



FIFA eClub World Cup 2020

Digital Content & Media Communications

Overview, recommendations and restrictions

Overview

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Overview

FIFA's official club team competition is back for the fourth time and the world's best clubs in competitive FIFA will compete as team for the title and battle it out against their rivals in a unique format including 1v1 and 2v2 matchups on the weekend commencing 7 February.

This year, a new tiered online qualification process will provide a team-based 1v1 qualification process on the Road to the FIFA eClub World Cup 2020 for club teams around the world.

About the FIFA eClub World Cup 2020

- Only tournament in the EA SPORTS FIFA 20 Global Series to feature the unique 1v1 and 2v2 format
- Dedicated, team-based online qualification over a 5-week period
- KiNG eSports (Nicolas 'Nicolas99FC' Villalba and Donovan 'Tekkz' Hunt) reigning champion
- Inaugural event in 2017
- Brøndby IF most successful club with two titles
- Exclusive opportunity to represent the club in the EA SPORTS FIFA 20 Global Series
- More information on [FIFA.com](https://www.fifa.com)

Official Hashtag. #FIFAEClubWorldCup / Tag @FIFAEWorld Cup on Twitter / All FeWC channels can be found below

Communications recommendations

- We recommend sharing any **feedback** (players or clubs) with us before publishing it publicly
- **Drive awareness** via assets (graphics, pictures, livestreams, press releases) for the qualification
- Use the **provided content assets** – more information below
- Focus on exclusive **behind-the-scenes** content and tell the **stories** of your players
- Update your community instantly about **results**
- Share the **best goals** of the qualification with us to get featured on FIFA's global channels
- Feel free to share specific story lines, video clips, pictures or anything else with us
- Combine real and virtual football via content and offline activations

Media

Various assets and content will be provided by FIFA to help support the event, club teams and member associations. Examples of promotional media opportunities run by club teams can include:

- Distributing regular press materials about team progress, results and qualification e.g. press releases, media advisories and outreach
- Announcing dates and venues for pre-qualification tournaments
- Dedicated interview opportunities for media to meet qualified players with media (e.g. domestic, regional / international, specialist eSports media). This could include:
 - Media roundtable / briefing
 - Targeted media outreach / 1-1 interviews (telephone or in-person)
 - Press conference with players and other representatives

Lastly, the FIFA Media Channel – a dedicated platform used by the FIFA Media department to share media specific news and information – also includes further information about FIFA eSports events and content.

For media interested in registering for the FIFA Media Channel, please click [HERE](#).

Club teams and member associations who would be interested in receiving further guidance on media and content planning in FIFA eSports, please do not hesitate to contact FIFAEClubWorldCup@fifa.org or the FIFA Media department directly via media@fifa.org.

Access to FIFA's content

Logos & Graphics

Selected graphics and all logos can be found [here](#).

Pictures & Videos

Link to live pictures as well as an overview of available video clips will be provided closer to the event.

Pictures to last year's FIFA eClub World Cup can be found here:

[Preview](#), [Portraits](#), [Group Stage](#), [Knockout stage and final](#)

A VNR of last year's FIFA eClub World Cup can be found [here](#).

The videos may be used under the following restrictions:

Terms and Conditions:

- Use of footage is limited to 3 minutes at the maximum
- Footage must be used to benefit the profile of any of the events
- No Sponsorship/Advertising to inserted/attached to the clip
- Footage may not be used for any commercial purposes (editorial use only)

Livestream & Live tool

Qualification livestream

Have you planned to host a livestream of your online qualification? Please reach out to us as we can support via:

- Re-hosting of your livestream on our Twitch language channels/FIFA.gg (first come, first served)
 - Potential livestream conference on FIFA.gg
- Promotion via the FIFA eWorld Cup and FIFA's language channels on Twitter

Live tool

All live results will be made available [here](#).

FIFA's channels:

- FIFA.com: www.fifa.com/fifaeworldcup
- Facebook: www.facebook.com/fifaeworldcup
- Twitter: www.twitter.com/fifaeworldcup
- Twitch: <https://www.twitch.tv/fifaeworldcup> (Language channels available in DE, ES, CN, AR, POR)
- YouTube: <https://www.youtube.com/FIFATV>
- Weibo: <https://www.weibo.com/u/6760871632>
- Giphy: <https://giphy.com/fifa/fifa-eworld-cup>
- FIFA.gg: <https://fifa.gg/>