

APPENDIX 2 – MEDIA COVERAGE

- 1.1. 1) In order to ensure the coverage and promotion of the Silk Way Rally, any and all persons taking part in the Rally (hereinafter collectively referred to as the Participants) confirm their participation in the Event by filing the relevant application and undertake to comply with and rely upon the FIA/FIM regulations and the provisions of Agreement #2 including but not limited to:
- the International Sporting Code, the Russian Automobile Federation’s Sporting Code and Appendices thereto;
 - the Sporting Regulations (hereinafter, the “Regulations”), and any attachments and published Bulletins making and integral part of the Regulations;
 - other rules and regulations and regulatory documents of the Organizer (hereinafter collectively referred to as the “Event Regulatory Documents”).

Each Participant grants to the Organizer and its representatives the right to reproduce and publicize, without any compensation whatsoever to the Participant, their name, video-image, voice, photos, sporting biography and history, their sports performance in connection with the Silk Way Rally coverage.

Each Participant acknowledges and agrees that the Organizer may produce, without any prior consent and at its sole discretion, material supports and printwork containing images (photos, videos etc.) of any persons and vehicles participating in the Rally for marketing purposes.

The Organizer and its assignees are allowed to use the trade name(s), trade mark(s), brand(s) of their vehicle parts manufacturers, constructors and sponsors, in any and all forms, on any media (whether now existing or hereafter developed) and in any format, for all kinds of world- wide use, including advertising and/or commercial use without any restrictions whatsoever except for those mentioned hereinafter, and for the entire duration of the protection currently granted for such use by legal or statutory provisions, judicial and/or arbitral decisions of all countries, as well as international conventions (present and future), including eventual extensions that could be made to this duration.

However, when the organizer authorizes a third party to use pictures of the competition for advertising or promotional purposes, the third party will not be allowed to use the name, voice, photos, biography, history of sports performance of a Participant or the trade name, trade mark of his sponsor, vehicle parts manufacturer or constructor, without the express consent of the Participant, sponsor or vehicle parts manufacturer.

Likewise, with the exception of books, photograph books, comic strips, in any form of publication, audiovisual carriers, records on any discs and any kind of device and in any format whatsoever, containing information about all or part of the Silk Way Rally, posters, travel diaries, autograph books, maps, official programs of the Silk Way Rally, advertising and commercial materials, the organizer will not use or allow the use of the individual photos of the Participant in the context of marketing byproducts known as merchandising.

2) Participants and accompanying persons are not allowed to *create commercial video content* of the Silk Way Rally, by any means whatsoever and for any purpose whatsoever, without the prior written consent of the Organizer.

APPENDIX 3 – RULES REGARDING USE OF PHOTOS & VIDEOS

The following rules apply to any type of video and photo shot by the Participants (pilots, technical support team) if these images are not intended for personal use.

- The Participant shall notify the Organizer of the intention to produce video content, making an application for a license. The accredited press on behalf of the team completes the application in a mandatory manner at the accreditation stage.

The license enables the participants to:

- to produce own video content
- publish it on the platforms, websites and sites specified in the application
- receive official daily video of the rally for own use

3.1. SWR OFFICIAL VIDEO CONTENT AVAILABLE FOR USE ON WEBSITES AND SOCIAL NETWORKS DURING THE RALLY.

- 3 min daily videos for newscasts
- videos available on FTP official server or cloud drive at an authorized link
- maps, official graphics set, logotypes, etc

3.2. OFFICIAL SWR VIDEO CONTENT IN PUBLIC ACCESS DURING THE RALLY:

- Daily reports on cars, bikes, SSV and trucks categories

3.2.1 PLATFORMS ENTITLED TO BROADCAST/HOST SWR OFFICIAL VIDEO CONTENT:

Only following categories of digital platforms/media are entitled to broadcast/host SWR official video content:

1. Pure player digital news portals, online newspapers and radio digital media, digital media related to general or specialized news, sports and motorsport news solely for its own operated website / mobile application/social networks.

2. The use of video clip is limited to one website per media, and/or website owned and/or administered by the accredited mass media.

3. Official partners and teams accredited on the Silk Way rally are authorized to broadcast/post the official SWR video content on their own operated websites/ applications/social networks, without editing/modifying the content.

4. The official SWR video content broadcast/posting shall be limited only to the operated website and mobile application of the media/sponsor/team as specified in the accreditation. No download/posting/distribution of video clips of the race is authorized through video platforms and social networks with embed codes like Youtube, RuTube, Dailymotion in team/media/partner accounts. The embed code shall link to the SWR official account only.

5. The Website and mobile application that hosts official video clips should not be created for the race, dedicated or specialized only to SWR.

IMPORTANT: for all broadcast/hosting of any other content with SWR race images, a specific agreement is required.

The access to the official content shall be free and any content posted on the platform of the

media/sponsor/team shall not be available for download by the end user.

It is forbidden to communicate to third parties the access source (direct links to FTP etc) to the video content from outside the website/application hosting the content.

3.2.2 License conditions:

The use/ posting/ broadcast of the content mentioned above (official video content) shall be subject to the following license conditions:

Access to free content using the embed code:

- Only TV channels authorized by SWR may host/broadcast the official SWR video clips on their websites and/or applications.
- Embed code for pasting the official SWR videos is available on the official SWR channel on Youtube (Settings> “Share” button for each clip).
- Pre-roll & post-roll advertising is available maximum 4 (four) seconds at the beginning and 4 sec at the end of the video.
- It is expressly forbidden to edit / modify any original SWR video.

IMPORTANT: In no event shall a third party brand which is not an official sponsor of the event be associated with the SWR brand or the SWR official video content or any form of sponsorship of the SWR.

3.4 CONTACTS OF MEDIA DIRECTION

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