



INTERNATIONAL
OLYMPIC
COMMITTEE

**NEWS ACCESS RULES FOR TELEVISION, RADIO, MOBILE PLATFORM AND
INTERNET
FOR THE AUSTRALIAN TERRITORY
APPLICABLE TO THE
OLYMPIC WINTER GAMES BEIJING 2022**

INTRODUCTION

The International Olympic Committee (**IOC**) has granted Seven Network (Operations) Limited (**SEVEN**) the exclusive right to distribute, transmit, broadcast, communicate, exhibit and display to the public by any means and to any device (**Transmit**) the Olympic Winter Games Beijing 2022 within Australia.

No other organisation may Transmit within Australia sound or images of any Olympic event, including training venues, sporting action, the Opening Ceremony, the Closing Ceremony and medal ceremonies, mixed zones, interviews or other activities which occur at Olympic Venues, including Olympic Village and Village Square, except as permitted by these News Access Rules (**NAR**), as set out below.

These rules apply to all forms of Transmission, including television (including free to air and pay television, including digital channels, digital multi-channels, linear channels and services such as “News Active” or “Sports Active”), Radio, Internet, Mobile Platform, Social Media and other interactive media or electronic medium.

The terms included in the following sections of these NARs define the conditions that apply to the broadcasting and transmission of Olympic Material by Non Rights Holder (**NRH**) news organisations.

Capitalised terms used in these News Access Rules have the meaning set out in the Definitions section of these News Access Rules.

These NAR’s shall be in effect from the opening of the Olympic Villages 27 January 2022 until the closing of the Olympic Villages on 23 February 2023 (**NAR Period**).

By accessing and using Olympic Material the user agrees to the terms of these News Access Rules. Access, supply and use of Olympic Material shall cease immediately in the case of non-compliance by Non-Rights Holders with these News Access Rules.

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TELEVISION NEWS ACCESS RULES

These Television News Access Rules apply to all Olympic Material broadcast on Television across all channels (including digital multi-channels) by Non Rights Holders.

1. Olympic Material may be used only as a part of regularly scheduled News Programs. News Programs cannot be positioned or promoted as Olympic programs and must contain stories about other news or sporting events. Olympic Material cannot be used in any promotion for any News Program or any other program whatsoever.
2. **3x3x3**
 - (a) Subject to the exception for All-News Networks as set out in paragraph 3 below, Olympic Material may appear in no more than three News Programs per day. A simulcast or replay of a News Program on another channel is considered a separate News Program for the purposes of these NAR.
 - (b) The duration of Olympic Material used in any one News Program shall not exceed a total of 3 minutes. Further, the broadcast of Olympic Material contained in a News Program will not exceed one third of the duration of any individual Olympic event or 30 seconds, whichever is the lesser time, provided however, that if the duration of an individual Olympic event is less than 15 seconds, the whole of the event can be shown in a News Program.
 - (c) Subject to paragraphs 5 and 6 below, News Programs in which Olympic Material appears must be separated by at least three hours. The three hours is calculated from the end of the first News Program to the start of the next News Program. However, if a broadcaster regularly telecasts multiple Hard News Programs from 16:00 hours to 19:30 hours local time, it may broadcast reports utilising excerpts of Olympic Material during one locally-orientated Hard News Program and also during one network Hard News Program during this time period, so long as the combined broadcast time of Olympic Material shown in both programs does not exceed a total of three minutes.
 - (d) Olympic Material must not be broadcast on interactive services such as 'News Active' or 'Sports Active', which would allow the viewer to make a viewing choice within a channel and to thereby view Olympic Material at times other than when broadcast as part of a News Program as set out in this paragraph.



3. 6 x 1 ½

In the case of an All-News Network, the network may use Olympic Material during multiple News Programs, as long as the Olympic Material is used in no more than six News Programs per day and does not exceed a total of one and one half minutes in any one News Program. The other provisions of paragraph 2(b) and paragraph 2(d) continue to apply.

For the avoidance of doubt, the NAR's in paragraph 2 and 3 apply across a NRH's entire network, including digital multi-channels. If a NRH broadcasts an All-News channel and normal programming channels, the NRH may elect whether to be treated under rule 2(a) (3x3x3) or 3 (6x1.5) for its network.

4. Should any Non-Rights Holder be permitted to use any footage of previous Olympic Games (**Archive Olympic Material**) under the fair dealing provisions of the *Copyright Act 1968* (Cth), then the amount of Olympic Material otherwise permitted to be broadcast pursuant to paragraphs 2(b) or 3 above shall be reduced by the duration of such footage of Archive Olympic Material and the other provisions of the NAR's apply to the use of such Archive Olympic Materials.

5. Non-Rights Holders must not broadcast any Olympic Material:

- (a) unless that Olympic Material has already been broadcast by SEVEN on either Channel Seven (7), 7TWO, 7mate or 7flix; or
- (b) if not so broadcast by SEVEN, until the conclusion of the day immediately following the day in which the Olympic event concluded (that is, until 24:00 on the following day).

6. Each broadcast, communication or other like transmission of Olympic Material (including Olympic Material sourced from a News Agency) must give an on-screen credit to SEVEN by leaving on the 7, 7TWO, 7mate or 7flix watermark, as the case may be or, should the Olympic Material not be sourced through SEVEN, by adding a super video credit to SEVEN of at least five seconds to read as follows:

"Courtesy of Seven Network".

SEVEN'S watermark must not be obscured, cut-off, removed or covered by another watermark. Non-Rights Holders shall not be permitted to include its network watermark on Olympic Material.

7. Broadcasts of Olympic Material shall cease no later than 48 hours after the conclusion of the broadcast of the event by SEVEN, as the case may be.



8. Non-Rights Holders, provided they are holders of ENR accreditation and subject to Beijing 2022's permit requirements:
- (a) will have access, **without equipment**, to Olympic Venues;
 - (b) shall not have access to Olympic events listed as ticketed high-demand sessions;
 - (c) must not do telephone reports from Olympic Venues.
9. Non-Rights Holders, provided they are holders of ENR accreditation and subject to Beijing 2022's permit requirements:
- (a) will have access, **with equipment**, to the Main Press Centre (MPC) and can film all official press conferences held in the MPC; and
 - (b) will have access to the press conferences downloadable from the Press Conferences section of the IOC's INFO,
- and may:
- (c) broadcast in Australia; and
 - (d) communicate via the Internet, without any territorial restrictions,
- all or portions of any press conference held in the MPC with a delay from the conclusion of that press conference.
10. ENR accreditation shall not entitle a Non-Rights Holder to originate or broadcast any transmission, programming or feed, including via the Internet or Mobile Platform, from the Olympic Venues, including the MPC.
11. Subject to the material which Non-Rights Holders may communicate via the Internet pursuant to paragraph 9(d) or paragraphs 25 to 30 inclusive (relating to the Internet and Mobile Platform Broadcast), **Olympic Material may not be transmitted or communicated over the Internet, Mobile Platform, Social Media or via any other interactive media or electronic medium** without the express prior written approval of the IOC. Olympic Material must not be transmitted or communicated on interactive services such as 'News Active' or 'Sports Active', which would allow the viewer to make a viewing choice within a channel and thereby to view Olympic Material at times other than when broadcast as part of a News Program.
12. Olympic Material shall be granted exclusively to Non-Rights Holders that have provided a signed NARs Undertaking.



13. Non-Rights Holders will:

- (a) not make available or provide Olympic Material to any third party without the express prior written consent of the IOC and SEVEN;
- (b) ensure that no advertising, promotion, publicity or other message appears at the same time (be it superimposed or on a split screen or otherwise) as Olympic Material and/or at the same time as any other coverage of the Olympic Games which contains any Olympic imagery or Olympic marks;
- (c) ensure that no advertising or other message is placed before, during or after the broadcast of Olympic Material, in such a manner as to imply an association or connection between any third party, or third party's product or service, and Olympic Material or the Olympic Games; and
- (d) not use any Olympic or Games trade marks in a manner as to imply an association or connection between the NRH, the IOC or Olympic Games (eg use in lower frame super); and
- (e) not allow any broadcast sponsorship of Olympic Material (including of any section or highlights within a News Programme that contains Olympic Material).

The use of some Olympic trademarks and words is tightly controlled in Australia by the *Olympic Insignia Protection Act*.



RADIO NEWS ACCESS RULES

In relation to non-rights holding radio stations:

To protect the rights of the Rights Holding Broadcasters, but to also respect the requirements of the Olympic Charter regarding the “fullest coverage by the different media and the widest possible audience in the world for the Olympic Games”, the IOC recognises the need for news organisations to have limited access to Olympic Material, for news purposes, in accordance with these Radio News Access Rules. All use of Olympic Material is strictly subject to the following restrictions:

- 14.** Olympic Material may be used only as a part of regularly scheduled daily news programmes of which the actual news element constitutes the main feature. Programmes shall not be positioned or promoted as Olympic programmes.
- 15.** Olympic Material may be used in no more than ten (10) news programmes per day. The news programmes in which Olympic Material is used must be separated by at least 55 minutes and must not contain more than 60 seconds of Olympic Material.
- 16.** Non-Rights Holding Broadcast Organisations shall not broadcast play-by-play commentary or analogous coverage of any Olympic Material, whether on a live or delayed basis, or any other material obtained while inside an Olympic Venue, including interviews, except with respect to official press conferences as described following.
- 17.** Broadcasts of Olympic Material shall cease no later than 48 hours after the conclusion of the broadcast of the event by SEVEN, as the case may be.
- 18.** Non-Rights Holders must not broadcast any Olympic Material:
 - (a) unless that Olympic Material has already been broadcast by SEVEN on either Channel Seven (7), 7TWO, 7mate or 7flix; or
 - (b) if not so broadcast by SEVEN, until the conclusion of the day immediately following the day in which the Olympic event concluded (that is, until 24:00 on the following day).
- 19.** No advertising, promotion or other message can be placed before, during or after the broadcast of Olympic Material in such a manner as to imply an association or connection between any third party, or third party's product or service, and Olympic Material or the Olympic Games. Broadcast sponsorship of Olympic Material (including of any section or highlights within a News Programme that contains Olympic Material) is not permitted.
- 20.** NRH's must ensure SEVEN is credited for the use of Olympic Material in each broadcast.
- 21.** Non-Rights Holders, provided they are holders of ENR accreditation and subject to Beijing 2022's permit requirements:



- (a) will have access, **without equipment**, to Olympic Venues.
 - (b) must not do telephone reports from Olympic Venues. NRH accredited journalists are not permitted to do telephone voice reports from inside venues, including the mixed zones;
 - (c) will have access, with equipment, to the MPC and can record and broadcast all official press conferences held in the MPC; shall not have access to Olympic events listed as ticketed high-demand sessions.
- 22.** Olympic material may not be transmitted or communicated via the Internet, mobile services device or any other interactive media or electronic medium without the express prior written approval of the IOC.
- 23.** Notwithstanding the above Non-Rights Holding Radio Broadcast Organisations may communicate, via the internet, all or portions of press conferences that take place in the MPC, without any territorial restrictions, provided that there is a delay after the conclusion of the corresponding press conference. The delay does not apply to (i) the IOC Executive Board, the IOC Session and the IOC President’s press conferences; and (ii) the IOC/Beijing 2022 Daily Press Briefings, which may be Broadcast live.
- 24.** Should any Bona Fide News Organisations be permitted to use any footage of previous Olympic Games (“**Archive Olympic Material**”) under the fair dealing provisions of the *Copyright Act 1968* (Cth), then the amount of Olympic Material otherwise permitted to be transmitted pursuant to paragraph 15 above shall be reduced by the duration of such footage of Archive Olympic Material.

Additional IOC Internet Guidelines regarding the use of Olympic content by Non-Rights Holding Broadcast Organisations will also apply. Refer to <https://olympics.com/ioc/documents/olympic-games/beijing-2022-olympic-winter-games>.



DIGITAL NEWS ACCESS RULES

These Digital News Access Rules address the transmission of Olympic Material via Digital Platforms within the Australian Territory, so as to permit limited transmissions by Bona Fide News Organisations during the NAR Period. The rules set out in paragraphs 25 to 30 inclusive are in addition to the rules set out in the Television News Access Rules set out in paragraphs 1 to 13 inclusive.

For the avoidance of doubt, transmission via Digital Platforms includes simultaneous transmission of Television broadcasts (whether by streaming, multicast or by other means) and all use of Olympic Material will count towards the NRH's permitted Digital allowance as set out below.

Any Olympic Material transmitted within the Australian Territory must only be accessible to viewers within the Australian Territory, and as such any transmission of a News Bulletin containing Olympic Material on a Digital Platform must be restricted to persons in the Australian Territory only (**Geoblocked**). Any transmission on a Digital Platform which is not Geoblocked will breach the IOC's intellectual property rights and the rights of other Rights Holding Broadcasters in other territories. It is the full responsibility of the news organisation transmitting the Olympic Material in accordance with these Digital News Access Rules to ensure the territorial integrity of such transmissions.

- 25.** Bona Fide News Organisations may use a total of 180 seconds of Olympic Material per day on any Digital Platform subject to the following provisions:
- (a) Olympic Material may only appear in a video highlights package that is designed as a news update bulletin ("**News Bulletin**"), and in no more than three (3) such News Bulletins per day. Each News Bulletin can only be posted once (eg posted to one article or the news/sports homepage once only);
 - (b) Each News Bulletin must be one continuous video clip;
 - (c) No more than sixty (60) seconds of Olympic Material may be used in any one News Bulletin;
 - (d) Each new News Bulletin must be separated by a period of at least three hours;
 - (e) The transmission of Olympic Material contained in any News Bulletin will not exceed one third of the duration of any individual Olympic event or 30 seconds, whichever is the lesser time, provided however, that if the duration of an individual Olympic event is less than 15 seconds, the whole of the event can be shown in a News Bulletin;
 - (f) Each News Bulletin must be removed no later than 24 hours after it was first transmitted on the Digital Platform as the case may be;



- (g) Each News Bulletin must give an on-screen credit to whichever of 7, 7TWO, 7mate or 7flix was the source of the Olympic Material, by:
- (i) leaving on the 7, 7TWO, 7mate or 7flix watermark as the case may be. SEVEN'S watermark must not be obscured, cut-off, removed or covered by another watermark
 - (ii) should the Olympic Material not be sourced through SEVEN, the NRH must add a super video credit to SEVEN to read as follows: "**Courtesy of Seven Network**"; and
 - (iii) a written credit must be given which is immediately next to, and clearly identifiable with, the News Bulletin, to read as follows:

"Courtesy of Seven Network".

Non-Rights Holders shall not be permitted to include its own watermark on Olympic Material.

- 26.** Olympic Material can only be transmitted:
- a) if that Olympic Material has already been broadcast or transmitted by SEVEN; or
 - b) if not broadcast or transmitted by SEVEN, until the conclusion of the day immediately following the day in which the Olympic event concluded (that is, until 24:00 on the following day).
- 27.** The transmission of each News Bulletin must be Geoblocked whereby it can be viewed on the Digital Platform only from within the Australian Territory.
- 28.** Bona Fide News Organisations must:
- a) ensure that no advertising, promotion, publicity or other message appears at the same time (be it superimposed or on a split screen or otherwise) as Olympic Material and/or at the same time as any other coverage of the Olympic Games which contains any Olympic imagery or Olympic marks;
 - b) ensure that no advertising, promotion (including any broadcast sponsorship) or other message is placed before, during or after the transmission of the News Bulletins (eg advertising pre-rolls or NRH billboards);
 - c) ensure there is no Broadcast sponsorship of Olympic Material (including of any section or highlights within a News Bulletin that contains Olympic Material);



- d) ensure that News Bulletins are not positioned or promoted as Olympic programs and Olympic Material cannot be used in any promotion for any News Bulletin or any other program whatsoever;
- e) not advertise, market or promote the availability of Olympic Material on their websites, apps, Mobile Platforms or other digital (including social) platforms;
- f) not use Olympic Material in graphic animated formats such as gifs (ie GIFV), GFY, WebM, or short video formats such as Vine; and
- g) not create a separate Olympic sub-domain to host the content in that Olympic Material may only be used on the Bona Fide News Organisations' 'ordinary news site'.

The use of some Olympic trademarks and words is tightly controlled in Australia by the Olympic Insignia Protection Act.

- 29.** Should any Bona Fide News Organisations be permitted to use any footage of previous Olympic Games (“**Archive Olympic Material**”) under the fair dealing provisions of the *Copyright Act 1968* (Cth), then the amount of Olympic Material otherwise permitted to be transmitted pursuant to paragraph 25 above shall be reduced by the duration of such footage of Archive Olympic Material.
- 30.** The accreditation of any organisation or person(s) accredited at the Olympic Games may be withdrawn without notice, at the absolute discretion of the IOC, if these Digital News Access Rules are breached or for purposes of ensuring compliance with these Digital News Access Rules.



INFRINGEMENTS AND MONITORING

31. SEVEN, Beijing 2022 and the IOC will monitor compliance with these News Access Rules for the duration of the Olympic Games.
32. The IOC reserves the right to revoke access permits under these News Access Rules for Non-Rights Holders within Olympic Venues for the duration of the Olympic Games, aside from any other sanctions, in the event of any breach. In the case of breach of these News Access Rules, the IOC shall notify the Non-Rights Holder in writing of the breach, offer the Non-Rights Holder the opportunity to participate in a meeting with the IOC at the MPC to express its position and, depending upon the circumstances, the IOC may suspend the Non-Rights Holder's access to any Olympic Venues until further notice. Non-Rights Holders shall be given a maximum of twenty-four (24) hours as of the meeting with the IOC to cure the breach or demonstrate to the satisfaction of the IOC that it is not in breach of the News Access Rule. Failing this, Non-Rights Holder's accreditation and any other access to an Olympic Venue, as well as access to the Olympic Material may be revoked. Such actions by the IOC shall be without prejudice to possible legal action and/or claim for damages by the IOC.
33. The accreditation of any organisation or person(s) accredited at the Olympic Games may be withdrawn without notice, at the sole discretion of the IOC, if the News Access Rules are breached or for purposes of ensuring compliance with these News Access Rules.
34. These News Access Rules shall be in effect from the opening of the Olympic Villages 27 January 2022 until the closing of the Olympic Villages on 23 February 2022. The IOC reserves the right to amend these News Access Rules as it deems appropriate. The IOC Executive Board shall be the final authority with respect to the interpretation and implementation of these News Access Rules.
35. Any dispute, controversy or claim arising from or in connection with the execution or interpretation of these News Access Rules or breach thereof not resolved after exhaustion of the legal remedies established by the IOC, and which cannot be settled amicably:
 - (a) If during the Games Period, shall be submitted exclusively to the Court of Arbitration for Sport ("CAS") ad hoc division for the Olympic Games for final and binding arbitration in accordance with the Statute and Regulations of the CAS and the laws in force in Switzerland, and the seat of arbitration shall be in Beijing, China, and the language shall be English; or otherwise;
 - (b) if outside the Games Period, shall be submitted exclusively to the 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.

- 36.** Additional “IOC Digital and Social Media Guidelines – Beijing 2022” for persons accredited to the Olympic Winter Games Beijing 2022 apply.
- 37.** The IOC and SEVEN intend to protect the exclusive television, Pay Television, Digital and radio rights to Transmit Beijing 2022, as granted by the IOC, to the Rights Holders and Licensees within their Territories, and as such will vigorously enforce these News Access Rules.



DEFINITIONS

“All-News Network” means a channel which has news as its sole or predominant content.

“Beijing 2022” means the Organizing Committee of the Olympic and Paralympic Winter Games Beijing 2022.

“Bona Fide News Organisation” is an organisation which provides news services as one of its services or as its only service.

“CAS” means the Court of Arbitration for Sport.

“Digital Platforms” means all digital delivery platforms including the Internet, Mobile, applications, social media platforms. For the avoidance of doubt, it does not include any digital Television or Radio.

“ENR” means accredited Non-Rights Holder.

“Games Marks” means the official emblem, mascot, pictograms and other identifications, designations, logos and insignias identifying the Olympic Games and does not include the Olympic Symbol.

“Geoblocked” means a broadcast being restricted to within the specified territory.

“Hard News Program” means News Programs focusing primarily on multiple local, regional, national or international current events.

“IBC” means the International Broadcast Centre.

“IOC” means the International Olympic Committee.

“MPC” means the Main Press Centres.

“News Agency” means a media organisation whose primary business is the reporting and syndicating of news.

“News Programs” means regularly scheduled daily news programs of which the actual news element constitutes the main feature and which, for the avoidance of doubt, does not include news promos and updates, entertainment programs, entertainment news programs, sports programs or special programs.

“Non-Rights Holder or NRH” means broadcast media organisations who have not been granted the right to broadcast the Olympic Games in a particular territory.

“OBS” means the Olympic Broadcasting Services, the host broadcaster of the Olympic Games.



“Olympic Event” means any official activity or event that occurs primarily at an Olympic Venue during the Games or that is related to the Games, including, without limitation, training sessions, sporting action, Opening, Closing and Victory Ceremonies, interviews, press conferences and any other activity that occurs or is originated at an Olympic Venue.

“Olympic Games” or **“Games”** means the Olympic Winter Games Beijing 2022, to be held between 4 February 2022 to 20 February 2022.

“Olympic Marks” means the Olympic Symbol and the Games Marks.

“Olympic Material” means sounds or images of any Olympic event, wherever and whenever broadcast and however sourced, including sporting action, Opening and Closing ceremonies, medal ceremonies or other activities which occur at Olympic Venues.

“Olympic Parks” means the Olympic venues located (i) Beijing Olympic Park and (ii) Zhanjiakou Chongli Olympic Park.

“Olympic Symbol” means the five interlaced rings.

“Olympic Venues” shall include all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic Villages, Village Plazas, the Olympic Parks, medal plazas, the competition venues, the training and practice venues, the Mixed Zones, the IBC (including Zhangjiakou Mountain Broadcast Centre) and the MPC (including the Zhangjiakou Mountain Press Centre) and any park-like areas that have non-ticketed public access, but which are Olympic areas containing the look of the Games branding and/or requiring security checks or other forms of controlled entry.

“ONA” means Olympic Television News Agency, the ad hoc news agency, which is operated by OBS, which provides news access to world News Agencies and other Non-Rights Holders in accordance with these News Access Rules and the policies of the IOC.

“Radio” means the broadcast of linear audio programming by means of electronic signals via radio waves, intended for intelligible reception on conventional radios, cable radios and satellite radios. For the avoidance of doubt, Radio shall specifically exclude, without limitation, the Internet, radio downloading, video streaming and any other form of video-on-demand, Internet exhibition, exhibition via any interactive media and/or wireless platforms and devices (including mobile telephones, tablets and similar devices).

“Rights Holding Broadcaster/Rights Holder” means a corporation who has been granted the right to broadcast the Olympic Games in a particular territory.

“Television” means the broadcast of a linear audio-visual programming by means of electronic signals intended for intelligible reception on the screen of conventional television monitors. Notwithstanding the foregoing and for the avoidance of doubt, Television shall specifically exclude, without limitation, Internet, video downloading, video streaming (whether on-demand or as a simultaneous transmission of the Television broadcast), Internet exhibition, exhibition via any interactive media and/or wireless



platforms and devices (including mobile telephones, tablets and similar devices) home video, future media and radio.

“Village Plaza” means the plazas which will be located adjacent to but separated from the residential zone of the Olympic Villages which will host a number of activities including Team Welcome Ceremonies.