

RESTARTING INTERNATIONAL  
BADMINTON TOURNAMENTS

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# **MEDIA OPERATIONS & SAFETY PROTOCOLS**

TotalEnergies BWF THOMAS AND UBER CUP FINALS 2020





<b>CONTENTS</b>	<b>PAGE</b>
1.0 INTRODUCTION	2
2.0 MEDIA OPERATIONS & SAFETY PROTOCOLS	3
2.1 Permitted Personnel & Media Accreditation	3
2.2 Access	3
2.3 Mandatory Covid-19 Testing	4
2.4 Temperature Checks	4
2.5 Safety Responsibility	4
3.0 GENERAL GUIDELINES FOR HOSTS	5
3.1 Interview Area	5
3.2 Interview Priority	5
3.3 Virtual Press Conference	5
3.4 Strict Field of Play Access	6
3.5 Digital Media Centre & Access to Content	6
APPENDIX 3 – General Guidelines for BWF Tournaments	7



## **1.0 INTRODUCTION**

The following guidance has been published to advise media of the protocols and procedures that will be implemented at tournaments for the remainder of 2021.

The measures put in place aim to create the safest possible environment for all stakeholders involved in the tournament including players, organising committee workforce, volunteers, media, and technical officials.

Key to creating a safe environment is the creation of a 'badminton family bubble', and this involves making it mandatory for each and everyone in this bubble to be tested at each tournament.

As the COVID-19 situation continues to improve with a global vaccine roll-out, BWF may remove some of the guidelines and/or provide dispensation to some of the described procedures.

If, however, the situation worsens, BWF may also strengthen the guidelines and request additional requirements be put in place.

## **2.0 Media Operations & Safety Protocols**

This document is a summary of adjusted media operations tailored for the TotalEnergies BWF Thomas & Uber Cup Finals 2020 at Ceres Park & Arena in Aarhus, Denmark. Listed are all new safety protocols and operating procedures to ensure the health and safety of all media personnel involved during the tournament. Accredited personnel are encouraged to read the full [Safety Protocols & Operating Procedures outlined here](#).

### **2.1 Permitted Personnel & Media Accreditation**

There will be different categories of tested personnel during the tournament. For this specific event, the arena at the Ceres Park & Arena is only able to cater to select media personnel to ensure the safety and health of everyone involved. As a result, accreditation will be awarded on a priority basis at the discretion of BWF and Badminton Denmark. Content solutions for those not permitted are outlined below.

#### Green Zone (for tested personnel part of the Green Bubble)

1. Rights Holding Broadcasters
2. Infront Pan-Asia ENG Team
3. BWF Communications Team
4. Badminton Denmark Communications Team
5. Specially Invited Media
6. Photographers
7. Interpreters

Personnel accredited in the Green Zone will have access to the Interview Area to interview athletes face-to-face. This is located as part of the Green Zone Media Centre. A 1-metre space between work stations will be practiced. Assigned spectator seats to view matches will also be granted. This is not for filming. All Green Zone personnel are required to wear a face mask at all times when in the Media Centre and Interview Area. RHB and Infront appointed ENG operators plus BWF and Badminton Denmark appointed photographers will be accredited for Field of Play (FOP) access. To minimise contact, only one ENG camera operator per RHB will be permitted.

#### Red Zone (for non-tested personnel)

Domestic Danish media will be permitted to watch play from assigned spectator seats and work in the Red Zone Media Centre. Filming of the FOP is not permitted. Virtual Press Conferences will be facilitated in this room. Live streaming of mixed zone interviews will also be available via the BWF Digital Media Hub. As space is limited at the venue, and with social distancing a necessity, BWF and Badminton Denmark have made the tough but important decision to only grant media accreditation to selected organisations and personnel. Therefore, accreditation will be awarded on a priority basis at the discretion of Badminton Denmark.

### **2.2 Access**

The flow of movement of media personnel and access to certain areas has been designed in a way to protect all participants. Personnel in the Green Zone will have access to the Green



**TotalEnergies BWF Thomas & Uber Cup Finals 2020**

Zone Media Centre and Interview Area. Interviews in the Interview Area will be socially distanced across a space of 2 metres. RHB and Infront appointed ENG operators plus BWF and Badminton Denmark appointed photographers will be accredited for Field of Play (FOP).

Zone Allocation

Personnel	Areas of Access			
	Zone	Interview Area	Green Zone Media Centre	Field of Play
Rights Holding Broadcasters (RHB)	Green	YES	YES	YES*
Infront Pan-Asia ENG Team	Green	YES	YES	YES*
BWF Communications Team	Green	YES	YES	YES
Badminton Denmark Communications Team	Green	YES	YES	YES
Specially Invited Media	Green	YES	YES	NO
Photographers	Green	NO	YES	YES
Interpreters	Green	YES	YES	NO
Domestic Danish Media	Red	NO	NO	NO

\* Only one ENG camera operator per RHB is permitted on the FOP.

**2.3 Mandatory Covid-19 Test**

All Green media personnel must obtain a negative COVID-19 test before their first arrival day at the tournament. All onsite tests will be arranged by BWF and Badminton Denmark at the designated facility with the cost to be covered by each RHBs. RHBs will be billed by Infront Pan-Asia after the event. All photographers must also present with a negative COVID-19 test in order to receive their accreditation and be granted access to the FOP.

**2.4 Temperature Checks**

During the event, there will be regular temperature checks in the venue including all related events areas. Full cooperation is required by all media personnel. BWF, Badminton Denmark and Infront Pan-Asia reserve the right to deny entry and reject media accreditation to those who do not comply.

**2.5 Safety Responsibility**

All members of the media must take up the responsibility to minimise exposure risk. Please always practice social distancing and good personal hygiene in and outside of the venue.

### **3.0 New Protocols and Changes**

#### **3.1 Interview Area**

A number of provisions will be put in place to conduct social distanced interviews and to ensure the health and safety of players. These provisions apply to all parties conducting interviews in the Interview Area.

- A gap of 2 metres should be observed between the media and players when conducted interviews.
- A maximum number of TWO (2) personnel will be permitted to be part of the interview team:
  - Producer (person asking questions)
  - Camera Operator
- ONE (1) additional personnel – an interpreter – will be permitted as and where necessary.
- These personnel must be socially distanced (1m apart), and wear masks at all times.
- Standing microphones will be used to record sound from the players. Please do bring this with you. A microphone cover is recommended and should be replaced after each interview.
- Players and coaches interviewed can choose to wear a mask if they wish.

#### **3.2 Interview Priority**

The order for interviews in the Interview Area is as follows:

1. Local Rights Holder
2. Rights Holding Broadcasters
3. Infront Pan-Asia ENG Team
4. Specially Invited Media
5. Virtual Press Conferences for Domestic Danish Media
6. Badminton Denmark Communications Team
7. BWF Communications Team

#### **3.3 Virtual Press Conferences**

Following the completion of a match, Red Zone media personnel will return to the Red Zone Media Centre where they will use a computer on a standing table provided by BWF and Badminton Denmark to ask their questions to the players. Once players complete media obligations 1-4 listed above, the player will then proceed to the Virtual Press Conference area where a computer will be placed on a table for the players to field and answer questions from Danish media.

- The computer will be placed on a standing table.
- Players will not be required to touch the computer.

The Virtual Press Conference will be moderated by staff from BWF and Badminton Denmark.



### **3.4 Strict Field of Play Access**

There will be a strict Field of Play (FOP) access applied at the TotalEnergies BWF Thomas & Uber Cup Finals 2020. Access is controlled by BWF and Infront Pan-Asia. Filming by Local Rights Holder, RHB, and Infront Pan-Asia ENG Team for alternative news angles is permitted.

Approved personnel:

- A total of SIX (6) BWF and Badminton Denmark appointed photographers will be on rotation.
- A total of TWO (2) videographers from BWF and Badminton Denmark will also be allowed on the FOP.
- Only one ENG camera operator from each RHB per will be permitted on the FOP to film matches of their national team.

### **3.5 Digital Media Hub & Content Access**

For those not permitted or able to attend onsite, BWF, Badminton Denmark and Infront Pan-Asia will provide reliable coverage and access to content via the BWF Digital Media Hub which will include live stream of post-match interviews, selected flash quotes, images, and video interviews. Note, this access will be controlled by BWF. Contact [pressoffice@bwfbadminton.org](mailto:pressoffice@bwfbadminton.org) for more.



**Appendix 1 – General Guidelines for BWF Tournaments**

<b>Area</b>	<b>Guidelines</b>
<p><b>Interview Area (Replacement for Mixed Zone / Press Conference Room)</b></p>	<p>Until further instructed by BWF, all hosts are to provide an Interview Area at the tournament. All interviews will be conducted by the following personnel:</p> <ul style="list-style-type: none"> <li>• Rights Holding Broadcasters</li> <li>• Infront Pan-Asia ENG Team</li> <li>• BWF Communications Team</li> <li>• Host Communications Team</li> <li>• Specially Invited Media</li> </ul> <p>If the size of the venue permits, BWF will explore allowing more members of the media in the Interview Area.</p> <p>The order of priority for the interview is as follows:</p> <ol style="list-style-type: none"> <li>1. Local Rights Holder</li> <li>2. Rights Holding Broadcasters</li> <li>3. Infront Pan-Asia ENG Team</li> <li>4. Specially Invited Media</li> <li>5. Virtual Press Conferences for Red Zone media personnel or media offsite</li> <li>6. BWF Communications Team</li> <li>7. Host Communications Team</li> </ol> <p>Given the limited number of media/crew allowed to be in the Interview Area, it is important for the hosts to ensure the following:</p> <ul style="list-style-type: none"> <li>• Availability of translators in the interview area especially Japanese, Korean and Chinese. These translators must also be tested and confirmed negative for COVID-19 on their first arrival day.</li> <li>• Strong and stable internet connection for the all personnel to upload the interviews and/or send the video/audio to relevant parties.</li> <li>• A holding area may be required for players to wait as the crew can only do one interview at a time. If a holding area is unavailable, then players will be allowed to go for their cool down but on the provision that they will be called back for the interview once the earlier interview is completed.</li> </ul> <p>All personnel in the Interview Area are required to wear masks. BWF will review all media requirements/guidelines from time to time and will update the requirements</p>



**TotalEnergies BWF Thomas & Uber Cup Finals 2020**

	depending on whether the COVID-19 situation improves or worsens.
<b>Media Centre</b>	Accredited media representatives must be limited, taking into account physical distancing and the available space. Seating arrangements in the Red Zone Media Centre shall also follow the rules set on physical distancing, with 1-metre distance between each seat. In the absence of any local health authority guideline on minimum distance, a 1-metre space is required between and around each seat/table. All interviews conducted by the designated BWF/Infront crew shall be made available for non-accredited media. Working media should wear masks while in Interview Area.
<b>Media Tribune</b>	Availability of a media tribune is subject to required space in each venue. Designated spectator seats may be provided as an alternative. If space is available, and in the absence of any local health authority guideline on minimum distance, a 1-metre space is required between and around each seat/table.
<b>Virtual Press Conference</b>	Available for accredited Red Zone media only.
<b>On-Court Interviews</b>	All on-court interviews are suspended until further notice.
<b>Host Broadcaster &amp; Rights Holding Broadcasters</b>	Field of Play (FOP) access for filming alternative angles for news purposes will be permitted.
<b>Photographer Positions</b>	<p>A distance of 1-metre should be kept between photographers, line judges, HB &amp; RHB ENG crew. It is the responsibility of the appointed media manager to control the rotation of positions between the photographers and that they adhere to physical distancing guidelines.</p> <p>Only the following photographers are allowed on the FOP at any one time:</p> <ul style="list-style-type: none"> <li>a) BWF Appointed Photographer (max. 3)</li> <li>b) Host Appointed Photographer (max. 3)</li> <li>c) BWF and Host Videographer (max. 2)</li> </ul> <p>Physical distancing regulations must be adhered to. In the absence of any local health guidelines, please allow a minimum 1-metre distance. It is also highly recommended to wear face masks at all times.</p>
<b>Commentary positions</b>	<p>The number of personnel at the commentary position(s) must conform to physical distancing guidelines from the local health authority.</p> <p>In the absence of such guidelines, a minimum distance of 1-metre between and around each personnel is mandatory.</p>