



## **Frequently Asked Questions (FAQs)**

### **when staging a public viewing event during the 2010 FIFA World Cup South Africa™**

**Important note:** In some countries FIFA arranged for a special deal with the Official Broadcaster for the 2010 FIFA World Cup South Africa™ in the relevant territory under which the request of a public viewing licence would be applied directly to the Broadcaster and released by the same. More details on these countries are available on the FIFA.com public viewing dedicated page and via the online application system. Please check if this applies to your country before proceeding with your online request.

#### **1. How do I find out whether the public viewing event I am planning to organise is commercial or not?**

In principle, a public viewing event is considered a “commercial public viewing event” if FIFA determines that an exhibitor stages it for commercial purposes, for example charging a direct or indirect admission fee to the event or sponsorship or other commercial rights of association are exploited relating to the event.

#### **2. Do I need to acquire a licence from FIFA for a commercial public viewing event and how do I apply for a licence?**

Yes. The organiser can submit their request for a FIFA commercial public viewing licence via the online application form available on FIFA.com.

#### **3. Do I need to pay a fee when staging a commercial public viewing events in South Africa?**

Yes, the payment of a fee is required when staging a commercial public viewing event either in South Africa or in any other territory.

All fees resulting from Public Viewing licences issued through the on-line registration platform on FIFA.com (i.e. relating to events using the standard television signal) shall be donated by FIFA to the official 2010 FIFA World Cup™ campaign, “20 Centres for 2010”. Through this project FIFA is raising money to construct Football for Hope centres across Africa. To know more about this FIFA Project link to <http://www.fifa.com/aboutfifa/worldwideprograms/20centres2010.html>

#### **4. Do I need to acquire a licence from FIFA for a non-commercial public viewing event in South Africa?**

No, if the organiser plans to stage a genuine non-commercial public viewing event(s) in South Africa. Thanks to the support of SABC - the Official Broadcaster for the 2010 FIFA World Cup South Africa™ for the territory of South Africa -, a licence is not required for the event broadcast coverage in a non-commercial environment. The organiser of such an event simply has to comply



with the terms and conditions stipulated in the FIFA Non-Commercial Public Viewing Regulations and contact SABC for the provision of the TV signal ([publicviewing@sabc.co.za](mailto:publicviewing@sabc.co.za)).

#### **5. Do I need to pay a fee when staging a non-commercial public viewing event?**

No, the exhibitor is not requested to pay a fee if staging a genuine non-commercial public viewing event. The exhibitor is required to refer to the FIFA Regulations for Non-commercial public viewing events.

#### **6. Do I need to pay a fee when staging a commercial public viewing event for charity purposes?**

Yes, the exhibitor is required to pay a fee if he/she plans to stage a commercial public viewing event, even for charity purposes. FIFA will not waive the payment of such a licence fee for commercial public viewing events run for charity purposes and will donate all fees resulting from Public Viewing licences issued through the on-line registration platform on FIFA.com (i.e. relating to events using the standard television signal) to the official 2010 FIFA World Cup™ campaign, "20 Centres for 2010".

#### **7. How do I find out how much I have to pay for staging a commercial public viewing event?**

The fee for a commercial public viewing event will be calculated on the base of the spectator capacity of the public viewing location(s). To know more about the fee range please refer to the related link posted on FIFA.com

#### **8. Do I need to acquire a licence from FIFA for a Non-commercial public viewing event outside South Africa and how do I apply for a licence?**

Yes, the exhibitor needs to apply for a FIFA licence for any other territory other than South Africa. The exhibitor can submit his request for a FIFA non-commercial public viewing licence via the online application available on FIFA.com and obtain the permit to use the TV signal for the broadcast coverage by the FIFA Official Broadcast for the 2010 FIFA World Cup South Africa™ in the relevant territory where the event is staged. In some countries FIFA arranged for a special deal with the Official Broadcaster for the 2010 FIFA World Cup South Africa™ in the relevant territory under which the request of a public viewing licence would be applied directly to the Broadcaster and released by the same. More details on these countries are available on the FIFA.com public viewing dedicated page and via the online application system. Please check if this applies to your country before proceeding with your online request.

#### **9. Is the FIFA Licence sufficient to organise a Public Viewing Event?**

No, the FIFA Licence is a CONDITIONAL licence. The Exhibitor is responsible for obtaining, at its own cost and expense, any licences, permissions and/or consents required for a public viewing event from any third party, including any collective licensing authorities and local government or regulatory bodies



**10. How can I obtain the permission to use the TV signal for the public viewing event?**

The Exhibitor needs to contact the FIFA Official Broadcaster for the 2010 FIFA World Cup South Africa™ for the territory in question. Contact details on the relevant Broadcaster will be given once the online request for a public viewing licence is received.

**11. I have a restaurant/hotel/bar and would like to broadcast matches within the premises of my establishment. Do I need to apply for a licence?**

Public viewing events in commercial establishments, such as pubs, clubs, restaurants and bars, are not deemed to be commercial public viewing events if no further commercial activities (such as admission fees or sponsorship activities) take place in relation to the public viewing activities. However the Exhibitor needs to obtain a non-commercial public viewing licence by FIFA submitting his online request. In the sole case of South Africa such a licence is automatically granted by FIFA with no need to submit a request.

**12. During the 2010 FIFA World Cup™, we would like to set up a giant screen showing matches in the centre of our village in South Africa. Under what conditions can we do this?**

The exhibitor may organise this event as a commercial or a non-commercial public viewing event. If this event is non-commercial and the exhibitor complies with all elements of the FIFA Regulations for Non-Commercial Public Viewing Events, the exhibitor does not need a licence or authorisation from FIFA. The exhibitor shall still obtain all the necessary consents and/or permissions for staging such event to take place, including the SABC signal permission and provision.

**13. I am managing the lounge bar of a football club and a local brewery would like to sponsor the public viewing we are organising. Is that possible?**

In exploiting such advertising/sponsorship rights, the exhibitor must be aware that only FIFA's official beer sponsor may sponsor public viewing events. However, the sale of products is viewed differently, as you may sell beverages, including beer, by any company at public viewing events, but no sponsorship or advertising opportunities to such a brewery can be granted in your public viewing area.

**14. What sponsorship rights can I sell related to a commercial public viewing event I am planning to organise?**

The exhibitor may grant any sponsorship rights to the FIFA Marketing Affiliates (please refer to the list published on FIFA.com). The exhibitor may also grant local sponsorship rights to local third parties which are not considered by FIFA to be competitors of any FIFA Marketing Affiliates. For further details in this respect please review the FIFA Regulations for Commercial Public Viewing Exhibitions.



**15. I am managing a chain of theatre/cinemas and I will like to offer my clients the opportunity to viewing the competition in such a location, but with no admission fee. Do I have to apply for a FIFA Licence?**

Yes, the organiser will be requested to apply for a commercial public viewing licence and for the payment of the relative fee. The staging of the event in question is considered a promotional activity of the business and as such to raise commercial benefits for the organiser, even if of a long-term nature.

**16. I am the Event Agency of a FIFA Partner and/or a FIFA Broadcaster, do I need to apply for a FIFA licence?**

Yes, the agency/organiser will be requested to apply for a FIFA commercial public viewing licence and for the payment of the relative fee. The staging of the event in question is considered a promotional activity of the business and so raising commercial benefits to the organiser and/or the entity represented. Either a FIFA Marketing Affiliate and/or a FIFA Media Rights Licensee are considered commercial entity and any activity to promote themselves is considered a commercial benefit.

**17. How many licences can be issued per applicant?**

There is no limit for applying and receiving a FIFA licence for public viewing event(s). Please note when submitting your request that you need to select the area category where your event(s) will take place (i.e. South Africa, Sub-Saharan countries and rest of the world). If you intend to stage your event(s) in more than one area category you will need a separate licence for each of the categories in question.

**18. How do I promote my public viewing event and when I can start with the promotion?**

You can promote your public viewing in accordance with the regulations (including no use of the competition marks owned by FIFA and protected by law and no association with the 2010 FIFA World Cup South Africa™) and at any time from when you have received the licence by FIFA and cleared any other permission and/or consent for the staging of the event as required. An event that is promoted suggests that there will be a commercial benefit for you therefore this makes your event fall under the commercial public viewing category.

**19. Can I change the status of my licence once this has been release to me?**

No, you can not change your request or any of its details after its submission but you are able to cancel it using the link FIFA provide you with and submit a new application.

**20. Am I allow to activate it on certain days?**

FIFA will release you a licence for the entire duration of the 2010 FIFA World Cup South Africa™. This does not mean that you have to show each match and it is at your discretion to host an event for certain selected days or for the entire tournament.