



IFF Video Guidelines

MEDIA GUIDELINES FOR IFF EVENTS: VIDEO FILMING (EDITION 2026)

To protect the IFF's TV and marketing rights, the following rules apply.

Use of Official IFF Video Footage in Social Media

1. When a match is in progress, it is not allowed to do live streaming (LIVE VIDEOS) of the field of play (FOP)* To Facebook, Instagram, Twitter, TikTok, Snapchat, or to any other social media platforms nor websites. If you wish to use match footage, you can use material from the IFF App. This footage must always include the IFF logo watermark (in the bottom right-hand corner) – you must not edit or crop it from the material.

2. It is permitted to video the FOP for a maximum of 30 seconds to produce video clips (NOT LIVE VIDEOS). You must add a link to the IFF App (as the source). One single clip can be the maximum of 30 seconds. You can film a various number of clips (each max 30 seconds). However, you cannot have more than 3 minutes per game of self-filmed material of the FOP on the platform (social media, websites, etc.) which you are publishing. If you wish to use more than 3 minutes, you need to apply for permission from the IFF. All clips from the match must have the hashtags #floorball and the hashtag for the event in question. There may not be any direct product placement or direct advertising in these clips. In clips that are taken during the warm-up from the field of play this is however possible and after the game and the post-game ceremonies

3. It is permitted to use the FOP (even when a match is in play) as a background for interviews. This includes taking a selfie video of yourself talking, but you need to always be visible on the video.

4. You can use the material on IFF App to make video clips. The match footage used in each clip can be no longer than 45 seconds in total. These video clips can be posted to any platform and must be credited to IFF for the material/source as well as provide a link to the IFF App. One continuous clip can be a maximum of 45 seconds, however, there cannot be more than 6 minutes of material of the FOP per published video clip. If you wish to use more than 6 minutes, you need to apply for permission from the IFF.

5. Filming/live streaming/publishing match warm-ups and ceremonies is allowed. The warm-up and ceremonies include all the time the teams are on court prior to the start of the match, including the national anthems. At the end of the match, it includes the reward of the best players and possible medal ceremonies. It does not include any match play. There may not be any direct product placement or direct advertising in match related clips. In clips that are taken during the warm-up, after the game and the post-game ceremonies from the field of play this is however possible.

6. Only accredited photographers are allowed in the specially marked photographer zones.

7. Photographers are NOT allowed onto the field of play, except when given direct permission to do so by the IFF &/or LOC.

9. Only the designated LOC photographer is allowed onto the field of play for the post-match player award ceremony. The rules in this document are effective in all IFF Events. The IFF has the right to enforce additional guidelines and change the rules for single events as necessary. Please follow all



instructions given to you by the LOC and IFF. Any breaking of the above rules or failure to follow IFF/LOC instructions could result in your media accreditation being cancelled.

*Field of play (FOP) consists of the rink where the play itself happens as well as the substitution benches

General guidelines

Ownership and Rights

All official video footage produced, commissioned, or owned by the International Floorball Federation (IFF) (the “Footage”) shall remain the exclusive property of the IFF.

Editorial Use (Freely Permitted)

National federations, media partners, and third parties may use the Footage on digital and social media channels without prior approval, provided such use is strictly editorial in nature. For these Guidelines, “editorial use” means content created to inform, report, document, or promote the sport of floorball or IFF events, without any commercial association or promotional intent toward a third-party brand.

Reference to National Federations

Use of the Footage in connection with national federations is permitted as part of editorial use. Where a national federation includes or references its own sponsors in connection with the Footage, such use shall be considered Commercial Use and subject to prior approval in accordance with Clause 3.

Restrictions Relating to Competing Brands

Under no circumstances shall the Footage be used in connection with brands that compete within protected categories under existing IFF commercial agreements, including official sports apparel rights holders, without prior written approval from the IFF and, where applicable, the relevant rights holder.

Branding and Integrity

All use of the Footage must:

- a) preserve the integrity, quality, and reputation of the IFF and its events;
- b) not be edited, altered, or combined with other content in a misleading or derogatory manner;
- c) avoid isolating, zooming, or otherwise emphasising third-party branding in a way that creates unintended commercial exposure.

Approval Process

Where approval is required:

- a) requests shall be submitted in writing with reasonable detail of the intended use;
- b) the IFF shall respond within a reasonable timeframe;
- c) approval shall not be unreasonably withheld or delayed.

Revocation

The IFF reserves the right to require modification or removal of the Footage where its use breaches this clause or conflicts with the IFF’s commercial rights and obligations.

Mixed Zone Restrictions

It is prohibited to make any advertisement or product placement in the mixed zone (excluding the official event sponsors visibility on the media back drop).



IFF App

Main features:

- The goals are shared on the IFF App around 30 seconds after the goal happened
- The goal is added to the player's profile in his stats card
- The player who assisted the goal will also get the video clip with the goal added to his profile
- Fans can comment and upload photos and videos
- To access the live stream of a game – an event pass or a pay-per-view ticket per game must be purchased
- After the game there is an immediate highlight clip with all goals
- All information about tournament, teams and players can be found at one place
- Active integration of our partners
- The guessing game has a new look and feel
- The stream is usually delayed around 10 seconds comparing to the “real game”
- The player interviews after the game can be found on the IFF App on the specific match feed
- Less anonymous comments/harassments due to registration by mobile number than email
- The playback function during the live stream is only available via a web-browser

Process changes:

- Screen-recording for short clips of the live streams (behind the paywall), highlights and match replays (behind the paywall) can be made but must be properly referenced towards IFF and the IFF App
- The match replay (behind the paywall) has a rewind function

Post event usage:

- Participating National Associations can use those videos after the event according to the video guidelines on page 1
- The received data / videos – Associations, coaches or players can NOT post the whole data
- If athletes and/or team staff members want to use the data / videos to edit their own highlights video / clip / post – they need to get in contact with the IFF Media Team
media@floorball.sport