



رابطة المحترفين الإماراتية
UAE PRO LEAGUE



DIGITAL MEDIA COVERAGE GUIDELINES

2026-2027 SEASON

UAE PRO LEAGUE



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INTRODUCTION



At the UAE Pro League, we recognize the important role that digital platforms play in promoting our competitions by capturing and sharing the emotions, reactions, and experiences of players and fans.

Through this guide, we aim to provide clear information regarding designated access areas, the accreditation system, and the guidelines that members of the digital coverage team are required to follow.

This guide does not replace the Media Regulations, which remain the primary reference for all media-related operations and procedures.

ACCREDITATION SYSTEM



1

Accreditation cards are issued exclusively to representatives of accredited media organizations, including newspapers, magazines, television channels, radio stations, official websites, news agencies, and digital media platforms.

2

Accreditation applications must be submitted solely through the designated account of the respective media organization. Individual applications will not be accepted.

3

Accreditation cards are issued strictly for professional purposes and may not be used as a substitute for a match ticket.

4

Accreditation cards must be carried and displayed at all times. Accreditation cards are personal, non-transferable, and may not be assigned to another individual.

5

The loss of an accreditation card will result in a fine of AED 750. The fine must be paid to the bank account of the UAE Pro League (as specified in Appendix 8 of the Media Regulations). Upon payment, the payment receipt must be submitted to the UAE Pro League Executive Administration along with a new application form. A replacement accreditation card will then be issued.

DRESS CODE



1

All digital coverage personnel must adhere to modest dress standards in accordance with the customs and traditions of the UAE. Individuals wearing inappropriate attire or club shirts will not be permitted entry, with the exception of club media representatives.

2

Open-toe sandals and flip-flops are not permitted, except when wearing the official UAE national dress.

DIGITAL COVERAGE TEAM BIBS



1

In addition to their accreditation cards, all members of the digital coverage team must wear the official coverage bibs when entering the stadium and while operating within the General Operations Area. Bibs must remain clearly visible at all times. No clothing may be worn over the bibs. In adverse weather conditions, the bibs must be worn over any additional outerwear.

2

Bibs are distributed at the beginning of the season together with accreditation cards. Each accredited media representative will receive one bib for use across all UAE Pro League competitions. In the event of loss, the relevant media organization must immediately notify the UAE Pro League Executive Administration.

3

A fee of AED 200 will be charged for the replacement of a lost bib.

4

Any member of the digital coverage team found misusing a bib, including lending it to another person or committing any other violation related to its use, will be subject to the withdrawal of both the accreditation card and the bib.

DIGITAL COVERAGE PERMISSIONS AND ACCESS RIGHTS



1

Media organizations must obtain prior authorization from the UAE Pro League to cover match-related activities (including fans, interviews, and activations), either before the start of the season or at least one week prior to the relevant match.

2

Members of the digital coverage team are permitted to operate from the Media Tribune, provided that no interviews are conducted in this area.

3

Standing in aisles, passageways, or entrances for the purpose of filming is not permitted.

DIGITAL COVERAGE PERMISSIONS AND ACCESS RIGHTS



1

Before the Match

Digital coverage teams may film fans, conduct interviews with fans outside the seating areas, cover activations and entertainment activities, and capture club services such as food and beverage outlets and other fan facilities.

2

During the Match

Digital coverage teams may film fans but are not permitted to conduct interviews.

3

After the Match

Digital coverage teams may film fans, conduct interviews outside the seating areas, interview players in the Mixed Zone, and record the post-match press conference using a mobile phone mounted on a tripod or support stand. Recording must be for later publication and may not be broadcast live.

4

The use of a camera or mobile phone mounted on a support stand, as well as the use of a microphone, is permitted. Under no circumstances may earpieces or personal communication headsets be used.

5

Any content captured inside the stadium must be intended for publication on the accredited platform or media outlet and may not be published on the personal accounts of individual digital coverage team members, as access rights are granted to the media organization/platform, not to individuals.

RULES AND GUIDELINES



1

Members of the digital coverage team must comply with the UAE Pro League Media Regulations and the provisions set out in this guide when covering UAE Pro League competitions.

2

Filming or recording any match footage or footage from within the field of play is strictly prohibited.

3

Content that is offensive, inappropriate, or detrimental to fans, players, the UAE Pro League, or any individual present at the stadium must not be captured or published.

4

Interviews or content that may be deemed offensive to the UAE Pro League, professional clubs, or the UAE Football Association must not be broadcast or published.

5

All media activities must comply with the laws and regulations in force within the United Arab Emirates.



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