



FIS Content Exchange Platform – Competition Footage Services - Briefing Guidelines for National Ski Association and Athletes

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Service Overview

The FIS Content Exchange Platform (CXP) enables National Ski Associations (NSAs) and athletes to access, download and share high-quality competition footage and photos on their official digital and social media platforms from FIS World Cup events.

The service is designed to:

- Increase awareness, reach, and storytelling
- Empower athletes and NSAs to narrate their own stories authentically
- Generate new commercial opportunities in line with FIS media rights and broadcasting value
- Ensure full compliance and consistency across all disciplines

Onboarding

To begin, please review and accept the [**Terms of Use \(PDF\)**](#) and watch the [**FIS CXP On-boarding Tutorials**](#) for a step-by-step introduction to NSA and athletes registration and content sharing for the 2025-26 season.

Content Access and Usage

Permitted Social Media Platforms:

- Facebook, Instagram, TikTok, YouTube
- Chinese and Japanese platforms (on request)

Embargo Rule:

- Content may be published **60 minutes after** the official competition result is confirmed (unless an event-specific embargo applies).

Scope of Rights:

- NSAs: Up to 60 seconds of footage per event featuring national athletes, plus official photos
- Athletes: Up to 45 seconds of personal competition footage per event, plus official photos
- No sublicensing or redistribution to third parties is allowed

Commercialization Guidelines

The Commercial Guidelines define how NSAs and athletes may use FIS content for sponsored or branded posts while ensuring all activities remain compliant with FIS media rights and partner regulations.

Permitted

- Sponsored or branded content on your official social media and website.
- Use of “presented by / powered by / supported by” tags and co-branded watermarks on official channels and content
- YouTube monetization (pre-, mid-, or post-roll ads)
- Hashtags and mentions / tags for your commercial partners

NOT Permitted

- Collaboration posts or shared content with commercial partners outside of FIS, NSAs, LOCs, and athletes
- Sublicensing or reselling CXP content to third parties

Mobile Filming and Behind-the-Scenes (BTS) Content

NSAs, athletes and accredited Content Creators (NSA) are permitted to film limited BTS material under these rules:

- Up to 2 minutes per competition (not showing actual race/jump action)
- Approved devices: smartphones, tablets, or compact handheld gimbals
- All BTS material must follow the same commercialization guidelines as official FIS CXP competition footage service

Posting Guidelines

- Use official hashtags, e.g. #fisalpine #fisskijumping #fisfreestyle
- Tag @fisalpine, @fissnowboard, or relevant FIS and LOC accounts
- Credit broadcasters where applicable

- Ensure content cannot be downloaded or cross-posted by third parties

Compliance and Enforcement

- Unauthorized or commercial misuse may lead to removal of content or access suspension
- FIS may request deletion of outdated or misused content
- Users must respect intellectual property rights and social media platform rules
- All users are bound by the [Terms of Use \(PDF\)](#) (governed by Swiss law).

Support and Contacts

- **General support:** digitalplatforms@fis-ski.com
- **Technical assistance / WhatsApp group:** [FIS CXP WhatsApp Guidelines](#)
- **Platform Tutorials:** [FIS CXP On-boarding Tutorials](#)