

**FILMING AND PUBLISHING RULES AT THE EUROVISION SONG CONTEST (ESC) 2026
FOR M ACCREDITATIONS (ACCREDITED MEDIA)**

The goal of these guidelines is to allow **Accredited Media** to cover the ESC 2026 **while respecting the rights of the ESC’s official media rights-holders, protecting the welfare of artists** taking part and the **wellbeing of all those attending or working** on the event.

The Eurovision Song Contest (ESC) is a world-class live television production that upholds the highest standards of broadcasting, creativity, and fairness. These filming and publishing guidelines (“**Media Filming Rules**”) have been established to ensure consistency, quality, and compliance with the ESC’s production values, technical requirements, and artistic vision.

All accredited media must adhere to these Media Filming Rules when filming and capturing content related to the ESC.

Compliance with these guidelines is mandatory. Any breach of these Media Filming Rules shall be deemed a breach of the ESC Code of Conduct and may result in appropriate consequences as outlined below.

✔ WHAT YOU CAN DO	✘ WHAT YOU CANNOT DO/PUBLISH
<p>✔ Filming & Photography</p> <ul style="list-style-type: none"> • You can take photos & record videos inside and outside Accredited Areas, except in Restricted Filming Areas. • You may conduct interviews and news coverage in designated media areas such as: <ul style="list-style-type: none"> ○ The Media Centre ○ Media Conferences & Events ○ The Turquoise Carpet Ceremony ○ Eurovision Village ○ EuroFan House <p>✔ Live Broadcasting/Streaming</p> <p>Accredited Media may broadcast short live inserts into programmes on their proprietary TV, radio or online platforms from the ESC venue for the purposes of reporting on the event, subject to the Live Broadcasting/Streaming restrictions opposite.</p> <p>✔ Publishing & Broadcasting</p> <ul style="list-style-type: none"> • You may publish/broadcast photos and audio/video content on: <ul style="list-style-type: none"> ○ Television & Radio Broadcasts ○ Fully Owned Catch-Up TV Services (for on-demand use of full news bulletins and current affairs programs). ○ Fully Owned Websites (including digital news platforms primarily focused on news and current affairs). ○ Social Media Platforms. 	<ul style="list-style-type: none"> ✘ No photographing, filming or publishing any content from Dress Rehearsal 1 of Semi-Finals 1& 2 and Grand Final ✘ No publishing of more than 10 seconds of any self-generated footage of a competing song during any other Rehearsal or Live Shows ✘ No filming, photographing or publishing of any stage activity, security set up, changeovers between songs or interval acts during any other Rehearsals or Live Shows ✘ Do not show rehearsal or Live Show content from screens in the Media Centre or Restricted Filming Areas whether intentionally or incidentally ✘ Live Broadcasting/Streaming Restrictions <ul style="list-style-type: none"> ● When broadcasting/streaming live from the venue the following are prohibited: <ul style="list-style-type: none"> - Extended live streaming on social media channels and websites (including, but not limited to, TikTok, YouTube, Twitch, Facebook) is not allowed in any area where transmission of any rehearsals or Live Shows can be seen or heard - Utilizing instant revenue streaming features such as YouTube’s Super Thanks, TikTok’s LIVE Gifts, etc. is strictly prohibited at all times. - including footage of screens displaying rehearsals or Live Shows - featuring predominant audio from rehearsals or live performances or Live Shows - conducting complete, uninterrupted transmissions of the Turquoise Carpet Ceremony and Media Conferences. - Live Broadcasting/Streaming from Restricted Filming Areas

<ul style="list-style-type: none"> ○ ESC-Related Online Publications (on Social Media Platforms and Fully Owned Websites, including digital news platforms focused on news and current affairs). <p>✓ A-Pool Photographers</p> <ul style="list-style-type: none"> ● Capture Professional Photographs A limited number of international photo and news agency photographers will be granted access to the A-Pool photo area on the Arena floor during select Dress Rehearsals and Live Shows. This area is equipped with power and wired LAN to facilitate professional media coverage. ● Apply for A-Pool Access Agency photographers can apply via press@eurovision.com. Approved applicants will receive a special A-Pool badge issued by the EBU. Access will be granted for specific Dress Rehearsals and/or Live Shows, with further specific instructions provided in due time. ● Apply for B-Pool Access Other photographers can gain access to the arena in a specific part of the arena during DR2, DR3 and the Live Shows space permitting 	<ul style="list-style-type: none"> ✗ Posts used for any commercial activity are forbidden. <ul style="list-style-type: none"> ● This includes but is not limited to: <ul style="list-style-type: none"> - advertising, promoting any brand, product, or service, or conveying any commercial message (including broadcast sponsorship). - running paid marketing campaigns - deals with third party social media platforms or media companies or - Endorsing or promoting any third party or their products/services. ✗ Do not use Artificial Intelligence <ul style="list-style-type: none"> ● No AI-generated images of artists, AI-altered music or vocals, deepfakes, or other manipulated media of the Contest ✗ Do not publish any images showing accreditation badges ✗ Do not include disrespectful or Harmful Content <ul style="list-style-type: none"> ● Content must be respectful and must not be illegal, discriminatory, offensive, hateful, or defamatory of any contestant, the ESC, the EBU, the Host Broadcaster and/or of the Participating Broadcasters.
	<ul style="list-style-type: none"> ⊘ Restricted Filming Areas <ul style="list-style-type: none"> ✗ Zones specifically marked “No Filming” ✗ Production Facilities ✗ Security Facilities ✗ Health & Safety Areas

✦ CONDUCT AND RESPECT GUIDELINES

<ul style="list-style-type: none"> ✦ Respect Privacy, Personal Boundaries & Image Rights <ul style="list-style-type: none"> ✓ Seek explicit consent before filming or sharing content that singles out identifiable individuals. ✓ Maintain a respectful distance and avoid invading personal space. ✓ Stop filming immediately if someone appears uncomfortable. ✓ When editing or publishing, ensure content is accurate and respectful. ✓ Do not sensationalize, exploit, or misrepresent individuals. ✓ Avoid sharing personal identifying details without permission. 	<ul style="list-style-type: none"> ✦ Respect Rights & Event Operations <ul style="list-style-type: none"> ✓ Please respect the rights of others and ensure the safe and smooth running of the Eurovision Song Contest. ✓ In the venue you may conduct interviews only in designated areas (e.g., Media Centre). ✓ Do not advertise, market, or promote the availability of ESC Content on any website or platform, except for Non-Rights Holders international News Agencies, which may make Filmed/Recorded Content available to their regular customers, in accordance with their standard distribution procedures and the present Rules, with the prior written consent of the EBU. ✓ Act within your Accreditation Level: Only individuals holding a Media Accreditation (M1-M4) may act as journalists, reporters, or media representatives at the Eurovision Song Contest. If you do not have a M1-M4 Accreditation, you are not permitted to conduct interviews, report, or engage in journalistic activities within accredited areas
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📌 Reminder:

- ✦ All Content must align with **ESC Values & Code of Conduct**.
- ✦ You must abide by the instructions of **the Staff and Volunteers** on site, who are there to ensure that filming guidelines are respected and to help facilitate a positive experience for everyone. They have knowledge of the Event; please feel free to approach them with any questions or concerns you may have about filming, or ask at the Welcome Desk in the Media Centre
- ✦ For all **musical works** and sound recordings incorporated in the content filmed at the venue, it is the responsibility of the content creator to obtain the necessary permissions and clearances from the relevant music collecting societies, organizations, or other authorized bodies. This includes ensuring that the rights to use and distribute the music are properly secured to comply with social media platform agreements, copyright laws, and any applicable licensing requirements.
- ✦ Accredited persons must not use the **ESC Brand and Official Event Artwork** on social and digital media. The words “Eurovision Song Contest” and other ESC-related words can be used, as a factual reference, provided that the words “Eurovision Song Contest” and other ESC-related words are not associated with any third party or any third party’s products or services. Accredited Persons must not use other ESC properties (such as the ESC Logo and/or the ESC Artwork or mascot) on social and digital media, unless they have obtained the prior written approval of the EBU or the Host Broadcaster. The ESC Logo and artwork can be used by accredited media for factual and editorial purposes, for example in a news article covering the ESC, in compliance with the ESC Brand Book.
- ✦ **Violations** may result in content removal, loss of accreditation, or further action by the EBU as foreseen under the Code of Conduct and the Accreditation Handbook.