

XXIV Olympic Winter Games
NBCUNIVERSAL NEWS ACCESS GUIDELINES

This is to advise you that NBCUniversal Media, LLC (“NBCUniversal”) has acquired the exclusive right in the United States and its territories and possessions, including Puerto Rico (the “Territory”), to exhibit the XXIV Olympic Winter Games, to be held in Beijing, China (the “Games”). The Games are scheduled to begin on Friday, February 4, 2022 (although some limited competition is scheduled to take place on February 2 and 3, 2022), and conclude on Sunday, February 20, 2022. These News Access Guidelines (the “Guidelines”) set forth the terms by which NBCUniversal grants third parties, including other broadcasters and cablecasters, in the Territory permission to use Olympic Material, as such term is defined below.

NBCUniversal will provide television coverage of the Games on the NBC broadcast television network (and its owned and operated and affiliated television stations) (collectively, the “NBC Television Network”), USA, CNBC, Olympic Channel, Telemundo and Universo (collectively, the “NBCUniversal Coverage Channels”). In addition, NBCUniversal will provide digital coverage of the Games via NBCOlympics.com, TelemundoDeportes.com, various related mobile applications, and Peacock.

NBCUniversal’s exclusivity extends in all languages and to all media, devices and formats, including but not limited to broadcast, over-the-air, cable, pay, satellite, IPTV and theatrical television, all forms of radio, any distribution via the Internet, wireless or mobile platforms (e.g., websites, apps, direct-to-consumer, social media, desktop, smartphones, tablets, connected TVs, streaming, download, etc.), video-on-demand, in-flight, DVDs/videodiscs, videoboards, SD, HD, UltraHD, 4K, virtual reality, augmented reality and any other form of public or private display (collectively, “Media Distribution”).

NBCUniversal’s exclusivity extends to all aspects of the Games, including but not limited to:

- all aspects and elements of the Opening Ceremony and the Closing Ceremony;
- all (x) athletic competitions and/or exhibitions (practice/training, preliminary, qualifying and final rounds), and (y) non-athletic events or activities, in each case occurring at any physical location controlled by the Organizing Committee for the Beijing 2022 Olympic Games (“Beijing 2022”), including but not limited to each sporting stadium or other location, the Olympic Village, Olympic Park, and all Medals Plazas (each of the foregoing, a “Venue”);
- all award, medal and other official ceremonies held at any Venue;
- all other events, performances, exhibitions, demonstrations, rehearsals and activities that occur at a Venue, including but not limited to any activities that occur within the “back of house” areas at a Venue (i.e., areas at a Venue or between/among Venues designed to support the operation of the Games, including without limitation Beijing 2022 operational areas; athlete- and coach-only areas, including transportation; host broadcaster operational facilities and compounds; and administration offices).

Recordings of any and all of the foregoing aspects of the Games are hereinafter referred to as “Olympic Material”. For the avoidance of doubt, Olympic Material does not include announcer descriptions, any other audio elements, feature material, or interviews, the use of all of which is

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prohibited under any circumstances except as otherwise set forth herein in paragraph 1. NBCUniversal's agreement with the International Olympic Committee ("IOC") provides that, other than as specifically set forth in the Guidelines, no one other than NBCUniversal and/or NBCUniversal's authorized sublicensees may broadcast, distribute, transmit, display, stream, exploit or otherwise exhibit (collectively, "**Exhibit**") within the Territory audio or video of any Olympic Material in any form of Media Distribution whatsoever.

Accordingly, NBCUniversal authorizes use of excerpts of Olympic Material only if all of the following conditions are satisfied:

1. **Use In News Programs Only:** Excerpts of Olympic Material may be used solely for news reporting purposes within regularly scheduled television news programs. These permitted uses exclude programming such as news and sports magazines, news promos and updates, entertainment programs, entertainment news programs, magazines and features, sports features and other sports programs or special programs of any kind. All-sports television networks may use excerpts of Olympic Material only as part of regularly scheduled general sports news programs, subject to the other limitations of the Guidelines. Announcer descriptions of Olympic Material may be used for news reporting solely within regularly scheduled radio news programs provided that the applicable radio news program complies with all other applicable Guidelines.

2. **Exhibition of Olympic Material Only After Conclusion of Certain NBCUniversal Programming:** NBCUniversal recoups a substantial part of the expenses it incurs in securing its rights to Exhibit the Games by providing coverage of the Games through its exclusive prime time and late night ("prime plus") programming. Accordingly, in order to protect this primary revenue source, the Exhibition of Olympic Material until the completion of certain NBC Television Network nightly programs is strictly prohibited (a summary of the NBC Television Network's prime time and late night ("prime plus") Games programming is attached hereto as Exhibit A). Specifically:

a. **Olympic Material Through and Including Prime Time:** Excerpts of Olympic Material recorded off-air from any telecast, through and including the prime time telecast, on any given day from any of the NBCUniversal Coverage Channels may not be Exhibited on such day in any time zone in the Territory until the NBC Television Network has completed its *prime time* telecast in such time zone on such day, subject in all instances to the other limitations of the Guidelines. See Exhibit A.

b. **Olympic Material From Late Night ("Prime Plus"):** Excerpts of Olympic Material recorded off-air from the late night ("prime plus") telecast on any given day may not be Exhibited on such day in any time zone in the Territory until the NBC Television Network has completed its late night ("prime plus") telecast in such time zone on such day, subject in all instances to the other limitations of the Guidelines. See Exhibit A.

c. **Cable Networks With A Single Feed:** For the avoidance of doubt, cable networks with a single feed may not Exhibit or otherwise use excerpts of Olympic Material on any given day from any of the NBCUniversal Coverage Channels until the NBC Television Network has completed its prime time telecast in *all* U.S. time zones where such single feed network is viewed, subject in all instances to the other limitations of the Guidelines. See Exhibit A.

d. **Olympic Material from Early Competitions:** Excerpts of Olympic Material from events taking place on February 2 and 3, 2022 (*i.e.*, prior to the Opening Ceremony) may be Exhibited by qualified news organizations following the conclusion of NBCUniversal's

coverage of the applicable competition (inclusive of any post-event studio coverage, if any), provided that all other applicable Guidelines are met.

3. **Source of Olympic Material:**

a. **Permissible Source:** The only permissible source of excerpts of Olympic Material for use in the Territory (other than as outlined in paragraph 6) is footage that is recorded off-air from any of the NBCUniversal Coverage Channels.

b. **Spanish-Language Coverage:** If Olympic Material is Exhibited on Telemundo or Universo, Spanish-language television networks or stations must use excerpts from such Telemundo or Universo Exhibition. For all other Olympic Material, Spanish-language television networks or stations may use excerpts from the applicable NBCUniversal Coverage Channel.

c. **Footage from News Agencies:** In the unlikely circumstance that Olympic Material showing an event or activity that has not been Exhibited on any of the NBCUniversal Coverage Channels is required, such footage may be sourced from authorized news agencies (a) upon NBCUniversal's advance, express written consent (see contact information below); (b) no sooner than 24 hours after the occurrence of the event or activity shown in the Olympic Material; and (c) if the other limitations of the Guidelines are satisfied.

d. **Prohibited Sources:** For the avoidance of doubt, recordings of Olympic Material Exhibited on Peacock, NBCOlympics.com, TelemundoDeportes.com, any related mobile applications, or any other source outside of NBCUniversal Coverage Channels, is strictly prohibited. The Exhibition or other use or exploitation of excerpts of Olympic Material also is prohibited if such Olympic Material is (a) obtained from any other IOC-licensed Olympics rightsholder, or (b) provided by any individual, including but not limited to athletes, coaches, officials, their family members, and/or spectators at the Games (including but not limited to via such individuals' social media channels and handles). For the avoidance of doubt, these prohibitions include any Olympic Material captured (x) within any Venue; (y) by any of the foregoing persons with any personal device, including but not limited to a personal computer, video recorder or cell phone; and/or (z) by way of any two-way video chat service (e.g., Teams, Zoom, Facetime) by any third party from any of the foregoing persons located within any Venue.

4. **Internet/Wireless:** Olympic Material may not be Exhibited on the Internet, wireless devices, and/or via any other interactive forms of Media Distribution including, but not limited to, connected devices, social media platforms, mobile applications and other platforms, and websites except as indicated in this paragraph 4. Olympic Material may be Exhibited via such platforms only to the extent that such Olympic Material is part of the live, simultaneous, linear transmission of a program that is authorized to include Olympic Material in accordance with paragraph 1. In addition, such authorized program must be either (a) part of a 24/7 television service available to authenticated subscribers where such service is distributed substantially in its entirety via the Internet, or (b) Exhibited via the Internet by a broadcast television station or cable network simultaneously with such station's or network's linear television Exhibition of such program. Under no circumstances may Olympic Material be Exhibited via an archive or other on-demand product or offering. Olympic Material archived on NBCUniversal's digital platforms via NBCUniversal's digital media player is not embeddable on third-party websites, except for approved NBCU partners. Any Olympic Material

properly Exhibited in accordance with this paragraph 4 or any other paragraph of these Guidelines must be geo-targeted to, and confined within, the United States and its territories and possessions.

5. **GIFs:** For the avoidance of doubt, Exhibition or other exploitation of GIFs and/or any other multiple-exposure still images with a refresh rate designed to simulate the look and feel of video is strictly prohibited.

6. **Press Conferences:** Footage of any official press conference held in the Main Press Center, any Venue press center, the Olympic Village or any other Venue may be used in any medium, but such use may not commence until the conclusion of the applicable press conference.

7. **Number of Newscasts/Length of Excerpts of Olympic Material:** Excerpts of Olympic Material may appear in a maximum of three (3) television newscasts per day, subject to the restrictions in paragraph 8. No such excerpt may exceed thirty (30) seconds in duration, and all such excerpts collectively may not exceed two (2) minutes in total in any single television newscast. All-news and all-sports linear 24/7 television networks are not subject to this restriction, provided the combined time of all excerpts (including repeat Exhibitions) does not exceed a total of six (6) minutes per day and all other limitations of the Guidelines are satisfied. For the purposes of clarity, a single-sport linear 24/7 television network focused on a sport that is contested in the Games may use up to six (6) minutes of Olympic Material of such sport each day during the Games, provided that such network has obtained the advance, express written consent of NBCUniversal (see contact information below).

8. **Three Hour Separation:** Television newscasts in which excerpts of Olympic Material appear must be separated by at least 3 hours; notwithstanding the foregoing, stations that telecast both local news and network news programs from 4:00 a.m. to 10:00 a.m. and/or from 4:00 p.m. to 7:30 p.m. may air as many reports containing eligible excerpts of Olympic Material as they wish so long as the combined time of such excerpts during these time periods does not exceed a total of 2 minutes. All-news and all-sports television networks are not subject to this restriction.

9. **24-Hour Window:** Excerpts of Olympic Material may be used only during the 24-hour period following the time that the use of such excerpts is first permitted under the Guidelines. Use after such 24-hour window requires the prior written approval of NBCUniversal (see contact information below).

10. **Courtesy Credit/NBC “Bug”:** The following video credit must be displayed over any excerpts of Olympic Material for the duration of the clip: “Courtesy NBC Olympics” (or “Cortesia NBC Olympics/Telemundo”/“Cortesia NBC Olympics/Universo,” as the case may be). As all Olympic Material must be recorded off-air (subject to the exceptions set forth in paragraph 3(c)), it is expressly prohibited for any party to alter, eliminate or otherwise change the identifying “bug” affixed to such Olympic Material in any manner whatsoever.

11. **Videoboards:** Videoboards placed at various locations in Beijing and the surrounding areas, and featuring Olympic Material, may appear incidentally in the background of programming aired by broadcasters and cablecasters, but Olympic Material appearing in this manner will count against the time-related limitations set forth in paragraph 7.

12. **No Commercial Association:** Any Olympic Material properly Exhibited in accordance with these Guidelines may not create any commercial association between the applicable Olympic Material and any brand, product or service.

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The IOC has advised that the violation of any of the Guidelines could lead to the loss of official Olympic accreditation at the Games or subsequent Olympic Games by the person or company responsible for said violation.

For copyright purposes, NBCUniversal plans to record our Olympic programming simultaneously with its transmission. The owner of the resulting recorded audiovisual work will be the IOC, and the Olympic programming will be pre-registered and registered with the U.S. Copyright Office. The IOC has authorized NBCUniversal to act as its party-in-interest with respect to copyright violations occurring within the Territory. NBCUniversal hereby grants broadcasters and cablecasters in the Territory permission to record the NBCUniversal Coverage Channels off-air for the sole purpose of obtaining excerpts of Olympic Material for use by such broadcasters and cablecasters in regularly scheduled television newscasts that air in the Territory prior to the conclusion of the Games, and otherwise in accordance with the limitations of the Guidelines. This permission is further conditioned on the agreement of such broadcasters and cablecasters to the terms of the Guidelines. By recording these Exhibitions, broadcasters and cablecasters expressly agree to the terms of the Guidelines and agree that any violation of these terms may entitle NBCUniversal to remedies, including compensatory damages, equitable relief, and revocation of the license granted herein.

NBCUniversal's exclusive rights to the Games in the Territory must be respected. Any use of Olympic Material other than as specifically provided herein and by applicable law will be considered a violation of NBCUniversal's rights and may subject violators to legal liability under the laws of copyright, trademark, unfair competition, misappropriation and/or contract. In addition, the unauthorized rebroadcast or other re-Exhibition of any other broadcast station's or cable network's program that includes Olympic Material may subject responsible parties to liability under § 325(a) of the Communications Act of 1934. Furthermore, NBCUniversal has acquired a number of original musical compositions which are under exclusive license to NBCUniversal for commercial and promotional uses. Under the terms of those licenses, broadcasters and cablecasters are not permitted to use any of these compositions in any commercial, promotional or thematic manner whatsoever.

NBCUniversal reserves the right at any time and at its sole discretion to vary the terms of the Guidelines. For questions regarding the Guidelines, or to request permission for additional uses that, as noted above, require further consent from NBCUniversal, please contact the undersigned at stacy.clark@nbcuni.com. We appreciate your cooperation.

Stacy Clark
Director, Talent Negotiations & Business Affairs
NBC Sports Group

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Exhibit A:
NBC Television Network
Olympic Prime Time and Late Night (“Prime Plus”)

The chart below lists the times for each prime time program and, if applicable, each late night (“prime plus”) program on each day of coverage during the Games.

Date	Eastern	Central	Mountain	Pacific
Thursday, 2/3	8:00P-12:00M 12:35A-2:00A	7:00P-11:00P 11:35P-1:00A	6:00P-10:00P 10:35P-12:00M	5:00P-9:00P 9:35P-11:00P
Friday, 2/4	8:00P-11:00P	7:00P-10:00P	6:00P-9:00P	5:00P-8:00P
Saturday, 2/5	8:00P-11:30P 12M-1:30A	7:00P-10:30P 11:00P-12:30A	6:00P-9:30P 10:00P-11:30P	5:00P-8:30P 9:00P-10:30P
Sunday, 2/6	7:00P-11:30P 12:05A-2:00A	6:00P-10:30P 11:05P-1:00A	5:00P-9:30P 10:05P-12:00M	4:00P-8:30P 9:05P-11:00P
Monday, 2/7	8:00P-12:30A 1:05A-2:00A	7:00P-11:30P 12:05A-1:00A	6:00P-10:30P 11:05P-12:00M	5:00P-9:30P 10:05P-11:00P
Tuesday, 2/8	8:00P-11:00P 11:35P-2:00A	7:00P-10:00P 10:35P-1:00A	6:00P-9:00P 9:35P-12:00M	5:00P-8:00P 8:35P-11:00P
Wednesday, 2/9	8:00P-12:30A 1:05A-2:00A	7:00P-11:30P 12:05A-1:00A	6:00P-10:30P 11:05P-12:00M	5:00P-9:30P 10:05P-11:00P
Thursday, 2/10	8:00P-11:00P 11:35P-12:30A	7:00P-10:00P 10:35P-11:30P	6:00P-9:00P 9:35P-10:30P	5:00P-8:00P 8:35P-9:30P
Friday, 2/11	8:00P-11:00P 11:35P-12:30A	7:00P-10:00P 10:35P-11:30P	6:00P-9:00P 9:35P-10:00P	5:00P-8:00P 8:35P-9:00P
Saturday, 2/12	8:00P-11:00P 11:30P-2:00A	7:00P-10:00P 10:30P-1:00A	6:00P-9:00P 9:30P-12:00M	5:00P-8:00P 8:30P-11:00P
Sunday, 2/13	10:45P-12:00M 12:30A-2:00A	9:45P-11:00P 11:30P-1:00A	8:45P-10:00P 10:30P-12:00M	7:45P-9:00P 9:30P-11:00P
Monday, 2/14	8:00P-11:30P 12:05A-2:00A	7:00P-10:30P 11:05P-1:00A	6:00P-9:30P 10:05P-12:00M	5:00P-8:30P 9:05P-11:00P
Tuesday, 2/15	8:00P-11:30P 12:05A-2:00A	7:00P-10:30P 11:05P-1:00A	6:00P-9:30P 10:05P-12:00M	5:00P-8:30P 9:05P-11:00P
Wednesday, 2/16	8:00P-10:30P 11:05P-2:00A	7:00P-9:30P 10:05P-1:00A	6:00P-8:30P 9:05P-12:00M	5:00P-7:30P 8:05P-11:00P
Thursday, 2/17	8:00P-11:30P 12:05A-2:30A	7:00P-10:30P 11:05P-1:30A	6:00P-9:30P 10:05P-12:30A	5:00P-8:30P 9:05P-11:30P
Friday, 2/18	8:00P-11:00P 11:35P-1:30A	7:00P-10:00P 10:35P-12:30A	6:00P-9:00P 9:35P-11:30P	5:00P-8:00P 8:35P-10:30P
Saturday, 2/19	8:00P-11:00P 11:30P-1:30A	7:00P-10:00P 10:30P-12:30A	6:00P-9:00P 9:30P-11:30P	5:00P-8:00P 8:30P-10:30P
Sunday, 2/20	8:00P-10:30P	7:00P-9:30P	6:00P-8:30P	5:00P-7:30P

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