



ESPORTS FOUNDATION

Media Lobby

Content Usage Guidelines

2026 · For Partner Use Only

PART A

Partner Guidelines

How to use EWC content

1. What Is the EWC Media Lobby?

The EWC Media Lobby is the Esports Foundation's official media asset platform, powered by Imagen. It is the single destination through which the EF distributes photo and video content to all external partners - including broadcasters, media rights holders, publishers, clubs, co-streamers, sponsors and other stakeholders.

The platform is built on a rights-managed access model. Every account is verified and approved by the EF before access is granted, and the content visible to you reflects the rights licensed to you under your Content Access Agreement. The platform controls what you can access; this document sets out how you may use it.

Content visible to you in the Media Lobby may be used in accordance with these Guidelines and your Content Access Agreement unless it is expressly designated as embargoed. You do not need to seek separate confirmation from EF before using content that is visible to you and not so marked.

Embargoed content must not be published or shared until EF confirms it is cleared for release.

By accessing the Media Lobby, you agree to these guidelines in full. Any breach may result in immediate suspension of access, termination of your licence, and legal action where appropriate.

2. Your Account & Access

Access to the Media Lobby is personal and non-transferable:

- **Do not share your credentials.** Your account is granted to you individually. Sharing login details — even with colleagues in your own organisation - is not permitted. Contact your EF account manager to request additional accounts for your team.
 - **What you see is what you're licensed to use.** The content visible to you is determined by the rights group assigned to your account. If you believe content within your entitlement is missing, contact your EF account manager. Do not attempt to access content outside your permissions.
 - **Approval is not automatic.** Registrations are reviewed by the EF. Access is activated only once you follow the registration process and the rights group has been confirmed.
 - **Do not use content outside your entitlement.** In the event you can see content that is not permitted under your Content Access Agreement, do not use it and contact your EF account manager immediately.
 - **Notify us of any security breach.** You must notify your EF account manager immediately if you become aware that your credentials have been lost, stolen, shared, or used without authorisation, or of any other actual or suspected breach of security affecting your account.
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3. Permitted Use

Subject to these guidelines and your Content Access Agreement, content available to you in the Media Lobby may be used as follows.

3.1 Editorial Use

You may use EWC content for editorial purposes, including:

- Coverage of EWC events, matches, and programming on your owned channels — broadcast, website, app, and social media.
- News reporting, match recaps, highlights, and event previews directly related to the EWC.
- Promotion of EWC events and your participation in them.
- Short-form edits, clips, and social posts in an editorial context.

3.2 Partner & Sponsor Activation

You may use EWC content in the context of your partnership or sponsorship activation, provided the use:

- It is directly connected to the EWC and its promotion.
- Does not imply endorsement by any individual (for example, a celebrity, influencer or individual player), games publisher or esports team.
- Does not imply endorsement by the EF of any product or brand without a separate written agreement to that effect.
- Does not involve paid advertising, boosted posts, or out-of-home placements without prior written approval from the EF (see Section 4).

3.3 Sharing with Your Agency

You may share downloaded assets with contracted editorial agencies acting directly on your behalf, provided those parties are subject to equivalent usage restrictions and are not using the content for any purpose beyond the approved scope.

4. Uses That Require Prior Written Approval

4.1 Commercial Use

Any use of EWC content for commercial purposes – including paid advertising, sponsored content, out-of-home placements, or any context associating EWC content with the promotion or sale of a product or service – requires express written approval from the EF.

This includes but is not limited to:

- Paid or boosted social media posts featuring EWC content.
- Digital or print advertising incorporating EWC imagery or footage.
- Product packaging, retail promotions, or point-of-sale materials.
- Any use where EWC brand, imagery, or participants are associated with commercial messaging not separately agreed with the EF.

4.2 Content Featuring Royals, Celebrities & VIPs

Any content featuring His Royal Highness, members of the Saudi Royal Family, celebrities, influencers or VIP and government officials requires written approval from the EF before each use. Approval for one asset does not constitute approval for any other, even featuring the same individual.

- Submit approval requests with the specific asset reference, intended channel, and proposed publication date.
- This applies to all capture formats: on-stage, off-stage, and candid.
- Until written approval is received, such content must not be downloaded, shared, or published.

5. What Is Not Permitted

The following are prohibited for all users regardless of access tier or partnership type:

✗ Using Licensed Content to train, develop, or input into any artificial intelligence, machine-learning, or generative model, or to create any synthetic or AI-generated media, without the EF's prior written approval.

✗ Publishing Licensed Content that is designated as embargoed, or otherwise subject to an embargo notified by EF, before the embargo has been lifted.

✗ Sublicensing, selling, or transferring EWC content or any rights in it to any third party not acting directly on your behalf under the terms of your partnership.

✗ Publishing content in a derogatory, defamatory, offensive, discriminatory, or sexually explicit manner, or in any way that could damage the reputation of the EF, EWC, its partners, participants, or guests.

✗ Using content in association with illegal activity, hate speech, or harmful messaging.

✗ Removing, obscuring, or altering any watermark, embedded metadata, or attribution associated with an asset.

✗ Manipulating content in a way that misrepresents the original subject matter, context, or individuals depicted.

✗ Using content beyond the scope of your Content Access Agreement or after the expiry of your licensed period – content must be deleted from your systems upon licence expiry or termination.

6. Usage Quick Reference

The table below summarises the most common use cases briefly. For any use not listed here, contact your EF account manager before proceeding.

Use Case	Editorial	Partner / Sponsor	Commercial
BROADCAST & DIGITAL			
Event coverage & highlights	✓	✓	✗
Match recaps & news	✓	✓	✗
Live programme promotion	✓	✓	✗
SOCIAL MEDIA			
Organic posts promoting EWC	✓	✓	✗
Paid / boosted / sponsored posts	✗	✗	Approval Read
Story / Reel / Short-form edits	✓	✓	✗
MARKETING & CAMPAIGNS			
Campaign assets for EWC event promotion	✓	✓	Approval Read
Advertising (print, digital, OOH)	✗	✗	Approval Read
Brand / product endorsement implied	✗	✗	✗
THIRD PARTY & SUBLICENSING			
Share with contracted editorial agency	✓	✓	✗
Provide to unaffiliated third party	✗	✗	✗
Sell or sublicense	✗	✗	✗

✓ Permitted ✗ Not Permitted ! Written Approval
Required

7. Attribution

You must use the following standard credit line for all published EWC content:

© Esports Foundation 2026. All rights reserved.

- Do not remove, crop, or obscure any watermark or embedded credit within an asset.
 - Where the asset metadata specifies an individual photographer or content partner credit, include that credit alongside the standard EF line.
 - If you are unsure whether attribution is required for a specific asset or channel, ask your account manager before publishing.
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8. Third-Party Intellectual Property

EWC content may contain third-party elements – music, game title branding, logos, or other materials. Access to an asset confirms your right to use the EF-owned content within it. It does not automatically clear all third-party intellectual property contained within that asset for every possible use.

If you intend to use an asset beyond standard editorial coverage – particularly for commercial, advertising, or promotional purposes – it is your responsibility to verify that all third-party IP within that asset is cleared for your specific use case. Seek guidance from your EF account manager before proceeding.

9. Contact & Approvals

For any questions about these guidelines, content usage, or approval requests, contact your designated EF account manager. When submitting an approval request, please include:

- **Asset reference:** the filename or Imagen asset ID.
 - **Intended use:** a brief description of how and where the content will be used.
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- **Channel:** the specific platform, publication, or broadcast outlet.
- **Proposed date:** when you intend to publish or go live.

The EF Distribution team — led by the Head of Distribution — oversees all partner access and approval processes and will coordinate with the relevant rights holders on your behalf.

Thank you for being a partner of the Esports World Cup.

These guidelines exist to protect the integrity of our content and our partnerships. We appreciate your cooperation.

Esports World Cup Foundation · ewc.gg

PART B

Legal Terms

These terms form part of and supplement Part A above and are binding on all users

10. Definitions

In these guidelines, the following terms have the meanings set out below:

- "EF" means the Esports Foundation, the rights holder and licensor of all Licensed Content.
- "EWC" means the Esports World Cup.
- "Content Access Agreement" means the applicable agreement or accreditation under which you have been granted access to the Media Lobby, including without limitation any media rights agreement, partnership agreement, accreditation, or co-streaming agreement.
- "Licensed Content" means any photo, video, or other media asset made available to you through the Media Lobby platform.
- "Media Lobby" means the EF's rights-managed media asset platform, currently powered by Imagen.
- "Partner" or "you" means the individual or organisation granted access to the Media Lobby under a partnership, media rights, or co-streaming agreement with the EF.
- "Licence" means the limited, non-exclusive, non-transferable, revocable right to use Licensed Content as set out in these guidelines.
- "Commercial Use" means any use of Licensed Content in connection with the promotion, advertising, or sale of a product or service, or any use from which the Partner or a third party derives direct commercial benefit.
- "Approval Request" means a formal written request submitted to the EF for clearance to use content in a manner requiring prior approval under these guidelines.

11. Grant of Licence

Subject to your compliance with these guidelines and the terms of your Content Access Agreement, the EF hereby grants you a limited, non-exclusive, non-transferable, revocable licence to access and use Licensed Content solely for the purposes and within the parameters described in Part A of these guidelines. This Licence sets out the baseline rights that apply to all Partners. Where your Content Access Agreement expressly grants rights that are broader than, or that otherwise vary, the rights set out in these guidelines, the rights granted under your Content Access Agreement shall apply to that extent and shall be read together with, and as supplemented by, this Licence.

This Licence does not convey any ownership rights in the Licensed Content. No right, title, or interest in or to any Licensed Content — including any copyright, moral rights, or other intellectual property rights — passes to you by virtue of this Licence or your access to the Media Lobby. All rights not expressly granted herein are reserved by the EF.

This Licence is personal to you. You may not assign, sublicense, transfer, or otherwise dispose of this Licence or any rights thereunder to any third party without the prior written consent of the EF.

12. Intellectual Property & Moral Rights

The EF is and shall remain the sole owner of all intellectual property rights in the Licensed Content, including all copyright, neighbouring rights, database rights, and any other proprietary rights, whether registered or unregistered, in all jurisdictions worldwide.

Except to the limited extent reasonably necessary to format, resize, or create short-form edits or clips for a use expressly permitted under these guidelines, you must not edit, alter, adapt, crop, overlay, or otherwise manipulate Licensed Content.

You acknowledge that Licensed Content may be subject to moral rights under applicable law. You must not use Licensed Content in any manner that constitutes derogatory treatment of the work or false attribution, or that otherwise infringes the moral rights of any creator.

Nothing in these guidelines grants you any rights in the EF, games publishers or esports team name, logo, trademarks, or other brand elements.

Any use of EF trademarks or branding must be separately approved in writing by the EF.

13. Embargo & Release

Licensed Content made available to you within the Media Lobby and visible to you within your assigned rights group may be used in accordance with these guidelines and your Content Access Agreement unless it is expressly marked as embargoed.

You do not need to seek separate confirmation from EF before using content that is visible to you and not so marked.

Certain Licensed Content may be designed as embargoed and identified as such within the Media Lobby (including by asset status, metadata designation, or placement in a clearly identified embargoed collection).

Licensed Content designed as embargoed must not be published, shared, broadcast, or otherwise made available until EF confirms that the embargo has been lifted or the content is cleared for release, notwithstanding that the content may be visible to you within the platform.

Where EF notifies you of an embargo applying to specific content by any means (including by email from your EF account manager), that notice governs regardless of how the content is designated within the platform.

Breach of this embargo obligation is a material breach of these guidelines and your Content Access Agreement and may result in immediate termination of your Licence and access, and legal action by the EF.

14. Sensitive Content & Personality Rights

Content depicting His Royal Highness, members of the Saudi Royal Family, celebrities, influencers, VIPs, or government officials engage personality rights, rights of publicity, and privacy rights that are distinct from copyright. Such rights are not owned by the EF and cannot be licensed by the EF on behalf of the individuals concerned.

Accordingly, the use of any such content requires separate, express written approval from the EF for each specific intended use, as set out in Section 4.2. Any use without such approval constitutes a material breach of these guidelines and may additionally expose you to direct legal claims from the individuals depicted or their representatives.

Where a Partner uses such content without approval, the EF reserves the right to seek injunctive relief, damages, and/or any other remedy available at law or in equity without the requirement to provide advance notice.

Licensed Content may contain personal data relating to identifiable individuals, including athletes, players, celebrities, VIPs, officials, and members of the public. You must process any such personal data in compliance with all applicable data protection and privacy laws.

15. Partner Warranties & Indemnity

By accessing the Media Lobby, you represent and warrant that:

- you have full power and authority to enter and perform your obligations under these guidelines.
- you will use Licensed Content solely in accordance with these guidelines and your applicable Content Access Agreement.
- your use of Licensed Content will comply with all applicable laws and regulations, including without limitation data protection, privacy, and advertising standards laws; and

- you will not use Licensed Content in any manner that infringes the rights of any third party, including intellectual property rights, personality rights, or privacy rights.

You shall indemnify, defend, and hold harmless the EF, its directors, officers, employees, agents, and affiliates from and against any and all claims, liabilities, losses, damages, costs, and expenses (including reasonable legal fees) arising out of or in connection with: (i) any breach by you of these guidelines; (ii) any unauthorised use of Licensed Content; or (iii) any claim by a third party arising from your use of Licensed Content.

16. Third-Party Intellectual Property

Licensed Content may contain elements subject to third-party intellectual property rights, including music, game title branding, logos, and other materials. The EF makes no representation or warranty that the Licence granted hereunder extends to such third-party elements or that such elements are cleared for your specific intended use.

It is your sole responsibility to identify and obtain any additional clearances or licences required in respect of third-party IP contained within Licensed Content for your intended use. The EF shall have no liability for any third-party IP claims arising from your use of Licensed Content.

17. Term & Termination

This Licence commences upon your first access to the Media Lobby and continues for the duration of your applicable Content Access Agreement, unless earlier terminated in accordance with these guidelines.

The EF may terminate this Licence and your access to the Media Lobby immediately and without prior notice upon: (i) any breach by you of these guidelines or your Content Access Agreement; (ii) expiry or termination of your Content Access Agreement; or (iii) in the EF's sole discretion, for any other reason.

Upon termination or expiry of this Licence for any reason, you must immediately: (i) cease all use of Licensed Content; (ii) delete all copies of Licensed Content from your systems, storage media, and any platforms to which it has been uploaded; and (iii) confirm such deletion to the EF in writing upon request.

Termination of this Licence does not affect any rights or liabilities that accrued prior to termination, nor any provision intended to survive termination, including Sections 12, 13, 14 15, 16, 18, 20 and 21.

18. Disclaimer & Limitation of Liability

The Licensed Content is provided "as is". To the fullest extent permitted by applicable law, the EF makes no representations or warranties, express or implied, as to the Licensed Content, including without limitation any warranty as to accuracy, fitness for a particular purpose, or non-infringement of third-party rights.

To the fullest extent permitted by applicable law, the EF shall not be liable to you for any indirect, consequential, incidental, special, or punitive damages, or for any loss of revenue, profits, data, or business opportunity, arising out of or in connection with these guidelines or your use of Licensed Content, even if the EF has been advised of the possibility of such damages.

Nothing in these guidelines shall exclude or limit the EF's liability for fraud, death, or personal injury caused by negligence, or any other liability that cannot be excluded or limited under applicable law.

19. Notice and Takedown

The EF may, at any time and in its sole discretion, issue a written notice (including by email from your EF account manager) requiring you to remove, take down, cease using, or delete any Licensed Content, whether it has been published.

Upon receipt of a takedown notice, you must comply as soon as reasonably practicable and in any event within twenty-four (24) hours, including by removing the relevant Licensed Content from all channels, platforms, and third parties to which you have made it available, and by confirming such removal to the EF in writing on request.

20. Confidentiality

You acknowledge that Licensed Content, and any information relating to the EF's operations, content strategy, or partnership structure disclosed to you through access to the Media Lobby, constitutes confidential information of the EF. You must not disclose such confidential information to any third party without the prior written consent of the EF, except to your employees and contractors who need to know such information for the purpose of your approved use of Licensed Content and who are bound by obligations of confidentiality no less stringent than those set out herein.

21. General

Governing Law & Jurisdiction. These guidelines and any dispute or claim arising out of or in connection with them shall be governed by and construed in accordance with the laws of the Kingdom of Saudi Arabia. The courts of the Kingdom of Saudi Arabia shall have exclusive jurisdiction to settle any such dispute or claim, save that the EF may seek injunctive or other equitable relief in any court of competent jurisdiction. Where your Content Access Agreement specifies a different dispute resolution mechanism, that mechanism shall apply to disputes arising under it.

Entire Agreement. These guidelines, together with your applicable Content Access Agreement, constitute the entire agreement between you and the EF in relation to the use of Licensed Content and supersede all prior representations, arrangements, and understandings relating to the same. In the event of any conflict between these guidelines and your Content Access Agreement, : (i) Sections 5 (What Is Not Permitted), 12 (Intellectual Property & Moral Rights), 13 (Embargo & Release), and 14 (Sensitive Content & Personality Rights) of these guidelines shall prevail, unless your Content Access Agreement expressly states that it overrides the relevant Section by reference to it; and (ii) in all other cases, including as to the scope, exclusivity, territory, and duration of the rights granted to you, the terms of your Content Access Agreement shall prevail.

Amendments. The EF may update these guidelines from time to time. The current version will always be available on the Media Lobby. Your continued use of the Media Lobby following notification of any update constitutes your acceptance of the updated guidelines. This applies notwithstanding any provision of your Content Access Agreement, and by entering into a Content Access Agreement you acknowledge and agree that the version of these guidelines in force from time to time governs your use of the Media Lobby, even where your Content Access Agreement was entered into by reference to an earlier version.

Severability. If any provision of these guidelines is found to be invalid, unlawful, or unenforceable, that provision shall be modified to the minimum extent necessary to make it enforceable. The validity and enforceability of the remaining provisions shall not be affected.

Waiver. No failure or delay by the EF in exercising any right or remedy under these guidelines shall constitute a waiver of that right or remedy. A waiver is only effective if given in writing by an authorised representative of the EF.

Injunctive Relief. You acknowledge that any breach of these guidelines may cause the EF irreparable harm for which monetary damages would be an inadequate remedy. Accordingly, the EF shall be entitled to seek injunctive or other equitable relief in any court of competent jurisdiction without the need to post bond or prove actual damages.