and for each group 1 officer responsible for:

- ▶ TV - Radio
- ▶ Press and Technique Group
- ▶ Photo/Internet

#### Cat.2.

Media Chief and 1 officer

### C. Preparation for the Event

In the preparation phase, the IBU, particularly the TV Advisor and the Communication Director should be informed and then depending on the type of event, included in the planning for the event.

For major events of the Category 1, the Information Committee and representatives of AIPS also should be included.

For the Events in Category 1, the preliminary TV inspections have to be planned well in advance.

### D. Registration and Entries

In the year before the event, the organizer should inform journalists about the procedure for Registration and Entry.

Three months prior to the event, the organizer must send an invitation and the appropriate forms to IBU registered press agencies.

### E. Local Media Handbook

The OC should produce a local Media Handbook which provides information similar to that in the general Media Guide but focused on the local services and infrastructure:

### F. Briefing

The Chief of Press must organize a briefing for TV and Radio commentators. They should get complete information about organization and working conditions during the competition. There should be a briefing for Photographers and Journalists only on the day before the first start.

### G. TV Advisor

Beginning in the 2005-06 season, the IBU TV Advisor will be on duty under following conditions:

- ▶ to be the IBU member of the "IBU - EBU Quality Control and Supervisory Team" under the EBU - IBU TV contract whose purpose shall be to review the production quality of the events. Such team shall also have responsibility for providing advice and assistance to the Host Broadcaster, LOC's and HF's to ensure the implementation of the Technical Appendix and the Production Guidelines
- ▶ in the off-season period to initiate and argue the further development of rules for TV production for the IBU - EBU Quality Control and Supervisory Team and the competent IBU bodies; to prepare the biathlon competition start times for the annual calendar meeting in close cooperation with the IBU Race Director and the IBU Secretary General and in coordination with the other olympic winter sport federations;
- ▶ to initiate measures, such as seminars, for the advise of host broadcasters;
- ▶ to develop, evaluate and inspect the design of Biathlon sites from sport-technical view with regard to TV by joining inspections and other site visits;
- ▶ to assist in TV productions of summer Biathlon events, if such productions take place;
- ▶ to assist in the development of concepts for TV summary productions of EC's and ECH's;
- ▶ to assist in the improvement and further development of designs of tv graphics
- ▶ at the beginning of the competition season: to have a final check of the start times and of the preparation for TV production of Biathlon events with TV companies
- ▶ during the Biathlon events in the phase for the preparation of the competitions: to control the position of TV cameras and coaching zones from point of view of sport and TV interests in close cooperation with the IBU Race Director or his assistant;
- ▶ to organize meetings of TV briefing and analysis;
- ▶ to observe the implementation of the TV contract, its technical rules and production guidelines;
- ▶ to attend the team captains meetings and give comments from TV side;
- ▶ to give advise to The IBU marketing firm and the IBU Race Director or his assistant and OC for placement of advertisement according to the IBU Sponsor Guide for best visibility in TV;
- ▶ to assist in the arrangement of the media (mixed) zone;
- ▶ to communicate all necessary information to the TV commentators;
- ▶ to control the construction process of communication links to TV (phone, data-timing etc);
- ▶ to check commentator cabins;
- ▶ to assist the IBU Communication Director in the organisation of press conferences and interviews;
- ▶ to assist the TV producer in the preparation for the next following competition
- ▶ during the Biathlon competitions to advise the TV producer from sport-technical view in the production van;
- ▶ to inform the IBU marketing firm and the IBU Race Director or his assistant on problems with regard to interference of advertisement or other issues with TV production;
- ▶ to provide for adequate appearance of IBU sponsors on TV;
- ▶ to assist the IBU Race Director or his assistant with regard to the start time for the flower ceremony;
- ▶ to assist in any other manner if so required by the IBU Secretary General, the IBU Race Director, his assistant, the OC or the TV companies;

- ▶ after the competition season to evaluate TV productions of the season for the EBU, the OC's, the IBU headquarters and the annual organizer meeting; to give an annual report for the IBU Technical Committee and the IBU Executive Board and make proposals for improvements;
- ▶ other missions specifically tasked by the IBU or EBU representatives for this contract,
- ▶ the tasks specified above will be fulfilled in close cooperation with the other IBU and EBU functionaries and mutual respect.

## Technical Specification

**based on the new IBU-EBU TV Contact – comes into action from season 2006/2007 on**

### 1. Definitions:

Rights Holder(s) means any television and/or radio broadcaster (including the Host Broadcaster and Unilateral Broadcasters) that has been granted by the EBU or IBU broadcast rights to the Events.

### 2. Preamble:

The Host Broadcaster is responsible for producing and distributing the Basic Feed for an Event and for providing technical, broadcasting and other facilities to Unilateral Broadcasters and other Rights Holders authorised by the EBU or the IBU (outside the EBU territory). The Host Broadcaster shall perform its responsibilities to the highest standards of quality appropriate to sports events of international importance.

The IBU and the LOC are responsible for organising the Event and for providing the necessary facilities at the Event to enable the Host Broadcaster to fulfil its responsibilities.

If requested by EBU the Host Broadcaster shall be a member of and fully participate in the LOC of the respective Event from the time it is established.

A spirit of co-operation and mutual goodwill shall govern the relationships between the respective parties.

The respective responsibilities of the parties are set out below.

## 3. Responsibilities of the LOC:

Unless otherwise stated, the LOC is responsible for all costs incurred in meeting its responsibilities and providing the facilities described hereunder.

### 3.1 Dates and Timetable

At the IBU/EBU Calendar Meeting the IBU and EBU shall jointly decide on dates and establish the timetable of each Event. No changes may be made either to the dates or the final timetable without the approval in writing of the IBU and the EBU.

### 3.2. Camera Platforms:

The LOC shall provide platforms, suitably constructed, stable and protected on which the Host Broadcaster and Unilateral Broadcasters may place their fixed position cameras. Additional platforms shall be provided from which portable ENG (electronic news gathering) cameras are operated.

The Host Broadcaster shall decide, not later than two (2) months prior to each Event the places where it wishes the LOC to locate camera platforms, taking into account the likely needs of the Host Broadcaster and Unilateral Broadcasters as well as the practical constraints of the venue. Thereafter the positions of the requested camera platforms may not be changed without the consent of the IBU and/or LOC.

The designs, dimensions, materials to be used and access ways (for both operators and cables) shall be decided by the Host Broadcaster in consultation with the IBU and/or LOC. The Host Broadcaster shall take into account the reasonable views of the IBU and/or LOC.

The LOC shall take assist the Host Broadcaster in taking all reasonable steps to protect cabling access ways to the camera platforms and to prevent unauthorised access thereto by the public and other media. The final responsibility for the protection of the cabling access lies with the Host Broadcaster.

Camera platforms for use by Unilateral Broadcasters shall be constructed at the cost of the Unilateral Broadcasters and only if confirmed by an official written order of the Host Broadcaster to the LOC.

All camera platforms shall be constructed and ready for use not later than 3 days before the start of the first competition of the IBU Biathlon World Cups and IBU Biathlon World Championships.

### 3.3. Sound Microphones:

The LOC shall provide positions for the Host Broadcaster to install sound microphones to provide the international stereo sound signal. The exact sizes and locations of these positions shall be decided by the Host Broadcaster in consultation with the IBU and/or LOC not later than 3 days before the start of the first competition.

### 3.4. Lighting:

For competitions expected to take place outside the hours of normal daylight, lighting shall be provided at the venue, wherever the competition will be televised, at a level sufficient to assure high quality colour television pictures. A minimum of 1000 Lux shall be provided in all areas where competitions take place, inside the venue, at the stadium/start-finish area, at the shooting range and on the course. The Host Broadcaster and the LOC are responsible for ensuring that such lighting positions do not disturb athletes during the competitions. If required by the Host Broadcaster, the LOC shall certify and/or demonstrate in advance the adequacy of the available lighting.

The IBU shall encourage organisers of the Events to install adequate lighting facilities in order to allow the staging of competitions outside the hours of normal daylight (if required by the EBU). When determining the allocation of the Events the IBU will give bidders whose venues have adequate lighting and therefore the ability to stage competitions outside the hours of normal daylight priority over other potential venues.

The IBU shall not allocate any Event to any venue which is in a time zone [more than +2 hours] other than the CET (Central European Time) zone, unless such venue has adequate lighting facilities to enable the staging of competitions outside the hours of normal daylight.

Financial responsibility for lighting must be finance as follows:

- ▶ If required by HB – HB
- ▶ If required by LOC-LOC
- ▶ Time zone +2- LOC
- ▶ If required for time table change-EBU

### 3.5. Television Compound:

The LOC shall provide, at a location convenient and as near as possible to the Venue (stadium) and agreed by the Host Broadcaster, sufficient ground space for the Host Broadcaster and Unilateral Broadcasters to place all their technical vehicles and equipment, including outside broadcast units, cabins and satellite up-link dishes („the Television Compound“). Separate car parking must be provided for motor cars and other non-technical vehicles but this shall be as

near to the Television Compound as possible. The number of accredited cars will be decided by the IBU in consultation with the Host Broadcaster.

The ground allocated for the Television Compound shall be level, of adequate load bearing capacity and provide uninterrupted views to the satellite(s). The area required shall be as follows:

- IBU Biathlon World Championships at least 1500 sq. metres.
- IBU Biathlon World Cups at least 1000 sq. metres.

The LOC shall, in consultation with the Host Broadcaster, provide the agreed ground space which shall be securely protected for 24 hours per day from the time of arrival of the Host Broadcaster's technicians, until 1 day after the Event.

The LOC shall ensure that the Television Compound shall have convenient access to sufficient male and female toilets which shall be cleaned and serviced as often as necessary each day.

The LOC shall provide a catering service offering hot and cold food and beverages of an appropriate standard at the cost of the users. The catering service shall be open for hours to match the reasonable needs of the personnel operating in the Television Compound.

All accredited users of the Television Compound shall be entitled to utilise services (information, transport, first aid, medical, banking, etc.) as made available to the Written Press and announced in documentation entitled „PRESS INFORMATION“.

For the IBU Biathlon World Cups and IBU Biathlon World Championships the LOC should provide an appropriately sized covered area, (up to 20 persons), furnished with tables and chairs, suitable for rest and recreation. Members of the TV production team will be provided VIP accreditation (up to 20 persons).

### 3.6. International Broadcast Centre (IBC):

The IBC is a facility to be provided by the LOC, upon request of the HB, comprising furnished and serviced rooms where the Host Broadcaster, Unilateral Broadcasters and other Rights Holders can establish their working places. Subject to agreement with the Host Broadcaster, the IBC may be located either within the Television Compound or as part of the Press/Media Centre or at a place near to the competition area and convenient to the commentary positions and Press/Media Centre.

For the Biathlon World Championships, a total useable area of about 100 sq. metres is foreseen (excluding corridors, amenities, common areas, etc.) and shall be air-conditioned (heating) as necessary.

Such useable area shall be lockable and provided with at least 3 basic electricity outlet sockets (230 Volts, 16 Amps or whatever the local standard power) and basic lighting. IBC shall be provided with local electricity outlet and all electricity consumed shall be at the cost of the user.

Additional facilities such as furniture, telecommunication services, etc. may be ordered by and at the cost of the Rights Holders. Basic furniture comprising two tables, four chairs and a lockable cupboard, as well as basic lighting, shall be provided by the LOC free of charge for this area occupied by the Host Broadcaster.

Rights Holders shall pay a facility fee to the LOC/Host Broadcaster for the use of the area in accordance with the agreed Rate Card.

The IBC shall be managed by the LOC which shall provide appropriate security and daily cleaning. It shall have convenient access to sufficient male and female toilets which shall be cleaned and serviced as often as necessary each day.

The IBC shall be provided with all catering services similar to and on the same basis as in the Television Compound and in the Press/Media Centre

All services provided in the Press/Media Centre (which should be located conveniently to all users) shall also be made available to Rights Holders and all accredited users of the IBC shall be entitled to utilise the services (information, transport, first aid, medical, banking, etc.) available to the media generally.

The IBC shall be available for use for daily activity and meetings.

### 3.7. Commentary Positions (Television and Radio):

The locations of the commentary positions shall be agreed between the Host Broadcaster and the IBU and/or LOC a.s.a.p. and no later than at the same times as the camera platform positions are decided. As a general principle, the commentary positions shall be located in an appropriate seating area with the best view possible over the shooting range and start/finish area. Thereafter, the locations may not be changed without the agreement of the Host Broadcaster and the IBU and/or LOC.

The commentary positions shall be located in places that provide complete and unhindered views of the competition, shooting range, the scoreboard(s) and the finish line. The positions shall be separated from the general public and other media and shall be located under cover, giving protection from both rain and sun.

Each commentary position shall follow the design principles and the dimensions depicted on the attached drawing (Annex 1). It shall have three seats for television and two (or,

if practical, three) for radio behind a table and be supplied with:

- 4 electricity outlet points, including cabling thereto.
- connection to an ISDN data transmission line, including cabling thereto.
- a data information system (CIS – commentator information system), including cabling thereto to be provided .
- a CIS monitor.

TV monitors shall be provided by the Host Broadcaster.

The LOC shall consult the Host Broadcaster on the technical specification required for the TV monitors and is responsible for their maintenance and fine tuning. Cabling of the TV signal from the agreed interface point serving all TV, Radio and Press positions and all cabling from the production point to the interface point is the responsibility of the Host Broadcaster. The interface point shall be located as near as possible to the commentary positions.

The Host Broadcaster shall, at its cost, supply each commentary position with a Commentator Console including all cabling and other connections therefore.

Rights Holders shall pay a facility fee to the Host Broadcaster for the use of commentary positions in accordance with the agreed Rate Card.

The exact numbers of commentary positions to be provided shall be notified by the Host Broadcaster to the LOC at least two (2) months before the Event and they shall be constructed and ready for use for the same periods as the Television Compound.

### 3.8. Interview Areas:

**3.8a. Mixed Zone:** The Host Broadcaster, the IBU, and/or the LOC shall agree upon the design and location of the so-called Mixed Zone, to be located after the finish line and reasonably convenient to the commentary positions. If requested by the Host Broadcaster the complete Mixed Zone shall be supplied with adequate lighting, a reasonable number of TV monitors (also the cabling thereof to be the responsibility of the Host Broadcaster) and space to enable TV journalists and cameramen to conduct live interviews with competitors. The area of the Mixed Zone shall be secured and fenced as appropriate. Rights Holders shall have priority of access to the Mixed Zone over other media. The Host Broadcaster, the IBU and/or the LOC shall consult each other on the positions to be allocated to individual broadcasters, any disagreement to be settled by the EBU.

Access to the Mixed Zone shall be controlled by the LOC in co-operation with the Host Broadcaster and activities within the Mixed Zone shall be managed and controlled by the Host Broadcaster.

**3.8b. Other Interview Areas:** The LOC shall provide locations for post-competition interviews with competitors and/or press conferences. Such locations shall be suitable for TV journalists and cameramen. Special attention should be given to lighting levels and audio isolation.

### 3.9. Commentator Information Services (CIS):

The IBU/LOC shall provide adequate and up to date information in English concerning all relevant aspects of the Event (including but not limited to: historical event data, start lists, result lists, personal athlete profiles, timetable including changes, records, appeals made and the results, news items, etc.) to the TV and radio commentators. Such information shall be provided promptly and may be provided by means of an electronic CIS and/or a paper system. The actual system to be used shall be agreed in advance between the Host Broadcaster and the IBU and/or LOC and all such information shall be made available by the LOC at both the commentary positions and the IBC.

### 3.10 Temporary Presentation Studios:

The Host Broadcaster and/or any Unilateral Broadcaster may wish to construct and operate a temporary presentation studio at the Venue Site.

The Host Broadcaster shall ascertain, two (2) months before the Event, which broadcasters wish to construct temporary presentation studios. The Host Broadcaster and the IBU and LOC shall promptly thereafter consult and agree on the most suitable place(s) to locate the temporary presentation studios, their sizes and most suitable construction methods.

The LOC shall provide and erect the basic supporting structure(s) (scaffold, platforms, access ways, fencing, etc.) on which the presentation studios are to be erected, all the costs thereof to be paid by the Unilateral Broadcasters as appropriate.

The costs of constructing and operating the temporary presentation studios, including the electricity consumption, etc. shall be paid by the respective Unilateral Broadcasters.

### 3.11. Accreditation:

The IBU, in consultation with the Host Broadcaster and LOC must be part of team, shall devise an accreditation system that enables all accredited representatives of the Host Broadcaster, Unilateral Broadcasters and other Rights Holders to gain access to controlled areas necessary for them to carry out their duties and protect their broadcasting rights. A separate accreditation category should be allocated to the Host Broadcaster. The accreditation system for this category shall ensure that such areas shall be accessible only to those persons that reasonably need such access and that appropriate numbers of representatives of the Host Broad-

caster shall have access to technical areas such as the jury room (with regard to this room access shall be granted to a maximum of one (1) representative only), timing room, data processing, competition management, Technical Information Centre, etc.

The Host Broadcaster shall be responsible for providing information to the IBU on accreditation rights to representatives of the Host Broadcaster, Unilateral Broadcasters and other Rights Holders in conformity with the agreed accreditation system and IBU shall be obliged to keep the LOC promptly informed and supplied with copies of all such grants of access. The IBU shall be responsible for the issuing of all such accreditations.

The accreditation system shall include both appropriate accreditation and access control systems so that there is active control of portable video recording or ENG (electronic news gathering) cameras under the joint responsibility of the Host Broadcaster and the LOC. All cameras and tape recorders should be accredited through the Host Broadcaster, using numbered stickers provided by the Host Broadcaster.

The accreditation system shall, in the case of infield camera operators and necessary technicians, be supplemented by identity bibs or vests (to be supplied by the IBU) and shall be strictly enforced by the Host Broadcaster with all information to the LOC and under the same conditions as for the teams of the IBU members.

### 3.12. Vehicle Passes, etc:

The LOC shall provide access and parking authorisation stickers to enable all essential vehicles of the Host Broadcaster, Unilateral Broadcasters and other Rights Holders to gain access to areas of the Venue as necessary.

### 3.13. Transportation:

The official transportation system is limited to (if not otherwise agreed) airport of arrival to/from. This must be paid by HB if needed. official hotels and between official hotels and venues including the IBC and TV Compound. It shall be available, to all representatives of the Host Broadcaster, Unilateral Broadcasters and other Rights Holders. For the avoidance of doubt, the official transportation system will not cover accommodation venues other than the official hotels. Representatives of the Host Broadcaster, Unilateral Broadcasters and other Rights Holders shall only be entitled to make use of regular official transportation services (such as „shuttle“ services) and shall not be entitled to transport systems tailored to their individual needs unless otherwise agreed by the LOC/IBU.

### 3.14. Electric Power:

The LOC shall, in consultation with Host Broadcaster, provide sufficient electric power (through a single source for all Host Broadcaster production equipment and graphics sources), including emergency back up sources, to ensure the full and effective operation of all broadcasting equipment including at locations away from fixed installations. Electricity consumed shall be at the cost of the Host Broadcaster and Unilateral Broadcasters in accordance with the Rate Card.

### 3.15. Telecommunications:

The LOC shall ensure that the Venue is adequately supplied with telecommunication capacity to enable the numbers of direct dial telephones, expected at the Event to function simultaneously. The same applies for mobile telephones as far as this may be controlled by the LOC. All phone services will be paid by users.

### 3.16. Assistance:

The LOC will assist the Host Broadcaster with all reasonable requests concerning local information, hotel accommodation, volunteers, importation and customs procedures, etc. on terms to be agreed between the parties.

### 3.17. On-Screen Identification:

The IBU and/or the LOC shall provide electronically to the Host Broadcaster, for its use on-screen the following:

- ▶ Timing.
- ▶ Shooting results.
- ▶ Wind speed and direction.
- ▶ Start lists of each event.
- ▶ Results of each event.
- ▶ Interim results of each event.
- ▶ Records information as appropriate.
- ▶ Other information as agreed.

The IBU shall appoint a Service Provider with technical competence acceptable to the EBU.

By 15 November of each IBU Biathlon Season, the Host Broadcaster and the IBU and LOC shall agree the extent, style and nature of the information to be provided and the method of delivery, on the understanding that the graphics signal (including On-screen Identification) is provided by the Service Provider including TV interface. The Host Broadcaster, Unilateral Broadcasters and other Rights Holders shall accept and use (and not amend, add to or remove) such information, including timing and data credits.

If the Host Broadcaster and/or a Unilateral Broadcaster require any such graphic signal (including On-screen Identification) to be supplied in a language other than English, the additional costs shall be paid by the Host Broadcaster and/or by the Unilateral Broadcaster directly to the Service Provider.

All On-Screen Identification shall comply with the provisions of Appendix 7.

The Host Broadcaster and any Unilateral Broadcaster or other Rights Holder shall not incorporate any virtual images or graphics into any transmitted signal without prior consultation with and the consent of the IBU.

### 3.18. Cabling and connections:

The LOC is responsible (unless otherwise agreed between the Host Broadcaster and the LOC) for the following:

- ▶ All electrical power cabling to all equipment located at all Commentary Positions.
- ▶ All cabling and other connections needed to transmit feeds provided by the Host Broadcaster at the request of the IBU and/or the LOC to places such as the video boards, Technical Information Centre, Media Centre, Competition Management, VIP Areas, etc.

The IBU's Service Provider is responsible (unless otherwise agreed between the IBU and the LOC) for the following:

- ▶ All cabling and other connections from the data service provider to the Host Broadcaster's main OB van.
- ▶ All electronic data transfer cabling to all equipment (except TV monitors and Commentator Consoles) located at TV/radio Commentary Positions.

In order to minimise the need for extensive cabling, the locations of the timing, distance measuring and data service providers and the Host Broadcaster's main OB van shall be located as near to each other as possible.

### 3.19. Set up, testing, etc:

All equipment and facilities to be provided by the LOC should be fully installed and available to the Host Broadcaster at least two (2) days, (three (3) days in the case of the IBU Biathlon World Championships) before the first competition of the Event to enable all necessary set up, testing, etc. to be conducted.

## 4. Responsibilities of the Host Broadcaster:

Unless otherwise stated the Host Broadcaster is responsible for all costs incurred in meeting its responsibilities and providing the facilities described hereunder.

#### 4.1. Production of the Basic Feed

The Host Broadcaster shall provide all technical equipment and experienced personnel necessary to produce comprehensive coverage (television and radio) of the Event to the highest standards of quality appropriate to a sporting event of international importance.

In addition to and independently of the Basic Feed, the Host Broadcaster shall produce an international sound signal consisting of a general background sound.

The Basic Feed (TV picture and sound) shall begin at least 10 minutes before and continue until at least 10 minutes after the conclusion of each competition of the Event.

The Basic Feed duly monitored and corrected for television, synchronised and in phase, shall be made available by the Host Broadcaster within the International Broadcast Centre (IBC), if there is one, or to the nearest international gateway for distribution via the EBU's Eurovision network to all Rights Holders.

The signals shall be entirely electronic and shall include titling, timing, slow motion, replays and graphics (including On-Screen Identification) in English.

#### 4.2. On-Screen Identification:

The Host Broadcaster and other Rights Holders shall use all On-Screen Identification properly supplied by the IBU and LOC in accordance with item 3.17 of these guidelines and will not be party to any arrangement or agreement with any Unilateral Broadcaster or other Rights Holder whereby such On-Screen Identification are amended, added to or removed from any broadcast of an Event.

#### 4.3. IBU/LOC Access to Host Broadcaster feeds:

The Host Broadcaster shall grant access, free of charge (for non-commercial use without any alterations), from the IBC or Outside Broadcast (OB) van to the IBU and/or LOC to the integrated and all other available feeds for use within the venue on any video board(s) for presentation of the events to the spectators.

#### 4.4. Highlights:

At the request of the EBU or IBU, and subject to agreement, the Host Broadcaster shall supply, in a format and time to be mutually agreed, daily highlights of and extracts (news items) from the Event.

#### 4.5. Management of Unilateral Broadcasters and other Rights Holders:

The Host Broadcaster shall provide all necessary technical and administrative support and co-ordination to Unilateral Broadcasters and other Rights Holders wishing to be present at and broadcast from an Event.

Such support shall include the provision of access to camera feeds, co-ordination of facilities and space requirements in the Television Compound, IBC and commentary positions, accreditation of necessary personnel, production of studio(s) if required, allocation of camera platforms and Mixed Zone positions, construction of temporary presentation studios, liaising with the LOC and IBU, etc.

In the case of the IBU Biathlon World Championships, the Host Broadcaster, with the support of the LOC, shall organise, at least six (6) months before the Event, a World Broadcaster Meeting where production plans, facilities, the Rate Card, etc. shall be presented. Any additional needs, such as platforms, etc., of Unilateral Broadcasters are at their costs.

#### 4.6. Rate Card:

The Host Broadcaster and the LOC shall, in consultation and agreement with the EBU and the IBU, establish a 'Rate Card' which shall specify the charges payable by Unilateral Broadcasters and other Rights Holders for services and facilities provided by the LOC and/or the Host Broadcaster. The charges shall be set at levels sufficient to cover all the costs reasonably incurred and attributable to the services concerned but excluding any element of profit.

The Rate Card shall be established before the World Broadcasters Meeting and no later than seven (7) months before the IBU Biathlon World Championships and no later than one (1) month before an IBU Biathlon Worldcup in connection with the respective questionnaire and shall be administered by the Host Broadcaster in close liaison with the LOC as concerns their responsibilities in the Rate Card.

#### 4.7. Commentator Consoles:

The Host Broadcaster shall supply sufficient up to date and efficient commentator consoles to furnish each TV and radio commentary position with at least one fully equipped position. Partially equipped positions will be provided by the Host Broadcaster upon request. Each console may be connected to the electricity source provided by the LOC but all other connections (cabling, etc.) and technical needs shall be provided and serviced by the Host Broadcaster.

**4.8. Commentator Monitors:**

The Host Broadcaster shall be responsible for supplying and servicing all cables and connections (except electrical power and CIS cables) and technical needs for the TV monitors provided to the TV and radio commentary positions (see item 3.7).

**4.9. Co-operation with the IBU and LOC:**

The Host Broadcaster shall, whenever reasonably requested and possible, assist the LOC and IBU in the management, organisation and presentation of the Event.

The Host Broadcaster shall appoint the Executive Producer and Production Director at least one (1) year before the IBU Biathlon World Championships or World Cup.

If requested and where practically possible, the Host Broadcaster will offer the Competition Jury, Jury of Appeal and/or the IBU Officials access to recordings of competitions to assist with the determination of any breaches or alleged breaches of the IBU Event and Competition Rules.

The Host Broadcaster will assist the LOC and IBU to meet their obligation(s) as described in these guidelines by meeting its obligations to make decisions and to furnish information by the specified deadlines.

The Host Broadcaster, the LOC and/or representatives of the Quality Control and Supervisory Team referred to in Clause 4.8 will attend all Venue meetings reasonably convened to discuss and/or determine matters relevant to the responsibilities of the Host Broadcaster.

**4.10. Competition Venue personnel:**

It is recommended that the Host Broadcaster will provide all personnel who are required to operate within the Venue or otherwise within camera view with a suitable, unbranded, uniform that shall be worn at all such times.

In the interests of clear presentation of the Event, the least possible number of persons shall be permitted inside the Venue and such number shall be agreed in advance by the Host Broadcaster, the IBU and the LOC.

**4.11. Cabling and connections:**

The Host Broadcaster is responsible for the following:

- ▶ All connections (whether by cable, radio signals or otherwise) between individual cameras and sound microphones and the relevant units in the Television Compound and IBC.
- ▶ All connections between the TV and radio commentary positions and the Television Compound and IBC.
- ▶ All cabling and connections, except electrical supply, to the Commentator Consoles.
- ▶ All cabling of the TV signal from the production source to the agreed interface point (see 3.7) and to the Mixed Zone.
- ▶ Cabling of TV monitors.

In order to minimise the need for extensive cabling, the locations of the timing, distance measuring and data service providers and the Host Broadcaster's main OB van shall be located as near to each other as possible.

Upon the request and cost of the IBU and/or LOC the Host Broadcaster will provide connections of feeds to other places such as the Technical Information Centre, Media Centre, Competition Management, VIP Areas, etc. They will be installed by the Host Broadcaster who will make sure that official training areas and all other areas required for the competitions at an Event will not be hindered.

**4.12. Testing:**

All equipment and facilities to be provided by the Host Broadcaster shall be fully installed at least two (2) days before the start of the first competition of the Events to enable all necessary testing to be conducted.

**4.13. Insurance:**

The Host Broadcaster shall take out (and furnish the IBU and LOC with details thereof) adequate insurance to cover all the risks, including third party risks, arising from all equipment, facilities and operations at the Event resulting from the activities of the Host Broadcaster. Unilateral Broadcasters, other Rights Holders and the LOC shall likewise take out adequate insurance to cover their own risks.

## 5. Guide to Financial Responsibilities:

N.B.

HB means Host Broadcaster.

UB means Unilateral Broadcaster.

RH means Rights Holder

\* *Income generated in these areas shall be paid to the IBU/ LOC in reimbursement of their costs. All other charges and income arising as a consequence of and through the Rate Card shall, unless otherwise agreed, be retained by the Host Broadcaster.*

3.11	Accreditation system	IBU
3.2	Camera platforms and access ways for HB	LOC
3.2	Camera platforms/access ways for UL - construction by LOC	UL*
3.5/6	Catering in TV Compound & IBC - provided by LOC	HB/UL/RH*
3.9	CIS - data supply	IBU/LOC
3.9	CIS - equipment supply - see also 3.7	IBU/LOC
3.7	Commentary positions (TV/Radio) - construction	LOC
3.7 & 4.7	Commentator Consoles (TV / Radio) - units	HB
3.6	IBC - construction	LOC
3.6	IBC - additional needs (furniture, etc.)	LOC/UL/RH*
3.8b	Interview areas - provision	LOC
3.4	Lighting to TV standards	LOC/HB
4.5	Management of Rights Holders	HB
3.8a	Mixed Zone - construction	LOC
3.17	On Screen Identification in English	IBU/LOC
3.17	On screen graphics other than in English	RH*
3.2	Platforms for ENG cameras - construction	LOC
3.2	Platforms for ENG cameras - UL use	UL*
3.14	Power consumed	UL/RH*
3.14	Power supply (including reasonable back up) costs for user	HB/UB/RH/LOC
	Costs for providing	LOC
6	Pre-event promotional trailers	HB
4.1	Production equipment and personnel	HB
4.9	Provide master tape and VHS cassette to IBU	HB
4.13	Relevant insurance	HB/UL/RH
3.3	Sound microphone positions	HB
3.15	Telephone capacity	LOC
3.10	Temporary studios	UL/RH
3.10	Temporary studios (platforms) (constructed by LOC)	UL/RH*

3.13	Regular Official Transportation system	LOC
3.5	TV Compound, inc. security, facilities	LOC
3.7	TV monitors (TV/Radio)	HB
3.7	Use of commentary position	UL/RH
3.5	Vehicles parking place	LOC

## 6. Guide to Cabling Responsibilities:

3.7&3.18	Commentary positions (TV & Radio) - Electrical power to at least 4 outlets per position	LOC
3.7&3.18	Commentary positions (TV & Radio) - Connection to an ISDN line per position	LOC
3.7&3.18	Commentary positions (TV & Radio) - Data transmission from source to a CIS per position	IBU/LOC (or Service Provider)
3.7&3.18	Commentary positions (TV & Radio) - TV signal connection from interface point to each TV monitor	HB
3.7&3.18	Commentary positions (TV & Radio) - TV signal connection from TV production to interface point	HB
3.7&4.11	Commentary positions (TV & Radio) - audio connections to Commentator Consoles	HB
3.8a	Mixed Zone - Electrical power	LOC
3.8a	Mixed Zone - TV signal connection from TV production to each TV monitor	HB
3.18	Data and graphics (including On Screen Identification) supply from data service provider to TV production OB van	IBU/LOC (or Service Provider)
3.18	Timing & measuring data graphics (including On Screen Identification) supply from Service Provider to TV production OB van	IBU/LOC (or Service Provider)
4.11	Transmission of feeds from TV OB van to IBU/LOC designated places - video boards, TIC, Media Centre, VIP areas, Competition Management, etc.	IBU/LOC
4.11	TV Production	HB

## Annex 1

### Commentary positions

(see article 3.7)

Each position shall have three seats for television behind a table (table width size approx. 80-120cm subject to monitor size, angle and allowing for a passage behind each position) to be supplied with:

- 4 electricity outlet points, including cabling
- Connection to an ISDN data transmission line, including cabling
- CIS (Commentator Information System) unit including cabling
- 1 TV Monitor

„Location: close to the track-finish line“

„Complete and unhindered view of the finish line and scoreboards“

## Appendix 4

### Production Guidelines

This document outlines the basic philosophy of producing the Basic Feed for a Competition according to minimum standards required. It also describes the principles of On Screen Identification.

The IBU and LOC recognise that the responsibility of the Host Broadcaster is to produce a television broadcast of high quality and style that will appeal impartially to the widest possible audience and without concentrating on athletes from a particular country.

The Host Broadcaster recognises that the responsibility of the IBU and LOC is to organise and present an Event of high quality and style that will appeal to the spectators at the venue and generate necessary income from sponsors seeking exposure through the televising of the Events.

In order to satisfy their respective needs the Host Broadcaster and the IBU and LOC shall consult each other before the Host Broadcaster's production and camera plan is finalised in a spirit of co-operation and a mutual respect of each other's needs. In principle the smallest reasonable number of cameras is preferred, respecting the integrity of the athlete(s) while achieving a high international production standard. Tracking cameras (if any) and any that are suspended overhead should be used in a manner that meets this spirit.

If not otherwise agreed, one (1) day prior to other first IBU Biathlon World Cup of each season and one (1) day prior to the IBU Biathlon World Championships, the Host Broadcaster will provide to the IBU/LOC and their marketing partner the opportunity to view the venue and the competition areas through the cameras to be used. The purpose of such a viewing is to give all parties the opportunity to make final adjustments to their planning, each party taking into account the reasonable views and requests of the others.

### 1. Basic Principles

**Any competition may consist of three different types of starts, each with sub categories:**

A. Interval start	Individual and Sprint.
B. Simultaneous start	Relay, Mixed Relay, Mass start
C. Pursuit start	Pursuit

In an IBU Biathlon World Cup season, each competition features a mixture of these disciplines. The format is the same for Men and Women, except for distances and tracks which differ:

Individual Competitions  
(shooting: prone-standing-prone-standing)  
Men: 20 km, Women: 15 km

Sprint Competitions  
(shooting: prone-standing)  
Men: 10 km, Women: 7.5 km

Pursuit Competitions  
(shooting: prone-prone-standing-standing)  
Men: 12.5 km, Women: 10 km

Relay Competitions  
(shooting: prone-standing/four legs)  
Men: 4 x 7.5 km, Women: 4 x 6 km

Mass-start Competitions  
(shooting: prone-prone-standing-standing)  
Men: 15 km, Women 12.5 km

Mixed Relay Competitions  
(shooting: prone-standing/four legs)  
Men: 6 km could be changed according IBU rules this is important because this means change of competition time  
Women: 6 km

### 2. Coverage philosophy

#### Interval Start Competitions (Individual and Sprint) and Pursuit Competition

The interval start competitions (Individual and Sprint) and the Pursuit competition are quite challenging to cover according to a high professional standard. Detailed studies of the historical and current capacity of each competition is required by key staff members of the Host Broadcaster in

order gain full control and create an overview, which are necessary elements in a quality transmission.

Fast and reliable timekeeping with quality on-screen graphics is a key factor in any TV coverage of Biathlon. Firm management of a clever spotter system is also essential. The coverage is directed by information collected by the spotters positioned along the tracks and at shooting range. The information data is forwarded to the Director/Producer by a head-spotter, who is also responsible for monitoring the Commentator Information Service (CIS).

For the Individual and the Sprint the draw is held on the evening before the competition. For the Pursuit the result of the Sprint is decisive for the starting order. The starting order is critical for the Host Broadcaster in deciding the best way to guide the TV audience through the competition.

The coverage philosophy is therefore based on understanding of the various elements, the provision of necessary equipment and structure and the strive to „tell a story“ throughout the competition by creating atmosphere, entertainment, drama and excitement without missing out on the fundamental sporting elements.

## MEDIA and Main Press Center

Responsible contact person for IBU for the written press, photographers and internet is the IBU Communication Director.

### Main Press Center

- The MPC must be prepared three days before WCH, and two days before the first competition for all other events. The opening times must be a minimum of two hours before zeroing and three hours after the Press Conference. The MPC must not close until the last journalist has completed his work.
- The room must be prepared in such a manner that journalists can work comfortably. The Main Press Center must be near or in the same room with copy machines and all other necessary equipment.
- Televisions (one or more) must be located for easy viewing in the room.
- The working places must include a table approximately 1.5 x 1 meters in size with all necessary equipment including telephone if required, electrical outlets, and Internet connections of the following specifications:  
LAN with self connection IP Address if possible free of charge – if with costs, these have to be given in the local Media Guide.
- There must be both smoking and non-smoking areas with good ventilation.

- The organizer must provide a special room for any press agency that requests one.
- There must be enough capacity for cell phones.
- A technician must be present at all times to help with any problems.
- Daily newspapers from different countries must be available in the Press Center.
- A small buffet should be placed in the work room with snacks and drinks and be available at all times the organizer can also have a Press VIP room or give journalists the right to go to the VIP area.
- Only accredited media, the media care staff, athletes with doping escorts, or a person accompanying an athlete or journalists are allowed in the Press Center.
- All costs for using equipment and telecommunications must be known in advance.
- Mailboxes for Results must be installed in the room in a visible and easily accessible place.
- The organizer can provide gifts for journalists as a public relations tool if he wishes.

## Press Conferences

- There must be a podium for the Winner's Press Conference so that journalists can work during the conference. Athletes in the press conference must be provided with soft drinks and water without carbonation.
- For the Press Conference, there should be simultaneous translation and must be loudspeaker and, on video, the decisive point in the competition for the winners.
- The moderator of the press conference should be a person with good knowledge of the sport, fluent in several languages, especially German, English and Russian, and capable of running the press conference in an informed and efficient manner.

## Sub Press Center

- If the accommodations are a long distance from the stadium, the organizer must provide a Sub-Press Center. It must be set up in a manner similar to the Main Press Center, but on a smaller scale. It is important that it be open longer hours, as some journalists work late in the evening.

### Radio Commentators

- There should be a floor plan for each radio booth.
- Booths should be equipped with both an information system and a phone line. There must be prepared a model of these booths, which should be discussed and finalized with radio specialists.
- Results in written form have to be provided to the booths by the Media Group.

### Mixed Zone

- Each organizer must organize the Mixed Zone with the host broadcaster according EBU Rights Rules. There must be enough space for TV, Radio and Print Journalists.
- The Mixed Zone must be organized beyond the Finish area in such a manner that the athletes must pass through this area as they exit.

### Unilateral-Interview Place

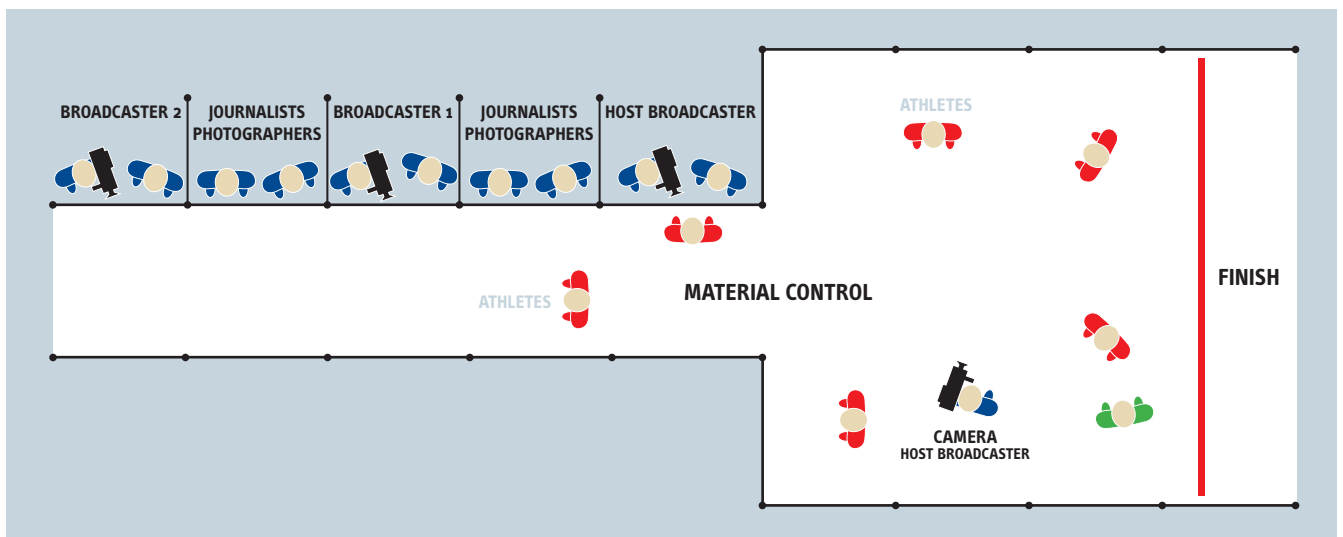
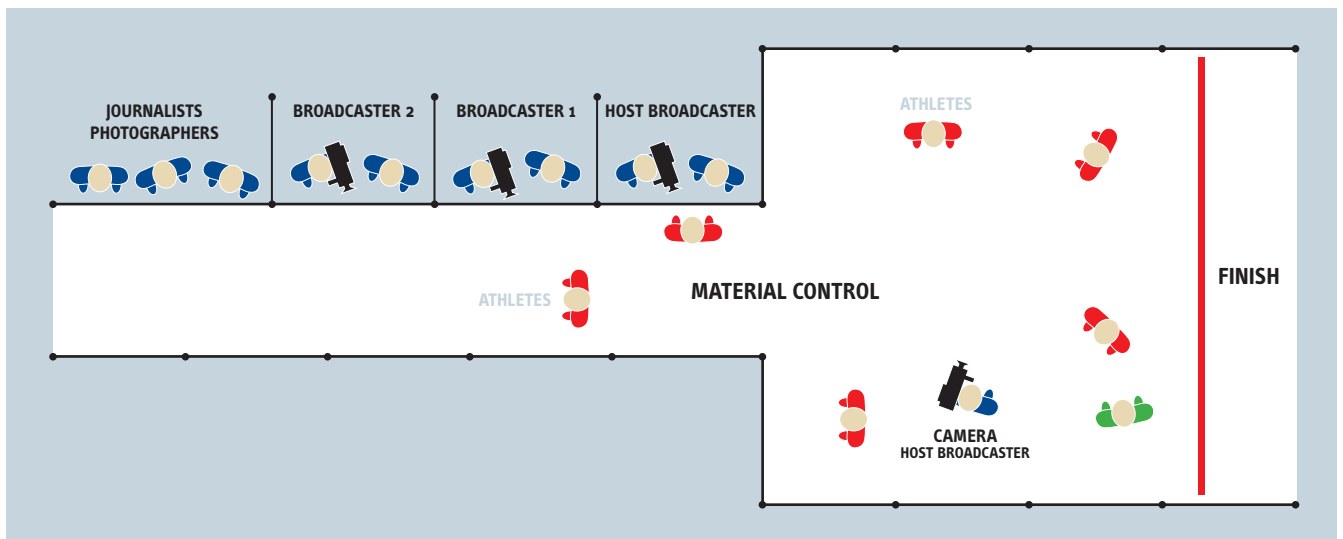
- The place and time for TV must be defined with the host broadcaster. For other journalists, there must be an interview place defined with the organizer.
- The interview area must be away from the competition area if there are two competitions in a day.

### Journalist's area at the Shooting Range

- The first rule is that Coaches and Athletes should not be disturbed.
- This area is defined at each venue, but we should think how this should be organized in the future.

### Flower Ceremony Location

- This must be location that provides good visibility and adequate room for photographers and TV. The area for photographers must be 3 to 4 meters from the podium and must be separated by fencing nets.



### Flower ceremony procedures:

**1st Place:** 5 second break

**2nd Place:** 5 second break

**3rd Place:** 10 second break time for photo, as athletes come together on the first position.

**4th through 8th Places:** consecutively with no break

### Photographer's Positions on the Course and in the Stadium

- The organizer, in conjunction with the TD and Race Director, must provide exact photo positions, which will not interfere with TV camera positions. Photographers must wear the IBU Photo Bib at all times in field of play.

### Photo Area for Electronic Photos

The area should be preferably within the Main Press Centre in a divided part due to fact that the working style is louder than the written press but also a many of the photographers work as editors and need contact with the main press centre and the press conferences.

This should include as a minimum ISDN and better ADSL / LAN connections for uploading photos efficiently.

### Equipment in Different Rooms

- Phones
- Telefax
- TV
- Monitors
- Copy machines
- Electrical outlets, with multiple access
- Internet Access – 1 for each 5 accredited journalists

### Special Programs

If the organizer plans a Special Program, they must invite all journalists. They can organize a program especially for the TV group or photographers, but they must invite all journalists in this group. This could be a dinner with program or trip to a historical site. Recommendations for individual programs can be suggested, which the journalist could plan on their own.

### Accommodations

The organizer must have enough room capacity for the media in the best hotels, as close to the stadium as possible. They must have single and double rooms, as well as apartments available for all accredited media.

### Meal Plan

The organizer must plan meals in the hotel according to the media's needs.

Some hot meals and drinks in the VIP or in the Main Press Center should be provided during the competition.

### Transportation

Transportation for the media must be provided using personal or group transportation. It is important that they have enough parking places near the Main Press Center, so the Media can be provided with Parking Passes. If this is not possible, a shuttle bus must be provided for the Media, and the schedule discussed at the press briefing.

### Parking

There must not be more parking credentials distributed than there are parking places available at the logistic centre.

### Accreditation

There should be a different accreditation system for each different group of Journalists, or there should be one credential system with additional marks, designating the different categories.

### Miscellaneous

There should not be any fees for the use of the Press Center, but there can be a charge for use of certain equipment.

## IBU evaluation of the services for media

### Introduction

The International Biathlon Union is the organization that is bearing in mind all participants at its sporting events. The IBU is fully aware of the importance to create adequate conditions for all groups that are involved in its competitions. The IBU prepared the background material for the world's top event organizers to show how the conditions for athlete performances and for the duties of individual groups at biathlon competitions should be provided.

Media representatives, television and broadcasting companies, agencies and print media are an important group for the IBU. In 2003 we created the IBU Media Guide for organizers of most important IBU events which was revised and completed as the IBU Media Handbook in 2005. The IBU Media Handbook defines what an organizer needs to provide regarding comfortable working conditions for the media.

According to IBU experience, the organizers of major biathlon competitions try to follow the IBU Media Handbook in creating good working conditions for the media.

For internal use and with the only purpose to standardize the conditions, the IBU decided to elaborate the evaluation system and especially the evaluation system of their media groups to compare the quality and the standard of provided services for media. The IBU has decided to appoint

two people from its own ranks who will evaluate the media organization, according to presented criteria, at every stage of WC and WCH during the season. This evaluation by the TV Advisor and the IBU Communication Director will provide an objective view of the conditions.

## Evaluation Criteria

- 1. ADVANCE PREPARATION**
  - 1a. Event information availability
  - 1b. Organizer's Website and its usefulness for media
- 2. REALIZATION**
  - 2.1. MEDIA CENTER
    - 2.1a. Availability from/to the biathlon stadium
    - 2.1b. Working place capacity
    - 2.1c. Technical equipment
    - 2.1d. Telecommunication equipment
    - 2.1e. Media Center division in term of individual media type necessity
    - 2.1f. Information files for media representatives
    - 2.1g. Press conference with medallists
    - 2.1h. Service – relaxation and refreshment possibilities
    - 2.1i. Media Center representative's involvement
  - 2.2. STADIUM MEDIA ZONE
    - 2.2a. Marking
    - 2.2b. Enter permission control
    - 2.2c. Mixed Zone's ease of access in term of individual media type
    - 2.2d. Mixed Zone's capacity
    - 2.2e. Mixed Zone's arrangement
    - 2.2f. Mixed Zone's advantageousness in term of individual media type work
- 3. SERVICES FOR MEDIA**
  - 3a. Availability of transportation
  - 3b. Media parking places
  - 3c. Media accommodations
- 4. ADDITIONAL PROGRAMS FOR MEDIA**
  - 4a. Organized additional program
  - 4b. All media availability
- 5. WORKING CONDITIONS EVALUATION AS PER MEDIA TYPE**
  - 5.1. Television companies
  - 5.2. Broadcasting companies
  - 5.3. Print media
  - 5.4. News agencies
  - 5.5. Internet media

## IMPROVEMENT SUGGESTIONS OF MEDIA CONDITIONS:

### METHOD OF EVALUATION

The evaluators will quantify the quality of the aforesaid criteria on a five level scale with 5 points as the maximum and 0 points the minimum. The final evaluation will be determined by the sum total of points for all criteria.