



Drift[®]
MASTERS
EUROPEAN
CHAMPIONSHIP



DMEC 2021
MEDIA RULEBOOK

INTRODUCTION	3
THE APPLICATION PROCESS	4
RULES GOVERNING MEDIA PERSONNEL	5
PUBLIC LIABILITY INSURANCE (PLI)	5
AGE LIMITATION	5
MEDIA BRIEFING	5
HIGH VISIBILITY CLOTHING	6
SAFE STANDING ZONES	6
CROSSING THE TRACK	6
TRACK STAFF & MARSHALS	7
DRONE USAGE	7
ACTION CAMERA USAGE	7
DECISION MAKING	7
DISCIPLINARY ACTION	9
INTRODUCTION	9
DISCIPLINARY ACTION	9
FINALITY	9
WATERMARKS & SUPPLY OF CONTENT	10
WATERMARKS	10
SUPPLY OF CONTENT	11
CONTENT OWNERSHIP	11
EXCLUSIONS & EXEMPTIONS	12
IN CONCLUSION	13
QUESTIONS & APPEALS	13
COPYRIGHT	13

INTRODUCTION

This document serves as the rule book that governs all media personnel at Drift Masters European Championship (DMEC) events.

Before applying for a media pass for any DMEC event, you must have read this rule book in full and ensure that you agree to and will comply with all rules laid out in this document at any DMEC event for which you are applying for a media pass.

Last Updated: Monday, 1st February, 2021

THE APPLICATION PROCESS

For every DMEC event, all media personnel who wish to apply for a media pass for that event must fill out the media entry form for that event. This media entry form will be posted on the Media Applications page of the DMEC website (<https://www.driftmasters.gp/media/applications/>) in the weeks running up to the event to which the entry form is related.

Alongside the entry form for each event, the deadline date for entries will also be displayed. In order to be in with a chance of receiving a media pass for that event, you must submit an entry via this form before the deadline date for entries passes, no exceptions.

Alternatively, for some DMEC events, media applications may be handled by the venue or local promoter running the event in partnership with, or on behalf of DMEC, and in such cases, media applications must be sent directly to the venue. In such instances, we will provide a link to where applications can be made at the URL mentioned above.

Once the deadline has passed, we/the venue/the local promoter will review all entries that have been submitted and once decided upon, will notify all media personnel of who has and has not been granted a media pass for the event, via the email address provided during the application process.

If you do happen to successfully gain a media pass for any DMEC event, your name will be on the media list on the gate or else a ticket will be issued to you, either of which will grant you complimentary entry to the event in question.

Note: Media personnel entry does not include grandstand access for any DMEC event at which grandstand access is limited or paid.

RULES GOVERNING MEDIA PERSONNEL

PUBLIC LIABILITY INSURANCE (PLI)

If you wish to apply for a media pass for any DMEC event, you must have in place your own PLI, which covers you to a minimum value of €5,000,000. This is to ensure you are fully covered by insurance in the event of any injury to or caused by you at a DMEC event.

Note: Camera equipment cover on top of the aforementioned PLI is optional and as such, is not something you are required to have. It is also not something that is supplied by DMEC and in no case will DMEC or any staff, volunteers, drivers or other personnel associated with either series be deemed liable for damage to a photographer's equipment during an event.

AGE LIMITATION

In order to gain a media pass for any DMEC event, the person applying for a media pass MUST be at least 18 years of age on the day of the event for which they are applying.

MEDIA BRIEFING

Regardless of whether or not you have been present at a media briefing at any previous DMEC event, if you have been granted a media pass for any DMEC event, you must be present for media briefing on all days of the event for which you have been granted a media pass, in order to sign on for the event and to hear the full media briefing.

The times of any media briefings will be communicated to all media personnel who have been granted a media pass for any DMEC event in the days running up to the event, via the email address provided by them during the application process.

If you are not present for briefing and sign-on at the correct time on each day of a DMEC event, you will not be allowed on track for that day.

HIGH VISIBILITY CLOTHING

Any media personnel who have been granted a media pass for a DMEC event must wear a high visibility (hi-vis) vest or jacket at all times when on track.

Although any colour hi-vis vest or jacket will normally be accepted, this may vary from circuit to circuit and as such, the preferred colours are either yellow, green or orange. If there is a specific requirement for an event, this will be communicated to you before the event.

In some instances, the venue/local promoter may also provide you with high visibility clothing to wear for that event. In such instances, you may be required to pay a small security deposit until you drop the clothing back at the end of the event.

SAFE STANDING ZONES

Although media personnel who are allowed on track for an event will have been granted a media pass for that event, this media pass only allows media personnel to stand in certified safe zones and not in any available trackside area.

All available media safe zones will be identified for and communicated to all media personnel during media briefing on each event day. Any media personnel found to be standing outside of one of these safe standing zones will have their media pass revoked for that event and will not be considered for any future DMEC events.

During the course of any DMEC event, the track manager or any member of DMEC staff may deem an area previously certified as a media safe zone as no longer safe, and may take steps to remove media personnel from any such areas for the remainder of the event. Any such decision is to be deemed final.

CROSSING THE TRACK

At no time during an event can any media personnel cross a live track to move to another certified media safe zone. This is extremely dangerous to not only you, but also potentially to drivers, marshals, track staff and spectators.

The only time at which any media personnel will be allowed to cross the track will be during a break in action, either at the end of a run or session, or if the track is stopped for any reason.

However before crossing you must always request permission to cross from the nearest track marshal to you and you are only free to cross after receiving permission from them.

TRACK STAFF & MARSHALS

Regardless of what has been communicated to you at media briefing on each day of an event, the requests and decisions of all track staff and marshals must be considered final and must not be questioned or argued.

Track staff and marshals have, in the interest of safety, the right to overrule any decisions made and communicated to media personnel during any DMEC media briefings.

DRONE USAGE

Due to the introduction and usage of livestream drone equipment, the usage of drones by media personnel is not permitted at any DMEC events.

ACTION CAMERA USAGE

Although the usage of action or onboard cameras (i.e. GoPro, Blackvue etc.) is permitted during DMEC events, media personnel are responsible for ensuring that mounting, dismounting and starting and stopping a camera recording is only done off track and in a safe environment.

At no time are any media personnel allowed to disturb the flow of any event or put themselves or anyone else in harm's way to mount, dismount, start or stop any type of camera.

DECISION MAKING

Although it may seem like common sense to most, the most important thing for all media personnel to be aware of is not to make senseless, stupid or ill-advised decisions. As is always the case, motorsport is dangerous and anything is liable to happen at any moment.

Please always ensure you are alert when standing in a trackside media position and that you or your actions are not putting you or any others in harms way.

2021 will once again see a major increase in the livestream production and cameras will be streaming an event's proceedings to possibly upwards of 250,000 people all across the world at any given time. As such, if any media personnel are seen to be behaving in a way that is not fitting for someone in such a position, this may lead to complaints being made from spectators, online viewers or even insurance representatives and may hamper future DMEC events for all media personnel.

We do ask that you please be aware of this and are aware that you must abide by all rules imposed upon you and that you do not make any senseless decisions at any time. Failure to do so will lead to your media pass for the DMEC event in question being revoked, and you will not be considered for a media pass for any future DMEC events.

DISCIPLINARY ACTION

INTRODUCTION

This section outlines what disciplinary action may be taken against any media personnel found to be in breach of any of the rules outlined above in this media rule book during any DMEC event.

Any disciplinary action taken will be communicated to the media person or personnel in question by either the Head of Media for that event, by the Track Manager or one of his/her Track Marshals or any member of DMEC staff.

DISCIPLINARY ACTION

The first step in disciplinary action will be an initial warning to the media person(s) in question. Any repeat or second warning for any media persons will be considered a final warning for the person in question.

If a third warning is given, or if an offence is deemed serious enough by any member of DMEC staff to not warrant the aforementioned initial warnings, the media person in question will be removed from the track and will have their media pass revoked for the remainder of the event.

On top of the above, any media person who has either been warned one or more times or has been removed from the track during any event, will not be considered for a media pass for any future DMEC events.

FINALITY

Any decisions made and communicated to the relevant media person(s) during any DMEC event must be considered final and must not be questioned or argued with.

Any arguments or aggravation towards a member of DMEC staff from any media personnel regarding a decision communicated to them as final will result in the person in question not being considered for a media pass for any future DMEC events.

WATERMARKS & SUPPLY OF CONTENT

WATERMARKS

If you do happen to gain a media pass for a DMEC event, you will be required to watermark your content with the relevant logo for that event – i.e. the DMEC logo. This logo watermark must be added to any photo or video content in addition to your own watermark, but must meet any and all branding guidelines set out below.

When it comes to distortion and/or skewing of the relevant watermark logo, the logo should not be distorted or skewed outside of the way in which it is provided to you. Any breach of this rule may rule out your chances of gaining a media pass for future events if not rectified in a manner that meets the requirements of DMEC.

With regards to the size of the watermarks present on your photos, we ask that both your watermark and the watermark for the event at which you are shooting are present in a size as small as possible, whereby they are still completely legible.

Please see below for an example of the DMEC watermark which we deem to be acceptable in terms of both size and positioning.



SUPPLY OF CONTENT

In terms of the supply of content from each event, you must supply your full set of images or any video content captured, to us after each event, either via WeTransfer or Dropbox.

If you wish to supply your content via Dropbox, we will create a Dropbox share folder for each event. If you wish to be added to this share folder, please contact Cian Leonard with the details of your Dropbox account (the email address of your Dropbox account) by emailing it to cian@driftgames.life.

We ask that you please place as many of your images or videos/clips as possible in the relevant share folder after each event, so that we can review all content and then use as we require within our marketing endeavours.

All Dropbox share folders will also be regularly cleared out after each event in order to clear space, but we will move all supplied content to another storage location for later use. As such, please do not use any Dropbox share folders as the only storage location for your content, as all content will regularly removed to another non-accessible area.

CONTENT OWNERSHIP

In terms of the ownership of your content, the ownership and copyright of any content you capture at a DMEC event will remain with you.

However, by being granted a media pass for any of our events, you are required to grant DMEC / Drift Masters Grand Prix z.o.o. and any of DMEC's / Drift Masters Grand Prix z.o.o.'s series / company partners permission to use, and if we / they see fit, modify, your content in any way deemed necessary for social media usage, marketing endeavours and any promotions materials.

EXCLUSIONS & EXEMPTIONS

Although the above rules are full and final for the vast majority of media personnel that will be granted a media pass for a DMEC event, official DMEC Media personnel, who are considered employees – either part-time or full-time – of DMEC are excluded/exempt from some of the above mentioned rules, including but not limited to the following:

- Requirement to attend all media briefings – these will have been given at an earlier time to such personnel;
- Ability to only stand in the main media safe zones – a very limited set of additional areas may be available to such personnel, purely if number constraints for such areas come in to play;
- Drone usage has been pre-approved for certain official DMEC media personnel based on discussions and insurance agreements with management and our broadcast teams;
- Official media personnel will also be the only personnel allowed on track during any competition practice days that take place before a main event.

IN CONCLUSION

QUESTIONS & APPEALS

For questions in relation to this media rule book, or if you feel the need to appeal a decision made at a DMEC event, please find contact details for relevant DMEC personnel below.

CIAN LEONARD

DMEC Head of Media & Marketing Manager

cian@driftgames.life

Cian Leonard

COPYRIGHT

This document was written by and is copyright of Zigen Promotions Ltd. As such it is forbidden for any third party to take and use any of the contents of this document for their own use, without prior written permission from Zigen Promotions Ltd. To request permission, please contact Cian Leonard using the above details.

Permission has been granted to DMEC / Drift Masters Grand Prix z.o.o. by Zigen Promotions Ltd. to allow them usage of the content of this media rule book for the Drift Masters European Championship (DMEC) media rule book.

The names of certain companies found within this document, such as GoPro and Blackvue are in no way related to, affiliated with or owned by Zigen Promotions Ltd. or Drift Masters Grand Prix z.o.o. Copyright, trademarks and all other such legal rights to these brand marks and names remain solely with the relevant companies and their usage within this document is purely for example purposes only.