World Economic Forum Annual Meeting 2016

Media Guidelines

Davos-Klosters, Switzerland 20-23 January 2016

General and Logistical Information for Accredited Members of the Reporting Press (Photographers, TV and Radio Broadcasters)

Code of Conduct

World Economic Forum meetings are as open and transparent as possible in order to cultivate a collegial atmosphere among participants and journalists. You are requested by the Forum to respect that this is a private meeting and to abide by the following guidelines.

Any journalists who do not respect these guidelines, or are found to be aggressive or unreasonably intrusive, will have their accreditation withdrawn immediately. Furthermore, their entire team’s accreditation will be withdrawn for this meeting and for other World Economic Forum events.

TopLink App

All information related to the Annual Meeting 2016 will be available on the TopLink App as of 13 January 2016. Click here to download. The password is Me@AM2016

Upon Arrival – Registration and Important Locations

- NEW! The Media Registration is located at Parsenn Parking at Mühlestrasse 6, Davos
- The Media Village is located at Kurgartenstrasse within the security perimeter of the Congress Centre; it is 200 metres from the Congress Centre
- NEW! Registration for all accredited media will start on Tuesday 19 January at 12.00 until 19.00, and will continue until Thursday 21 January 2016 at 12.00; should you need to pick up your badge after the media registration hours, please contact micol.lucchi@weforum.org.
- The Media Centre (Print) is on the ground floor of the Media Village
- The Broadcasting Centre is on the upper floor of the Media Village
- NEW! The Press Conference Room and Issue Briefing Room are on the ground floor of the Media Village
- Please refer to the Media Map for all key locations
- All security badges will be issued at the Media Registration and must be worn at all times; please note that badges are not transferable

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<tbody>
<tr>
<td>Media Registration</td>
<td>12.00 - 19.00</td>
<td>07.30 - 19.00</td>
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<td>Closed in the afternoon*</td>
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*Please contact Micol Lucchi at micol.lucchi@weforum.org or at +41 (0)79 571 8309

Accreditation Policy

- Media accreditation application closed on 30 October 2015. Kindly note that no accreditation will be granted on the spot in Davos
- All accreditation requests are subject to final confirmation by the World Economic Forum
Access to the Congress Centre and Sessions

The Congress Centre is open to accredited reporting press as of 14.00 on Tuesday 19 January.

Reporting press wearing this badge have full access to the Congress Centre. For access to the sessions, please see details below.

IMPORTANT: To avoid congestion at security checkpoints, members of the reporting press are requested to only enter the Congress Centre via the Middle Entry from Promenade Level or directly via the Media Village as of Tuesday 19 January at 14.00. The Middle Entry is the closest entry to the Congress Centre and has an easy path to the Media Village. The Main Entrance on Talstrasse is reserved for participants only.

<table>
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<tr>
<th>Sessions Open to the Reporting Press</th>
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<tr>
<td>Room</td>
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<tr>
<td>Congress Hall</td>
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<tr>
<td>Sanada*</td>
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<tr>
<td>Aspen 1*</td>
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<td>New! Aspen 2*</td>
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<td>New! Issue Briefing Room</td>
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<td>Press Conference Room</td>
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<td>Open Forum</td>
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The Davos Experiences

| Robot Space            | Congress Centre | Yes | Yes | No | - |
| Earth Space            | Congress Centre | Yes | Yes | No | - |
| Exhibition Space       | Congress Centre | Yes | Yes | No | - |
| Virtual Reality Space  | Congress Centre | Yes | Yes | No | - |
| Projection Space       | Congress Centre | Yes | Yes | No | - |
| A Day in the Life of a Refugee | Hilton Garden Inn | Yes | 3 seats/session available | No | - |

- All sessions taking place in other rooms are off the record and NOT open to reporting press
- Please sign up at the Media Information desk, situated in the Media Centre
- *Seats are limited and on a first-come, first-served basis; please arrive early

Please note that seats are limited in Sanada, Aspen 1 and Aspen 2. For more information, please check on site with Corinne Vella at the Information Desk, located in the Media Centre of the Media Village, or please call +41 79 808 03 96.

Members of the reporting press should refrain from asking questions during the above sessions; questions should be saved for press conferences or interviews.
All workshops and working meals are working sessions for participants. They are off the record and reserved for participants only. Members of the reporting press are not allowed in these sessions.

Please also note that filming is not allowed in any sessions in the Congress Centre. Should you wish to take the video feeds, see the “Broadcasting Centre” section below.

**Issue Briefings** and **Press Conferences** are arranged for the reporting press and are on the record. An audio feed will be available in both rooms. Filming is allowed.

### Access to the Congress Centre for Technical Crews (TV Rotation)

Technical teams (cameraman/soundman) of accredited broadcasters will be assigned this technical badge, which is time-coded. Access to the Congress Centre is restricted.

- To film inside the Congress Centre, all camera crews must sign up for a 30-minute TV rotation at least 6 hours in advance by contacting Mallika Agrawal at +41 79 808 04 09.
- During the TV rotation, filming is allowed in public areas of the Middle Entry and on the lower level of the Congress Centre, as well as in two designated TV studios
- Only two TV crews are allowed in the Congress Centre at the same time
- Filming is not allowed in any sessions inside of the Congress Centre; please contact Eurovision (see below) for video feed

### Pool Coverage of On-the-Record Sessions

Pool coverage is provided by the two host broadcasters working on behalf of the World Economic Forum:

- **TPC (Swiss TV)** will film sessions taking place in Congress Hall, Sanada, Aspen 1, Aspen 2, Open Forum, issue briefings and press conferences; all of these sessions will be available LIVE via Eurovision except for the co-hosted televised sessions that take place in Sanada
- Eurovision will distribute the pool signal of all of the above sessions to individual edit workspaces, record the signal on tape and prepare a library for shared edits, or will relay live on request via the Eurovision network; copies of the plenary sessions will be provided on request
- While the pool coverage of the sessions, issue briefings and press conferences will be provided free of copyright charge by the World Economic Forum, a technical access fee will be charged by Eurovision
- The World Economic Forum will provide video news release(s) (VNR) with b-roll footage and highlights of the day at 13.00 and 19.00 from 19-23 January 2016; the VNR will be available via Eurovision News Exchange and Thomson Reuters distribution network

**Embedding Live Webcast** – The World Economic Forum provides high-quality webcasts of all public (on-the-record) sessions. These sessions will be livestreamed and available around 2 hours after the end of the session as VOD (video on demand). The full webcast widget, including the multiple channels and the full livestream programme, can be embedded, as well as individual sessions – embed codes will be available closer to the meeting date.

For technical or any additional information, please contact Arturo Ochoa at arturo@ochoa.co.uk

### Broadcasting Centre

- The Broadcasting Centre is located on the upper floor of the Media Village
- The Annual Meeting 2016 host broadcasters are:
  - **TPC**, the broadcast facilities company of Swiss TV ([www.tpcag.ch](http://www.tpcag.ch)), is filming inside the Congress Centre
  - **Eurovision Operations** ([www.eurovision.net](http://www.eurovision.net)) provides live unilateral transmissions, workspaces (TV and radio), FTP and web-based services for broadcasters
    - If you need a video feed for a session that is webcast live on [www.weforum.org](http://www.weforum.org), please contact Eurovision Operations; for detailed information, please refer to the [filming schedule](http://example.com) document, which will be available closer to the meeting date
  - Eurovision will operate 2 transmission centres in Davos:
    - In the Media Village and Congress Centre (television and radio) inside the security zone (accreditation required)
    - Waldhotel Bellevue, Buolstrasse 3, Davos-Platz (short walk from Congress Centre), television only: outside security zone (accreditation not required)
- Eurovision [Rate Card for Television and Radio 2016](http://example.com) can be found here
• Opening hours are from 07.30 to 22.00 daily

For workspace bookings or other broadcasting-related questions, please contact:

Eurovision Operations
Tel.: +41 (0)22 717 2840
Fax: +41 (0)22 747 4840
bookings@eurovision.net
www.eurovision.net

Eurovision Producer in Charge
Francesca Scott
Tel.: +41 (0)22 717 2832
Mobile: +41 (0)79 244 6522
bookings@eurovision.net

Print Media Centre

• The Print Media Centre is located on the ground floor of the Media Village
• Opening hours are from 07.30 to 22.00 daily
• The Print Media Centre is equipped with power plugs, photocopiers, computers with internet access and wireless connections
• For ISDN or ASDL lines, please see the section on telecommunications services below
• The Print Media Centre is equipped with screens with live transmissions of plenary sessions
• Please do not leave your belongings unattended in the Print Media Centre; the World Economic Forum does not claim any responsibility for any lost items

Telecommunication Services

• Free Wi-Fi is available in the Congress Centre and Broadcasting Centre (IEEE - 802.11g with 54Mbit/s)
• Dedicated ISDN/ASDL lines must be ordered directly with Alpiq prior to Friday 8 January 2016
• Swisscom/Express fee: 700 Swiss francs
• Alpiq Express fee: 400 Swiss francs
• Mobile telephones cannot be ordered on site

Alpiq contact details and office hours:

Alpiq InTec Ost AG
Talstrasse 24
CH-7270 Davos Platz
Tel.: +41 (0)81 410 0418
Fax: +41 (0)81 410 0411
Email: wef.ait.davos@alpiq.com

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<td>Saturday</td>
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<td>08.30 - 12.00</td>
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<td>14.00 - 16.00</td>
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Unequipped TV Studios

The World Economic Forum provides five unequipped TV studios. They can be booked on a 30-minute time slot on a first-come, first-served basis. Contact details to book a slot will be provided in January.

• Three TV studios are located on the ground floor of the Media Village
• Two TV studios are inside the Congress Centre on the intermediate level opposite Pischa; and in the wellness/swimming pool area

Photographers

The World Economic Forum has a team of official photographers. All pictures that are taken by our official photographers will be available as high-resolution pictures on Swiss Image; photos are free for media to download and use.

The photo agencies that have been granted access are The Associated Press, Agence France Presse, Thomson Reuters, Bloomberg and Keystone. No other photographers will be accredited to cover the Annual Meeting.

IMPORTANT: Any media who are found taking photos or filming any of the sessions or public areas in the Congress Centre (i.e. do not abide by these media guidelines) and are not escorted by a member of the Forum Media Team will lose their accreditation for this meeting and other World Economic Forum events.
Acknowledgement Policy

The World Economic Forum requests that its full name be mentioned in all reports related to its activities.

- **Print/radio** – Any article or interview derived from the meeting should mention both the World Economic Forum and the World Economic Forum Annual Meeting 2016
- **Television** – Any programme or interview derived from the World Economic Forum Annual Meeting 2016 should mention the World Economic Forum or visibly display the Forum’s logo; if you need a World Economic Forum logo or backdrop, please contact Maxwell Hall by email at maxwell.hall@weforum.org
- **Photos** – Any photos published from the World Economic Forum Annual Meeting 2016 should mention the World Economic Forum; for any additional technical questions, please contact Andy Mettler, swiss-image.ch, by email at info@swiss-image.ch; for general inquiries, please contact Yann Zopf by email at yann.zopf@weforum.org or Amelie Weinzierl at amelie.weinzierl@weforum.org
- **Online publications** – Any article or interview related to the World Economic Forum Annual Meeting 2016 should mention the World Economic Forum; if you wish to create a link to the World Economic Forum’s website, please contact website@weforum.org

Other Information

- Please note that due to the limited number of hotel rooms in Davos-Klosters, we urge accredited journalists to look for their own accommodation immediately (renting apartments is also a good option); you can contact the Davos Tourism Office (http://www.davos.ch) directly for hotel advisory; the Forum is unable to provide accommodation for accredited reporters
- A business suit or smart casual wear is appropriate during the Annual Meeting
- There will be badge checks upon entry at five hotels – InterContinental Hotel, Steigenberger Grandhotel Belvédère, Ameron Swiss Mountain Hotel, Hotel Hilton Garden Inn and Seehof hotel
- Please do not leave your belongings unattended in the Congress Centre; the World Economic Forum is not responsible for any lost items

Media Team Contacts

- For reporting press-related questions, contact: Micol Lucchi, micol.lucchi@weforum.org, +41 (0) 79 571 8309
- For host broadcaster-related questions, contact: Yann Zopf, yann.zopf@weforum.org, +41 (0)79 204 1610
- For televised session-related questions, contact: Maxwell Hall, maxwell.hall@weforum.org, +41 (0)79 329 3500
- For other questions, contact: Fon Mathuros, fma@weforum.org, +41 (0)79 201 0211

Useful Links

- More information about the Annual Meeting 2016 is available at http://wef.ch/davos16
- View the Open Forum programme at: http://www.openforumdavos.ch/en/home.html
- Watch live webcasts of sessions at http://wef.ch/live; and on our global sites in Spanish http://wef.ch/liveam16sp; Chinese http://wef.ch/liveam16cn; Japanese http://wef.ch/liveam16jp
- Follow the Annual Meeting on a smartphone via TopLink at http://wef.ch/m
- View details on how to embed live video, curated social media, photographs and more on your blog or website http://wef.ch/embed
- Access the press photo archive at http://wef.ch/pics
- Watch the sessions on demand on YouTube at http://wef.ch/youtube or Youku at http://wef.ch/youku
- Become a fan of the Forum on Facebook at http://wef.ch/facebook
- Follow the Forum on Twitter at http://wef.ch/twitter and http://wef.ch/livetweet (hashtag #WEF)
- Read the Forum’s blog at http://wef.ch/agenda
- Follow the Forum on Google+ at http://wef.ch/gplus
- Follow the Forum on Instagram at https://www.instagram.com/worldeconomicforum/