



**ISU EUROPEAN FIGURE SKATING
CHAMPIONSHIPS 2026**

JANUARY 13-18, 2026

SHEFFIELD, UK

Media Information



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British Ice Skating looks forward to hosting media attending the **ISU European Figure Skating Championships 2026 in Sheffield, UK**. The event will be held at the **Utilita Arena Sheffield from January 13-18th 2026**.

This information will assist you in planning your trip to Sheffield and to apply for media accreditation to cover the event. Every effort will be made to ensure journalists have all the appropriate facilities necessary to work at the event.

1. Media Accreditation

All media must apply for media accreditation through the ISU Online Media Accreditation System (OMAS) on the International Skating Union (ISU) website (www.isu.org) under the [Press](#) section.

! When registering / applying, please make sure to upload all requested press credentials and to update these at the start of each season.

Media accreditation is strictly reserved for **professional journalists and photographers** employed by or representing recognized media organizations (including agencies, print/online publications, TV/radio broadcasters) covering ISU Events for **editorial or news purposes**. Under specific conditions, content creators and social media reporters may be considered.

Additionally, **ISU Member Federation representatives** officially designated for press and communication duties may be eligible for accreditation.

! Individuals affiliated with sponsors, brands, or marketing/advertising agencies are not eligible for media accreditation.

1.1. Accreditation Process & Requirements

To create your account and apply for ISU events, please fill in all required fields and follow the five-step registration process:

Step 1: Enter or verify your personal details and media organization contact information.

Step 2: Provide information about your media organization's digital presence and outreach.

Step 3: Upload all the required documents (see the full list of required data fields [here](#)).

Step 4: Review and accept the Terms and Conditions, then click on "Confirm" to complete your profile or save any updates.

Step 5: Proceed to the Event Application section by selecting first the disciplines and then specific events you wish to cover. You may apply to multiple events across different disciplines.

⚠ If you already have an account, please ensure all personal information and press credentials are updated and renewed at the start of each season.

Only complete applications submitted before the respective deadlines will be considered.

All application deadlines are listed on the ISU Press webpage [here](#).

1.2. Quotas

If space is limited the following quota will be enforced:

Type of Media	Number of people per media organization
Writing Press	Media Organization (newspaper, magazine, web, agencies, ISU Member Federations): 1 journalist
	Major Agency or Newspaper: 2 journalists
Photographer	Media Organization: 1 photographer Major Agency or Newspaper: 2 photographers For Figure Skating, Synchronized Skating and Short Track Speed Skating: one rink side position + the other in an elevated position. For Speed Skating: 2 rink side positions (if space permits).
	TV Non-Right Holder
Radio Non-Right Holder	Media Organization: 1 reporter (max.)
Freelancer	Freelance journalist or photographer: 1 person Freelancers must provide written evidence that they are assigned to cover the ISU Event on behalf of a media organization. In case a freelancer is operating under its own account, they may be requested to submit additional written evidence (presentation letter, copy of past editorial pieces, etc).

1.3. Accreditation types and deadlines

The International Skating Union (ISU) and the Organizing Committee (OC) work diligently to ensure there will be ample coverage opportunities available to media outlets wishing to cover the ISU Events.

There are two types of available media accreditations:

- 1. On-site** media accreditation (subject to capacity)
- 2. Virtual** media accreditation allows to cover the event digitally with no access to the venue (only available for specific events)

The accreditation deadline for the Non-Right holders Media is **29/12/2025**

⚠️ No late media accreditation applications will be accepted for on-site requests.

1.4. Non-Right Holders Media Restrictions during ISU Events

Non-Right Holders media – print/web journalists, TV/Radio, photographers, content creators and social media reporters – who have not negotiated any special production rights – need to abide by and agree to the rules in the conduct of their editorial work during ISU events.

1.4.1. Restricted areas

Filming in the below listed areas is strictly forbidden:

- Competitions / Field of play
- Training sessions (at the Main/Practice rinks)
- Warm-up zone
- Changing rooms
- Mixed Zone area
- From public seats at all times (even during ice resurfacing)

The transgression of any of these rules may result in the exclusion from ISU Events, removal of accreditation and legal actions.

1.4.2. Authorized areas

Non-Right Holders media are only allowed to produce video, audio-recorded material for editorial/news purposes in the following areas:

- In the Press Conference room
- Outside the venue

1.5. TV & Radio Rights Holders Accreditation / Services

All Rights Holders media must also apply for accreditation via [OMAS](#) through the [ISU Press webpage](#).

Access to the Rights Holders online area is restricted. Therefore, Rights Holders are invited to contact the ISU Media Team (media@isu.org) in order to obtain a username and password.

To book any broadcasting services or facilities please contact the Host Broadcaster:

Sunset and Vine

Jon Sloan

Jonathan.Sloan@sunsetvine.com

Accreditation confirmation and pick-up

If the accreditation request is accepted, an automatic email of confirmation will be issued. For on-site attendance, you may be asked to present a copy of the confirmation email and your passport at the accreditation desk to receive your accreditation badge.

You will also be notified if your accreditation request is denied. **Note that the ISU and OC reserve the right to refuse accreditation requests with or without justification.**

The Accreditation Desk at the venue will be located at the Media Entrance (**area 27** on map at end of document) and will be open according to the following provisional schedule:

Monday: 12:00-18:00

Tuesday-Saturday: 08:00-18:00

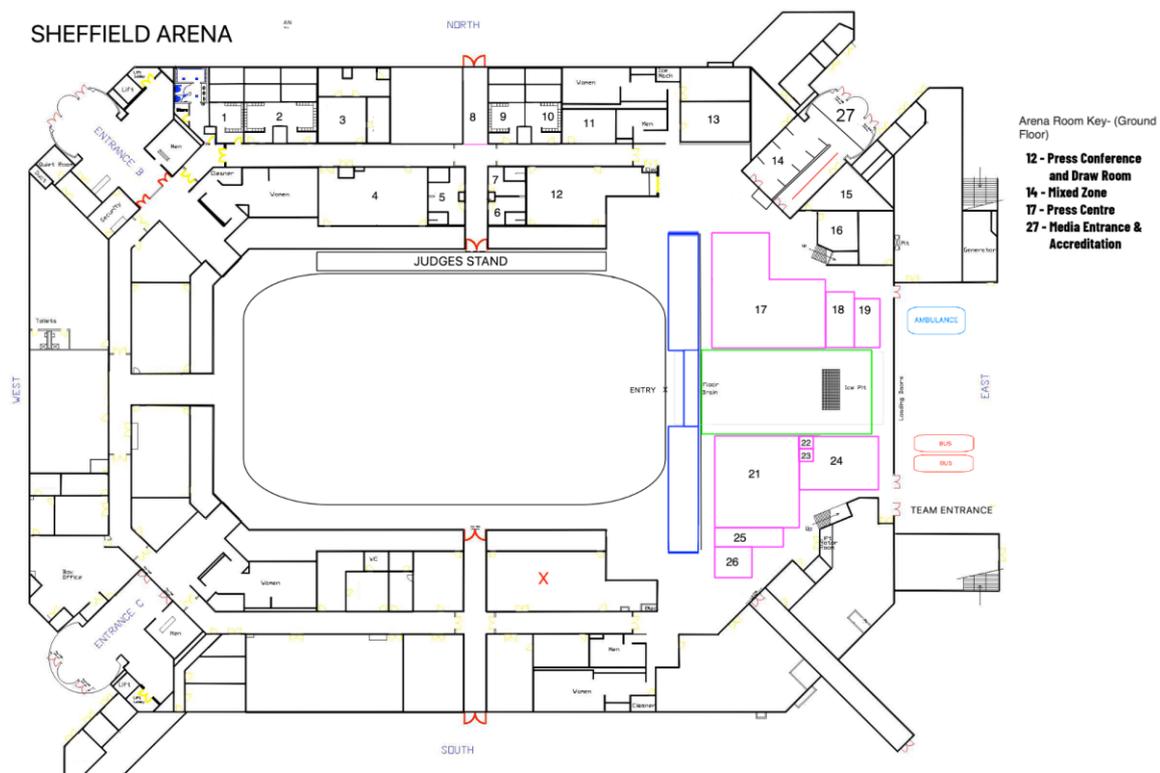
***Please note these are provisional timings and may be subject to change.**

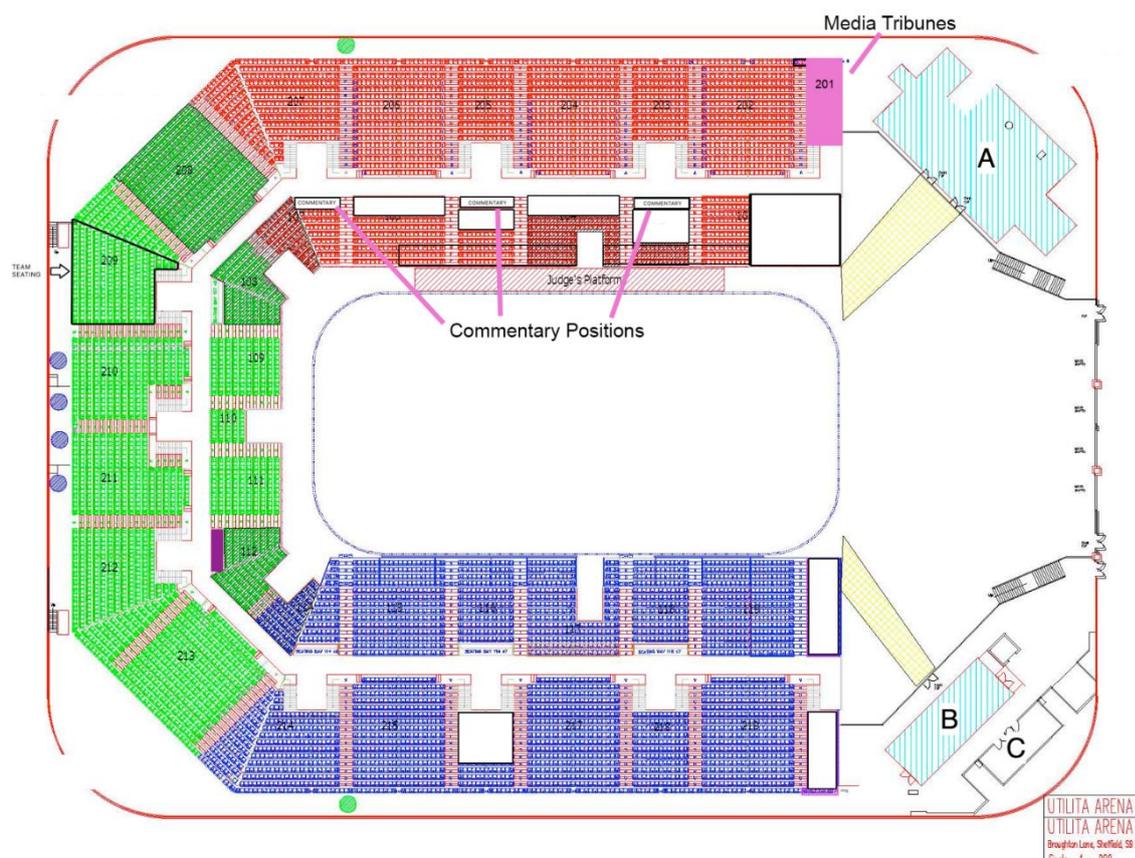
2. Visa Application

Media representatives requiring an official invitation letter in order to apply for a visa must contact the Organizing Committee [europeans2026@iceskating.org.uk](mailto: europeans2026@iceskating.org.uk) Please note that an official invitation letter will only be provided to approved media representatives.

For visa requests, please provide passport details and name of the Embassy where it will be applied.

3. Media Facilities at the venue





The Press Centre and press tribunes will be open and operational as from the first practice/ training session on **Tuesday 13th January 2026** according to the following time schedule (these timings may be subject to changes and need to be verified on-site):

- Tuesday 13th January 07.00-23.00**
- Wednesday 14th January 07:00-00:00**
- Thursday 15th January 07:00-00:15**
- Friday 16th January 07:00-00:15**
- Saturday 17th January 07:00-00:15**
- Sunday 18th January 09:00-18.30**

The Press Centre will be located in **area 17** on the venue map (see end of this document) and will hold a staffed press information desk, approximately 100 working spaces and a number of lockers. Power sockets, wireless internet, and TV screens displaying an event live feed will be available.

3.1. Media Tribunes and TV Commentators' positions

The Press Tribunes will be located in **Block 201** (see venue maps at end of this document.) Approximately 60 seats (30 tabled) will be available.

The TV Commentator positions are marked on the venue map (see end of document).

Wireless internet will be available in both these areas.

3.2. Mixed Zone & Press Conferences

3.2.1. Mixed Zone

The Mixed Zone provides an opportunity for the media to interview athletes immediately after competition. It will be located **in area 14** on the venue map (see end of this document).

The Mixed Zone area is split into the following sections and follows a pre-determined priority order:

1. Quick Quotes (made available on the [ISU Event webpage](#))
2. TV / Radio Rights Holders (with pre-booked positions)
3. ISU Production/Social Media crew
4. TV / Radio Rights Holders with ENG positions
5. Non-Rights Holders (print/web, TV/Radio, content creators without any production rights)

Athletes will go through the Mixed Zone on completion of every competition/race. Coaches may also be requested for interviews. The media operations team on-site will do its best to make sure the requested skaters go through the Mixed Zone for media interviews. However it is not mandatory for the athletes to give interviews.

⚠️ Priority will be given to medal ceremonies and TV Right Holders.

As the timing between the end of medal ceremonies and the start of press conferences is quite tight, note that medalists will go through the TV Right Holders' Mixed Zone for interviews and, if time permits, they could spend a limited time in the Non-Rights Holders area. If interviews in the Non-Rights holders area must be cut short, all questions should then be asked during the press conferences.

3.2.2. Press Conferences

Press conferences will feature the top-3 finishers after each competition/race and/or after victory ceremonies on final competition days.

The press conference room is located in **area 12** on the venue map at the end of this document, just around the corner from the Mixed Zone..

Media holding a remote accreditation will be able to access the virtual press conferences through links provided on the Inside ISU Events App.

Once in the meeting room, those wanting to ask a question will be asked to notify the moderator by using the chat or raise hand function. The moderator will call on those wanting to ask a question.

4. Media Digital Services

4.1. ISU Digital Press Services

The ISU provides relevant and live media information through a number of digital channels:

ISU Website:

- [Home of Skating](#)
- [Inside ISU](#)
- [News Section](#)
- [Press Section](#)
- [ISU Event Webpage](#)

ISU Photo Event Gallery

- Password details to the ISU photo galleries for editorial and non-commercial purposes will be accessible on the Inside ISU Events App.
- When using a picture, the ISU must be credited as follows: **@International Skating Union (ISU)** and must be tagged or mentioned in any social media post.

ISU Social Media Accounts:

- Facebook: [@ISUFigureSkating](#) / [@ISUSpeedSkating](#) / [@ISUShortTrackSpeedSkating](#)
- Instagram: [@ISUFigureSkating](#) / [@isuspeedskating](#)
- Youtube: [Skating ISU](#)
- X: [@ISU_Figure](#) / [@ISU_Speed](#)
- Tik Tok: [@isuskating](#)
- Weibo: [weibo.com/isuofficial](#)
- LinkedIn: <https://www.linkedin.com/company/international-skating-union>
- Naver: <https://tv.naver.com/isuofficial>

ISU Press Newsletter

Stay up to date with the latest news on ISU sports and governance by subscribing to our [Press Newsletter here](#).

Inside ISU Event App:

- The Inside ISU Event App is the main source of information and means of communication for media attending ISU Events on-site or remotely (if available).
- It gathers all the key media-related information constantly updated live with push notifications alerts.
- The password to access the Media App of the relevant Event is provided via OMAS once an accreditation is approved.

4.2. Organizing Committee Digital Press Services

The OC also offers media information relevant to the Event on the following digital channels:

- Event Website: [Europeans2026.com](#)
- Event Tickets: [Buy Tickets on Ticketmaster](#)
- Event News Releases: <https://www.europeans2026.com/>
- Event Hashtags: #EuroFigure #EuroSheffield2026 #FigureSkating
- Social Media Accounts:
 - Instagram: [@BritishIceSkating](#)
 - Facebook: [@BritishIceSkating](#)
 - X: [@BritishIceSkate](#)

5. Media Accommodation

The Organizing Committee has designated 2 official media hotels.

Every individual media person is responsible for booking their own accommodation and bearing any cancellation fees. Rooms will be allocated on a first-come, first-served basis.

Reservations can be made using the link below until **28 days prior to the event start date**. On this date some hotels will choose to leave unsold rooms on the system, or they may remove them. The site will close fully **14 days prior** to the event start date.

[Media Hotel Booking Link](#)

Cancellations can be made up to the following:

- Ibis Sheffield City: 1 week prior to arrival (for individual bookings)
- Best Western Plus The Quays: 2 weeks prior to arrival

5.1. Media Hotels

[Best Western Plus The Quays Hotel](#)

Furnival Road, Sheffield, S4 7YA

Single Room: £140/night (approx. €161/\$184)

Double Room: £150/night (approx. €173/\$197)

These prices include breakfast.

Bar and restaurant on site, and a restricted menu is available for order 24/7.



[Ibis Sheffield City](#)

Shude Hill, Sheffield, S1 2AR

Single Room: £125/night (approx. €144/\$164)

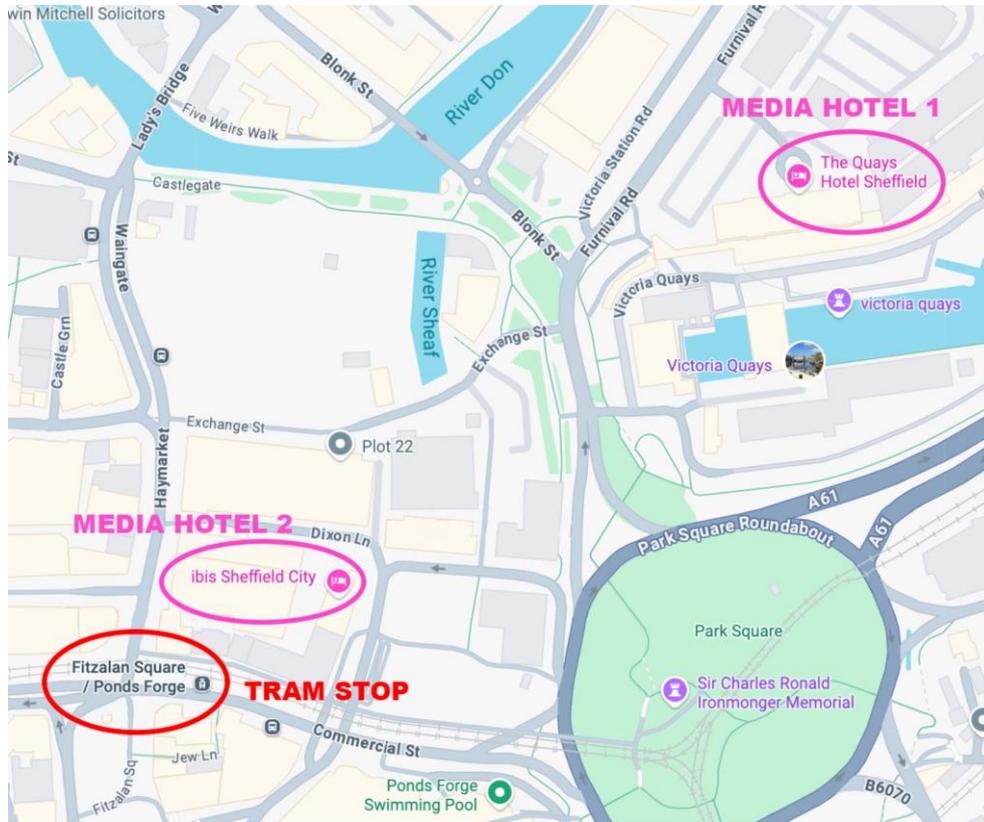
Double Room: £135/night (approx. €156/\$177.50)

These prices include breakfast.

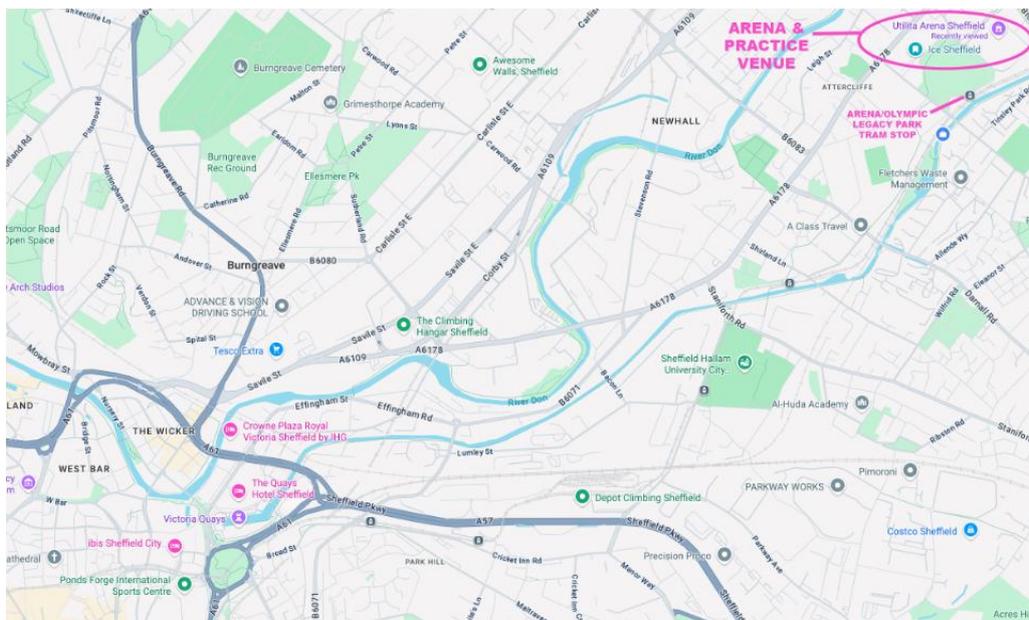
A restaurant is on site as well as a 24-hour snack bar.



Media Hotels Map



Media Hotels and Competition Venue Map



6. Transportation

Both Media Hotels are within a short walk of the **Fitzalan Square/Ponds Forge** tram stop (see map above) – regular trams run from here to the **Arena/Olympic Legacy Park** tram stop by the competition and practice venues.

The earliest tram departs Fitzalan Square/Ponds Forge (Yellow line service in the direction of Meadowhall) at approximately 5:50am each day, and the latest return tram (Yellow line service in the direction of Middlewood) departs Arena/Olympic Legacy at approximately 11:55pm.

If you would prefer to travel by taxi, the journey takes approximately 10-15 minutes between the hotels and the competition/practice venues – details on taxi companies can be found in section 7 below.

7. Useful Information

Climate: The average temperature in Sheffield in January is around 3°C with an average range between 1-6°C. The weather is likely to be damp – snow is possible, though usually light if it occurs, and rain is common.

Currency: The local currency is the British Pound Sterling. Most locations will accept card/contactless payments as well as cash – some may only accept card/contactless payments.

Electrical Plugs: The UK uses **Type G** three-pin electrical sockets – you will likely need an adapter for your electronics.

Time Zone: The local time zone will be Greenwich Mean Time (GMT).

Emergency Numbers:

999 or **112** can be used to contact emergency services.

101 can be used to reach the police for non-emergency incidents.

Public Transport:

There are good public transport links in Sheffield, with buses and trams connecting most places with regular service; tickets can be bought in advance or once you get on the bus/tram (contactless card payment is preferred, though cash is also accepted).

The **yellow line tram service** can take you to the **ARENA/OLYMPIC LEGACY PARK** tram stop which is just a short walk from both the competition and practice venues.

Taxis are available without pre-booking from key destinations such as train stations, though you may pay more than if you use a pre-booked service. Several bookable taxi services are available around Sheffield, including:

Uber: Book or download the app [via their website](#)

Veezu: To book, call **+44 114 239 39 39** or download their app [via their website](#)

A1 Taxis: To book, call **+44 114 2888 888** or download their app [via their website](#)

Local Tourism: You can find out more about visiting Sheffield, including further transport and accommodation guidance as well as information on things to see and do while you are visiting the city on the [Welcome to Sheffield website](#).

8. Competition Information

- Schedule, Entry List, Results and Rankings can be found [here](#)

For any additional questions or information, please do not hesitate to contact:

OC Media Team

- Lyndsey Millar (primary): +44 7933 220414
- Olivia Johnstone: +44 7943 918865
- Luis Douglas: +44 7928 548926

ISU Media Team

media@isu.org

[Event official website](#)

[ISU Event webpage](#)