

# W26

## FEI™ WORLD CHAMPIONSHIPS AACHEN

JUMPING / DRESSAGE  
PARA DRESSAGE / EVENTING  
DRIVING / VAULTING

### Media & Broadcast Service Guide

Version 1 (May, 2026)

Subject to change



## VERSION HISTORY

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## INTRODUCTION

On behalf of the Organising Committee, it is our honour to present this 'Media and Broadcast Service Guide' for the FEI World Championships Aachen 2026. Once again, we are privileged to welcome you to Aachen, a city distinguished by its rich equestrian tradition, as we look forward to several days of exceptional sport across the disciplines of Jumping, Dressage, Eventing, Para Dressage, Driving and Vaulting

This guide is intended to support your work as a media representative by providing comprehensive and up-to-date information regarding all relevant aspects of the event—ranging from operational details and logistical information, to access procedures, media zones, and communication protocols.

Please note that the contents of this guide are provisional and will be continuously updated until the FEI World Championships commence in August 2026.

**Event dates:** 11–23 August 2026

## 1. LOCATION OF THE PRESS CENTRE



## 2. GENERAL INFORMATION

### Press Centre

Workstations in the Press Centre may be reserved, contingent upon availability, and will be clearly identified with name tags. All reservations are to be arranged exclusively by the press counter team and must be formally requested as part of the press accreditation procedure.

### WhatsApp Communication

To facilitate easier information exchange, a WhatsApp Communication group will be created and activated at the beginning of the event. A link to the group will be sent along with the accreditation confirmation.

### Press Grand Stands

You can reach the Press Grand Stand in the Main Stadium directly from the Press Centre.

### Press Conferences

The schedule for press conferences will be communicated via the press intranet ([media.aachen2026.com](http://media.aachen2026.com)). Livestreams of all press conferences will likewise be accessible through the intranet portal.

## National & International TV-Teams

Film recordings and TV broadcasts, both national and international, are only permitted after the legal situation has been clarified with Mr. Tobias Friedrich (Manager, Broadcast Production and Media Rights – [tobias.friedrich@fei.org](mailto:tobias.friedrich@fei.org)). All requests regarding filming and broadcasting must be directed to him for approval.

## Video rights & Field of Play

Filming of the field of play is permitted only after the relevant rights have been clarified or acquired from the FEI ([tobias.friedrich@fei.org](mailto:tobias.friedrich@fei.org)).

The Field of Play (FOP) includes the Main Stadium, Stadium 2, Stadium 3, and the cross-country course and driving marathon course, including Kiss & Cry areas, Leaders' Boxes, entrance and exit zones and the final warm-up. These areas are considered part of the FOP during World Feed times which start 15min before start of competition until 5min after the end of a ceremony. Sporting competitions, as well as the Opening Ceremony, the Closing Ceremony, Prize Giving and Medal Ceremonies, are equally considered as part of the live broadcast.

## Mixed Zones

It will be possible to hold brief interviews with the athletes at the edge of the warm-up areas. Current quotes and flash quotes will be posted at [aachen2026.com](http://aachen2026.com) or circulated via WhatsApp.

## Lockers

A limited number of lockers are available at the Main Press Centre, keys are available from the counter in exchange for a 20€ deposit. The use of the lockers is at one's own risk.

## Bibs

Photographer bibs can be obtained at the counter in the Press Centre (deposit of 20€).

## Frequency coordination wireless broadcasting equipment

A frequency coordination is necessary if any type of wireless broadcasting equipment is implemented:

<https://www.bundesnetzagentur.de/DE/Fachthemen/Telekommunikation/Frequenzen/SpezielleAnwendungen/Kurzzeituteilungen/Aachen2026/start.html>

## Flash Quote Service

Flash quotes will be provided via the WhatsApp service.

## 2.1 Accreditation

Press accreditation for the FEI World Championships Aachen 2026 can only be obtained by applying through <https://www.aachen2026.com/press> .

Please download and carefully read the following [document](#) before you apply for accreditation:

- Applicants must be official members of an editorial team or officially assigned by a specific publication, broadcast outlet, or news agency, with the sole purpose of providing editorial coverage of the event.
- Only recognised editorial staff and professional photographers will be considered for accreditation. Proof of editorial status may be required; the Organising Committee reserves the right to request evidence of recent editorial work. Press accreditation applications must be completed and submitted prior to the published deadline. Individuals who do not meet these criteria will be regarded as visitors and are not eligible for press accreditation.
- Only photographers holding valid photographer accreditation will be permitted to take photographs at the event. Please note that press accreditation alone does not grant permission for photography. Individuals who wish to take photographs must specifically register as photographers, and only duly registered photographers will be provided with a photographer's bib.

### **Please note:**

- **Freelancers:** Accreditation requests from freelance journalists or photographers must be supported by a letter of assignment, signed by the editor of the commissioning media outlet, confirming editorial coverage of the event. Both the completed accreditation form and the signed letter of assignment must be uploaded in full via the online form.
- **Websites:** Only editorial staff representing relevant, independent websites are eligible to apply for accreditation. Websites that reproduce content predominantly from third-party sources will not be accredited.
- **General:** The Organising Committee reserves the right to reject any application that does not fulfil the accreditation criteria.

A limited number of worktables will be available in the Press Centre. Reservations for worktables may be made for the duration of the Championships and must be requested as part of the press accreditation application. Please note that worktable reservations are subject to availability and cannot be guaranteed.

## **ACCREDITATION CLOSES 30 June 2026**

## 2.2 Dresscode

To ensure a professional atmosphere, all press and media representatives are expected to maintain a suitable and respectable standard of appearance. TV crews, photographers, and all media personnel entering the stadium infield are required to adhere to the event's dress code: very short shorts and sleeveless tops are not permitted.

Additionally, photographers and TV teams working in the infield, mixed zone or from the Grand Stands must always wear a numbered bib. These bibs are available at the counter in the Press Centre for a deposit of 20€.

## 2.3 Parking

Parking passes for the specified accreditation days can be requested, **provided the organiser has sufficient capacity**.

The Aachen-Laurensberger Rennverein e.V. reserves the right to assign parking permits according to priority and need.

## 3. COMMUNICATION GUIDELINES

### 3.1. Social Media Guidelines

- No field of play can be filmed in any way. The exact definition of this term is set out in the section 'Video Rights & Field of Play'.
- Facebook Live, Instagram Live, etc., are permitted in non-field of play areas.
- The commercial usage of the Official logo is not permitted on social media channels, websites, or press releases without explicit permission from the OC Aachen 2026, excluding sponsors and partners. Only editorial use is allowed.
- Interviews in the Mixed Zones, and the Press Conference Room are allowed to be posted on social media channels.

## 3.2 Official Websites & Social Media Accounts of the Organising Committee and FEI

Official Website:

<https://www.aachen2026.com/>

<https://www.fei.org/>

Facebook:

<https://www.facebook.com/aachen2026.official/>

<https://www.facebook.com/the.fei/?ref=hl>

Instagram:

[https://www.instagram.com/aachen2026\\_official](https://www.instagram.com/aachen2026_official)

[https://www.instagram.com/fei\\_global](https://www.instagram.com/fei_global)

TikTok:

<https://www.tiktok.com/@aachen2026>

[https://www.tiktok.com/@fei\\_horse\\_world](https://www.tiktok.com/@fei_horse_world)

There will also be a dedicated app available.

Hashtags: #Aachen2026 #WelcomeHome

## 3.3 Official Titles and Names

- The denomination of the event is: FEI World Championships Aachen 2026

## 4. ACCOMMODATION

A limited number of accommodations in the region is available for accredited press representatives. A corresponding link with further information can be obtained from the press office.

## 5. TRANSPORTATION

Numerous hotels are served by the shuttle service. Accreditation entitles holders to complimentary use of the buses operated by the Aachener Verkehrsverbund (AVV) for the duration of the event.