



Spikes Asia Press Code of Conduct

The Media Centre is provided by Spikes Asia as a dedicated facility exclusively for professional journalists, photographers and reporters from the Asian and global media. We are committed to providing an environment where members of the press can work efficiently and comfortably to provide Festival commentary.

In return for the services and access the press enjoy, we ask that Press Pass holders abide by a code of conduct. Anyone who does not behave according to this code will receive a formal warning, which could result in immediate withdrawal of press accreditation at the Festival, and possibly future Festivals owned and run by Spikes Asia or its parent company Ascential plc.

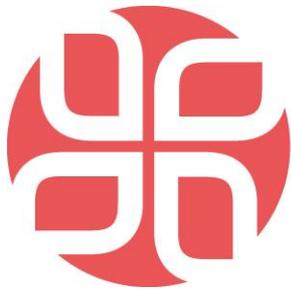
We thank you for your understanding and co-operation in agreeing to our terms stated below:

- 1. We will provide media with privileged information about the Awards. In return we ask that you respect any embargos.**

Journalists who attend Spikes Asia receive information and Award Winners' lists in advance of the wider public. This information is provided strictly under embargo. Information must not be published or shared – verbally or in writing through any channel, including digital and social media – before the stated embargo expiry time.

- 2. We will give you all the assistance and access we can.** In turn we expect all accredited media representatives to behave in a professional manner at all times in the Media Centre and across the Festival venue. No form of antisocial or threatening behaviour, including rudeness or aggression, towards Spikes Asia or staff, or anyone else associated with the Festival will be tolerated.

- 3. Your Spike Asia Press Pass gives complimentary access to all official Festival events, including the Media Centre.** It does not include line-skipping privileges, early access, backstage or VIP access or assigned seating to any content seminars or Award Shows.



Spikes Asia

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- 4. We provide the Press Area for your comfort and convenience.** To ensure that comfort, the Media Centre is for accredited media and Festival Representatives only. Agency PR, comms people and personal assistants are not generally permitted to enter the Media Centre. Any special exceptions need to be pre-agreed with the Press Team and in most cases, a minimum of 24 hours' notice is required to assess such a request. The decision of the Press Team is final.
- 5. Your complimentary Press Pass is just for you.** Press passes will be checked regularly in and around the Festival venue. You will not be permitted access to the Media Centre without your Press Pass, even if you are accredited. A press pass may only be used by the named holder. Any press pass used by somebody other than the named holder will be confiscated.
- 6. Register early for your Press Pass!** We are unable to issue additional press passes at the Festival. Non-accredited media will have to purchase a pass on site.
- 7. Please do not film the Awards Shows or content sessions.** We will provide exclusive press-only sessions in the Media Centre, which can be filmed. For information on filming please read the Photography and Filming Guidelines provided.



Spikes Asia Photographers Code of Conduct

1. Check with the press team about any restrictions. Changes to seminars and sessions can be made at short notice and photographers may be restricted from entering.
2. Cooperate with Festival officials. Some seminars and sessions may not permit access to official / accredited photographers. In these circumstances, photographers must follow the instructions of Spikes Asia and staff and leave auditoriums if asked.
3. Respect the delegates' Festival experience. Photographers who attend seminars and sessions must agree to stay for the first 10 minutes only and respect the speakers on stage at all times.