

ISLE OF MAN TT RACES COMPETITOR MEDIA POLICY



Version: 1.8

Date: 30.04.2026

Purpose:

This document outlines the rules and regulations relating to the use of Licensed Footage by competitors or teams participating at the 2026 Isle of Man TT Races.

Application:

This Policy complements the Promoter's Media Information (where applicable) and must be read in conjunction with the Event's Supplementary Regulations, Technical Regulations, and TT 2026 Event Information (and any other written instruction issued by the Promoter or ACU Events Ltd (Race Organiser)). Without limitation, teams and competitors should note the provisions of TT 2026 Event Information Section 5 (Publicity, Merchandising and Media) including 5.14 (rights in pass/ticket areas) and 5.15 (filming permission only via this Policy or Licence Agreement).

Overview:

As Promoter and Commercial Rights Holders of the Isle of Man TT Races, the Isle of Man Government Department for Enterprise owns the rights to any and all video content captured in areas requiring pass or ticket access.

In addition, the Isle of Man Government Department for Enterprise owns the rights to any and all footage of, or relating to, the Isle of Man TT Races captured by persons assigned or in possession of any pass or ticket valid for the event, irrespective of whether the footage is captured from within an area requiring pass or ticket to access or not.

This footage is referred to as Licensed Footage, and its use is typically subject to a License Agreement and associated License Fee unless agreed otherwise by the Department.

However, the Department for Enterprise and its Motorsport Team recognise the importance of video content to competitors and teams in the modern media landscape to grow their audiences and generate direct or indirect income. For the TT, this Competitor Media Policy enables competitors and teams to use Licensed Footage solely on the relevant competitor or team's own social media channels and solely to the limited extent permitted herein, pursuant to the rules and regulations of this document and any other instruction by the Promoter or ACU Events Ltd as TT Race Organiser, without the requirement for a Licence Agreement or Fee, where those rules are followed.

Competitor Media Regulations:

The following points apply to all competitors and teams competing at the Isle of Man TT Races:

1) Permitted Channels – (owned channels only)

The use of Licensed Footage without a Licence Agreement in place is only permitted for use on social media channels owned, operated, and under the sole name of the competitor or their respective team, and in all cases such use is strictly subject to the following conditions.

ISLE OF MAN TT RACES COMPETITOR MEDIA POLICY



For the avoidance of doubt, this Policy does not extend to sponsors of any competitor or team sponsors, or any other third party and use by any such person or entity is prohibited.

- a) Filming and/or use of Licensed Footage under this Policy is permitted only where the relevant competitor/team (and/or any person engaged by them to film) has entered into and signed the Promoter's required Heads of Terms (and any other documentation reasonably required by the Promoter). Until such Heads of Terms are fully executed, no filming is authorised under this Policy.
- b) Sole Purpose & Restrictions on what may be published from controlled-access areas
 - i) Any filming permitted under this Policy is authorised solely for the purpose of capturing and sharing content directly relating to the competitor or team on whose behalf the individual is acting.
 - ii) Footage captured in any controlled-access area must not be published, distributed, or otherwise shared where it:
 - (1) relates primarily to any other competitor/team (including their personnel, equipment, garage activity, set-up, or briefings); or
 - (2) relates to non-racing or promotional activity occurring within those areas (including but not limited to other filming activity, operational, commercial, or administrative activity), except where expressly authorised in writing by the TT Press Office; or
 - (3) relates to anything apart from footage specifically of the relevant competitor or team.

2) Same day restriction for long form/edited content

Long-form or edited content must not exceed 20 minutes in duration per video (including without limitation edited content such as vlogs, video diaries, or any video consisting of multiple shots and/or clips) and must not be published on the same day that it is captured.

3) Other Audiovisual Content

The publication and/or distribution and or other exploitation of any footage, image or other audio-visual content (other than the time limited footage permitted hereunder solely for use on competitor/team social media channels) , including without limitation in or in connection with any documentary, docuseries, programme, episodic series or film whether fictional or non-fictional) is expressly prohibited (including without limitation on the social media channels of the competitor or their respective teams).

4) Live Streaming restriction

Live streaming is not permitted on any platform at any point including without limitation when roads of the TT Course are closed for qualifying or racing activity.

5) Use of host broadcaster/accredited media footage – access and limitations

Subject to the other terms of this Policy, competitors and teams are additionally permitted to use up to six (6) minutes of Licensed Footage from the Host Broadcaster or other Accredited Media personnel per Event year, with a maximum of thirty

(30) seconds per video. All footage used must be appropriately credited to the "Isle of Man TT Races" and relevant year e.g. "2026", and footage must be either:

- a) captured from the competitor/team's own recording of the broadcast/output where permitted; and/or
- b) supplied by the Promoter under reasonable endeavours with notice prior to the event; and/or
- c) Taken directly from online official Isle of Man TT Races channels

ISLE OF MAN TT RACES COMPETITOR MEDIA POLICY



6) **Non-accredited footage**

There is no restriction for competitors and teams to use footage captured by non-Accredited Media personnel (e.g. “Fan Cam” footage) from around the TT Course, provided such use complies with the terms of this Policy (including without limitation with respect to content duration) and any instruction issued by the TT Press Office, and as long as such footage was authorized to be taken by the TT.

7) **Brand prominence/sponsored content**

Any content containing Licensed Footage must not give undue prominence to any particular brand. ‘Sponsored Videos’ and content are recognised as requirement for competitors and teams and therefore are permitted at the discretion of the TT Press Office, but content must not – in the view of the Motorsport Team – be overtly commercial. Particular scrutiny will be levelled at content featuring brands in conflict with Official TT Partners;

8) **On-board/helmet cameras not permitted**

On-board and helmet-mounted cameras (including helmet, visor, chin, and body-mounted cameras): As per the Event’s Supplementary Regulations, competitors and teams are not permitted and must not fit, use, or carry any on-board or helmet-mounted camera equipment (including helmet, visor, chin-mounted or body-mounted cameras) unless expressly authorised in writing by the Promoter and in accordance with any conditions imposed. Any unauthorised use may result in access being withdrawn and/or Team Passes being revoked;

9) **Sale of content is prohibited**

Under no circumstances is a competitor, team, or any individual associated with a competitor or team, permitted to sell or licence any content or other still, footage or audio-visual content at, of, or relating to, the Isle of Man TT Races to any third party.

10) **Outside of Policy**

Any content by a competitor or team that falls outside of these regulations is prohibited.

11) **Personnel Limit**

Filming permitted under this Policy is limited to one (1) person. Should additional media personnel be required, the team/competitor must notify the TT Press Office in advance and receive approval in writing.

12) **Accreditation Pathway**

Anyone engaged in filming under this Policy will not be classified as Accredited Media and will not be issued Media Accreditation. Filming activities as Accredited Media must be conducted under the Media Accreditation access permissions granted by a valid Team Pass and applied for via the competitor and team accreditation system.

13) **Footage Captured: Incidents and Duty of Care**

In the event that any individual operating under this Policy captures images or footage of any racing incident (including events that may occur prior or in the immediacy after the incident), they must:

ISLE OF MAN TT RACES COMPETITOR MEDIA POLICY



1. **Inform the TT Press Office immediately** and make the relevant images/footage available to the Race Organiser via the TT Press Office without delay.
2. **Not publish, distribute, livestream, share, license, or otherwise** make available any such images or footage (in whole or in part) on any channel or to any third party without the express prior permission of the TT Press Office.
3. **Comply with any direction** given by the TT Press Office, the Race Organiser, the Clerk of the Course, Course Control, Event Officials, Marshals, or Emergency Services in relation to incident content, including any request to remove content, refrain from further publication, or delete content where appropriate.
4. **Support and welfare:** In the event of a racing incident, support and welfare is available via the TT Press Office.

14) Compliance, Removal or Sanctions

Failure to comply with these regulations will result Team Passes and access being revoked to any team personnel believed to be acting in breach of these terms, and the Department for Enterprise reserves the right to remove any content (including the right to seek or obtain injunctive or other equitable relief) if the content does not adhere to the terms of this Policy.

Other Information

Any competitor or team looking to capture or create content during or after the TT period must inform the TT Press Office prior to the event and seek express written approval in the form of a Heads of Terms agreement. This will ensure their activities are not flagged as being in contravention of other rules and regulations relating to videography and filming at the Isle of Man TT Races. The TT Press Office can be informed by emailing press@iomttraces.com.

Any additional queries in relation to the Competitor Media Policy should be sent to press@iomttraces.com