

**MANDATE FOR THE MEDIA RIGHTS TO THE AFRICAN QUALIFIERS  
FOR THE FIFA WORLD CUP 2022™ AND THE FIFA WORLD CUP 2026™**

WHEREAS the 54 African member associations of FIFA and members of CAF:

1. Are the exclusive owners of the media rights to the qualification matches for the FIFA World Cup 2022™ and the FIFA World Cup 2026™ (the "FIFA African Qualifiers 2022 and 2026");
2. Wish to centralise the marketing of the media rights to the aforesaid FIFA African Qualifiers 2022 and 2026 in order to fully benefit from all of the advantages that such a centralisation would bring and ensure the best results for the development of African football and promotion of national team football;
3. Have requested the assistance of the FIFA administration with regard to this centralisation project;

THEREFORE, the 54 African member associations of FIFA and members of CAF:

Hereby grant to FIFA an irrevocable mandate to implement a central marketing plan to market and commercialise the media rights for the FIFA African Qualifiers 2022 and 2026 on the basis of the following conditions;

- (i) All media rights (first-, second- and third-party) including live, delayed and highlights coverage and on all distribution platforms to all matches of the FIFA African Qualifiers 2022 and 2026 (including the play-offs) to be centrally marketed by FIFA;
- (ii) All net revenues generated through the centrally marketed media rights will be fully distributed among the 54 African member associations of FIFA and members of CAF according to a formula agreed by the FIFA administration following consultation with the 54 African member associations of FIFA and members of CAF and after deduction of relevant expenses, such as production and sales costs;
- (iii) FIFA expects to generate for distribution to the 54 African member associations of FIFA and members of CAF for the FIFA African Qualifiers 2022 at least the same amount as that redistributed by CAF to its members for the African Qualifiers for the 2018 FIFA World Cup™;
- (iv) For the FIFA African Qualifiers 2022, this entails from at least 2 games for teams playing in Round 1 up to a maximum of 14 games, half of them being home games;
- (v) FIFA expects to generate double the amount redistributed by CAF to its members for the African Qualifiers for the 2018 FIFA World Cup™ for distribution to the 54 African member associations of FIFA and members of CAF for the FIFA African Qualifiers 2026;
- (vi) For the FIFA African Qualifiers 2026, the maximum number of games will depend on the chosen qualification system but will not exceed 14 games, half of them being home games;
- (vii) The FIFA administration will maintain full transparency and regularly report back on the results of the central marketing plan to the 54 African member associations of FIFA and members of CAF;
- (viii) Furthermore, depending on the interest shown by the 54 African member associations of FIFA and members of CAF, FIFA will investigate the possibility of centrally marketing additional rights, such as sponsorship rights (e.g. official match ball, presenting sponsor, perimeter boards).

Signed by a duly authorised signatory

Football association of \_\_\_\_\_

Name:

Position:

Date:

Signature: