



INTERNATIONAL
OLYMPIC
COMMITTEE

NEWS ACCESS RULES APPLICABLE TO THE OLYMPIC TORCH RELAY OF THE XXIV OLYMPIC WINTER GAMES BEIJING 2022, 18 OCTOBER 2021 TO 4 FEBRUARY 2022

I. INTRODUCTION:

The Olympic Torch Relay of the XXIV Olympic Winter Games Beijing 2022 (the “**Olympic Torch Relay**”) begins 18 October 2021 with the Lighting Ceremony for the Olympic flame (the “**Flame**”) taking place in Olympia, Greece and is followed by the handover of the Flame on 19 October 2021 at the Panathenaic Stadium to the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games (“**Organising Committee**”). The Flame will arrive in Beijing on 20 October 2021 and following a short tour will end its journey at the Opening Ceremony of Beijing 2022 (“**Opening Ceremony**”).

The International Olympic Committee (“**IOC**”) governs the Olympic Movementⁱ and owns the rights to the Olympic Games and all related events, including all intellectual property rights in and to the Olympic Games and all goodwill associated therewith. The IOC retains exclusively all rights in and to the Olympic Propertiesⁱⁱ, whether explicitly protected under separate national legislation or protected under general legislation such as protection of names, trademarks, emblems or other identifiers or protection under any other intellectual property rights.

These News Access Rules applicable to the Olympic Torch Relay (“**NARs**”) contain the general terms and conditions governing the broadcast and exhibit of the sounds and/or images of the Olympic Torch Relay, regardless of the source (the “**Olympic Torch Relay Content**”) by Non-RHBs and Media Organisationsⁱⁱⁱ, for news reporting purposes. These NARs are subject to applicable national laws and regulations. In the event that any provision of these NARs is declared unenforceable or invalid pursuant to any applicable national law or regulation, the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.

II. TERMS OF USE:

(a) For Rights Holding Broadcasters^{iv} (“RHBs”):

RHBs shall have the right to broadcast and exhibit the Olympic Torch Relay Content, on a non-exclusive basis. The terms and conditions contained in the RHBs’ respective media rights agreements with the IOC for Beijing 2022 shall apply to the RHBs’ use of the Olympic Torch Relay Content.

(b) For Non-Rights Holding Broadcasters^v (“Non-RHBs”) and Media Organisations:

Non-RHBs and Media Organisations are authorized to broadcast and exhibit via any platform (including via the internet) the delayed (i.e. not live) Olympic Torch Relay Content (excluding the part of the Olympic Torch Relay occurring during the Beijing 2022 Opening Ceremony, and the Closing Ceremony on 20 February 2022), solely on a non-exclusive basis. The Olympic Torch Relay Content may be synchronised in **News Programmes**^{vi} and exceptionally, in programmes that report current events presented as a news story and containing curated editorial content^{vii} (“**Additional Programmes**”), for a maximum of seventy-two (72) hours after the event has occurred. Otherwise the Olympic Torch Relay Content shall not be used in a standalone manner or for other purposes. Non-RHBs and Media Organisations may not produce and/or broadcast or exhibit Olympic Torch Relay-focused programming.

Olympic Torch Relay Content must not be used in advertising or in any form of commercial content, or in connection with the promotion of any brand, product or service, unless expressly authorised by the IOC. No programme, including News Programmes and Additional Programmes containing Olympic Torch Relay Content may be positioned or promoted as an Olympic or a Beijing 2022 programme, and no Olympic Torch Relay Content may be used in any promotion for any programme, including News Programmes and Additional Programmes whatsoever. No Olympic Torch Relay Content (including its availability within any News Programmes and Additional Programmes) may be advertised, marketed or promoted on any



Lausanne, October 2021

INTERNATIONAL
OLYMPIC
COMMITTEE

NEWS ACCESS RULES APPLICABLE TO THE OLYMPIC TORCH RELAY OF THE XXIV OLYMPIC WINTER GAMES BEIJING 2022, 18 OCTOBER 2021 TO 4 FEBRUARY 2022

platform, including on television, radio, the internet and any other interactive media and/or wireless devices (including in any websites, apps or social media accounts) or otherwise without the prior written authorisation of the IOC. In particular, Olympic Torch Relay Content, and any programmes, including News Programme and Additional Programmes containing Olympic Torch Relay Content must not be used, marketed or promoted in a way that, in the IOC's view, suggests, creates or implies:

- a) any official or commercial association with the IOC, Beijing 2022, the Organising Committee or the Olympic Movement where no such association actually exists;

or

- b) that Non-RHBs and Media Organisations, including, without limitation, their channels, services and programmes, including News Programmes and Additional Programmes, are recommended, approved or endorsed by the IOC, Beijing 2022, Organising Committee or the Olympic Movement.

Subject to the foregoing: (i) third-party advertisements or promotions that are broadcast and exhibited before, during or after any programmes, including News Programmes and Additional Programmes incorporating Olympic Torch Relay Content pursuant to these NARs are permitted. However, advertising should remain clearly distinct and separated to avoid any undue Olympic association. In particular, no advertising or promotion may overlap, be intrusive to, or be superimposed on or with the reproduction or presentation of any Olympic Torch Relay Content and/or Olympic Properties; and (ii) broadcast and exhibit sponsorship of Olympic Torch Relay Content (including of any section or highlights within a News Programme and Additional Programme that contains the Olympic Torch Relay Content) is not permitted, unless the prior written authorisation of the IOC is obtained.

Non-RHBs and Media Organisations using Olympic Torch Relay Content must credit the IOC for the use of such Olympic Torch Relay Content. Credits must be in accordance with these NARs, giving an on-screen credit to the IOC. A super video credit to the IOC must be added, for the duration of the clip, to read as follows: "*Courtesy of the International Olympic Committee (or IOC)*". The preceding crediting (only) requirements do not apply to Olympic Torch Relay Content created by Non-RHB and Media Organisations in situ.

The part of the Olympic Torch Relay occurring during the Opening and Closing Ceremonies of Beijing 2022 is part of the exclusive rights granted to RHBs and any broadcast and exhibition by Non-RHBs must comply with the "*News Access Rules applicable to the XXIV Olympic Winter Games Beijing 2022*".

The IOC reserves the right, in its sole discretion and at any time, to revoke and withdraw its authorization to any Non-RHB and Media Organisation to access and broadcast or exhibit the Olympic Torch Relay Content. Any use by Non-RHBs and Media Organisations of the Olympic Torch Relay Content for purposes other than as specifically provided herein and/or by any applicable national law or regulation, will be considered a violation of the IOC's rights and may subject violators to legal liability under the relevant laws concerning copyright law, trademark law, criminal law, unfair competition, misappropriation and/or contract law, as applicable.

Any dispute, controversy or claim arising from or in connection with the execution or interpretation of these NARs or breach thereof not resolved after exhaustion of the legal remedies established by the IOC, and which cannot be settled amicably, shall be submitted exclusively to the Court of Arbitration for Sport ("**CAS**") for final and binding arbitration in accordance with the Statutes and Regulations of the CAS and the laws in force in Switzerland, and the seat of arbitration shall be at Lausanne, Switzerland, and the language shall be English.



INTERNATIONAL
OLYMPIC
COMMITTEE

NEWS ACCESS RULES APPLICABLE TO THE OLYMPIC TORCH RELAY OF THE XXIV OLYMPIC WINTER GAMES BEIJING 2022, 18 OCTOBER 2021 TO 4 FEBRUARY 2022

III. OTHER APPLICABLE IOC GUIDELINES:

In addition to the terms and conditions included in these NARs, all other guidelines made available by the IOC through www.olympics.com may apply, including, without limitation, the “*IOC Guidelines for Editorial use of the Olympic Properties by Media Organisations*”.

IV. CONTACT INFORMATION:

For any issue related to these NARs, including their interpretation and implementation or reporting on infringements, please contact: newsaccessrules@olympic.org.

For Olympic Torch Relay Content, please visit the Organising Committee for more information at <https://media.beijing2022.cn/en> or contact media@beijing2022.cn.

[End of document]

ⁱ “**Olympic Movement**” means all the organisations, athletes and other persons who agree to be guided by the principles of the Olympic Charter (available at www.olympics.com).

ⁱⁱ “**Olympic Properties**” means the Olympic Symbol (the Olympic rings), the wordmarks “Olympic”, “Olympic Games” and “Olympiad”, the Olympic motto “Citius, Altius, Fortius - Communitur” and any English or other language translations of the same, and other Olympic-related terminology, the Beijing 2022 official emblem, mascot, torch design, pictograms and other identifications, designations, logos and insignia identifying Beijing 2022.

ⁱⁱⁱ “**Media Organisations**” means the corporations or entities that are bona fide news organizations employing journalists for the dissemination of original news and opinion of interest to a broad segment of the general public through print, or electronic means, as well as news aggregators that aggregate news from sources and used in one location (for example webpages and apps that collect news content from various sources and presents them in one location for easy viewing).

^{iv} “**Rights Holding Broadcasters/RHBs**” shall be understood as the corporations or bodies which have been granted the right by the IOC to broadcast and exhibit Beijing 2022, in a particular territory, across one or multiple medium(a)/platform(s), including television and the internet.

^v “**Non-Rights Holding Broadcasters/Non-RHBs**” means broadcast media organisations which have not been granted the right to broadcast Beijing 2022 in a particular territory, regardless of whether or not they have been accredited to Beijing 2022.

^{vi} “**News Programmes**” means regularly scheduled Television and Radio (as applicable) general news programmes/bulletins (in the case of All-Sport Networks as part of regularly scheduled general sports news programmes) of which the actual local, regional, national or international news elements constitute the main feature of such programmes/bulletins. For the avoidance of doubt, this excludes programming such as news and sports magazines, news promos and updates, entertainment programmes, entertainment news programmes, magazines and features, sports features and other sports programmes or special programmes.

^{vii} For example, an online newspaper article about the Olympic Torch Relay that contains an embedded clip containing Olympic Torch Relay Content.