

**The International Festival of Youth 2026
Accreditation Regulations
for Media Representatives and Content Creators
(Ekaterinburg)**

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1. General Provisions

1.1. Accreditation of the mass media representatives (hereinafter referred to as "media representatives") and the content creators for the International Festival of Youth (hereinafter referred to as the "Festival") is carried out in order to provide the necessary conditions for professional activities related to the preparation and dissemination of complete and reliable information about the Festival events.

1.2. Accreditation of media and content creators is mandatory for working at all Festival events.

1.3. The number of media representatives and content creators who may take part in the Festival is limited due to the organizers' aim to provide media representatives and content creators with the most comfortable working conditions and rapid access to all necessary resources, given the significant interest in the event from the media representatives and content creators, as well as the limited infrastructural capacity of the Festival venues.

1.4. The Festival is held in accordance with Decree of the President of the Russian Federation No. 999 of December 29, 2025, "On Holding the International Festival of Youth in 2026".

1.5. The Festival Directorate (hereinafter referred to as the "Directorate") reserves the right to determine the number of accredited media representatives and content creators.

1.6. Media editorial offices and content creators are responsible for the accuracy of the data provided about their organization's employees in accordance with the legislation of the Russian Federation.

2. Accreditation of Media Representatives and Content Creators

2.1. Procedure for submitting and reviewing accreditation applications

2.1.1. Media representatives and content creators wishing to cover Festival events must submit an accreditation application (hereinafter referred to as the "application") through the official Festival website: <https://wyffest.com/>.

2.1.2. All fields in the application must be completed. Special attention should be paid to mandatory fields marked with an asterisk (*).

2.1.3. For foreign media representatives who do not have accreditation from the Russian Ministry of Foreign Affairs (MFA), when filling out the application on the website <https://wyffest.com/>, (<https://wyffest.com/>) it is necessary to additionally upload copies of the following documents to obtain special (temporary) accreditation from the Russian MFA:

- Editorial assignment;
- Media outlet certificate;
- Biography (CV);
- Personal photo;
- Press card.

2.1.4. The deadline for submitting applications through the official Festival website is from May 4, 2025, to July 17, 2026.

2.1.5. The notification confirming acceptance of the application or refusal to review it shall be sent to the applicant within seven days of receipt of the application.

2.1.6. Information on accreditation confirmation will be available no earlier than 20 days after the close of the accreditation campaign. Once the list of accredited media representatives has been finalized, confirmations will be sent to the email address provided by media representatives and content creators in their application forms.

2.1.7. Accreditation of media representatives and content creators is valid for all days of the Festival — from September 11 to September 17, 2026 — at all official venues.

2.2. Accreditation quotas for Media Representatives and Content Creators

Media representatives / Content Creators Type	Number of Representatives
Print media (newspapers)	3 people (2 correspondents, 1 photographer)
Print media (magazines)	2 people (1 correspondent, 1 photographer)
News agencies	4 people (2 correspondents, 2 photographers)
Online media / digital publications	2 people (1 correspondent, 1 camera operator)
Television companies	7 people (2 correspondents, 1 producer, 2 camera operators, 2 sound engineers)
Radio companies	2 people (2 correspondents)
Content creators	3 people

The number of media representatives from the Festival's media partners is set out in the respective information partnership agreements.

2.3. Accreditation Badge Issuance Procedure for Media Representatives and Content Creators

2.3.1. Media representatives and content creators receive accreditation cards provided that their registration application has been approved by the World Youth Festival Directorate.

2.3.2. Accreditation cards are issued at accreditation centers. Information on the location and working hours of accreditation centers is published on the official Festival website.

2.3.3. Accreditation cards shall be issued only under the following conditions:

- confirmed accreditation status in the database;
- written consent for the processing of personal data;
- presentation of a passport (all passport details must match the information provided in the registration application).

2.3.4. If an accreditation card is received by proxy (via authorized representative), the following must be provided:

- a power of attorney (original or notarized copy);
- a copy of the principal's passport.

2.3.5. The accreditation card is personal and cannot be transferred to third parties. The card must be worn visibly at all times while on the venue premises.

2.3.6. No other accreditation cards or badges shall be valid for access to Festival venues.

2.3.7. In the event of loss or theft of the accreditation badge, the media representative or content creator must immediately report it to any information desk. The lost card will be deactivated. A duplicate accreditation card may be issued upon submission of a written request.

2.4. Access Rules for Festival Events

2.4.1. Accreditation of media representatives and content creators is mandatory for participation in all Festival events.

2.4.2. Access to Festival venues is provided through designated media entrances upon presentation of an accreditation badge and a valid identification document.

2.4.3. In order to ensure security, all individuals entering the Festival venue are subject to mandatory screening using metal detector frames and X-ray scanners (introspectors).

2.4.4. Depending on the epidemic situation, media representatives and content creators may be required to provide a negative PCR test result for infectious diseases to attend Festival events.

3. Denial of Accreditation

3.1. The World Youth Festival Directorate reserves the right to refuse accreditation without giving a reason.

3.2. Grounds for denial may include (but are not limited to):

- Provision of false information in the application;
- Violation of the legislation of the Russian Federation by a media representative or a content creator during previous events;
- Violation of accreditation rules or rules of conduct at previous events;
- Exceeding established quotas;
- Other circumstances that, in the opinion of the Directorate, prevent accreditation.

3.3. A decision to deny accreditation may be appealed in accordance with the procedure established by the Directorate by sending an official request to the press service email address: press@wyffest.com.

4. Rights and Responsibilities of Accredited Media Representatives and Content Creators

4.1. Accredited media representatives and content creators have the right to:

4.1.1. Use all services specifically designed for media representatives and content creators (press centers, work areas, Wi-Fi, catering, etc.).

4.1.2. Receive information about official Festival events and exhibitions (press releases, business program, accreditation for individual events, etc.).

4.1.3. Work in the Festival Press Center during official events, using the press center infrastructure.

4.1.4. Participate in press conferences, briefings, and other press events organized by the Directorate.

4.1.5. Take photos and videos in areas permitted for media work (except in areas where filming is prohibited for security or confidentiality reasons).

4.2. Accredited media representatives and content creators must:

4.2.1. Verify the accuracy of the information they report.

4.2.2. Honor requests from information sources to be credited as such.

4.2.3. When obtaining information from private citizens or officials, inform them that audio and video recording, as well as film and photography, are being conducted.

4.2.4. Not use their professional capacity:

- to conceal information or falsify socially significant facts;
- to gather information on behalf of an external individual or organization that is not a media outlet or part of the media sphere.

4.2.5. Suspend (stop) photo/video recording upon request from representatives of the Festival Security Service or staff of the Main Operations Center (hereinafter referred to as the "MOC").

4.2.6. Do not take photos or record video:

- at screening/checkpoints on the Festival grounds;
- in areas marked with "No Filming" signs;
- in service/restricted areas without special permission.

4.2.7. Do not distribute printed materials on the Festival venue without prior approval from the Directorate.

4.2.8. When using official information or quoting statements made by event participants, follow the Festival's Mention Policy (a separate document), namely:

- Published materials must include a reference to the International Festival of Youth 2026 and the source of the information obtained;
- No alterations, additions, or distortions of the copied (quoted) information are permitted.

4.2.9. Use the official Festival hashtags: #MΦM2026 / #BΦM or #IFY2026 / #WYF.

4.2.10. Comply with the Rules of Conduct on the Festival venue and follow all lawful instructions of security personnel and organizers.

4.2.11. In the event of an emergency, follow the instructions of the Main Operations Center (MOC) staff and the security service.

5. Final Provisions

5.1. These Rules come into force upon publication and remain valid until the end of the Festival period.

5.2. The Festival Directorate reserves the right to amend or supplement these Rules, provided that accredited media representatives and content creators are notified of any changes via the official website and information mailings.

5.3. Accredited media representatives and content creators undertake to comply with these Rules as well as with the requirements of the legislation of the Russian Federation.

5.4. In the event of a violation of these Rules, the Festival Directorate has the right to:

- Issue a warning;
- Restrict access to individual events;
- Revoke accreditation without the right to reapply.

5.5. In all matters not covered by these Rules, the parties shall be governed by the legislation of the Russian Federation.