



INTERNATIONAL  
OLYMPIC  
COMMITTEE

## COVERAGE OF THE IOC EXECUTIVE BOARD AND THE 137<sup>th</sup> SESSION OF THE IOC LAUSANNE, SWITZERLAND

### I. IOC PRODUCTION

For the IOC Executive Board and IOC 137<sup>th</sup> Session to be hosted between the 8<sup>th</sup> and 12<sup>th</sup> of March 2021 at Olympic House, Lausanne, Switzerland (the “**EB & Session**”), the IOC will produce coverage of the EB & Session, including stills and moving images (“**IOC Coverage**”).

### II. USE OF THE IOC COVERAGE

The IOC Coverage of the EB & Session is available for its broadcast and making available to participating broadcasters and other *bona fide* media organisations. IOC Coverage shall be used in accordance with the following terms and conditions. All broadcasters and *bona fide* news media organisations who make use of the IOC Coverage shall be deemed to agree to these conditions.

- 1. Editorial purpose:** The IOC Coverage of the EB & Session shall be used for editorial purposes only and shall not be commercialized in any way.
- 2. Content available:** IOC Coverage will be available via the IOC Newsroom, Flickr, the IOC’s YouTube Channel and via Zoom, with the possibility to be embedded on websites and platforms controlled by all broadcasters and *bona fide* news media organisations.
- 3. Non-linear/On-demand Broadcast:** Broadcasters and *bona fide* media organisations may make available the IOC Coverage, in whole or in part, either live or on demand, without time or territorial restriction until thirty (30) days after each meeting or event of the EB & Session (the “Term”).
- 4. No sponsoring / No association:** Without limiting paragraph 1, the Non-linear/On-demand Broadcast shall not be sponsored in any way which gives the impression that third parties are linked to the IOC, the Olympic Games, or the Olympic Movement, unless such third parties are Olympic sponsors in the territory in which such broadcasts take place. In particular, no sponsorship or commercial/ad superimposition on the

video footage is permitted, unless with the IOC’s prior written consent. No association with the IOC, the Olympic Games or the Olympic Movement is permitted, unless based on the rights granted by the IOC pursuant to a standing agreement between the IOC and a rights holding broadcasters or an Olympic marketing partner.

- 5. Use after the EB & Session:** Upon expiration of the Non-linear Term, broadcasters and *bona fide* media organisations may broadcast/make available only short excerpts for news reporting purposes in regularly scheduled news programmes.
- 6. Clearances:** IOC Coverage has been cleared for your use in accordance with these terms. Nonetheless, you are responsible for all third-party licences for communication to the public, required, when applicable, from any relevant music rights-holders (including any relevant collecting societies or other collective management organisations or, where relevant, music rights-holders direct, such as any relevant music publishers and/or record companies), and paying all related fees (including, without limitation, any applicable performing-right and neighbouring-rights fees, as such terms are understood within the music industry) which become due in connection with your use of this content.

### III. CONTACT INFORMATION

For any issue related to these NARs, including reporting on infringements, please contact:

[newsaccessrules@olympic.org](mailto:newsaccessrules@olympic.org)

For accessing IOC Coverage, please visit:

<http://iocnewsroom.com>;

[www.youtube.com/iocmedia](http://www.youtube.com/iocmedia);

[www.flickr.com/photos/iocmedia](http://www.flickr.com/photos/iocmedia); or

contact: [pressoffice@olympic.org](mailto:pressoffice@olympic.org).

To request archive photos and footage, please contact [images@olympic.org](mailto:images@olympic.org).

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