



Odido Cup
part of
ISU Short Track World Tour
February, 7-9, 2025
Tilburg, Netherlands

Media Information

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The KNSB looks forward to hosting media attending the Odido Cup as part of the ISU Short Track World Tour in **Tilburg, The Netherlands**. The event will be held at the **Ijssportcentrum Tilburg** from **February, 7-9, 2025**.

This information will assist you in planning your trip to **Tilburg** and to apply for media accreditation to cover the event. Every effort will be made to ensure journalists have all the appropriate facilities necessary to work at the event.

The Press Centre and press tribunes will be open and operational as from the first practice/ training session on **Friday, 7th of February, 2025** according to the following time schedule (it may be subject to changes and needs to be verified on-site):

Friday: 10:00 – 22:00
Saturday: 11:30 – 20:00
Sunday: 11:30 – 20:00*

**The closing time for the Sunday is an indication. The Media Centre will close when the last person leaves.*

1. Media Accreditation

All media must apply for media accreditation through the ISU Online Media Accreditation System (OMAS) on the International Skating Union (ISU) website (www.isu.org) under «[Press](#)».

!! When registering / applying, please make sure to upload all requested press credentials and to update these at the start of each season.

Accreditation is exclusively reserved for professional journalists employed by or representing media organizations (including agencies, print/web, TV/Radio), photographers, and, in some cases, content creators and social media reporters covering ISU Events for editorial or news purposes.

Representatives from ISU Member Federations involved in press and communication activities, and which have been officially approved by the ISU, are also eligible for accreditation.

Please note that individuals affiliated with sponsors, brands, or agencies will not be considered for media accreditation.

1.1. Accreditation Requirements

All media must provide the following up-to-date credentials when applying for media accreditation:

1. **Endorsement letter** confirming the journalist's affiliation with the registered media company or activity. The letter must include the date, the media company's logo, details about the role/function, and a signature from the editor-in-chief - * *Mandatory*
2. Copy of current **professional media or Press Card** - *if available*
3. Copy of a **valid ID/passport + headshot picture** - * *Mandatory*
4. Examples of **published work / portfolios** (e.g., past articles or photographs) - * *Mandatory*

1.2. Quotas

If space is limited the following quota will be enforced:

Type of Media	Number of people per media organization
Writing Press	Media Organization (newspaper, magazine, web, agencies, ISU Member Federations): 1 journalist
	Major Agency or Newspaper: 2 journalists
Photographer	Media Organization: 1 photographer Major Agency or Newspaper: 2 photographers
	For Figure Skating, Synchronized Skating and Short Track Speed Skating: limited to one rink side position, the other in an elevated position. For Speed Skating, 2 rink side positions (if space permits).
TV Non-Right Holder	Media Organization: 3 persons crew max. (e.g. one reporter, one camera person, one editor)
Radio Non-Right Holder	Media Organization: 1 reporter (max.)
Freelancer	Freelance journalist or photographer: 1 person Freelancers must provide written evidence that they are assigned to cover the ISU Event on behalf of a media organization. In case a freelancer is operating under its own account, they may be requested to submit additional written evidence (presentation letter, copy of past editorial pieces, etc).

1.3. Accreditation types and deadlines

The International Skating Union (ISU) and the Organizing Committee (OC) work diligently to ensure there will be ample coverage opportunities available to media outlets wishing to cover the ISU Events.

There is one type of available media accreditations:

1. **On-site** media accreditation (subject to capacity)

!! No late media accreditation applications will be accepted for on-site requests.

1.4. Restrictions to Media Non-Right Holders during ISU Events

Non-Right Holders media – print/web journalists, TV/Radio, photographers, content creators and social media reporters – who have not negotiated any special production rights – need to abide by and agree to the rules in the conduct of their editorial work during ISU events.

1.4.1. Restricted areas

Filming in the below listed areas is strictly forbidden:

- Competitions / Field of play
- Training sessions (at the Practice or Main rinks)
- Warm-up zone
- Changing rooms
- Mixed Zone area
- From public seats at all times (even during ice resurfacing)

The transgression of any of these rules may result in the exclusion from ISU Events, removal of accreditation and legal actions.

1.4.2. Authorized areas

Non-Right Holders media are only allowed to produce video, audio-recorded material for editorial/news purposes in the following areas:

- In the Press Conference room
- Outside the venue

!! Special filming permissions, including permission to conduct interviews in the Mixed Zone, may be granted to Non-Rights Holders media on a limited and case-by-case basis. Requests must be made through a form ([available for download here](#)) and submitted to the ISU Media Team (media@isu.ch) at least one week prior to the start of the event.

1.5. TV and Radio Rights Holders Accreditation / Services

All Rights Holders media must also apply for accreditation via [OMAS](#). Access to the Rights Holders online area is restricted, therefore Rights Holders are invited to contact the ISU Media Team (media@isu.ch) in order to obtain a username and password.

To book any broadcasting services or facilities please contact Hans Nieuwenburg via h.nieuwenburg@knsb.nl

1.6. Accreditation confirmation and pick-up

If the accreditation request is accepted, an automatic email of confirmation will be issued. For on-site attendance, you will be asked to present a copy of the confirmation email at the accreditation desk to receive your accreditation badge.

You will also be notified if your accreditation request is denied. **Note that the ISU and OC reserve the right to refuse accreditation requests with or without justification.**

You will be able to pick up your accreditation in the Media Centre inside of the venue. To enter the venue to get your media accreditation, you can show the security at the entry your ISU email of confirmation. The ISU email allows you to enter the venue without your media accreditation.

To get to the Media Centre, you can follow the signage "Press & Media". When entering the venue, it is the most convenient to stay on the left side, as the stairs to the Media Centre are also situated on the left side. We ask you kindly to follow this advice to avoid any crowd congestion.

At the Media Centre desk you will be able to pick up the accreditation pass. Photographers will also be able to pick up their bibs there.

2. Visa Application

For all visa information to enter the Netherlands, please visit the Dutch Government's dedicated webpage: <https://www.government.nl/topics/immigration-to-the-netherlands/question-and-answer/which-visa-do-i-need-to-travel-to-the-netherlands>

Media representatives requiring an official invitation letter in order to apply for a visa must contact the Organizing Committee via Hans Nieuwenburg via h.nieuwenburg@knsb.nl
Please note that an official invitation letter will only be provided to approved media representatives.

For visa request, please provide passport details and name of the Embassy where it will be applied.

3. Media Facilities at the venue

The next facilities will be present in the Media Centre

- An information desk where you will also be able to collect your accreditation.
- Maps with the different media facilities and the walking routes relevant to you.
- 50 work desks, provided with power plugs and wireless internet.
- 2 TV screens are going to be available in the Media Centre.
- There will be several large lockers, which can be used for carry-on luggage, laptops and other valuable items. There is a limited supply of these lockers. **Please note: Use of the Media Centre and the lockers is at your own risk.**
- Drinks-wise there is going to be a wide selection to choose from. A coffee machine will be set up with both regular coffee and cappuccino, while tea will also be accessible. For a cold drink, a fully stocked refrigerator will be set up with a variety of options, including mineral water, soft drinks and lemonades.
- An assortment of snacks will also be available all day. You will find fresh fruits, candy and biscuits.

If you would like to book additional internet connectivity services in the Media Centre, Press Tribunes or rink side, please reach out to the National Press Officer.

3.1. Media Tribunes and TV Commentator positions

There are 16 media working spaces available in the tribunes, all provided with a table, power and Wifi. These places are going to be located on the short side of the ice rink on the row the furthest and highest in the back. A more specific map will be available in the Media Centre.

The TV Commentator positions can be regulated and aligned with the Organizing Committee via bas@ticevents.nl

3.2. Mixed Zone & Press Conferences

3.2.1. Mixed Zone

The Mixed Zone provides an opportunity for media to interview athletes immediately after competition. This will be located directly down the stairs from the Media Centre. This way it is easily and fast accessible.

The Mixed Zone area is split into the following sections and follows a pre-determined priority order:

1. Quick Quotes (made available on the ISU website)
2. TV / Radio Rights Holders (with pre-booked positions)
3. ISU Production/Social Media crew
4. TV / Radio Rights Holders with ENG positions
5. Non-Rights Holders (print/web, TV/Radio, social media without any production rights)

Athletes will go through the Mixed Zone on completion of every competition/race. Coaches may also be requested for interviews. The media operations team onsite will do its best to make sure the requested skaters go through the Mixed Zone for media interviews, however it is not mandatory for the athletes to give interviews.

⚠️ Priority will be given to medal ceremonies and TV Right Holders.

As the timing between the end of medal ceremonies and the start of press conferences is quite tight, note that medalists will go through the TV Right Holders' Mixed Zone for interviews and, if time permits, they could spend a limited time in the Non-Rights Holders area. If interviews in the Non-Rights holders area must be cut short, all questions should then be asked during the press conferences.

3.2.2. Press Conferences

On either Wednesday the 5th or Thursday the 6th of February a press conference will be held in the Media Centre. The final date and time will be announced closer to the event.

During the event itself no press conferences will be held. In case of an emergency press conference, a backdrop will be available in the Media Centre.

4. Media Digital Services

The ISU provides relevant and live media information through a number of digital channels:

ISU Website:

- [Homepage](#)
- [News Section](#)
- [Media Section](#)
 - [OMAS Accreditation Portal](#)
 - [Media Guides](#)
- [Event Webpage](#)

ISU Photo Event Gallery

- Password details to the ISU Picdrop photo galleries for editorial and non-commercial purposes will be accessible on the Inside ISU Events App.
- When using a picture, the ISU must be credited as follows: **@International Skating Union (ISU)** and must be tagged or mentioned in any social media post.

ISU Social Media Accounts:

- Facebook: [@ISUFigureSkating](#) / [@ISUSpeedSkating](#) / [@ISUShortTrackSpeedSkating](#)
- Instagram: [@ISUFigureSkating](#) / [@isuspeedskating](#)
- Youtube: [Skating ISU](#)
- X (Twitter): [@ISU_Figure](#) / [@ISU_Speed](#)
- Tik Tok: [@isuskating](#)

- Weibo: weibo.com/isuofficial
- LinkedIn: <https://www.linkedin.com/company/international-skating-union>
- Naver: <https://tv.naver.com/isuofficial>

Inside ISU Event App:

- The Inside ISU Event App is the main source of information and means of communication for media attending ISU Events on-site or remotely (if available).
- It gathers all the key media-related information constantly updated live with push notifications alerts.
- The password to access the Media App of the relevant Event is provided via OMAS once an accreditation is approved.

Organizing Committee Media Resources

The OC also offers media information relevant to the Event on the following digital channels:

- Event Website: <https://www.schaatsen.nl/kalender/isu-world-tour-5-odidocup/>
- Event Tickets: <https://shop.ticketing.cm.com/isu-short-track-world-tour-tilburg-2025/>
- Event News Releases: <https://www.schaatsen.nl/nieuws/?discipline=Shorttrack>
- Event Hashtags: #Shorttrackworldtour
- Social Media Accounts: Instagram: [@schaatsen.nl](https://www.instagram.com/schaatsen.nl) [@teamnlshorttrack](https://www.instagram.com/teamnlshorttrack)

5. Media Accommodation

Every individual media person is responsible for booking their own accommodation and bearing any cancellation fees.

Should media wish to discuss wishes with the Organizing Committee please contact the Accommodation Manager via hotels@tigevents.nl.

6. Transportation

No shuttle service is organized for this event. Every individual media person is responsible for arranging their own transportation.

During the Odido Cup in Tilburg a parking lot in front of the venue is reserved for media. The address for this parking lot is **Apennijnenweg 16**. There will be a traffic controller to guide you to the right place and to check your registration. Registrations for parking will be open after your accreditation application is confirmed. Please send an email with your full name and license plate to margherita@tigevents.nl to apply for a parking spot. The registration for a parking spot is only final when you receive a confirmation email back, so kindly take note of this. It is important to note that a limited amount of parking spots is available.

The venue is also well-accessible by public transports. There's a bus stop right outside of the parking lot which is called "**Stappegoor/ljsbaan**". Usefull information about the public transport in The Netherlands can be found on the country-wide apps/websites [NS](https://www.ns.nl) and [9292](https://www.9292.nl). To use the public transport, you can easily check in with your debit card. When checking out of the public transport, tap with the debit card again.

7. Useful Information

- The climate in the Netherlands can vary significantly, so it's wise to be prepared for all weather conditions. Additionally, the venue itself will be cool, so please be prepared for that.
- In the Netherlands the Euro is used as currency. Please note that in most parts of the Netherlands, cash is not used for payments. Further on, a credit card is not always supported. A debit card is and is the most convenient.
- In the Netherlands electrical plug types C and F are used. Please note that these will also be the types of power outlets available in the venue.
- In the Netherlands the following emergency numbers are used:
 - o Life-threatening situations: 112
 - o Non-life-threatening situations: 0900-8844
- The public transportation can be consulted on the following websites/apps: [NS](#) and [9292](#).

8. Competition Information

- Schedule: <https://www.schaatsen.nl/kalender/isu-world-tour-5-odidocup/>
- Entry List, Results and Rankings: <https://www.schaatsen.nl/kalender/isu-world-tour-5-odidocup/>

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<https://www.schaatsen.nl/kalender/isu-world-tour-5-odidocup/>

ISU Event Page: [ISU Short Track World Tour](#)