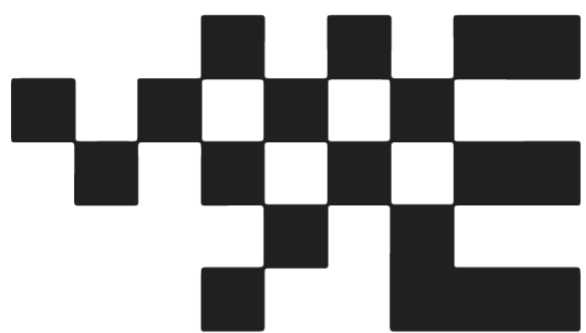


# ECU MEDIA GUIDE



*European*

*CU*

*Chess Union*

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# 1. Introduction

European Chess Union (ECU) is an independent association founded in 1985 in Graz, Austria and has its seat in Switzerland with 54 National Federations Members. ECU is concerned exclusively with chess and chess related activities with sporting, cultural, educational and other interests. ECU is the only organisation which has the right to organize various European Chess Championships and erorganizes more than 20 prestigious events and championships.

**Annual European Championships:(open and women's sections):**

- ***European Amateur Chess Championship***
- ***European Club Cups***
- ***European Corporate Chess Championship***
- ***European Individual Chess Championships***
- ***European Rapid & Blitz Chess Championships***
- ***European School Chess Championship***
- ***European Senior Chess Championships***
- ***European Senior Team Chess Championships***
- ***European Team Chess Championship***
- ***European Universities Chess Championship***
- ***European Youth Chess Championship***
- ***European Youth Nations League***
- ***European Youth Team Chess Championship***
- ***European Youth Rapid & Blitz Chess Championships***

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Each European Chess Championship is organised in accordance with the FIDE Laws of Chess and the Rules of the European Chess Union.

Each ECU Chess Federation is entitled to organise an ECU competition itself or to delegate the organisation to another body, e.g. a club or a private organisation.

The organisers must meet the standards for ECU tournaments laid down in the ECU Rulebook and in Appendices 4, 5, 6, 8 and 9 of these Rules. Event organisers and participants must comply with the European Chess Union Rulebook, Guides and Rules, including the ECU Dress Code, the ECU Fair Play Rules and Safe Play Policy, the ECU Book of Marks and the ECU Media Guide.

Organisers shall follow the ECU Rulebook for the organisational matters (size of the tournament hall, accommodation standards, travel connections and shuttle services, , organisation of the opening and closing ceremonies of the events, dress code for players, arbiter and officials during the games, etc.) and the ECU Media Guide for the coverage and promotional matters of each event.

**The ECU Media Guide** contains media standards for the ECU tournaments and defines guidelines for the organisers for the live and press coverage of the European Championships.

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## 2. Coverage of the ECU Events

To ensure successful coverage of the events (before the start, during the event and after the end of the tournament), the organisers must have a media team. The media team includes:

1. **Designer** - Works on the visual side of the tournament, following the ECU Brandbook. The designer creates all necessary banners and visual effects, sketches and frames for the tournament in co-operation with the ECU.

2. **Press Officer** - Writes daily reports, news, interviews and blogs about the tournament, prepares materials for the official website of the event and send the materials to the ECU. \*All materials must be originally written in English and organisers may translate them into their native language to promote the event at national level.

3. **Social media manager** – Manages the tournament’s social networks (accounts are created by the European Chess Union and access to the organisers is granted to the organisers’ media team).

4. **Website manager** – Ensures the functioning of the official event’s website.

5. **Broadcast team** - Deals with live broadcasts, the preparation of clips, interviews, advertising and other video material. The video team's tasks include live streaming and working in the commentary room. The team assigned to the live video broadcast of the event cannot be changed during the event and must be present in the studio for each round. During the event, the broadcast team must be in constant communication with the commentators, the ECU TV Programme Director and the ECU Press Officer

6. **Professional photographer** – The photographers shall have professional experience. They shall send daily their photos to the European Chess Union. After prior agreement with the ECU, photographers may also publish the photos directly on the relevant social

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media pages and the official website of the event. Photos from European tournaments belong to the European Chess Union and will be labelled “ECU/Name of photographer”.

*\*\*Note for the Media group roles: The organisers don’t necessarily need to have different persons assigned to cover the mentioned tasks. One person from the organisers team could be assigned for multiple roles*

Reporting on ECU events begins before the start of the tournament. According to the ECU regulations, the organisers of ECU tournaments must issue the official invitation for the event at least six months before the start of the tournament. The official invitation for the European Championship must be published on the ECU website at least five months before the start of the championship. The tournament invitation must include the tournament logo and the ECU logo on the cover page/first page of the document. Once the official tournament invitation is published, the organisers will start promoting the event via the official event website and social media.

**The official website of the event** will be created by the organisers and must be activated at least five months before the start of the event. The official website must contain the following information: Tournament name, dates, tournament logo and the ECU logo prominently placed on the home page; links to the official invitation, registration form, contact details, visa information, accommodation, tournament management information, venue address, links to the starting list of players, results and pairings, live games, video broadcasts, photo galleries and video galleries for each round

To promote the events on social media channels, the organisers must prepare the promotional materials (photos, videos, banners, etc.). Additionally, the organisers must prepare the branding of the tournament for the venue, live studio, interview wall, official hotels, etc. All promotional materials must include the tournament logo and the ECU logo in an appropriate size and the logos must be clearly visible on the materials. The ECU banner must be displayed at the venue and the ECU logo must appear on all materials (accreditations, score sheets, etc.) in accordance with the rules of the ECU Brand Book. At least one month before the start of the event, the organisers shall prepare the main promotional intro video of the event. All promotional materials must be approved by the ECU TV Programme Director, the ECU PR Marketing Team and/or the ECU Press Officer before publication.

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Once the registrations process starts, the organisers shall regularly update the **Starting list of players** and publish it on the official website and social media.

## **Coverage of the Opening and Closing ceremonies**

Each European Chess Championship officially begins with the opening ceremony of the event and ends with the closing/reward ceremony of the event. The organisers must follow the ECU protocols and report on the ceremonies through the official channels (social media and official event website).

The opening ceremony of the event takes place one day before the start of the first round of the championship. In exceptional cases, with the approval of the European Chess Union, the opening ceremony may take place on the same day as the start of the first round.

During the opening and closing ceremonies of the event, the ECU flag/banner must be clearly visible near the lectern and the ECU anthem must be played. The organisers may use digital screens for the visual display of flags or other visual elements during the ceremonies.

The opening and closing ceremonies will be held in English, with translation into the national language provided. The programmes of the opening and closing ceremonies must be agreed with the ECU representatives present at the tournament. Participants in the ceremonies must follow the ECU dress code.

The organiser's media team will provide photos, video footage and text reports from the opening and closing ceremonies, which will be published on the official event website shortly after the ceremony. All photo, video and text material must be sent to the ECU Press Officer.

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## 3. LIVE Coverage

### LIVE Broadcast of the Games

PGN live transmission of the games is implemented in each of the ECU tournaments. According to the ECU Rulebook ([Annex 4: Standards for ECU Tournaments](#)), there are specific rules about the number of LIVE DGT Boards for each event.

The PGN broadcast of the games requires a time delay, which is part of the anti-cheating procedure at the ECU tournaments. For tournaments played with the classic time control, a 15-minute delay will be introduced. The organisers may introduce the time delay in the rapid and blitz championships with a 3-minute delay for the rapid time control and a 1-minute delay for the blitz time control.

All rights for the transmission of the games are held by the European Chess Union. The organisers must send the PGN links to the European Chess Union at least 24 hours before the start of the tournament. During the event, the DGT operator must be in contact with the ECU TV Programme Director and/or the ECU Press Officer.

### LIVE Video Coverage of the ECU Events

Live video broadcast of the ECU events is mandatory for the following ECU events:

- European Individual Chess Championships (Open & Women's)
- European Chess Club Cup (Open & Women's)
- European Team Chess Championships (Open & Women's)
- European Rapid & Blitz Chess Championships (Open & Women's)
- European Youth Chess Championships (Open & Girls sections)

The ECU TV Programme Director and the ECU Press Officer must be present at the European Championships which are broadcast live on video. **The ECU TV Programme Director and the ECU Press Officer will coordinate the organisers' media team and the organisers will cover their travel and accommodation costs at the official hotel.**



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## Live video broadcast – commercial rights

The European Chess Union holds all rights to the live video broadcasts and any other interested party should contact the ECU in this matter.

For all official competitions, the ECU shall exploit all rights it owns or shares with third parties, such as property rights of any kind, intellectual property rights and rights for audiovisual and sound transmissions by image, pairings, tables, statistics or data carriers of any kind (including any means of transmitting computer images, with or without sound, such as the Internet, online services or similar, whether or not they already exist). This includes the production, reproduction, distribution and broadcasting of image, sound or data carriers of any kind by ECU alone or with third parties.

Detailed information about the rights for the Live video broadcast are regulated with [the ECU Rulebook](#).

## Selection of the Commentators

The organisers reserve their right to select the Commentators of the European Chess Championships. However, the selection must be approved by the ECU Principals and the ECU TV Programme Director in advance.

The Commentators should be familiar with the requirements of the ECU Media Guide and ECU Live Video Broadcast production details which are described in the guide. The Commentators must follow the ECU Dress Code.

At least two commentators/hosts shall be appointed at the following events:

- European Team Chess Championships (Open and Women's),
- European Chess Club Cups (Open and Women's),
- European Individual Chess Championships (Open and Women's) and
- European Rapid and Blitz Chess Championships (Open and Women's).

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## **Delay in the Live video broadcast**

The Broadcast team must ensure that the Video Broadcast of the ECU Championships is delayed for the same time as the PGN broadcast.

If the games broadcast (PGN) is delayed for 15 minutes, the Live Video Broadcast shall be delayed 15 minutes as well. If the games are delayed for 3 minutes, the Live Video Broadcast shall be delayed 3 minutes etc.

The delay is imposed using the streaming software, so practically the whole production of the Live Stream is done in the real time, and the Stream emission to the ECU YouTube channel is simply delayed for the requested time.

The Broadcast team shall test the delay options at least one day before the start of the first round, to be sure before the start of the event that this function is properly working.

## **Studio for the Live video broadcast**

The live video broadcast of the event will be produced in the event's studio. The studio must be located near the venue. The venue and the studio must have a high-speed internet connection with a minimum speed of 200/100 Mbps. The studio is an enclosed, soundproofed office that must be at least 30 m<sup>2</sup> in size. The location for the official studio will be inspected by the ECU representatives at the same time as the venue.

The event studio for live video broadcasting will only be used for ECU stream production and the set-up of the studio must be approved by the ECU TV Programme Director and/or the ECU Press Officer.

The studio shall have three notionally separate areas: the commentators' area, the interview area and the technicians' area.

**The commentary area** is located in front of the wall covered with the live studio banner/background wall. The commentary area must have a work table for the commentators, with a recommended size of 250x100x75cm. The commentary area must have enough space for three conference chairs, two for the commentators and one for the guest. In front of the commentators' work table, the organisation team prepares a smaller table on which the monitor is placed, which accurately displays the current image of the stream being recorded. The monitor is used by the commentators to get an overview of which scene is currently being broadcast so that they can change it accordingly if necessary.

**The background wall of the commentary area** is a banner designed by the organiser's media group team in collaboration with the European Chess Union. The recommended size for the live studio banner is 2500x1500 mm. The banner must include the tournament logo and the ECU logo in the centre in approximate dimensions of 800x300 mm (each). The live studio banner may contain the tournament sponsors' logos in a smaller size as a background for the two central logos.



*Example for the Background wall/banner used at the European women's Chess Championship 2024*

**The interview area** in the live studio is located in another corner of the live studio and should contain two sofas/armchairs and a small club table. The background of the interview area does not need to be completely covered with a banner, but it is recommended to place a smaller banner of the tournament behind the sofas. The interview area in the live studio will be used to record interviews with players, captains, ECU and tournament officials.



*Example for the Interviews area in the live studio from the European Women's Chess Championship 2023*

**Equipment of the technician area:** The work table for the technician area has a size of 250x100x75cm and will be coordinated with the technicians who are deployed in the video team according to their requirements. During the stream, at least one technician should be present in the live studio at all times to ensure that the stream runs smoothly.

The technicians must ensure clear sound production from the studio and good lighting in the area of the commentators and interviews. The organisers must test the lighting and sound quality at least two days before the start of the event and the quality must be approved by the ECU TV Programme Director and/or the ECU Press Officer.

All areas of the studio must have sufficient power sockets provided by the organisers.

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## Cameras in the Live studio and the Playing venue

The organisers shall provide at least two (2) **full HD 1080p cameras** in the live studio of the event. One camera will be used for the image of the commentators, the other for the image of the interviews.

The minimum number of Full HD 1080p cameras at the venue is eight (8). The organisers must make enough space available in the venue so that at least six cameras can focus on the action and the players. The cameras in the venue broadcasting the games must be positioned so that the two players at the table are clearly visible together with the table/tiles and the clock. The usual distance between the cameras and the gaming tables is up to 1 metre. The organisers should pay particular attention to the position of the cables and cameras so that they do not interfere with the players. When a video-monitored game is finished, the commentators can ask the organiser's video team to move the camera to the other table if there is enough space to place the camera on the corresponding board.

The cameras in the European Teams Chess Championships and European Club Cups can be positioned in front of board one (1) in the match and cover all four boards. The cameras must have zoom options so that the image can be enlarged or reduced according to the director's instructions.

The boards covered by the cameras must be labelled with the board numbers on the opposite side of the camera. The arbiters or other tournament officials approaching the board must not interrupt the camera view and may only approach the board from the side opposite the camera.

After prior confirmation and agreement with the ECU the organisers **may select a team or player at the fixed board covered by cameras**. At least one camera at the venue must cover the top boards from the side perspective. These cameras are usually installed at a height so that the players are clearly visible. **At least one camera in the venue must cover the entire view of the venue** – the venue camera. The venue camera is usually installed at a higher point in the venue



## Cameras' positions in the playing venue

(Left: European Women's Individual Chess Championship 2024; Right: European Team Chess Championship 2023)



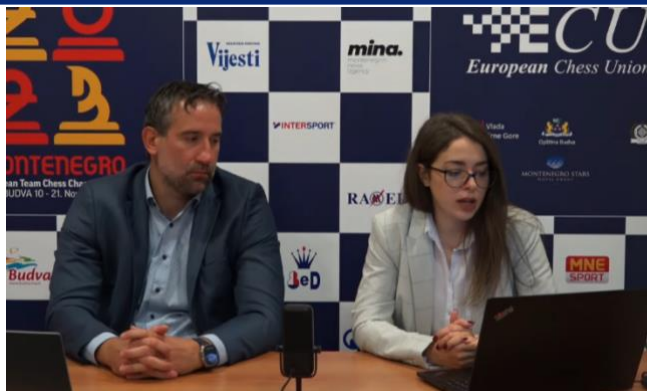
## Venue cameras in the playing venue

At least one camera in the playing venue shall cover the complete venue view with the bird eye perspective (left), and at least one camera should cover the top boards from the side perspective (right).



## Cameras' positions in the Live studio

(Left: Commentators frame; Right: Interviews frame)



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## Production of the ECU Live Video Broadcast and Streaming

**Live video coverage of the ECU Championships shall be streamed on the ECU YouTube channel in 1080p resolution.** The ECU Press Officer will provide access to the ECU YouTube channel one week before the start of the tournament.

The broadcast team will prepare the design for the YouTube thumbnails for each round. The YouTube thumbnails must contain the following information: Name of the tournament, logo of the tournament, ECU logo, round number, date and time of the start of the stream, names of the commentators, photos of the commentators or the highest scoring/ranked players participating in the event. The ECU PR Marketing Team and the ECU TV Programme Director must approve the design of the thumbnail before it is published. The stream of each round must be posted as the upcoming video at least 24 hours before the start of the round, with the title in the following format: “European ...Chess Championship (...) (year) – Round (...) LIVE!”.

The description of the video shall be written in the English language with basic information about the tournament (dates, place, venue, format, brief information about participants and the prize fund), with links to the Official website of the event and to the Starting list of players/Results/Pairings. For better visibility of the stream, the YouTube video description shall also contain the Official hashtag of the event (introduced by the ECU Press Officer), together with the following hashtags: #chess, #europeanchess, #chessineurope, #europeanchesschampionship. For the easier setup of the YouTube stream, the organisers can reuse settings from the previous streams, and just amend the title, description and the thumbnail photo.



*YouTube thumbnails previously used for streams on the ECU YouTube channel*



## Stream background, Start of the Stream and Stream Scenes

The **stream background** will be prepared by the ECU or the broadcast team with the ECU approval. The background includes the following elements: ECU logo, tournament name, and number of the current round. The ECU logo must be visible all the time during the stream.



*Examples of the dark and light stream backgrounds at the previous European Championships*

The stream of each round must start at least 15 minutes before the start of the round. During these 15 minutes, the following will be shown in the stream: the ECU TV video animations (ECU TV provides the animations to the organisers), video announcements, “venue camera” video stream with royalty-free music in the background. The choice of music must be approved by the programme director of ECU TV and/or the ECU press officer.

Shortly before the start of the round, the commentator's full screen is broadcast, in which the commentator introduces the round, the participants, the current results, the standings and the pairings to the viewers. The organiser's video team must prepare the graphic solutions to display the commentators' names, the list of participants, the standings and the pairings in the stream.

Over the background, the Broadcasting team prepares the **Basic Stream Scene Layouts**:



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**Scene 1** – The venue camera is shown in full screen mode. This scene can be used before the start of the round when it shows the venue camera and a clock animation counting down the start of the round. This scene can also be used during the interruptions of the stream when it shows the graphics with the following text: “The commentary will resume soon”. The scene can also be used to simply show one of the camera games. The background is not visible, the ECU logo is visible (can be transparent).

**Scene 2** – The commentator frame is displayed full screen with graphics of the commentator names. This scene is also used when a guest enters the studio and the graphic shows the commentator's and guest's names. The background of the stream is not visible in this scene, the ECU logo is visible (can be transparent).

**Scene 3** – Shows the game/table (typically on the left side of the screen) and the commentators (typically on the right side), with the graphics showing the names of the players whose game is being shown and the graphics showing the commentators' names. The background with the tournament logo, the ECU logo, the tournament name and the current round is visible in this scene.

**Scene 4** – Shows the game/table (typically on the left side of the screen), the commentators (typically in the upper right side of the screen) and the camera from the venue (typically in the lower right side of the screen). The background and all its elements are visible.

**Scene 5** – Shows the game/table (typically on the left side of the screen) and the camera from the venue (typically on the right side of the screen). The background and all its elements are visible.

**Scene 6** – Shows four cameras from the venue (as a collage) in full screen mode. This scene can be used during the stream at the request of the commentators or during breaks when it also shows the graphics with the text: “Commentary will resume soon”. The background is not visible during this scene, the ECU logo is visible (can be transparent).

Illustrative examples of the design of scenes from previous ECU programmes:

Scene 1



Scene 2



Scene 3



Scene 4



Scene 5



Scene 6



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## Important notes for the scenes

The six scene layouts, described, form the basis of the live stream production and are the optimum minimum for the number of scene layouts during the live broadcast of the ECU Championships. The layouts described represent the alignment of the various elements on the background. During the live stream, the technicians must ensure that all cameras placed in the venue/live studio can be shown in the designated position within a scene. The live footage from the venue/studio is selected by the commentators or the programme director of ECU TV.

The broadcasting team prepares the technical solution that enables the commentators to change the scene layout and the live views of the cameras independently. The technicians prepare the keyboard shortcuts that will be made available to the commentators so that they can change the scenes with a simple operation on the keyboard. The commentators must be able to switch off the sound of the stream with a simple keystroke.

Scene transitions must be smooth and tested at least one day before the start of the round. The scene layout and transitions must be approved by the ECU TV Programme Director or/and the ECU Press Officer.

The signal for the table shown in scenes 2, 3 and 4 is taken from the commentator's computer/laptop and the commentator is responsible for switching games during the stream. The commentator's computer/laptop is connected to the production computer by cable or wirelessly. To ensure that everything works properly for the stream, tests must be carried out at least two days before the start of the round.

If technical conditions allow, the broadcast team may prepare more scenes than described in the guide after prior consultation with the commentators and the ECU TV Programme Director and/or the ECU Press Officer. The additional scene layouts may include the view of more than one table/game during the stream, the view of more cameras during the stream, additional graphical solutions to display the results and the ranking (as shown in the illustrative example for scene 5).

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## **Interviews during the Live video broadcast**

Two basic types of interviews are conducted during the Live stream of the ECU Championships:

- Interviews with the players/coaches/captains – Games/Matches interviews
- Interviews with the ECU officials, Tournament officials, special guests

### **Production of the Games/Matches interviews and Guests selection**

The interviews to analyse the games are conducted in the commentators' area. The guest usually replaces one of the commentators, and it is also possible to have two guests (two players) who will analyse their match together with one of the commentators.

The guests for the games' analysis interviews will be selected by the commentators and the ECU TV Programme Director or the ECU Press Officer. The broadcasting team will be informed about who will be invited to the studio and one person from the broadcasting team will be assigned to invite the guests. The analysis interviews should not last longer than 15 minutes. Any exceptions must be approved by the ECU TV Programme Director and/or the ECU Press Officer.

The broadcast team must be informed of the name of the guest and the title in good time so that they can prepare the graphics to display the name of the guest(s) during the broadcast.

The broadcast team must make all technical preparations for the guest(s) in the studio (sound system for the guest, sound tests, preparation of graphics, etc.). In order to make the necessary preparations for the guest(s), the broadcast team may take a short break in the broadcast, which must not be longer than five minutes.

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## **Interviews with the ECU officials, tournament official, special guests**

This type of interview is produced in the interviews section of the live studio. The presenter of the interviews is usually one of the hosts of the live programme or a person specially assigned to make the interviews.

Interviews with officials or special guests must be scheduled at least one day before production so that the presenter and the broadcast team can prepare for the interview.

The guest list will be approved by the ECU Programme Director or/and the ECU Press Officer. Interviews should be no longer than 15 minutes and the recommended number of these types of interviews is one (1) per round.

The broadcast team will prepare the necessary graphics to show the guest's name during the interview and prepare the additional materials as instructed by the ECU TV Programme Director and/or the ECU Press Officer.

### **Important notes about the Interviews**

The broadcast team's technicians record all interviews during the live programme. During the interviews, the broadcast team edits the material and creates shorter clips (60-second clips, 3-minute clips, etc.) that will serve as promotional material. The broadcast team prepares the edited video footage or clips according to the instructions of the ECU TV Programme Director and/or the ECU Press Officer. The video material selected by the ECU TV Programme Director may also be played during breaks in the broadcast. All video material must be sent to the ECU.

The organisers may prepare an additional separate area for short interviews with the players/coaches/captains, with the standing wall/media banner as background. The additional interview area must be approved by the ECU PR Marketing Team, the ECU TV Programme Director and/or the ECU Press Officer.

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## Commentary Breaks

The broadcast team prepares various materials during the commentary breaks to keep viewers interested.

**Break (Option 1)** – A camera from the venue can be streamed in full screen mode, with the entertaining licence-free music in the background, and the graphics must be displayed with the following text: “Commentary will resume soon”. The ECU logo must be visible during the interruption as well as during the stream. As instructed by the ECU TV Programme Director and/or the ECU Press Officer, the video team must change the cameras shown on the stream during each interruption.

**Break (Option 2)** – Scene layout 6 (example on page 18 in the ECU Media Guide) can be used together with the pause text: “Commentary will resume shortly” and the ECU logo displayed on screen. The broadcast team selects licence-free music to play in the background during the break. The music must be approved by the ECU TV Programme Director and/or the ECU Press Officer.

**Break (Option 3)** – During the tournament, the European Chess Union and the organiser's media team will prepare various video materials. This video material can be used during the commentary breaks.

**Break (Option 4)** – The video footage of the interviews with the officials/players/captains can be played during the breaks.

The promotional videos for the upcoming ECU competitions or activities and the commercials spots authorised by the European Chess Union can also be shown during the breaks.

The commentary breaks shall last 10-15 minutes and shall be prescribed every 60-90 minutes. During the commentary breaks, at least one technician must remain in the live studio to follow and change the pictures, music, videos, etc.



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## Ending of the Stream

The live video broadcast of each round ends in a similar way. The commentators give the “check-out” speech and pre-announce the stream of the next round. In the check-out” speech, the main results are announced and the broadcast team displays the results with the graphic solutions provided for this purpose.

The stream can end immediately after the commentators have “checked out” or it can continue without commentary if fews games are still played. In this case, the broadcast team points one of the cameras at the venue at the games still in progress and shows these cameras on the screen with the licence-free music in the background. In this case, the graphics must contain the following text: “The round (number of the next round) starts tomorrow at (time of the start of the stream)”. If there is more than one match at the venue, the broadcasting team must prepare the scene layout similar to example 6 (on page 18 of the ECU Media Guide) to show all matches at the venue. The broadcasting team can also show the video summaries of the previous rounds and other video material (interviews, previews of the event, etc.) in the final moments of the stream. The material and images shown in the stream must be approved by the ECU TV Programme Director, the ECU PR Marketing Team and/or the ECU Press Officer.

Before closing the stream, the broadcast team must send a short message in the official YouTube chat. The message must read as follows: “Thank you for watching. The next round starts tomorrow at (time of round start). Subscribe to the ECU YouTube channel and follow us live!”.

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## 4. ECU YouTube Channel

<https://www.youtube.com/@EuropeanChessUnion>

The official ECU YouTube channel not only shows the live video broadcasts of the ECU Championships, but also other videos from the ECU tournaments, such as: Interviews, videos from the venue, videos with the players, setting up the playing hall etc.

The video material for the ECU YouTube channel will be produced by the organiser's broadcast team, the tournament press officer, the ECU PR marketing team and/or the ECU press officer.

During ECU tournaments, the following video material will be prepared and published on the ECU YouTube channel: Tournament preview videos, short video summaries of the opening ceremony of the event, short video summaries of each round, short video summaries of the closing ceremony of the event, short video interviews with the players in an entertaining way, video interviews with the ECU officials/players/captains/coaches edited out of the live video broadcast, post-tournament review (with the tournament highlights).

The broadcasting team and/or the press officer will prepare at least one video per day during the European Championship to be shown in the live video broadcast. For the tournaments that are not broadcast live, the ECU recommends the publication of at least one video every three days during the tournaments.

All video material produced by members of the organiser's media group must be sent to the ECU Press Officer. The material must be labelled "ECU/ (name of the person/company/agency that created the video material)".

***\*Videos published on the ECU YouTube channel are branded with the ECU logo which is shown at the end of each video.***



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## 5. Social Media Coverage

The European Championships will be promoted through the main social media channels: Twitter/X, Facebook, Instagram. The ECU press officer will promote the event on the ECU social media accounts, while the organiser's media team/social media manager will be responsible for promoting the event on the event's social media accounts.

The major ECU Championships have their own Facebook page, which is owned by the European Chess Union, and access to the Facebook page is granted to the Organiser's media team at least five months before the start of the event.

Links to some of the ECU Facebook pages dedicated to the European Championships:

- [European Individual Chess Championships](#)
- [European Rapid & Blitz Chess Championships](#)
- [European Chess Club Cups](#)

The organisers may set up Twitter/X or Instagram accounts for the respective tournaments, but the European Chess Union recommends promoting the events via the ECU's Twitter/X and Instagram accounts and the host federation's Twitter/X and Instagram accounts. If the organisers decide to set up Twitter/X or Instagram accounts for the respective tournament, they must grant the European Chess Union access to these pages.

The European Chess Union recommends that organisers start promoting the events on social media as soon as the announcement of the event is published on the ECU website. The preview posts should be published at least once every seven days. One month before the start of the tournament, the frequency of posting on social media must be at least once every 72 hours. The tournament preview contains basic information about the tournament (date, location, venue, prize fund, etc.), information about the registration deadline and information about the registered players.

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During the tournament, daily posts must be published on the social media accounts, with a minimum of 5 posts per day for the events with live video broadcast (photo material, announcement of the start of the round with links to live matches and live video broadcast, summary of the previous round with link to the summary of the round published on the official website of the event and/or the ECU website, video material with links to the ECU YouTube channel) and a minimum of 3 posts per day for the events without live video broadcast.

Once the posts are published on the relevant page, the Social Media Manager of the tournament will send the posts to the ECU Press Officer who will select and publish the relevant posts on the ECU Twitter/X and Instagram accounts.

Photographic material from each round of the event as well as from the opening and closing ceremonies of the event must be published on the dedicated tournament Facebook page. The photo materials will be organised in albums, and the opening and closing ceremonies and rounds will be published in separate albums with the following name structure: “Name of the tournament (year) – (Opening ceremony/ Round 1/ Round 2/ Closing ceremony etc.)”. The photo albums must refer to the photo credits in their description. The photos are labelled as follows: “ECU/ Name of photographer”.

The organisers use social media sites to promote video footage of the event. If the video footage was originally published on the ECU YouTube channel, the post must link to the YouTube video.

During the live video broadcast of each round, the Social Media Manager shall monitor the comments and guests in the studio. The Social Media Manager prepares posts about the guests in the studio, quotes guests/commentators, summarises interviews, etc.

All posts published on the tournament's social media pages must be in English.

*\*The organisers of the European Championships cannot use the tournament social media pages for promotion of the other tournaments without the previous approval of European Chess Union.*

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## 6. Official Press Coverage

In co-operation with the ECU Press Officer, the Tournament Press Officer is responsible for the official press coverage of the ECU tournaments and media communication.

At least ten (10) days before the start of the event, the Tournament Press Officer will prepare the preview press release with the basic information about the tournament and links to the official website and the starting list of players. The preview press release will be published on the official website and sent to the ECU Press Officer. The second press release will be prepared at least one day before the start of the tournament and published on the official website, with additional links to the live matches and the live video broadcast of the tournament.

During the European Championships, which are broadcast live via video, the tournament press officer will produce daily reports, including reports on the opening ceremony, each round and the closing ceremony of the event. In addition, the press officer creates blog posts about the interviews with the players and/or interviews recorded during the live video broadcast.

For European Championships that are not broadcast live via video, the press officer will produce separate reports on the opening ceremony, reports after three rounds have been played and the final report, which will also include information on the closing ceremony.

All materials and reports must be written in English.

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## Press Accreditations

All media representatives wishing to cover the European Championships must be officially accredited. The organisers shall prepare the application form for press accreditations and forward the applications to the European Chess Union; the ECU shall decide whether to grant or refuse press accreditations.

Press accreditations are reserved for media professionals representing media organisations. Applicants must provide a valid letter of assignment from the organisation they represent. Independent authors, bloggers, youtubers and journalists may apply for press accreditation and may be asked to submit additional documentation. The application deadline for press accreditations is one month before the start of the event.

Press accreditation can be awarded in three categories:

1. Broadcasters and other camera crews
2. Photographers
3. Journalists

If more than five (5) representatives of media organisations receive press accreditation, the organisers will provide a media office for use by the accredited persons/teams. The media office must be equipped with work tables for all accredited persons/teams and each table must have an extension cable with several sockets. The media office must have a sufficiently strong internet connection and a screen on which the live stream of the event is continuously displayed.

## Media report

In a deadline of 30 days after the tournament, the organisers shall prepare and send to the ECU the final **Media report** on the media coverage of the event. The report shall include media monitoring (where is possible) and an overview of own inputs (press releases, articles from the official website, social media posts etc.).