

Media Guidelines

2025

SBK MOTUL
FIM SUPERBIKE WORLD CHAMPIONSHIP

FIM
FEDERATION INTERNATIONALE
DE MOTOCYCLISME

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1. INTRODUCTION

Welcome to the **Media Accreditation Guidelines** for the 2025 MOTUL FIM Superbike World Championship (WorldSBK). These guidelines have been developed to provide media professionals with clear and comprehensive information about the accreditation process, categories, deadlines, and conduct expectations. Please be aware that media accreditation is solely at the discretion of the WorldSBK Press Office and can be revoked without notice. No member of the media will be granted access to a WorldSBK event without approved application.

2. ACCREDITATION PROCESS

2.1. APPLICATION

Media accreditation for the 2025 season is now open for professional journalists, photographers, videographers, and broadcast crews who wish to cover one or more rounds.

Accreditation Categories:

- **Media:** Journalists, photographers, and videographers representing established media outlets, including print, online, broadcast, and news agencies.
- **Photographers:** Those specifically focusing on capturing images during the event.
- **Radio:** Accredited radio broadcasters providing live, recorded and post-event coverage.
- **TV Crew:** Professionals responsible for broadcast production and live coverage.
- **Freelancers:** Independent journalists, photographers, and videographers must provide proof of assignment or coverage intent.

For journalists and photographers, the application process is managed via the SBK Pit In platform, accessible at <https://media.pitin.worldsbk.com/> . Applicants will be required to submit specific documents for a complete application.

For TV crews and videographers, the accreditation process is managed directly by WorldSBK Commercial Media department [contact: andrea.dorigutto@worldsbk.com].

2.2. EVALUATION PROCESS

National accreditation requests will undergo a two-stage evaluation process and will be reviewed by the National Press Officer of the respective circuit, and the WorldSBK Press Office. Permanent and international requests will exclusively be reviewed by the WorldSBK Press Office.

Successful applicants will receive an email confirmation from SBK Pit In with instructions to activate their digital pass on the SBK Pit In mobile application. The digital pass will allow access to the WorldSBK Paddock.

2.3. DEADLINES

It is essential to adhere to the following deadlines for 2024 MOTUL FIM Superbike World Championship accreditation applications. Late submissions may not be considered.

ROUND	APPLICATION DEADLINE	ROUND DATE
OFFICIAL TEST	10 th February	17-18 February
1 AUSTRALIAN ROUND	10th February	21-23 February
2 PORTUGUESE ROUND	19th March	28-30 March
3 DUTCH ROUND	2nd April	11-13 April
4 ITALIAN ROUND	23rd April	2-4 May
5 CZECH ROUND	7th May	16-18 May
6 EMILIA-ROMAGNA ROUND	4th June	13-15 June
7 UK ROUND	2nd July	11-13 July
8 HUNGARIAN ROUND	16th July	25-27 July
9 FRENCH ROUND	27th August	5-7 September
10 ARAGON ROUND	17th September	26-28 September
11 ESTORIL ROUND	1st October	10-12 October
12 SPANISH ROUND	8th October	17-19 October

Events will become available on the SBK Pit In media platform gradually during the 2025 season, and permanent media accreditation will open in December 2024.

2.4. PERMANENT MEDIA ACCREDITATION

The deadline for permanent pass application is **1st of February 2025**.

To qualify for this pass, applicants must have attended a minimum of six WorldSBK rounds during the previous season. However, exceptions may be made on a case-by-case basis.

The applicant must provide detailed personal and company information along with the following supporting documents as part of his request:

- Personal information
- Company information (including coverage information)
- Documents: Chief editor letter (if working for a specific publication), samples of published work from the previous season, professional liability insurances, press card (if applicable), ID photo

Furthermore, to be eligible for a permanent photographer's credential, a substantial number of photographs must have been editorially published in one or more publications under the applicant's name during the previous season (generic photo galleries are not considered).

2.5. ONE EVENT ACCREDITATION

National media accreditations are handled by the National Press Officer of the respective round, subject to final approval by the WorldSBK Press Office. International one-event media accreditations are managed directly by the WorldSBK Press Office.

Applicants must provide essential personal and company information, as well as supporting documents. In case of previous accreditation at a WorldSBK event, proof of work from the previous year will be requested as part of their application.

- Personal information
- Company information (including coverage information)
- Documents: Chief editor letter (if working for a specific publication), samples of published work from the previous season, professional liability insurances, press card (if applicable)

If no confirmation is received two weeks before the event, the application should be considered as rejected.

Non-attendance should be promptly reported to the WorldSBK Press Office, as failing to do so may result in future accreditation request rejections.

3. ACCREDITATION CRITERIA

Note that up to two representatives per publication can be accredited for each event, although, in exceptional cases, the WorldSBK Press Office may consider allowing a higher number.

3.1. PUBLICATIONS & WEBSITE

Permanent media accreditation is granted to outlets committed to covering more than six WorldSBK events in 2025. For one-event accreditation, priority is given to those intending to report on the specific event.

Each application is evaluated based on coverage quality, relevance, and circulation. Freelance media must demonstrate contributions (articles or photographs) to at least two publications/agencies.

Websites seeking accreditation should have professional standards, report on WorldSBK regularly, and provide traffic figures, providing Google Analytics' Reports Snapshot (for the last 12 months and the last month at the time of the accreditation process). Non-commercial websites or hobbyist platforms are not considered. A significant portion of the Championship coverage must be provided free to the public.

3.2. PHOTO AGENCIES

Permanent media accreditation is available for agencies planning to provide photographs for all 2025 WorldSBK events.

For one-event accreditation, priority is given to those intending to supply event-related photographs.

Freelance photographers and agencies must be capable of demonstrating regular publication of their images in relevant outlets.

4. ONSITE GUIDELINES

4.1. CODE OF CONDUCT

All accredited media professionals are expected to adhere to the following code of conduct:

- Abide by guidelines set by the WorldSBK Press Office, Dorna WorldSBK Organization (DWO), and host venues.
- Use allocated media areas and comply with safety regulations.
- Display professionalism and courtesy when interacting with participants, officials, and fans.
- Respect the rights and privacy of athletes, teams, and fellow media members.

4.2. RIGHTS AND RESTRICTIONS

Accreditation grants access to specified media areas, press conferences, and the Media Centre. Unauthorized access to restricted areas is strictly prohibited. Accreditations are exclusively assigned to the individuals who have applied for them and cannot be transferred or sold.

Media must follow photography and filming guidelines, including safety regulations. Broadcasting rights are controlled by DWO, and unauthorized recording or transmission of audio or video content is strictly prohibited.

Violating accreditation guidelines may lead to accreditation revocation and future restrictions.

DISCLAIMER:

The WorldSBK Press Office retains the right to approve or deny accreditation requests based on qualifications, availability, and adherence to these guidelines.

CONTACT INFORMATION:

For media accreditation inquiries or assistance, please contact pressoffice@worldsbk.com.

By submitting your accreditation request, you acknowledge that you have read and agree to abide by these guidelines. Accreditation is a privilege, and we look forward to working with dedicated media professionals to promote the MOTUL FIM Superbike World Championship.

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