



J.LEAGUE™ MEDIA GUIDE

English Edition



JAPAN PROFESSIONAL FOOTBALL LEAGUE
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J. League has laid down rules for media coverage, including the broadcasting of games. This page explains the application procedures, rules, etc. for media coverage.

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1. Guidelines for Media Coverage (Official J. League Matches and Events)

The J. League conducts all official games according to a common set of rules for media coverage.

Media wishing to cover J. League games should refer to the following guidelines.

1-1 Common rules

- Accreditation will be granted to media seeking to cover J. League games for the purposes of sports coverage. (The same applies to media accreditation for other J. League official events.)
- To cover J. League games, all applicants (excluding some Japanese media) are required to submit their application to the home club.
- The number of places available is limited by media category. Please refer to the attached table.

- International TV broadcasters and all other media seeking to perform video coverage should apply by e-mail to PIC at J.LEAGUE Media Promotion. mediaservice@j-league.or.jp
- JMP shall decide whether to approve or decline the coverage request upon receipt of the application. (Requests may be turned down due to broadcast right issues.)
- International TV broadcasters and all other media seeking to perform video coverage may be charged a fee for shooting and broadcasting the game.
- Even if a request for video coverage is turned down, it is still possible to apply for a journalist pass.

- Accreditation may be denied henceforth to anyone who damages the interests of Japanese football by harming the interests of the J. League or J. clubs or defaming any individual or organization.
- Applications will not be accepted from media which provide news only on the Internet (including smart phone apps).
- The posting and distribution of video images on the Internet is strictly prohibited.

1-2 Media accreditation

Accreditation for the coverage of J. League official games differs according to the media category: “pen” journalist, still photographer or TV crew.

Category/Organization	Accreditation Limit (Number of Persons)	Application Method
Pen Journalists		
Media Organisations (Japanese Press Club members)	4 persons per company	Application unnecessary. Contact the club's press department if applying for more than 4 persons per company.
Media Organisations (Media organisations not belonging to Japanese Press Clubs, international media etc.)	2 persons per company	Send the completed application form to the media officer of the home club at least 3 days prior to the match. Be sure to include the name of the publication. The seal or signature of the editor responsible is required.
Freelance Writers		Send the completed application form to the media officer of the home club at least 3 days prior to the match. Be sure to include the name of the publication. The seal or signature of the editor responsible is required.
Photographers		
Media Organisations (Members of Japanese Press club)	4 persons per company	Application unnecessary. Contact the club's press department if applying for more than 4 persons per company.
Media Organisations (Media organisations not belonging to Japanese Press Clubs, international media etc.)	2 persons per company	Send the completed application form to the media officer of the home club at least 3 days prior to the match. Be sure to include the name of the publication. The seal or signature of the editor responsible is required.
Freelance Photographers		Send the completed application form to the media officer of the home club at least 3 days prior to the match. Be sure to include the name of the publication. The seal or signature of the editor responsible is required.
TV Crews		
Sports News (Japanese Press Club members)	2 crews per company (1 crew = 4 persons, including director)	Application unnecessary. Contact the club's press department if applying for more than 2 crews.
International TV & All other media seeking to perform video coverage	1 crew per company (1 crew = 4 persons, including director)	Contact J. League Media Promotion, Inc. A usage fee may be charged depending on how the video is used.
Internet media	×	Accreditation is not issued for Internet media coverage.

1-3 Applying to perform media coverage

- The correct application form must be used.
- Please use the Application Form attached beneath the final page of these instructions.
- Send the completed application form to the media officer of the J. League at least 5 days prior to the match.
- International TV broadcasters and all other media seeking to perform video coverage should contact J. League Media Promotion, Inc. first if wishing to cover a game. PIC at J. League Media Promotion will explain the necessary procedures.
- Media applying to perform coverage for the first time are requested to send supporting documents (e.g. international correspondent’s registration, company ID, copies of publications with bylines, etc.) showing that the applicant is a genuine journalist together with the application form.

1-4 Rules for coverage

The rules for coverage in the stadium are as follows:

Each stadium has its own rules. Journalists are requested to comply with the instructions detailed in the media coverage guide issued by the host club at the stadium.

Any journalist failing to comply with the rules of coverage may be asked to leave the stadium or stop the coverage activity in question.

●Issuing Accreditation (AD) cards & bibs, and AD categories

- Accredited media should first come to the media reception desk located at each venue.
- AD cards and TV Crew/photographer bibs are distributed at the media reception desk upon presentation of either the original application form or a photo copy and a relevant ID card (e.g. press card).
- All media must wear the AD card and/or bib at all times in the stadium, and return the card or bib to the media reception desk without fail upon leaving the stadium.
- TV crew bibs may only be used by media representatives approved by JMP. In the case of any loss of or damage to an AD card or bib due to the journalist’s own negligence, such journalist may be requested to pay for the damage and be denied a replacement AD card or bib.

Media	AD Category	Color	Media Working Room	Mixed Zone	Pitch Area	Media Tribune	Camera Positions in Spectator Areas
Journalists	AD Card	Light Green	○	○	×	○	×
Photographers	Bibs	Yellow	○	○ *	○	×	×
TV Crew	Bibs	Red	○	○	○	×	○

○: access permitted ×: access not permitted

*Limits may be placed on photographers' access to the mixed zone in some stadiums.

●Areas where coverage is permitted

- Journalists must stay within the designated areas for coverage, and follow the instructions of the media officers and staff. Coverage/shooting is allowed only in the permitted areas. (No coverage/shooting is allowed in the spectator areas (stands, concourses, etc.)
- Be sure to consult with the home club first if wishing to perform coverage/shooting outside the permitted areas, including both before and after the match and outside the stadium.
- Only media representatives approved by JMP are permitted to perform video coverage. No other media representative are permitted to perform video coverage in the camera areas indicated below.
- No interviewing or other direct contact with players or staff listed on the matchday squad sheet is permitted from 60 minutes prior to kick-off until the end of the match.
- Smoking is only allowed at the designated smoking areas.
- The J. League retains the rights to all still and video images relating to the match, including of the match itself, press conference and scenes inside and, in some cases, outside the stadium before, during and after the match.

< Journalists >

- Media Tribune (Written Press Positions) are located in the stands and some seats are reserved for particular media organisations. No photography is allowed in the Media Tribune.

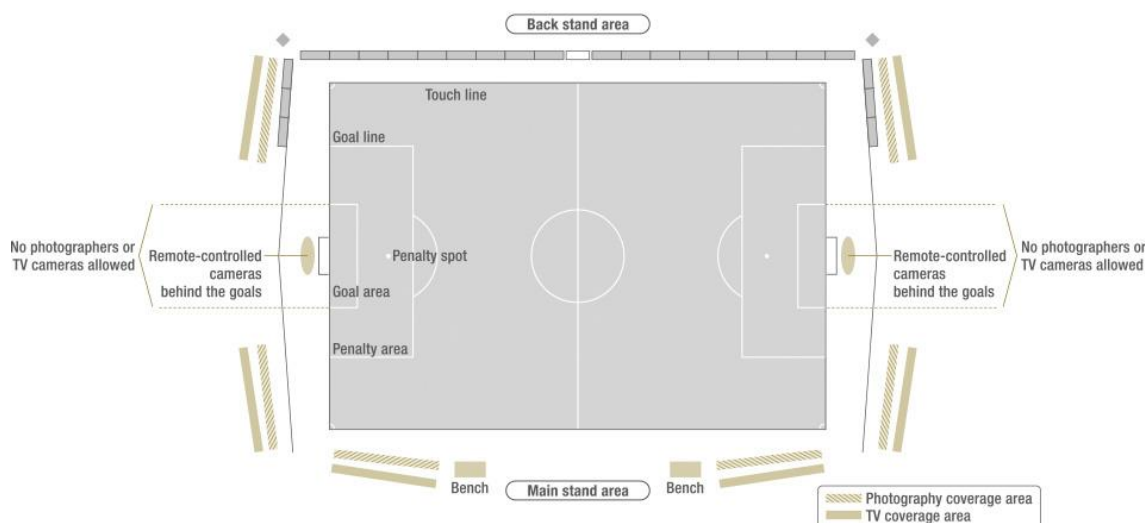
< Cameramen / TV Crew & Photographers >

- Field level photos may only be taken in the designated places behind the goal line and touch line.
- Photographers are not permitted to shoot video pictures.
- The photo positions behind the touch line on the main stand side of the stadium are located behind a line projected from each corner to a point 1m or more from the bench. ※It may not be possible to use the position of your first choice due to limited space.
- TV cameramen are requested to shoot from behind the photographers, and may be asked to move by venue press officials if their TV camera obstructs the view for spectators.
- Photographers may use unipods only.
- Only photographers may set up remote-controlled cameras behind the goals. Please confirm where these may be installed at the venue.
- Cameramen are not allowed to change position during the match except at half time. Exceptions are made, however, for official and host broadcaster cameramen.
- It is strictly forbidden for media personnel to enter the pitch.
- Shooting of the team photos prior to kick-off must be performed within the designated area as instructed by the media officers at the venue.
- The use of umbrellas is prohibited when shooting at pitch level:
 - In some stadiums, the use of umbrellas in the coverage area can obstruct

the spectators' view.

- Umbrellas may be blown onto the pitch by high winds etc., thereby obstructing the match and endangering players, match officials and ball persons.
- The use of umbrellas is prohibited not only during but also before and after the match and at half time.
- The temporary use of umbrellas may, however, be permitted at the discretion of the home club's press officer before or after but not during the match in view of the shape of the stadium and weather conditions.

●Field level camera positions



- ※ Coverage areas may vary depending on the stadium.
- ※ The main stand camera area may be made into an exclusive area for TV relay cameras at some matches.
- ※ The main stand coverage area may be moved to the back stand at some matches.
- ※ The installation of remote-controlled still photography cameras behind the goals shall in principle be about 50cm from the back of the goal net. The position may have to be adjusted depending on the placement of advertising boards.
- ※ Additional Assistant Referees (AAR) are deployed for Levain Cup matches.

●Stand level camera positions

- Only TV crews are allowed to enter the camera positions in the stands. There are no positions for photographers in the stands.
- No photography is allowed within the Media Tribune.

●Media information

- Team lists are distributed in the Press Room, etc. at least 110 minutes before the game.
- Official match records are distributed in the Press Room, etc. after the game.
- The team lists and official match records are distributed in both Japanese and English language versions.
- Full match data records can be accessed at the J. League Data Site:

<http://data.j-league.or.jp>

●Press Conference & Mixed zone

- Press conferences by the managers of both teams, one at a time, will be held after the match.
- The away team manager will give the first press conference, followed by the home team manager.
- Players can be interviewed in the Mixed Zone.
- Players and staff may only be approached in the mixed zone for purposes of sports coverage.

1-5 Real Time Updates and Video on the Internet

- In principle, only media which have obtained prior permission to do so may send data during a match using any communication device, including a mobile phone, to a currently on-air program or Internet media site.
- Moving pictures may not be shot for the purpose of Internet broadcasting.
- Moving pictures shot by TV crews may not be uploaded to the Internet.

2. Coverage of the J. League and J. Clubs

To cover the J. League or a J. Club, please contact the J. League Public Relations Department by e-mail stating the purpose of your coverage, media organisation, a contact address, etc.

To interview a J. League or J. Club official, please ask the J. League Public Relations Department for the appropriate application form.

3. Contact

[Written Press, Photographers, Radio]

●JAPAN PROFESSIONAL FOOTBALL LEAGUE (J. LEAGUE)

Communication Dept.

e-mail: mediach@j-league.or.jp

[TV Broadcasts, All other media seeking to perform video coverage]

●J. LEAGUE Media Promotion, Inc

e-mail: mediaservice@j-league.or.jp

[Information]

<https://www.jleague.jp/en/>

<https://data.j-league.or.jp/SFTP01/>