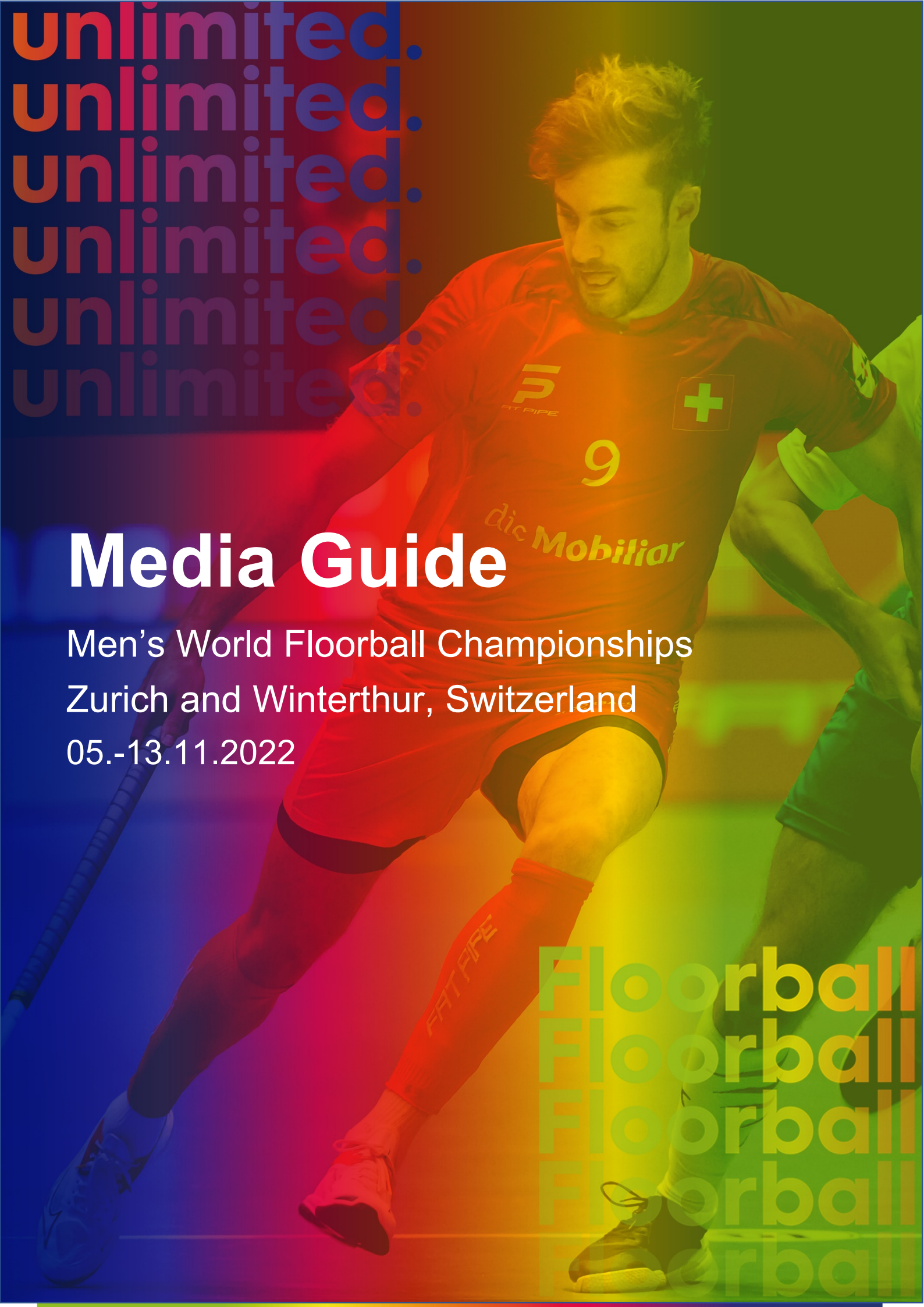

Media Guide

Men’s World Floorball Championships

Zurich and Winterthur, Switzerland

05.-13.11.2022

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How to get around

From the airport to the city

Zurich Airport is located close to both cities Zurich and Winterthur. The easiest and most convenient way is to take the train to either Zurich or Winterthur. The train station of the airport is located on the lower floor. The train journey to both cities takes around 10 to 15 minutes. The timetable can be found on the website of the Swiss Railways www.sbb.ch

Around Zurich and Winterthur (city center)

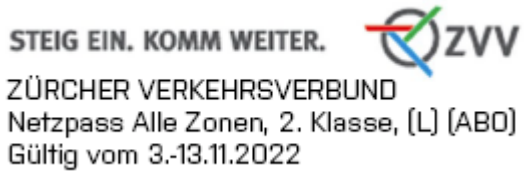
Public Transport in Zurich and Winterthur is a comfortable and easy way to get around in the cities of Zurich and Winterthur. The transportation company which covers both cities and the whole Zurich region is called ZVV and provides extensive infos and timetables on their website: www.zvv.ch

ZVV Check in Ticket for public transport

With the ZVV ticket app's check-in feature, you always have the right ticket, for your travel plans. All you have to do is check in on the app before boarding and then check out after your journey. Your travel route will be recorded via GPS. At the end of the day, you'll be charged the correct price for all your journeys. Find the information on the ZVV-website: https://www.zvv.ch/zvv/en/service/apps/zvv-app/check-in-ticket.html

Accreditations with included public transport

For Media Representatives from foreign countries that stay during the whole tournament, the organizing committee offers the accreditation with the public transport ticket included. This is indicated with the ZVV logo on the accreditation. See below:



Please present your accreditation to the public transport personnel if asked.

Information about Zurich

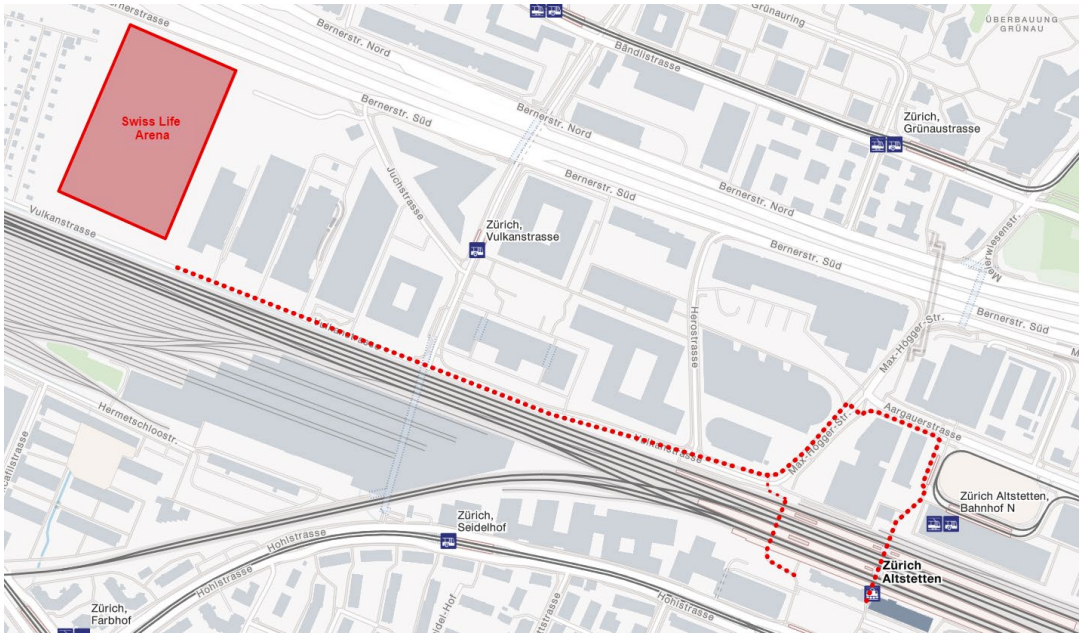
Zurich Tourism can provide general infos and offers for travelers. Check out their website: www.zuerich.com.

Your accreditation gives you access to special offers, the same as ticket holders have. See here.

How to get to the venues

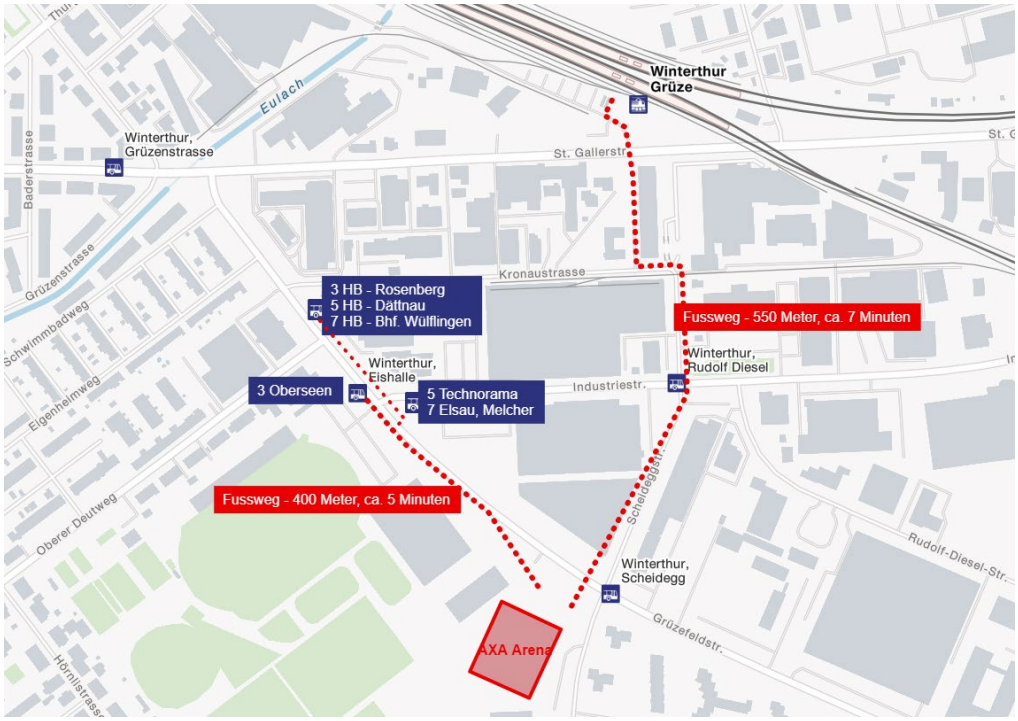
Both venues offer little to no parking possibilities, so we suggest traveling by public transport.

Swiss Life Arena, Vulkanstrasse 130, 8048 Zurich Altstetten



You can get to Zurich Altstetten either by train or by tram (Nr. 4). Check the ZVV timetable (www.zvv.ch) for your best connection. From the train/tram station its a 10 minute walk to the arena.

AXA Arena, Grüzefeldstrasse 36, 8400 Winterthur



The AXA Arena can be reached from Winterthur main station by taking the S12 or S26 train via the SBB Grüze stop. From there, the arena can be reached on foot in 8 minutes.

If you take the bus, the best way to reach the AXA Arena is to take line 3, 5 or 7 to the stop “Eishalle”.

General Information

Accreditation

The accreditation can be picked up either in Zurich or in Winterthur, depending on what you submitted in the mail that has been sent to you with this media guide. If you didn't submit your preferred pickup venue until the deadline, your accreditation can only be picked up at the Swiss Life Arena in Zurich Altstetten. To avoid any issues, you must present your proof of identity upon collection. Media accreditation will be valid at both playing arenas. A blanket rule – no accreditation, no access – will apply throughout the event, so please don't forget to bring your accreditation pass with you every day. Accreditation cards must be worn at all times when in the venue area with the picture side easily visible. No pins, stickers etc. should be attached to the card. Accreditation card is non-transferable and if lost or damaged, the holder must inform the person in the media centre immediately. In the event of this card being misused or the holder does not behave in a manner considered appropriate in conformity with the prevailing standards of decent behavior and sporting ethics, the card will be withdrawn without prior notice and all privileges forfeited. The IFF and the WFC 2022 LOC not liable for any damages to property, loss, injury or casualty of the accredited participants.

Accreditation pick up times:

Swiss Life Arena		
	Friday, 4.11.2022	14h00-16h00
	Saturday, 5.11.2022	From 10h00
	Other days	Accreditation desk opens 1h before the first game
AXA Arena	Friday, 4.11.2022	16h00-18h00
	Saturday, 5.11.2022	From 10h00
	Other days	Accreditation desk opens 1h before the first game

To see where the Accreditation pickup point is, consult section: Information for Media at Swiss Life Arena / Axa Arena

Photo zones & Photo vest pickup

Access to Photo zones is possible only with a photo vest. Photo vests will be distributed at the photographer center by our volunteers. The vests are valid for both arenas. They must be worn at all times together with the accreditation card. Photographers are allowed to take pictures only from marked photo zones. You can keep the photo vest for the entire tournament. Photo zones are marked on venue maps. Please drop off the photo vest at the Media center if you don't need it for a couple of days or at the end of your stay.

Mixed Zone

The coaches and players of both teams are obliged to exit the venues via Mixed Zone and are taken in immediately after leaving the venue (no cooling down on the venue). Right holders have a priority to interviews in the Mixed Zone area. Players can be picked up for interviews in the mixed zone. All pre-game and postgame interviews including the interviews during the breaks by the right holders in the Mixed Zone area must take place in the right holder's interview area or in front of the official WFC 2022 backdrops. All players are requested to wear the official playing uniform in all interviews in such cases.

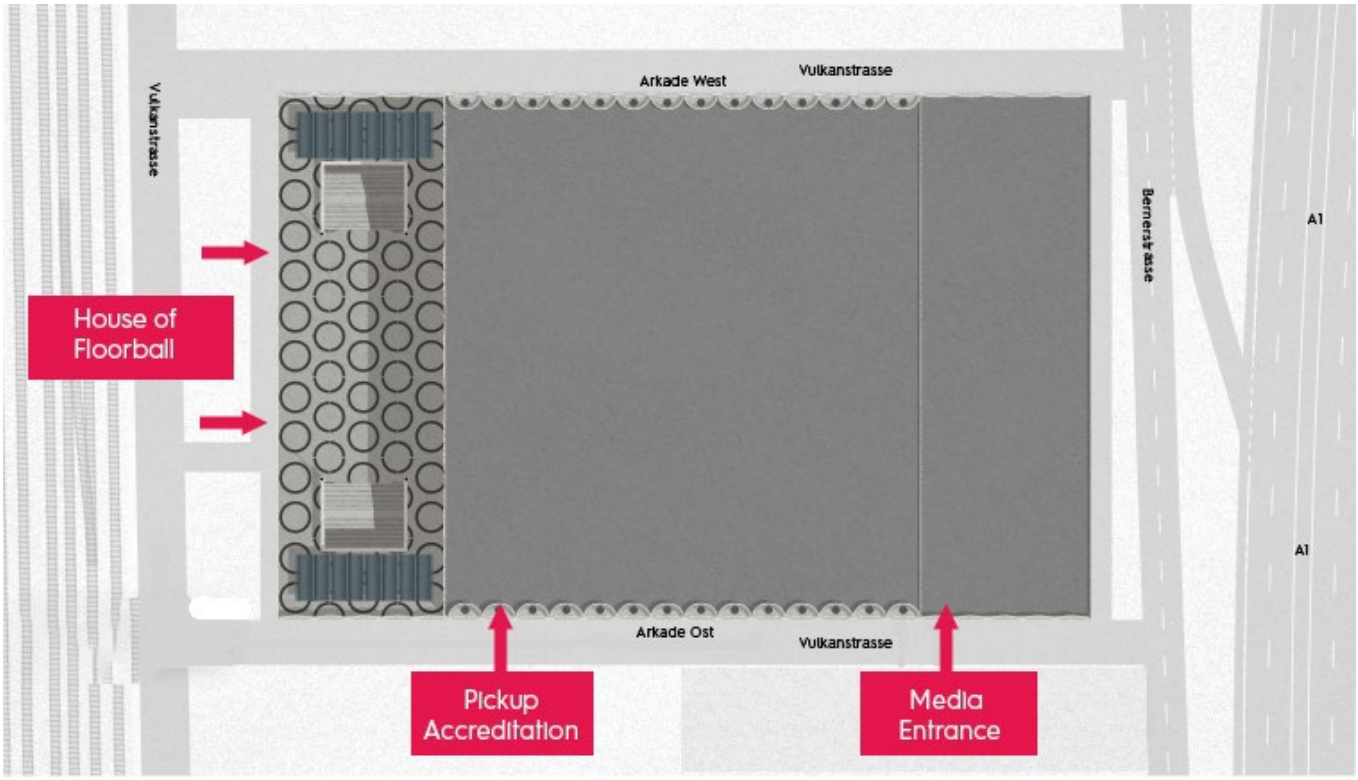
Wireless microphones

Wireless microphones (funk/radio) are not allowed due to broadcast restrictions. Make sure you take a microphone with you, that can be plugged in your camera with a cable.

Statistics and roster

All results and statistics can be found on the match center on the official web page of the WFC2022: www.wfc2022.ch and on this website. Statistics service is only provided as paper copies upon individual request in the Media center. Team rosters will be published 60 minutes before each on the IFF Floorball Media Platform (App & Web). There will also be a QR Code that leads you directly to the lineups.

Information for Media at the Swiss Life Arena



Media center

The media center is located on the 5th floor of the Swiss Life Arena. It is accessible via the elevator from the media entrance. The Media tribune is on the same floor in front of the media center. The media center offers beverages, coffee and snacks all day long. At certain times a warm meal will be available.

Meal times

Saturday, 5.11.	14h30-16h30
Sunday, 6.11.	15h30-17h30
Monday, 7.11.	18-20h
Tuesday, 8.11.	16h30-18h30
Wednesday, 9.11.	11h30-13.30
Thursday, 10.11.	15h30-17h30
Friday, 11.11.	16-18h
Saturday, 12.11.	15-17h
Sunday, 13.11.	13-15h

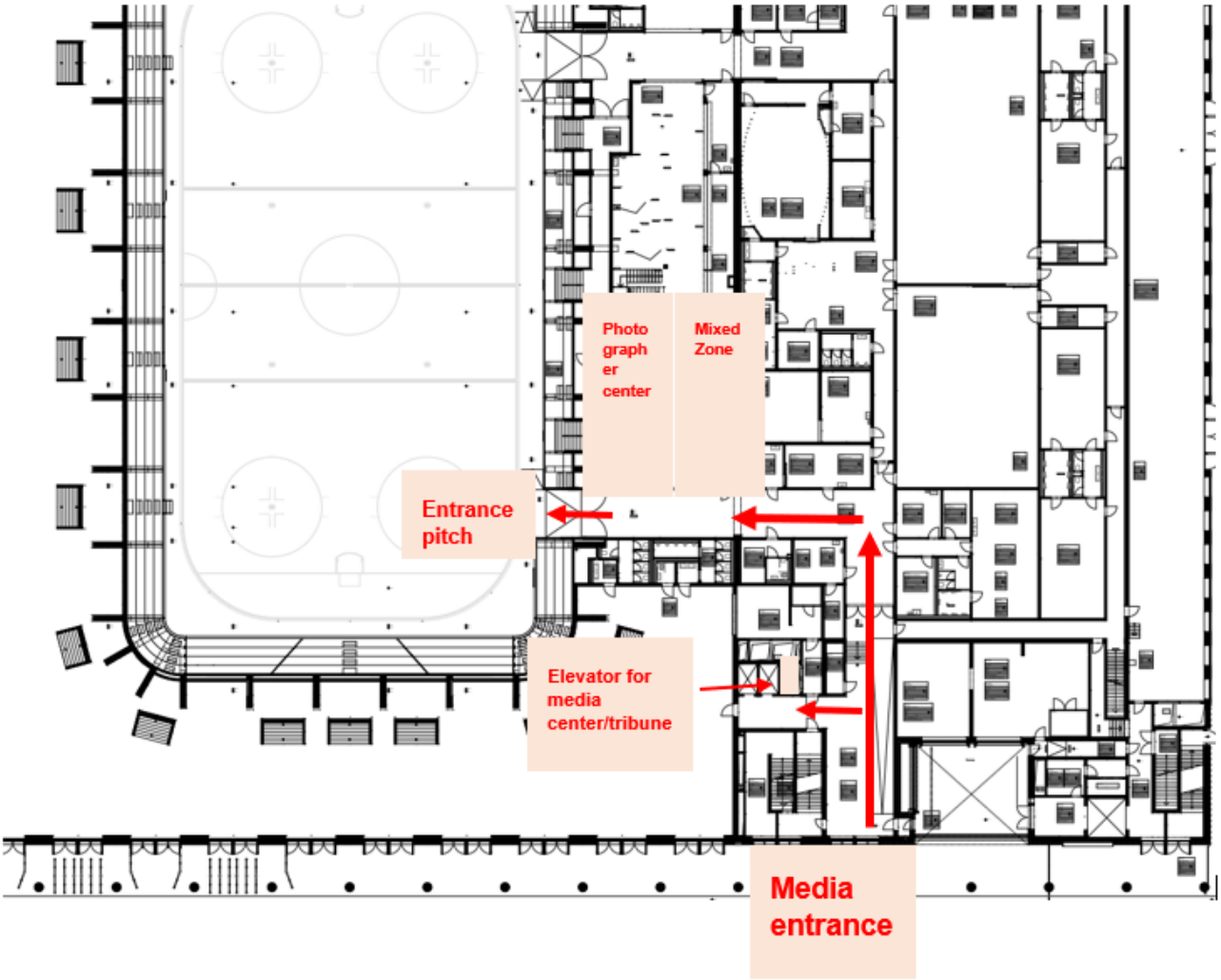
Location Mixed Zone

The Mixed Zone is on the base level. From the media center, you have to take the elevator back to the base floor and follow the signs to the Mixed Zone. Media doing a video interview can place themselves at the beginning of the Mixed Zone, where additional light will be available.

Photographers Upload Zone

The Photographers Upload zone is right vis-à-vis from the Mixed Zone. It has direct access to the Photo zones around the playing field.

IMPORTANT: Space in the Upload zone is very limited! We ask that Media representatives not actively uploading photos do not occupy a place in the Upload Zone but work from the Media Center on the 5th floor. Please do not use more than one seat.



WLAN and connectivity in the Swiss Life Arena

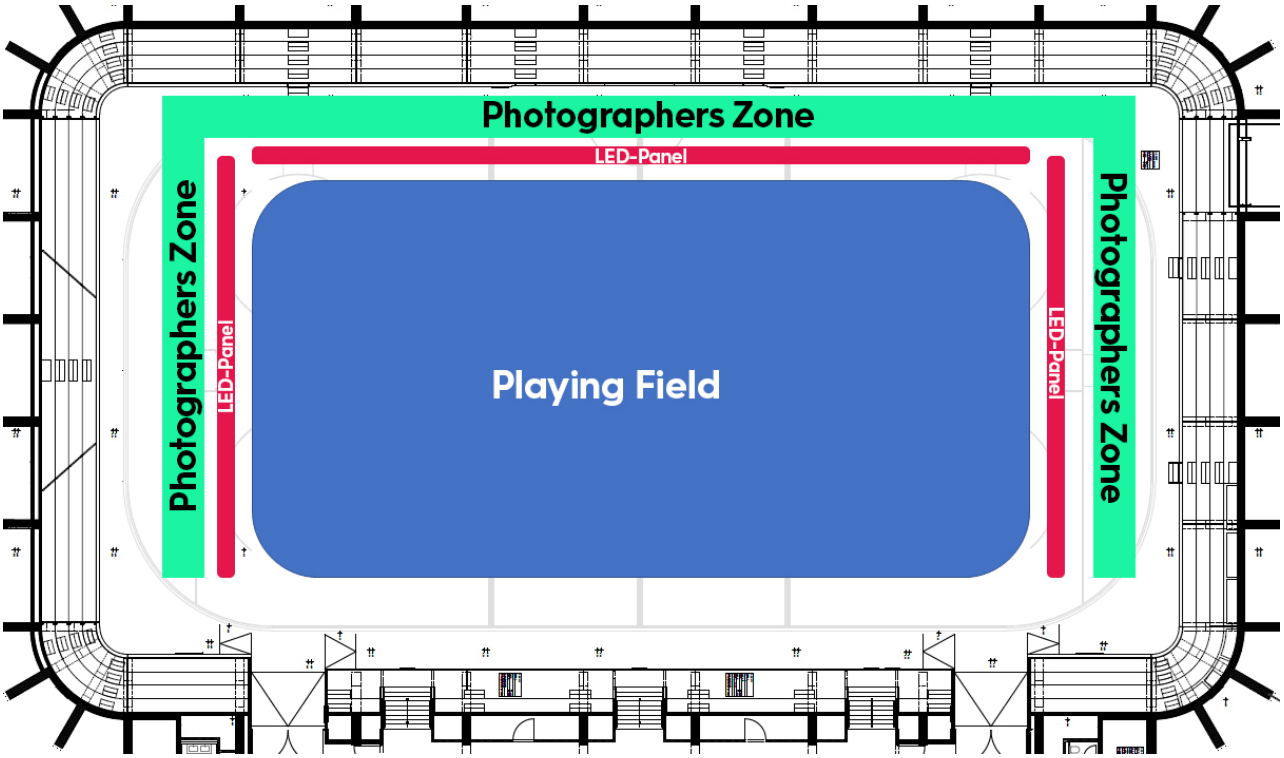
Due to the massive built of the arena internet connectivity via mobile or mobile hotspot might be limited. Only one swiss provider has an antenna built inside the arena which allows data roaming and calls. If you are not connected to the Swisscom network you might not be able to take/make calls or connect to the internet.

However, a WLAN will be provided in the Media Center, on the Media tribune and in the photography center, Electricity will be provided as well.

Media center opening hours

Friday	4.11.	14h-16h
Saturday	5.11.	11h-24h
Sunday	6.11.	12h30h-24h
Monday	7.11.	9h-23h
Tuesday	8.11.	9h-22h
Wednesday	9.11.	9h-17h
Thursday	10.11.	9h-22h
Friday	11.11.	8h-22h
Saturday	12.11.	12h-22h
Sunday	13.11.	8h-20h

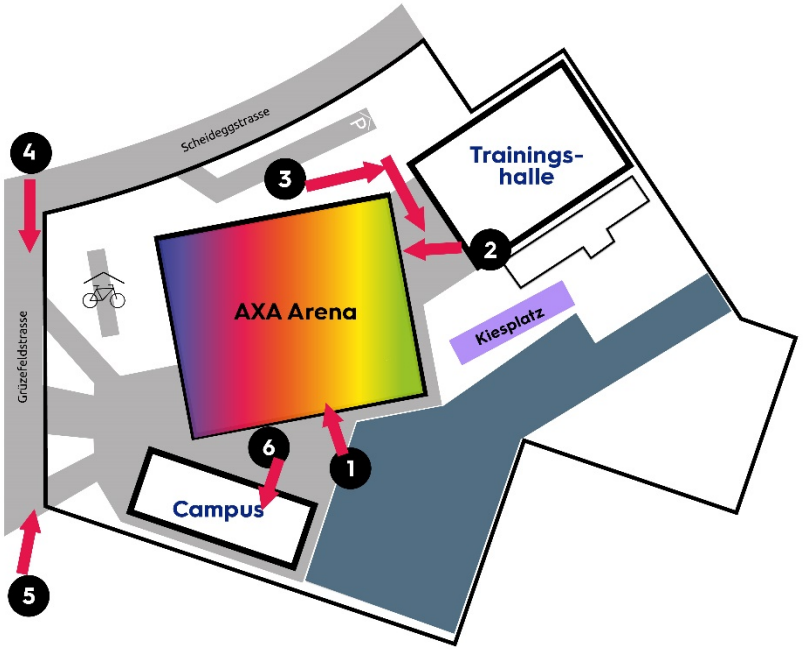
Photographers Zone



Only accredited photographers wearing a photo vest are permitted to enter the Photographers Zone around the playing field except on the side with the players' benches. The photo vest must be worn at all times in those zones. Photographers have to stay **behind the LED-Panels** and are not permitted to stand in front of them. Please do not obstruct the TV cameras.

After the game only the LOC photographer is allowed on the playing field for photographing Best Players. These photos will be made available on the respective IFF Flickr Album shortly after the game.

Information for Media at the AXA Arena



1. Entrance Spectators and VIP
2. Entrance Teams, Media, Volunteers
3. Access Parking Kiesplatz
4. Path from Bus Stop Scheidegg
5. Path from Bus Stop Eishalle
6. Entrance for Accreditation Pick-up

The Media Entrance is located in the back of the AXA Arena. The Accreditation has to be picked up at the Accreditation desk which is located in the building vis-à-vis of the Main Entrance for Spectators. Follow the signs inside the building.

Media Center at the AXA Arena

The media center is located on the ground level, the same level as the playing field. From there you have direct access to the playing field. Beverages and Snacks, as well as coffee will be available the whole day. Vouchers for a meal in the restaurant will be distributed by the volunteer in the Media Center. In the Media Center, electricity, WLAN and LAN are available.

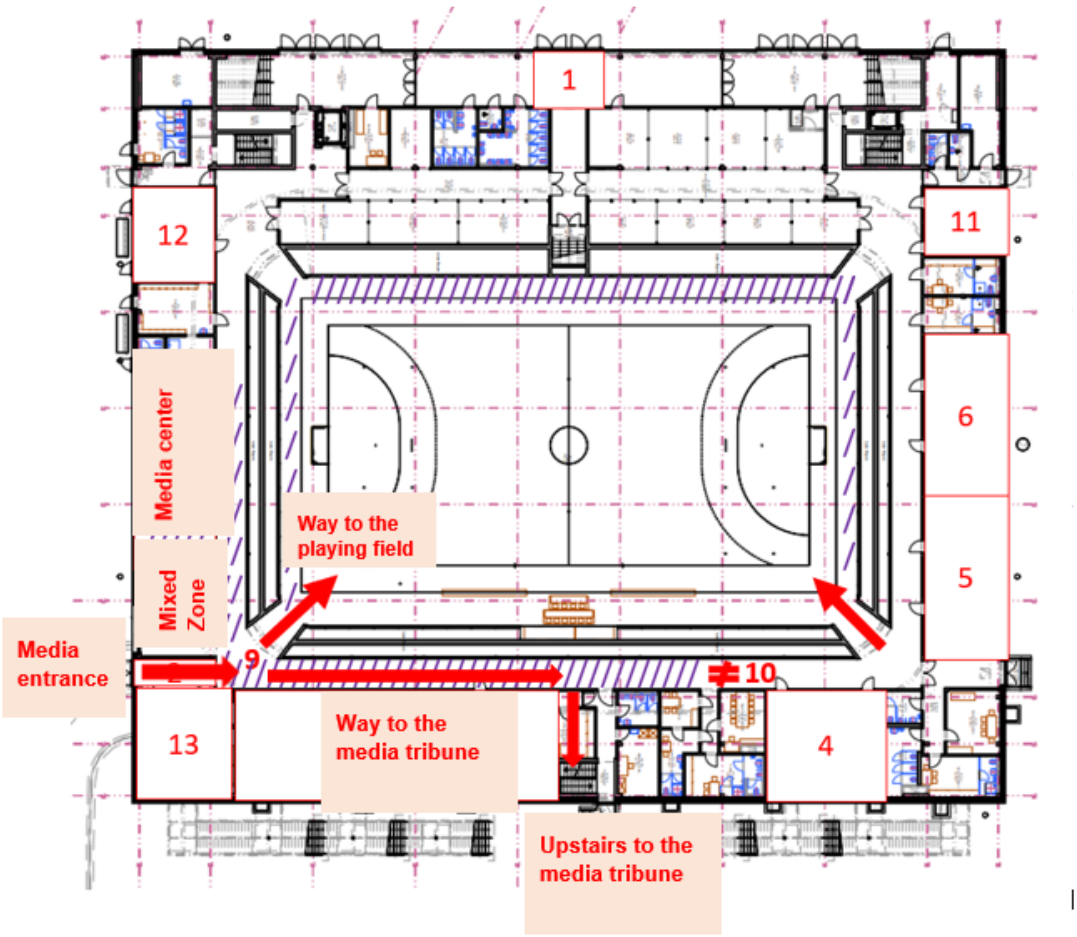
The Media tribune is on the upper floor.

Please note: Due to the proximity of the media center to the field there is no designated Photographers Upload Zone. Photographers can also work in the media center.

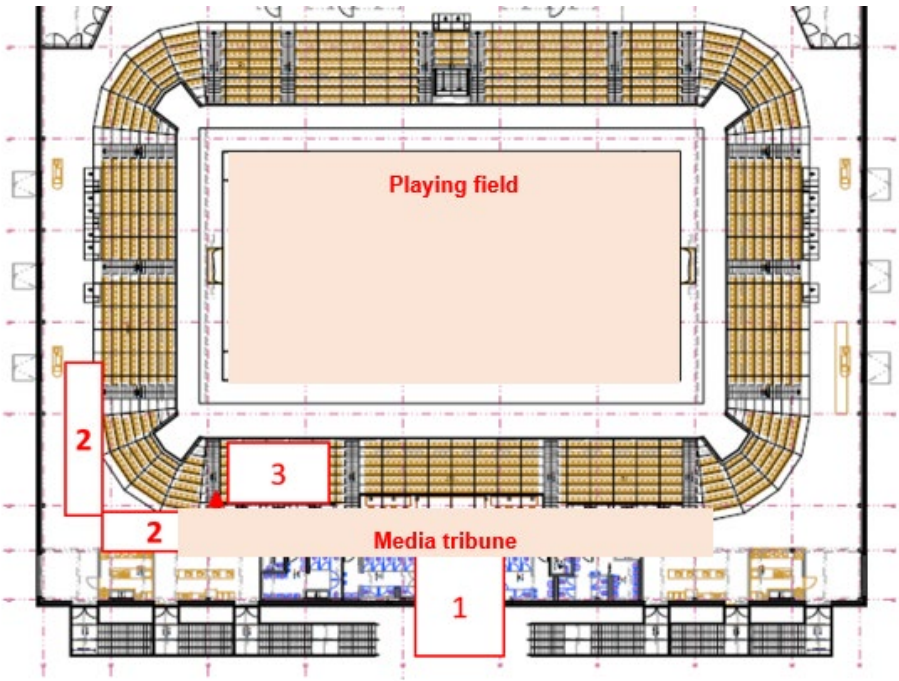
Mixed Zone

The mixed zone is right next to the Media Center.

Ground level



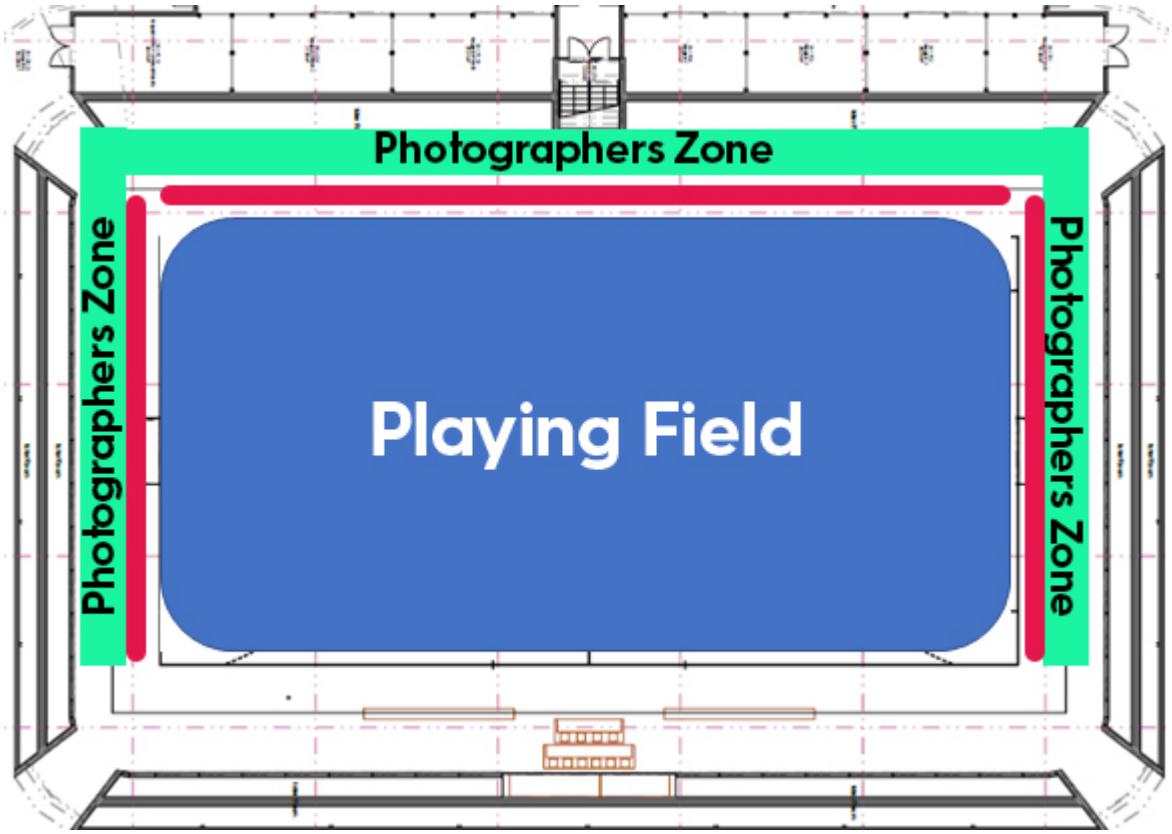
Upper level



Media center opening hours

Friday	04.11.	16h-18h
Saturday	05.11.	10h-22h
Sunday	06.11.	10h-22h
Monday	07.11.	9h-22h
Tuesday	08.11.	9h-24h
Wednesday	09.11.	14h30-23h
Thursday	10.11.	9h-22h
Friday	11.11.	9h-17h
Saturday	12.11.	9h-17h
Sunday	13.11.	8h-14h

Photographers zone



Only accredited photographers wearing a photo vest are permitted to enter the Photographers Zone around the playing field except on the side with the players' benches. The photo vest must be worn at all times in those zones. Photographers have to stay **behind the LED-Panels** and are not permitted to stand in front of them. Please do not obstruct the TV cameras.

After the game only the LOC photographer is allowed on the playing field for photographing Best Players. These photos will be made available on the respective IFF Flickr Album shortly after the game.

Procedures and ceremonies

BASIC SCHEDULE COUNTDOWN TO MATCH

2hrs45 - 3hrs between start of matches
With National anthems

Time to go before match starts	What to do
~0 : 45	Warm-up starts after the previous match ends. (The teams must leave the playing area before the warm-up can begin)
0 : 15	End of the warm-up (signal given by Match Secretariat)
0 : 09	Teams are ready at the team entrance, captains in front, with players lined up behind them in number order (lowest to highest)
0:08.30	Teams enter the rink Referees move from match secretariat to centre of court between the teams The teams and referees stand lined up, facing the main TV camera.
0 : 07	National anthems are played (Away team first)
0 : 04	Quick warm-up and final team preparations
0 : 03	Starting line-ups are announced. Away team first, starting with GK, then defenders, centre & forwards
0 : 00:30	Presentation of the match ball with a remote car
0 : 00	The Match will start

BASIC SCHEDULE AFTER THE MATCH

Time after match ends	What to do
+0 : 01	Teams take position facing each other
+0 : 02	The LOC will award the “Player of the match” from each team. The chosen players will be requested by the match speaker to step forward to receive the prize and then stay for photo.
+0 : 03	The teams thanks each other and immediately leave the court through the Mixed Zone. *NO COOLING DOWN ON COURT if there is another match to be played.*

Press conference IFF

After the IFF General Assembly meeting, which will take place in Zurich on the Saturday, 12th of November 2022, there will be a press conference in the media center of the Swiss Life Arena. The press conference will begin after the meeting at about 12h45 and end approximately 13h15. We therefore ask you, not to enter the media center before this time, if you will not join the press conference from the beginning. The press conference will share news from General Assembly meeting 2022, News from Future Events Organisers and News from Sponsoring.

Game schedule

Men's World Floorball Championships 2022
5.–13. November | Zurich & Winterthur
Switzerland

Schedule

Group A	Group B	Group C	Group D
Finland	Sweden	Estonia	Denmark
Switzerland	Czech Rep.	Canada	Poland
Norway	Latvia	Thailand	Australia
Slovakia	Germany	Singapore	Philippines

Saturday, 5.11.2022

Swiss Life Arena, Zürich			AXA Arena, Winterthur		
Czech Rep.	13:30	Latvia	Germany	12:00	Sweden
Opening Ceremony			Finland	15:00	Slovakia
Switzerland	17:00	Norway	Singapore	18:00	Estonia
Thailand	20:00	Canada			

Sunday, 6.11.2022

Swiss Life Arena, Zürich			AXA Arena, Winterthur		
Finland	14:00	Switzerland	Sweden	12:00	Latvia
Slovakia	17:00	Norway	Germany	15:00	Czech Rep.
Philippines	20:00	Poland	Australia	18:00	Denmark

Monday, 7.11.2022

Swiss Life Arena, Zürich			AXA Arena, Winterthur		
Denmark	10:00	Poland	Singapore	10:00	Thailand
Australia	13:00	Philippines	Estonia	13:00	Canada
Latvia	19:00	Germany	Sweden	18:05	Czech Rep.

Tuesday, 8.11.2022

Swiss Life Arena, Zürich			AXA Arena, Winterthur		
Estonia	10:00	Thailand	Denmark	10:00	Philippines
Canada	13:00	Singapore	Poland	13:00	Australia
Norway	18:00	Finland	Slovakia	20:00	Switzerland

Wednesday, 9.11.2022

Swiss Life Arena, Zürich				AXA Arena, Winterthur			
PO1	3rd Group A	10:00	2nd Group D		4th Group A	16:00	1st Group D	PO3
PO2	3rd Group B	13:00	2nd Group C		4th Group B	19:00	1st Group C	PO4

Thursday, 10.11.2022

Swiss Life Arena, Zürich				AXA Arena, Winterthur				
13-16:1	3rd Group D	10:00	4th Group C		3rd Group C	10:00	4th Group D	13-16:2
9-12:2	Loser PO1	13:00	Loser PO4		Loser PO2	13:00	Loser PO3	9-12:1
Q3	2nd Group A	18:00*	Winner PO2		1st Group B	18:05**	Winner PO3	Q2

Friday, 11.11.2022

Swiss Life Arena, Zürich				AXA Arena, Winterthur				
13th	Winner 13-16:1	9:00	Winner 13-16:2		Loser 9-12:1	10:00	Loser 9-12:2	11th
15th	Loser 13-16:1	12:00	Loser 13-16:2		Winner 9-12:1	13:00	Winner 9-12:2	9th
Q4	2nd Group B	15:00****	Winner PO1					
Q1	1st Group A	18:00***	Winner PO4					

Saturday, 12.11.2022

Swiss Life Arena, Zürich				AXA Arena, Winterthur				
Semi 2	Winner Q1	14:00***	Winner Q4		Loser Q2	10:00	Loser Q3	5-8:2
Semi 1	Winner Q2	17:30*	Winner Q3		Loser Q1	13:00	Loser Q4	5-8:1

Sunday, 13.11.2022

Swiss Life Arena, Zürich				AXA Arena, Winterthur				
5th	Winner 5-8:1	09:00	Winner 5-8:2		Loser 5-8:1	09:00	Loser 5-8:2	7th
3rd	Loser Semi	12:00	Loser Semi					
Final	Winner Semi	15:45	Winner Semi					

*Switzerland to play if qualified ***Finland to play if qualified
Sweden to play if qualified ** Czech Republic to play if qualified

Schedule created in cooperation with TV Broadcasters however it is still subject to change.

The Game schedule can also be viewed on the website and will be continuously updated with results.

IFF Video Guidelines

MEDIA GUIDELINES FOR IFF EVENTS: VIDEO FILMING (EDITION 2022)

In order to protect the IFF's TV and marketing rights, the following rules apply:

1. When a match is in progress, it is not allowed to do live streaming (LIVE VIDEOS) of the field of play (FOP)* To Facebook, Instagram, Twitter, TikTok, Snapchat, or to any other social media platforms nor websites If you wish to use match footage, you can use material from the IFF Media Platform channels. This footage must always include the IFF logo watermark (in the bottom right hand corner) – you must not edit or crop it from the material.

2. It is permitted to video the FOP for a maximum of 30 seconds to produce video clips (NOT LIVE VIDEOS). You must add a link to the IFF Media Platform (as the source). One single clip can be the maximum of 30 seconds. You can film various number of clips (each max 30 seconds). However, you cannot have more than 3 minutes per game of self-filmed material of the FOP on the platform (Social Media, websites, etc.) which you are publishing. If you wish to use more than 3 minutes, you need to apply for a permission from the IFF.3. It is permitted to use the FOP (even when a match is in play) as a background for interviews. This includes taking a selfie video of yourself talking, but you need to be visible on the video at all times.

4. You can use the material on IFF Media Platform to make video clips. The match footage used in each clip can be no longer than 45 seconds in total. These videoclips can be posted to any platform and must credit the IFF for the material/source as well as provide a link to the IFF Media Platform. One continuous clip can be a maximum of 45 seconds, however, there cannot be more than 6 minutes of material of the FOP per a published video clip. If you wish to use more than 6 minutes, you need to apply for a permission from the IFF.

5. Filming/live streaming/publishing of match warm-ups and ceremonies is allowed. The warm-up and ceremonies include all of the time the teams are on court prior the start of the match, including the national anthems. At the end of the match it includes the rewarding of the best players and possible medal ceremonies. It does not include any match play.

6. Only accredited photographers are allowed to the specially marked photographer zones

7. Photographers are NOT allowed onto the field of play, except when given direct permission to do so by the IFF &/or LOC.

9. Only the designated LOC photographer is allowed onto the field of play for the post-match player award ceremony. The rules in this document are effective in all IFF Events. The IFF has the right to enforce additional guidelines and change the rules for single events as necessary. Please follow all instructions given to you by the LOC and IFF. Any breaking of the above rules or failure to follow IFF/LOC instructions could result in your media accreditation being cancelled.

*Field of play (FOP) consists of the rink where the play itself happens as well as the substitution benches

Changes within media for WFC 2022 related to the new IFF Media Platform

New main features:

- The goals are shared on the new media platform around 30 second after the goal happened
- The goal is added to the player's profile in his stats card
- The player who assisted the goal will also get the video clip with the goal added to his profile
- Fans can comment and upload the photos and videos
- To access the live stream of a game – an event pass for 19.99 Euros must be purchased or pay-per-view for 4.99 Euros per game
- After the game there is an immediate highlight clip with all goals
- All information about tournament, teams and players can be found at one place
- Active integration of our partners
- The guessing game has a new look and feel
- The stream is only delayed around 10 seconds comparing to the "real game" (previously it was 40-60 seconds delayed)
- The match highlights produced by our production team is still freely available on our platform.
- It should be uploaded within 3 hours after the game
- The player interviews after the game can be found on the IFF Media Platform on the specific match feed
- Less anonymous comments/harassments due to registration by mobile number than email
- Not available anymore:
- No playback function during the live stream (means only the live picture is available, no watching on delay possible)

Process changes:

- The highlights cannot be downloaded from the new media platform
- Participating Association will get access to the highlights via SharePoint
- Screen-recording for short clips of the live streams (behind the paywall), highlights and match replays (behind the paywall) can be made but must be properly referenced towards IFF and the IFF Media Platform
- The match replay (behind the paywall) has a rewind function

Assets for Medias

The LOC provides various assets for Medias free to use.

Photos:

Photos can be found on the IFF-Flickr Album. The first couple photos will be available during the second intermission. Shortly after the game more photos will be available. If you use those photos please refer as source: IFF / Photographers Name. The photographers name in indicated in the Album.

Portrait photos of players

A standard portrait photo of every player is available on the WFC 2022 Sharepoint.

Post-game interviews:

A raw cut of post-game interviews will be made available shortly after the game in the WFC 2022-Sharepoint. These videos wont feature lower thirds or intros, so they can be edited to fit the CI/CD of your Media.

Highlights

The Highlights with all the goals and best actions of the game can be downloaded from the WFC 2022-Sharepoint.

Other assets can be made available. Please contact fabienne.fisch@swissunihockey.ch if you have specific requests.

Livestream

A holistic communication solution will be introduced soon to the IFF and to be in use for the upcoming Men's World Floorball Championships 2022. Therefore, the streaming channel will be moved from YouTube to the new IFF platform. In addition, there will be the introduction of a paywall for the live streams of games. More information can be found here.

Social Media

Channel	WFC 2022	IFF
Website	www.wfc2022.ch	www.floorball.sport
Facebook	www.facebook.com/worldfloorballchampionships/	www.facebook.com/IFF.Floorball
Twitter	@iffwfc	@IFF_Floorball
Instagram	@iffwfc	@iff_floorball
TikTok	none	www.tiktok.com/@iff_floorball

Country	Name of the Federation	Website	Facebook	Twitter	Instagram
AUS	Floorball Australia	www.floorballaustralia.org.au	www.facebook.com/FloorballAUS	@Floorball_AUS	@aussie_mens_floorball_team
CAN	Floorball Canada	www.floorballcanada.org	www.facebook.com/CanadaFloorball	@CanadaFloorball	@floorballcanada
CZE	Cesky Florbal	www.ceskyflorbal.cz	www.facebook.com/ceskyflorbal	@ceskyflorbal	@ceskyflorbal
DEN	Floorball Danmark	www.floorball.dk	www.facebook.com/floorballdanmark	@floorballdk	@floorballdanmarkslandshold
EST	Eesti Saalihoki	https://www.saalihoki.ee /	https://www.facebook.com/Saalihoki.ee	-	@eestisaalihoki
FIN	Salibandy	https://salibandy.fi/fi/etusivu/	https://www.facebook.com/salibandy.fi/	@Salibandyfi	@salibandy.fi
GER	Floorball Deutschland	www.floorball.de	https://www.facebook.com/floorballdeutschland	@FloorballDE	@Floorballdeutschland
LAT	Latvijas Florbola Savieniba	https://www.floorball.lv/	www.facebook.com/floorball.lv	@lfs_floorball	@floorball.lv
NOR	Norges Bandyforbund	https://bandyforbundet.no/innebandy/	https://www.facebook.com/Innebandy.no	@innebandy_no	@innebandy_no
PHI	Philippine Floorball Association	http://floorball.ph/	https://www.facebook.com/PHI.Floorball/	@PHI_Floorball	@ phi_floorball
POL	Polskiunihokej	http://www.polskiunihokej.pl/	https://www.facebook.com/polskiunihokej/		@ polskiunihokej
SVK	Slovenský zväz florbalu	https://www.szfb.sk/sk/	https://www.facebook.com/SlovenskyZvazFlorbalu		@slovenskyzvazflorbalu
SGP	Singapore Floorball Association	https://www.revolutionise.sg/sgfloorball/	https://www.facebook.com/SingaporeFloorballAssociation/		@sgmensfloorball

SWE	Svensk Innebandy	https://www.innebandy.se/	https://www.facebook.com/SvenskaInnebandyforbundet	@svenskinnebandy	@svenskinnebandy
SUI	swiss unihockey	www.swissunihockey.ch	www.facebook.com/swissunihockey	@swissunihockey	@swissunihockey
THA	Thailand Floorball				@thailand_floorball

Hashtags

Please use the following Hashtags:

- #WFC2022
- #FloorballUnlimited
- #Floorball
- #Unihockey

Media Game

The Media Game takes place:

Date: Wednesday, 9.11.2022
Time: 19h00.20h30
Location: Swiss Life Arena

We ask you to register for the media game here. Participation is possible without registration, but we appreciate if you do beforehand so we have an idea of how many people we can welcome.

More information will be available later on distributed in the media center.

COVID-19

At the current time, there are no regulations in Switzerland. If there are any changes, we will let you know. Please inform yourself about the travel regulations in your own country. If you have COVID-symptoms, we recommend making a quick test that can be purchased at the pharmacy. If you do not feel well, you should not appear in the arenas.

Emergency

Police	117
Firefighters	118
Ambulance	144

Contacts

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Please contact us by calling or texting via Whatsapp, as we cannot ensure that we will have signal in the arena.

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