



Games of the Future 2025 – Media Guide

Abu Dhabi, UAE

1. Introduction

The Games of the Future 2025 welcomes all accredited media representatives, influencers, bloggers, and streamers to Abu Dhabi for this international event. This guide ensures accredited media representatives and influencers can work seamlessly while experiencing Abu Dhabi's role as the host of this landmark event.

Accreditation is **mandatory** for access to all Games of the Future 2025 venues and services. This guide provides essential information for your work, including accreditation, facilities, filming permissions, transport, and rules of conduct.

2. Media Accreditation

Media Client Group

The Media Client group includes:

- **Media Representatives** – journalists, photographers, videographers, freelancers.
 - **Non-Rights Holders** – TV and radio companies that have not obtained live broadcast rights but may cover the event with news reports and thematic programs.
- **Influencers** – digital creators, bloggers, vloggers, and streamers with confirmed audiences of at least 3000 subscribers/followers.

Application Process

1. **Apply Online** – Submit your organizational application and documents via the official **Media Accreditation Portal (step 1)**.
2. **Account Confirmation** – Once approved, the responsible person will receive access to an organizational accreditation account.
3. **Personal Data Submission** – The responsible person completes individual questionnaires for each accredited employee (step 2).
4. **Approval Notification** – Accreditation decisions will be sent to personal emails listed in the questionnaires.

Application Deadlines

- **International Media and influencers:** 8 November 2025
- **Domestic Media and influencers:** 18 November 2025





Important notes about 2 main steps for media accreditation.

Step 1: registration/participation form

Applications can be submitted by media organizations, freelancers and influencers.

Each Media organization may submit one application including:

- List of employees being sent (per quotas).
- Contact details of the person responsible for accreditation.

Categories & Quotas

Accreditation is subject to quotas per organization:

- News Agency – up to 12 people
- Digital Media Outlet – up to 10 people
- Print Media – up to 5 people
- TV Non-Rights Holder – up to 16 people
- Radio Non-Rights Holder – up to 6 people
- Influencers – 1 person
- Freelancers – 1 person

Applications must include the personal email address of the person from the organization who is responsible for accreditation. Upon approval, a link to the system will be sent to this address for accessing the organization's accreditation account.

Documents Required

- **Domestic Media:**
 - Signed Media Accreditation Request Letter (Organizer's form, company letterhead, listing names & roles).
 - Copy of valid UAE media license.
- **International Media:**
 - Signed Media Accreditation Request Letter (English, on company letterhead, listing names & roles).





- **Influencers:**

- English Media kit (audience data, examples of content).
- Personal Application Letter (Optional)
- Any applicable license: Trade License, Freelancer License, Media License, Content Creator License

- **Freelancers:**

- Any applicable license: Trade License, Freelancer License, Media License, Content Creator License.
- Links to 5 recent published works.
- Links to social media accounts, if applicable.
- Personal Application Letter (optional).

Step 2: accreditation form

Access to the accreditation system will open after the media application is confirmed.

Upon approval of the application, a link to the accreditation system will be sent to the email address of the person responsible for accreditation specified in the application. The person responsible for accreditation will then complete questionnaires for each team member listed in the initially submitted application. Please note that it is extremely important to indicate personal email addresses and mobile phone numbers in completing the personal questionnaires.

The final decision on whether to accept or reject applications and/or revoke accreditations remains with the Organizer. The Organizer reserves the right to refuse accreditation to the media or to individual representatives without explanation.

Please note:

- Accreditation approval does **not** guarantee visa issuance by UAE authorities.
- Media are legally responsible for the accuracy of submitted information.
- The Organizer reserves the right to reject or revoke accreditations without explanation.

Influencers

There are three groups depending on the services provided before and during the event:

- Group 1 International Incentified Influencers
- Group 2 UAE-based Paid or Incentified Influencers
- Group 3 Other International and UAE-based Influencer

 For accreditation assistance: media@gotfabudhabi.com





3. Visa

- Accredited international media and influencers may apply for a **simplified UAE visa process** supported by an official invitation letter. For a visa invitation letter, kindly send an email to: media@gotfabudhabi.com
- Invitations confirm accreditation but **do not guarantee visa issuance**.
- Travel and visa arrangements are the sole responsibility of each applicant. For visa information and eligibility, more information can be found on this [link](#).

Customs Procedures:

- Professional media equipment must comply with UAE customs law. For more information on UAE customs, please visit the following [link](#).
- Equipment with radio-electronic or high-frequency devices requires a temporary import permit. The process can be done through the following [link](#).
- For an official letter to assist in bringing in equipment to Abu Dhabi, please send an email to: media@gotfabudhabi.com

Drones:

- Drones are strictly **prohibited inside Games of the Future venues**.
- Drone use outside the venue requires separate UAE permits, applied for individually. For further information, please visit the following [link](#).

4. Venue Access & Media Facilities

Accredited media will have access to:

- **Media Center at ADNEC** – workstations, cable internet, press materials, coffee breaks, live broadcasts.
- **Designated Media Areas** – media tribunes, mixed zones, photographer/operator positions.
- **Daily Stats & Briefings** – distributed during the event.
- **Stand-ups** – Non-Rights Holders may record stand-ups from assigned positions during the event.

Access varies by accreditation type and may require supplementary passes.





5. Filming & Photography Rules

Inside Venues:

- Filming, recording, photography, and interviews are permitted in all designated areas.
- No flash photography or additional lighting during competitions.
- Follow Media Relations staff instructions.
- Bibs must be worn at all times, as well as inside and around the field of play.

Outside Venues:

- Filming in public areas in Abu Dhabi may require permits, particularly for commercial shoots or large equipment.
- Responsibility lies with the media representatives.

Drones:

- Prohibited inside venues.
 - UAE permit required outside venues.
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6. Code of Conduct

At the Games:

- Always wear accreditation visibly.
- Photographers/cameramen in field-of-play zones must wear all-black clothing.
- Do not block or disrupt colleagues.
- Avoid selfies or autographs in professional media areas.
- Respect staff, volunteers, and participants.

Prohibited:

- Unauthorized area access.
 - Tampering with passes.
 - Displaying accreditation on social media.
 - Substance use at venues or within the UAE.
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7. Host City & Cultural Guidelines

- Abu Dhabi welcomes all cultures, nationalities, and faiths.
 - Hate speech or discrimination may result in loss of accreditation and legal action.
 - Respect local dress codes and cultural customs.
 - Adhere to country laws to avoid any legal repercussions. For more information on Abu Dhabi's laws and customs please visit the following [link](#).
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8. Contact Information

- For support and inquiries: media@gotfabudhabi.com
- Phygital International Press Office: press@phygitalinternational.com
- Official website: gotfabudhabi.com
- Media Center: <https://gofuture.games/page/media-center/>
- Social Media Links
 - Instagram (English) [@gamesofthefutureofficial](https://www.instagram.com/gamesofthefutureofficial)
 - Instagram (Arabic) [@gotf_ar](https://www.instagram.com/gotf_ar)
 - Instagram [@gotfabudhabi](https://www.instagram.com/gotfabudhabi)
 - TikTok [@gotfabudhabi](https://www.tiktok.com/@gotfabudhabi)
- [Press Kit Link](#)

