



# IOC GUIDELINES ON ACCESS AND USE OF AUDIO-VISUAL MATERIAL BY INTERNATIONAL FEDERATIONS APPLICABLE TO: XXIV OLYMPIC WINTER GAMES BEIJING 2022 AND OLYMPIC ARCHIVE FOOTAGE

## I. INTRODUCTION

The IFs representing the sports included in the programme of the XXIV Olympic Winter Games Beijing 2022 ("Beijing 2022") may only benefit from the access granted and use permitted pursuant to these Guidelines on condition that the terms and conditions set out herein are completely accepted and complied with by them, in conjunction with any additional specific terms the International Olympic Committee ("IOC") may put in place for the access and use of the Beijing 2022 Footage. For the avoidance of doubt, these guidelines apply only to the concerned IF and not to its employees acting in an individual capacity, agents, affiliates, representatives or any third party whatsoever, including national federations.

These Guidelines supersede and replace any and all previous authorisations granted by the IOC to an IF. The application of these Guidelines is without prejudice to the compliance by IFs with the Olympic Charter and any other rules applicable to Beijing 2022.

These Guidelines aim at:

- (i) making available to IFs Beijing 2022 Footage;
- (ii) establishing IFs' rights for the use of Beijing 2022 Footage and Olympic Archive Footage;
- (iii) minimising the number of filming crews and accredited persons within the Competition and Training Venues in order to allow for the smooth running of the sports competitions;
- (iv) protecting and preserving the rights acquired by the RHBs.

## II. CONSIDERATIONS DURING GAMES-TIME

### 1. Filming within Competition and Training Venues

Only professional cameras and crews of OBS and a limited number of RHBs (producing unilateral feeds) are allowed in the Competition and Training Venues. Any other (non-professional) filming within Competition and Training Venues, is strictly limited to the Ticketing Terms, or the OIAC terms (which includes the respect of the **IOC Social Media Guidelines**, applicable to accredited persons when acting in a private capacity).

Notwithstanding the above, IFs may request to OBS, reasonably in advance of Beijing 2022, to be exceptionally allowed to film, with non-professional equipment, from IF stands by IF staff or authorised personnel for the IF's and national teams' internal purposes, such as judging, refereeing and performance assessment, only. For the avoidance of doubt, IFs may not broadcast nor make available over the internet or by any other means, any moving images and/or sounds that are recorded by the IF or any third-party within the Competition and Training Venues, including from the Mixed Zones. OBS shall consider any such requests at its sole discretion, including any other requests for filming, with non-professional equipment, within the Competition and Training Venues.

### 2. Access and use of Beijing 2022 competition footage per request to the OCOG at the IOC's discretion

Copies of Beijing 2022 competition footage to be made to aid officiating via referee/ judge review sessions or for distribution to national teams for their review. The use of any Beijing 2022 competition footage is limited to the IF's and national teams' internal purposes, such as judging, refereeing and performance assessment, only. For the avoidance of doubt, IFs may not broadcast nor make available over the internet or by any other means, any moving images and/or sounds that are recorded by the IF or any third-party within the Competition and Training Venues, including from the Mixed Zones.

A request to access Beijing 2022 competition footage, including a recording of the Community Access Television and any footage of a technical nature, shall be made, reasonably in advance, to the OCOG and is subject to the review and approval by the OCOG and the IOC.

### 3. Access to Athletes

#### Access to Press Conferences by IFs:

As a result of the exceptional COVID-19 pandemic-related measures that limit the movements of the athletes and their interaction with individuals outside of the Olympic Venues for safety purposes, the access to athletes has been significantly restricted. IFs (without any filming equipment and subject to COVID-19 restrictions), are authorised to access the post-competition press conferences of their sport organised by the OCOG after each Olympic medal event, taking place at a particular Olympic Venue ("**Competition Venues Press Conferences**"). On an exceptional and non-precedential basis for Beijing 2022 and as an exception to Chapter II, Paragraph 2 of these Guidelines, the recordings of the Competition Venues Press Conferences shall be made available for download on INFO. IFs may use an aggregate maximum of five (5) minutes in total per day across all platforms (with a maximum length of one minute per clip. The same 5 minutes can also be used across multiple platforms) of Competition Venues Press Conferences of their sport from the conclusion of the applicable press conference for their editorial or institutional/non-commercial activities only on their own and operated official websites and social media pages.

The details (date, time, name of athletes, etc.) of each organised Competition Venue Press Conference session and the available recordings will be provided in INFO. Should access to a press conference session be limited, priority shall be given to RHBs.

### 4. Creation and use of Beijing 2022 related content created outside of Olympic Venues by IFs:

- Still images either taken by IF representatives (without professional equipment) or OIAC photographer's (with their consent) can be used for IFs' and national federations' editorial, institutional and non-commercial activities, only, this includes still images taken within Olympic Venues;
- Outside of Olympic Venues and within the areas determined by the OCOG as the "closed loop" pursuant to COVID-19 measures and, without the presence of any Olympic Properties, IFs can freely create and distribute audio-visual content, including without fee, to national federations for editorial, institutional and non-commercial activities, only;
- Content posted or shared online by IF athletes (in compliance with the IOC Social Media Guidelines), may be shared by IFs using the functionalities made available by social media platforms. No such content may be used "natively" (i.e. downloading of the content for inclusion in the IF's social media platforms as the original user is not permitted).

**IFs SHALL NOT BROADCAST OR MAKE AVAILABLE ANY MOVING IMAGES AND/OR SOUNDS RECORDED WITHIN THE OLYMPIC VENUES NOR COMMERCIALISE ANY BEIJING 2022 RELATED CONTENT, INCLUDING ADVERTISING OR BROADCAST SPONSORSHIP**

## III. ACCESS AND USE OF OLYMPIC ARCHIVE FOOTAGE

Access to Olympic Archive Footage of the IFs' own sport shall be exclusively provided to IFs, solely via the IOC's Corporate Communications and Public Affairs Department -Images Service ([images@olympic.org](mailto:images@olympic.org)) or The Olympic Multimedia Library "TOML" (or otherwise as authorized by the IOC in writing). Such access is subject to any applicable technical costs and the corresponding license request and approval (and any IOC applicable terms and conditions), and IFs are responsible for any clearances and/or consent that may be required in connection with such use (e.g.. image rights, music rights).

The use of Olympic Archive Footage shall be solely for editorial/non-commercial or educational purposes aimed at promoting the IF's respective sport. Any distribution shall not be commercialised as a revenue-generating opportunity (not-for-profit and limited to recovering costs) and must be distributed only within the IFs members/affiliates (i.e. coaches and sports clubs of their corresponding sport) and shall not be used in any manner that could create a direct or indirect



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association with any third party, its products or services (including by an IF's commercial partners or service providers).

The intended duration of use of the Olympic Archive Footage shall be no more than five (5) years and shall be subject to approval by the IOC on a case-by-case, depending on the corresponding project. As part of such approval, the IOC shall also determine and validate the foreseen format and media of distribution of any such audio-visual production.

The use of any of the Olympic Properties (as defined by the Olympic Charter), in connection with any audio-visual productions is not permitted, except for factual or referential purposes or as contained within the images provided. In any use appropriate reference/attribution to the IOC should be made, notably in the credits, which shall be along the following lines: "[© YEAR – International Olympic Committee – All rights reserved]".

Produced content shall only be made available online through the IOC's embedding process.

The rights to any content produced containing any provided Olympic Archive Footage shall be assigned to the IOC, without any restrictions, including those of territory, format, media or technology, whether known or to be known.

Any content produced for distribution purposes (e.g. DVDs) shall not contain any advertising nor shall be sponsored in any manner and shall not use, including on any packaging or related material, any of the Olympic Properties (pursuant to the above indicated limitation). Additionally, distributed content shall be identified with a sticker or legend to the effect they are made and used by the IFs pursuant to the specific consent of the IOC and shall warn against any unauthorised use and copying. In addition to the credit reference/attribution to the IOC that should be included within all content, the following text shall appear in any packing (e.g. on the jacket of each DVD and at the beginning of each DVD): "Produced under license of the International Olympic Committee. This [material/DVD – as applicable] may not be reproduced in whole or in part without the prior express written approval of the International Olympic Committee".

The IFs shall provide, upon request, to the IOC's Corporate Communications and Public Affairs Department – Images Service ([images@olympic.org](mailto:images@olympic.org)) for the IOC's archives, complimentary copies of any audio-visual production that they may produce pursuant to this Section III, as follows: one copy in professional format (DVCPRO100 or DVCPRO50 or DVCPRO25 or DigIBETA), plus five copies in DVD format or any other format as determined by the IOC. The IFs shall also provide to the IOC a description (- i.e. log of the sequences contained in such film(s)). This description shall be provided via an electronic file, such as Microsoft Excel.

### IV. DEFINITIONS

**"Beijing 2022 Footage"** means sounds or images originated from or produced of any official activity or event that occurs primarily at an Olympic Venue during Beijing 2022 or that is related to Beijing 2022, including, without limitation, training sessions, sporting action, opening, closing and medals ceremonies, interviews and any other activity that occurs or is originated at an Olympic Venue, in each case regardless of the source.

**"Community Access Television"** means the system commonly referred to as CATV that is used to transmit via cable the broadcast signals produced by OBS within specified areas of the venues (mixed zone, press room etc.)

**"Competition and Training Venues"** shall include all venues where sporting competitions, training and practice take place (including standalone training venues) and for which an OIAC or Ticket is required to gain entry.

**"Field of Play"** means the area used for a sporting competition or ceremony plus the immediate surrounding areas, usually separated from the spectators by a clear boundary. The design and specifications of each differ from one sport to another. Also referred to as the slope, rink, sheet, track, court, field, piste, ring, etc.

**"Games Time"** means the period from the opening of the Olympic Village, on 27 January 2022, until the closing of the Olympic Village, on 23 February 2022.

**"IFs"** means the International Olympic Winter Federations, as recognised by the IOC, representing the sports included in the sports programme of Beijing 2022.

**"IOC Social Media Guidelines"** means the IOC Social and Digital Media Guidelines, XXIV Olympic Winter Games Beijing 2022, applicable to accredited persons when acting in a private capacity.

**"Mixed Zone"** means a designated area at an Olympic Venue where athletes can be interviewed by accredited media.

**"OBS"** means Olympic Broadcasting Services, the host broadcaster of Beijing 2022.

**"OCOG"** means the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games.

**"OIAC"** means the Olympic Identity and Accreditation Card, whose terms apply to persons accredited to Beijing 2022, which remains the property of the IOC and can be withdrawn, with immediate effect, at the IOC's sole discretion.

**"Olympic Archive Footage"** means any audio-visual and audio content from previous Olympic Games or Youth Olympic Games; it does not include Beijing 2022 footage until the expiry of the exclusive rights of RHBs.

**"Olympic Games"** means competitions between athletes in individual or team events and not between countries, bringing together the athletes selected by their respective NOCs, whose entities have been accepted by the IOC, competing under the technical direction of the IFs concerned; and they consist of the Games of the Olympiad and the Olympic Winter Games.

**"Olympic Properties"** means the Olympic Symbol, the official emblem, mascot, pictograms and other identifications, designations, logos and insignia identifying Beijing 2022, the wordmarks "Olympic", "Olympic Games", and "Olympiad", the Olympic motto "Citius, Altius, Fortius - Communiter" and any English or other language translations of the same, and other Olympic-related terminology.

**"Olympic Venues"** shall include all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic villages, the Village Plazas, the Olympic Parks, medal plazas (at all times), the Competition and Training Venues, the IBC (including Zhangjiakou Mountain Broadcast Centre) and the MPC (including



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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

"RHBS" means a Rights-Holding Broadcaster - a corporation or body which has been granted the right by the IOC to broadcast Beijing 2022 in a particular territory across one or multiple medium(s)/platform(s), including television and the internet.

"Ticketing Terms" means the Beijing 2022 -Terms and Conditions of Ticket Purchase and Use that apply to purchasers and attendees of events linked to Beijing 2022.

"Youth Olympic Games" means those athletic competitions for youth aged from 15 to 18 that may be (i) combined with educational programmes on the Olympic values, the benefits of sport for a healthy lifestyle, the social values sport can deliver and the dangers of doping and of training to excess and/or of inactivity, and (ii) currently anticipated to be held, in the IOC's sole discretion, following the traditional cycle of four years.

**V. CONTACT INFORMATION**

- For Olympic Archive Footage, please contact the IOC's Corporate Communications and Public Affairs Department – Images Service via: [images@olympic.org](mailto:images@olympic.org)
- For any issue related to these Guidelines, including their interpretation and implementation, please contact: [legal@olympic.org](mailto:legal@olympic.org).