

eURO  **VISION**
SONG CONTEST
VIENNA 2026

**Content access
rules for
non-rights holders**

1 Introduction

The Eurovision Song Contest (ESC) is a non-political, international entertainment event co-produced by broadcasters who are Members of the European Broadcasting Union (EBU).

The EBU, L'Ancienne-Route 17 A, 1218 Le Grand Saconnex, Geneva, Switzerland, coordinates the coproduction of the ESC as part of the television programme exchange known as Eurovision, and centralises and holds all rights in relation to the ESC on behalf of its Members participating in the Event.

These ESC Reporting Access Rules ("**Rules**") set out the terms and conditions under which Non-Rights Holders may use of audio-visual images and audio sounds of the 2026 ESC Shows and related Ancillary Materials (as defined in Section 11 of these Rules, collectively referred as "**ESC Material**").

The 2026 **ESC Material** is protected by copyright and related rights.

Any transmission outside the scope of these Rules by Non-Rights Holders must be expressly authorised by the EBU in writing.

Rights Holders are granted exclusive rights in their respective territories to Broadcast, transmit or make available On-Demand of the ESC Material. These exclusive rights must be respected.

No other organisation may Broadcast transmit or make available On-Demand ESC Materials, other than as specifically permitted by these Rules. No live access to the ESC Material shall be granted to Non-Rights Holders.

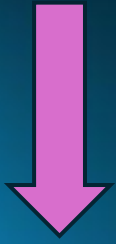
Except as foreseen under these Rules, Non-Rights Holders shall not be allowed to Broadcast, stream and/or make available and/or otherwise exploit, on a live, delayed or On-Demand basis, via any transmission methods the ESC Material, in whole or in part, even if no Rights Holder has been granted rights in the Non-Rights Holder's territory.

As far as news reporting is concerned, these Rules are subject to applicable national laws and regulations on news access practices. In specific cases, the EBU may agree with the Participating Broadcasters in their particular territories to issue supplemental news access rules for such territories. Where such rules exist, they shall prevail over these Rules.

Capitalised Terms used herein shall have the meaning set forth in the Definitions section (Section 11) hereafter.

NB: Filming at the Event is subject to a separate set of Rules which can be found in the Media Handbook.

2 ESC Material



Live Shows Materials

=

Signal of the Live Shows
produced by Host Broadcaster

ANCILLARY MATERIALS



**Media Conference
Material**

=

Interviews/interventions
filmed and/or recorded
during any Media
Conferences or Media
Briefings and made
available by the
EBU/Host Broadcaster

**Turquoise Carpet
Material**

=

Interviews/interventions
of artists and
delegations filmed
and/or recorded during
the Turquoise Carpet
Ceremony and made
available by the
EBU/Host Broadcaster

Audiovisual Access Rules to Live Shows Materials for EBU Members who are not taking part in this year's event

Subject to these Rules and to the Undertakings under Section 10, Non-Rights Holders who are EBU Members may use, on a free of charge basis, (except for technical costs, if any, and for the usual rights payments to national music collecting societies) **Live Shows Materials** as follows:

Use and Length Restriction

Inclusion of Live Shows Materials is permitted up to a maximum of **3 minutes** per Live Show

- **in News Bulletins and** strictly in a news context in **general current affairs programmes**.
- **in ESC Related Online Publication** (i.e., in relation to editorial news reporting on and/or coverage of the ESC for online publication on digital platforms).

The same 3 minutes from each Live Show need to be used in the News Bulletins and general current affairs programmes and ESC Related Online Publications.

No Stand-Alone use can be made - No song can be used in its entirety and no more than ten (10) seconds of each song can be used.

The mention "*COURTESY OF ORF AND EBU*" shall be included as an on-screen credit for the whole duration of the material used

Allowed Platforms

- **Broadcast on Television and Radio**

- **On-Demand Use of the entire News Bulletins and general current affairs programmes possible only on**

- Fully Owned Catch-up TV Services,
- Fully Owned Websites (including digital news platforms which are predominantly for News and current affairs related content) and
- Social Media Platforms (excluding YouTube).

- **On-Demand use of the ESC Related Online Publications on**

- Social Media Platforms (excluding YouTube) and
- Fully Owned Websites (including digital news platforms which are predominantly for News and current affairs related content)

Duration of Use

- **Broadcast on Television and Radio** allowed **within seventy-two (72) hours of the Semi-Finals and Grand Final respectively.**

- **On-Demand Use** of the entire News Bulletins or general current affairs programmes possible for **no more than for one (1) month after the Final.**

Each News Bulletin and/or general current affairs programme and ESC Related Online Publication may only be published/posted once on each Allowed Platform.

Audiovisual Access Rules to Live Shows Materials for other media

Subject to these Rules and to the Undertakings under Section 10, **Non-Rights Holders who are not EBU Members** may use, on a free of charge basis, (except for technical costs, if any, and for the usual rights payments to national music collecting societies) **Live Shows Materials** as follows:

Use and Length Restriction

Inclusion of Live Shows Materials is permitted up to a maximum of **two (2) minutes** per Live Show

- in regularly scheduled daily **News Bulletins only**.
- in **ESC Related Online Publication** (i.e., in relation to editorial news reporting on and/or coverage of the ESC for online publication on digital platforms).

The same two (2) minutes from each Live Show need to be used in the News Bulletins and ESC Related Online Publications.

No Stand-Alone use can be made - No song can be used in its entirety and no more than ten (10) seconds of each song can be used.

The mention "*COURTESY OF ORF AND EBU*" shall be included as an on-screen credit for the whole duration of the material used

Allowed Platforms

- **Broadcast on Television and Radio**
- **On-Demand Use of the entire News Bulletins possible only on**
 - Fully Owned Catch-up TV Services,
 - Fully Owned Websites (including digital news platforms which are predominantly for News and current affairs related content) and
 - Social Media Platforms (excluding YouTube).
- **On-Demand use of the ESC Related Online Publications on**
 - Social Media Platforms (excluding YouTube) and
 - Fully Owned Websites (including digital news platforms which are predominantly for News and current affairs related content)

Duration of Use

- **Broadcast on Television and Radio** allowed **within 48 hours of the Semi-Finals and Grand Final respectively**.
- **On-Demand Use** of the entire News Bulletins possible for **no more than for one (1) month after the Grand Final**.

Each News Bulletin and ESC Related Online Publication may only be published/posted once on each Allowed Platform.

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Radio Access Rules to Live Shows Materials

Non-Rights Holder radio stations may use the audio track of the Live Shows in their general current affairs programme/News Bulletins (EBU Members) and News Bulletins (non-EBU Members) in their respective territories subject to the following conditions:

- a) Non-Rights Holders shall not Broadcast or include their own commentary or similar coverage of any Live Show, whether on a live or delayed basis, or any other material obtained while inside the ESC venues, including interviews.
- b) Commentaries of the ESC events taped from the television coverage of a Rights Holder in a particular territory can only be used with the express written permission of the Rights Holders.
- c) All relevant provisions of Section 2 (applicable to EBU Members) and Section 3 (applicable to non-Members) shall apply mutatis mutandis to this Section 4, according to the status of the organization.

Access Rules for ancillary materials

TURQUOISE CARPET MATERIAL (if made available)

Use and Length Restriction

Upload and use in entirety prohibited

Allowed Platforms

All platforms: Broadcast and On-Demand usage is subject to Section 2 for EBU Members, or Section 3 for all other media, as applicable.

Duration of Use

Unlimited

MEDIA CONFERENCES MATERIAL (available from the Online Media Centre)

Use and Length Restriction

Upload and use in entirety prohibited

Allowed Platforms

All platforms: Broadcast and On-Demand usage is subject to Section 2 for EBU Members, or Section 3 for all other media, as applicable.

Duration of Use

Unlimited

In addition, when using the Ancillary Materials, the following conditions shall always be respected.

- a) Non-Rights Holders must give an on-screen credit to read as follows *"COURTESY OF ORF AND EBU"* for the whole duration of the use of the Ancillary Material.
- b) **Live streaming/retransmission on any Platform is strictly prohibited**
- c) Embedding the Live stream of the Ancillary Material provided by the EBU on YouTube is permitted only on proprietary channels or Fully Owned Websites.
- d) No use of Ancillary Material and/or any other material made available/live streamed on the Online Media Centre ("Online Ancillary Content") is allowed to be downloaded or live streamed in any manner whatsoever. The EBU will make available on the Online Media Centre a link to Ancillary Materials that can be used subject to the above-mentioned provisions.

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Sources to access extracts from ESC Materials

- Non-Rights Holders from countries taking part in this year's event may get access to ESC Materials for use in accordance with the present Rules by contacting the Participating Broadcaster from their country directly.
- For media from non-participating countries, highlights of the shows will be available via Eurovision WorldFeed. Contact - bookings@eurovision.net
- In addition, or if the above is not possible, the EBU may make available edited extracts that can be used subject to the above-mentioned Rules and can be obtained by sending a request to press@eurovision.com

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Clips on the official ESC YouTube channel

- All Non-Rights Holders may always embed on their Fully Owned Websites non-live ESC clips published on the official ESC YouTube channel.
- All other uses are fully restricted.
- In particular, but not limited to, embedding live ESC clips and live streams of the Live Shows is strictly prohibited in all cases; On-Demand and Broadcast use, as well as publication, reproduction on non-proprietary platforms, e.g. YouTube or Social Media Platforms are strictly restricted

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Online Media Centre

- Reproduction of **Online Rehearsal Content** streamed in the Online Media Centre is **strictly prohibited**
- Media Briefings made available in the Downloads section of the Online Media Centre can be used according to limitations covered above.
- Any B-roll and backstage footage made available in the Downloads section of the Online Media Centre, can be used without limitation with the credit Courtesy of ORF.

General Undertakings

For all uses of ESC Material permitted under these Rules the following undertakings shall be respected at all times

ESC CORE VALUES

All use of ESC Material shall be used in accordance with the ESC core Values i.e. universality, inclusivity, diversity and unity.

NON POLITIZATION OR INSTRUMENTALIZATION

The use of ESC Material shall not be made with the aim to politicize or instrumentalize the ESC or to convey or promote any political, religious, organization, institutional cause or other, company, brand, products, or services.

RESPECT OF PRIVACY AND IMAGE

All use of ESC Material must

- respect the artistic image of the Artists and their personality rights and the factual reality relating to any Artists (including their performances) shall not be altered or changed, by any means.
- be respectful and shall not be discriminatory, offensive, hateful, or defamatory.
- adhere to established good media practices.

INTELLECTUAL PROPERTY & CREDITS

Screens and security are not allowed to be filmed at any time.

Use of the extracts from the Live Shows with national commentaries can be used only with the written permission of the relevant Rights Holder in the particular country and in accordance with these Rules.

Non-Rights Holders must give an on-screen credit to read as follows *"COURTESY OF ORF AND EBU"* for the whole duration of the use of the ESC Material.

General Undertakings

NO ADVERTISING, COMMERCIAL USE OR MONETIZATION

- No ESC Material must be used in advertising or in any form of commercial content, or in connection with the promotion or for the purposes of promoting any brand, product, or service, unless expressly authorised by the EBU.
- No advertising or other message or promotion (including any broadcast sponsorship) shall be placed before, during or after the broadcast of ESC Material, in such a manner as to imply an association or connection between any third party, or any third party's product or service, and the ESC, the EBU or the Participating Broadcasters. No ESC Material must be used to suggest an endorsement between contestants and the media outlet itself or with any third parties.
- No ESC Material shall be exploited, distributed, sold, shared, transferred or otherwise be made available or provided to any third party except for Non-Rights Holders international News Agencies, which may make ESC Material available to their regular customers, in accordance with their standard distribution procedures and the present Rules, with the prior written consent of the EBU.
- It is prohibited to monetize directly or indirectly ESC Material, including any content related to the attendance at the ESC, whether in the Media Centre or in any other part on the ESC venues at any time,) via instant revenue streaming features such as YouTube's Super Thanks, Tiktok's LIVE Gifts, etc.

NO MARKETING OR PROMOTION

Non-Rights Holders shall not advertise, market or promote the availability of ESC Material, Online Content on any website or on any other platform controlled by the Non-Rights Holders.

USE IN EDITORIAL CONTEXT ONLY

The ESC Material and the ESC or EBU trademarks and artwork may only be used in an editorial context for informational purposes in order to provide factual reporting and coverage of the ESC. The ESC or EBU trademarks and artwork can be used to identify or illustrate news reports related to the ESC. However, they shall not be used in any form of advertising or commercial content and/or so as to suggest an endorsement and/or a partnership with the EBU and/or the ESC.

General Undertakings

MUSIC COLLECTING SOCIETIES

Non-Rights Holders need to clear the music rights with the relevant music collecting societies.

Non-Rights Holders using ESC Material (hereafter "**They**") represent to the EBU that, in respect of rights in all musical works and sound recordings which are used in the ESC Material, They have appropriate licence agreements or arrangements with, and be liable for and pay all fees due to, the appropriate music collecting societies, organizations or similar bodies to enable them to exercise the use authorised by these Rules. For the avoidance of doubt, They shall have for sole liability to clear those rights as are normally controlled by a performing rights collective administration society, or similar performing rights music collecting societies. By using ESC Material, They acknowledge and agree that They shall hold the EBU, the Host Broadcaster, the Rights Holders harmless and fully indemnified against any claim arising out from any use made in breach of the present Rules and shall defend, indemnify and hold harmless all the Rights Holders, the EBU and the Host Broadcaster) from and against and loss, damages, costs and expenses arising out such claims.

ACKNOWLEDGEMENT

The EBU reserves the right to suspend access to the ESC venues to On-site Accredited Media in breach of any provisions these Rules. Without limiting any other remedy or sanction available, accreditations may be suspended by the EBU in its sole discretion, without notice for the whole duration of the ESC and from future editions of the ESC in accordance with the Code of Conduct.

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Applicable Law and Jurisdiction / Prevailing Version

The present Rules are submitted to Swiss Law and the courts of Geneva (Switzerland) shall have exclusive jurisdiction.

The present Rules shall be published on eurovision.com and in other ESC related publications. The version published on eurovision.com shall prevail.

11

Definitions

Ancillary Materials shall mean the Media Conference Material and the Turquoise Carpet Material.

Arena shall mean the area where the Live Shows and all official Rehearsals take place.

Broadcast shall mean the distribution or transmission of audio and/or audio-visual programmes for reception on a television receiver, computer monitor, mobile device, radio, or other devices now known or hereafter devised.

EBU Members shall mean those broadcasters which are member organizations of the EBU and/or which participate in the Eurovision News Exchange (EVN/EVS).

ESC Material shall mean the Live Shows Materials and the Ancillary Materials.

ESC Related Online Publication shall mean editorial news reporting and/or coverage of the ESC for online publication on digital platforms.

Fully Owned Catch-up TV Services shall mean a service which is provided on a non-linear basis under the editorial control of the Non-Right-Holder via a set-up whereby individual users may watch a TV programme at the time and place of reception of their choice and which is made available to the viewer via any technical means during a certain period after its linear transmission on television via streaming or for temporary download.

Fully Owned Websites shall mean the official websites owned and operated under the editorial control of the Non-Right-Holder, (including digital news platforms which are predominantly for News and current affairs related content).

Host Broadcaster shall mean the EBU Member entrusted with the organisation and production of the ESC, which for 2026 shall be ORF.

Internet shall mean the on-line global communications matrix which interconnects, using TCP/IP protocol and/or related protocols, individual computers and/or computer networks.

Live Shows shall mean the live 1st and 2nd Semi Finals and the Grand Final which shall be held in the Arena.

Live Shows Materials shall mean the signal of the Live Shows produced by the Host Broadcaster.

Media Conference/Briefing Material shall mean any interviews/interventions filmed and/or recorded during the media conferences and made available by the EBU/Host Broadcaster.

News Bulletins shall mean daily regularly scheduled general *news* programmes in which the main feature of such programme is news.

Non-Rights Holders shall mean any broadcaster and/or media outlet (including for the avoidance of doubt any EBU Member which is not a Rights Holder and/or News Agencies) which do not hold any audiovisual media rights in the ESC.

On-Demand shall mean the set-up whereby individual users may choose the time and the place of reception through access to the signal of their choice made available for that purpose on an electronic database. For the purposes of these Rules, On-Demand includes catch up services operated by Non-Rights holders.

Online Media Centre shall mean the online platform operated upon instruction of the Host Broadcaster and which shall be accessible by each entitled accredited individual thanks to a unique username and a password and enabling them to have access to the media conferences and other ESC related content through streaming.

Online Content shall mean any content, including but not limited to Ancillary Materials and Online Rehearsal Content that may be made available/streamed live through the Online Media Centre from time to time and which use shall be strictly prohibited.

Online Rehearsal Content shall mean the Rehearsals that may be made available/streamed live through the Online Media Centre from time to time and which use shall be strictly prohibited

On-site Accredited Media shall mean the individuals who have been granted an on-site M or FM accreditation at the ESC, who do not work for a Participating Broadcaster and who are not representing a Right Holder

Participating Broadcasters shall mean the EBU Members participating actively in the ESC (i.e. those broadcasters entering a contestant in the ESC).

Radio shall mean a linear audio only transmission service on any type of radio system by any technical means (including transmission or re-transmission by satellite, wire, fibre or cable systems or any other system of telecommunication).

Rights Holders shall mean those broadcasters which have been granted a licence to broadcast the Live Shows by the EBU or authorised to broadcast the ESC Material by the EBU (including the Participating Broadcasters).

Rehearsals shall mean collectively all the rehearsals taking place to rehearse the Live Shows.

Social Media Platforms shall mean any web- or IP-based platform, administered and branded by a third-party, enabling communication to the public of content by its end-users; this covers platforms that require registration of end-users and a log-in process prior to use [e.g. the Non-Rights Holders' own accounts on Facebook, Instagram, Twitter, etc.]. For the avoidance of doubt, use of the Live Shows and of the Rehearsals on YouTube is reserved to the EBU.

Television shall mean the Broadcast of a linear audiovisual programming for simultaneous reception by the public, in private or public places, by any technical means in whatever technical standard for reception and display on any type of device, irrespective of the mode of financing of the service (such as free of charge or against payment). Notwithstanding the foregoing and for the avoidance of doubt, Television shall specifically exclude, without limitation, Internet, video downloading, video streaming, computer network exhibition, Mobile Platform exhibition, home video, future media, and Radio.

Turquoise Carpet Material shall mean any interviews/interventions of the artists and delegations filmed and/or recorded during the Turquoise Carpet ceremony and made available by the EBU/Host Broadcaster.