



2025 FIA WORLD AND EUROPEAN RALLYCROSS CHAMPIONSHIPS

Team and Driver Guidelines for Broadcast Footage

To help us grow the rallycross audience, we are encouraging the entire community to tell their stories and reach as many people as possible.

We ask that you follow these guidelines to ensure that we collectively maximise the effectiveness of the broadcast images and help us to grow the sport!

1. Intention

Content should be used for the purpose of promoting and sharing the values of the FIA World and European Championships.

2. Duration

Do not publish entire races - use a maximum of 90s of continuous race footage, and a total of 180s (3min). All full race footage will be available on the championship YouTube Channel. For onboards, use a maximum of 2 continuous lap of race footage. If you had an onboard camera with Aurora your race footage is available on request only.

3. Storytelling

Race footage should be used to **tell your own team/driver stories** and not replicate race highlights and content that is being distributed via the main championship platforms. Social media algorithms punish channels that upload identical content - action footage should be used on team and driver channels to add excitement and tell the story of the championship from your unique perspectives!

4. Collaborating

We will always collaborate with team and driver accounts when there are big moments or action, so this footage will be available immediately through these collabs.

5. Third party rights

Under no circumstances is it permitted to sell, sub-licence or otherwise commercialise footage supplied by the FIA. You may not supply anything other than an approved VNR to any non-rights-holding broadcaster or media outlet.

Edited footage up to a maximum duration of 30 seconds may be supplied to third parties / sponsors and partners **only with the prior approval of the FIA.**

Please ensure that you do not overlay championship footage with any music or content for which you do not hold the necessary rights.

6. Content submission

Published content should be shared with the FIA Social Media, Communications and Marketing & Partnerships team. This is for visibility purposes only.

7. Hashtag & Accounts

When publishing content, please make sure to use the **#WorldRX** and tag the relevant championship accounts:

- Facebook: World RX - FIA World Rallycross Championship
- Instagram: @FIAWorldRX
- Twitter / X: @FIAWorldRX
- TikTok: @fiaworldrx
- YouTube: FIAWorldRX
- LinkedIn: FIA World Rallycross Championship
- Website: www.fiaworldrallycross.com

Hashtags are used for reporting and tracking, so their inclusion assists us greatly.

8. Other

If you have specific requests for content, please reach out to the Marketing & Partnerships team (B. Hasell & K. Laranjeira) and we can assess on a case-by-case basis.

Access content: Links for photos and videos will be shared by the FIA.

Key contacts:

FIA Marketing & Partnerships

- **BRETT HASELL**, Marketing and Partnerships Director: bhasell@fia.com
- **KYLLIAN LARANJEIRA**, Marketing and Partnerships Manager: klaranjeira@fia.com

FIA Communications

- **TOM WOOD**, Head of Sport Communications: twood@fia.com
- **SVEN GOOD**, FIA Communications Coordinator: sgood@fia.com

Aurora

- **CAROLINE VERLAQUE**, Production Manager: caroline.verlaque@auroramedia.com

The guidelines are subject to regular review and may be updated at any time.