



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

### I. INTRODUCTION

The NOCs participating at the XXIV Olympic Winter Games Beijing 2022 (the "**Beijing 2022**") may only benefit from the rights granted pursuant to these Guidelines, on the 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 Beijing 2022 Footage. For the avoidance of doubt, these guidelines apply only to the concerned NOC and not to its employees acting in an individual capacity, agents, affiliates, representatives or any third-party whatsoever.

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

These Guidelines aim at:

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

### II. CONSIDERATIONS DURING OLYMPIC 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, NOCs may request to OBS reasonably in advance of Beijing 2022, to be exceptionally allowed to film, with non-professional equipment, by NOC staff or authorised personnel from spectators seating areas or NOC stands at the Competition and Training Venues for the NOC's internal, non-commercial sports/performance analysis purposes only. For the avoidance of doubt, NOCs may not broadcast, transmit, retransmit, make available, reproduce, distribute any moving images and/or sounds that are recorded by the NOC or any third-party within the Sports 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 Footage per request to the OCOG and at the IOC's discretion:

NOCs may, reasonably in advance of Beijing 2022, place through OBS a request for access to Beijing 2022 Footage. Beijing 2022 Footage may be distributed by the OCOG, at the NOC's cost, subject to the IOC's prior written approval. The use of Beijing 2022 Footage during Games-Time shall be limited to the NOC's internal, non-commercial sports/performance analysis purposes only. The NOC is responsible for any clearance and/or consent that may be required in connection with

such use (e.g. image rights, music rights). For the avoidance of doubt, NOCs may not broadcast, transmit, retransmit, make available, reproduce, distribute any moving images and/or sounds that are recorded by the NOC or any third-party within the Competition and Training Venues, including from the Mixed Zones.

In addition, sport viewing services are provided by the OCOG in the Olympic villages to allow residents to view Beijing 2022 Footage.

#### 3. Access to Athletes by RHBs:

Prior to the opening of the Olympic villages, NOCs are required to make the necessary arrangements with those RHBs that request the installation of an RHB camera or any other type of equipment (including non-professional equipment) ("**RHB Camera**") (at the relevant RHB's cost) within the NOCs' dedicated areas of the Olympic villages. Use of RHB Camera is for remote shooting, broadcasting and interviewing purposes of the relevant NOC's athletes (including one-on-one interviews). RHBs shall use such content in accordance with the terms of their respective media rights agreements with the IOC. NOCs shall inform the IOC and OBS of any requests from RHBs for the IOC's and OBS' final review and approval, including with respect to the technical arrangements and access to the Olympic villages. The IOC shall also inform the NOCs of any requests received from any RHBs.

RHBs may also request to NOCs the installation of a broadcast studio within the respective NOC hospitality house to the extent any such house is established. Studios may be used for on-site shooting and interviews, including with NOC athletes. NOCs shall inform the IOC and OBS of any requests by the RHBs for the IOC's and OBS' final review and approval. The IOC shall also inform the NOCs of any requests received from any RHBs.

#### 4. Access to Press Conferences by E-Accredited Media Organisations, RHBs, and NOCs:

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. The following press conferences with athletes can be organised:

##### a) MPC Press Conferences

NOCs are authorised to organise, at their discretion and not for commercial purposes, press conferences with their athletes at the MPC and on a free access basis for the benefit of RHBs and E Accredited Media ("**MPC Press Conferences**"). Subject to COVID-19 restrictions, all E-Accredited Media are authorised to access and film the MPC Press Conferences with professional or non-professional equipment for delayed broadcast. In addition, the MPC Press Conferences may be made available by the OCOG to RHBs and E-Accredited Media remotely via an appropriate online platform.

##### b) Olympic Villages Press Conferences

NOCs are authorised to organise, at their discretion subject to COVID-19 restrictions and not for commercial purposes, press conferences with their athletes in a dedicated press conference room within the venue media centre at the Olympic villages with such room having no branding (including any background NOC



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branding or any background recognisable as being in the Olympic villages) (“**Olympic Villages Press Conferences**”). The Olympic Villages Press Conferences shall be made available by the OCOG to RHBs and E Accredited Media remotely on a free access basis via an appropriate online platform. NOCs are not authorised to use their own filming equipment. On an exceptional and non-precedential basis for Beijing 2022 the recordings of the Olympic Villages Press Conferences shall be made available by the OCOG to ENRs and to the NOCs.

In the Olympic villages, as a result of COVID-19 countermeasures, RHBs and E-Accredited Media (without any filming equipment) can pre-book interviews with NOC athletes in a dedicated Mixed Zone in the Village Plaza. NOCs are encouraged to assist RHBs and E Accredited Media in the organisation of these Village Plaza interviews.

### **c) Competition and Training Venues Press Conferences**

Post-competition press conferences shall be organised by the OCOG after each Olympic medal event taking place at a particular Competition and Training Venue (“**Competition Venues Press Conferences**”). Athletes are invited by the OCOG to attend. RHBs, and E-Accredited Media (without any filming equipment and subject to COVID-19 restrictions), are authorised to access the Competition and Training Venue Press Conferences. On an exceptional and non-precedential basis for Beijing 2022, the recordings of the Competition and Training Venues Press Conferences shall be made available for download on INFO.

On an exceptional and non-precedential basis for Beijing 2022 and as an exception to Chapter II, Paragraph 2 of these Guidelines, NOCs 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 Olympic Villages Village Press Conferences and Competition Venues Press Conferences of their athletes from the conclusion of the applicable press conference for the NOC’s editorial or institutional/non-commercial activities only on their own and operated official websites and social media pages. For clarity, a NOC may only use a press conference of their own athletes, and not of athletes of other NOCs.

The details (date, time, name of athletes, etc.) of each organised MPC Press Conference, Olympic Villages Press Conference and Competition and Training Venue Press Conferences session shall be communicated to E-Accredited Media and RHBs via INFO. Should access to a press conference session or to pre-booked interviews be limited, priority shall be given to RHBs.

All press conferences shall be used by E-Accredited Media in accordance with the terms of the News Access Rules Applicable to the XXIV Olympic Winter Games Beijing 2022 (“**NARs**”) and to the terms of the IOC Guidelines for Editorial Use of Olympic Properties by Media Organisations. For the avoidance of doubt, use of the recordings of the Olympic Villages Press Conferences per the NARs is restricted to ENRs.

### **5. Creation and/or use of Beijing 2022 related content by NOCs:**

- With the exception of RHBs, only OBS, official IOC film crews and IOC selected photographer(s) may access and create content within the Olympic villages with professional equipment. NOCs

may make a request to the IOC for access and use of content that will be considered on a case-by-case basis.

- Still images either taken by NOCs (without professional equipment) or EP accredited photographers’ (with their consent) can be used for NOCs’ editorial or institutional/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 the COVID-19 measures and, without the presence of any Olympic Properties, NOCs can freely create and distribute audio-visual content, including to their commercial partners;
- Content posted or shared online by NOC athletes (in compliance with the IOC Social Media Guidelines), may be shared by NOCs 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 NOC’s social media platforms as the original user is not permitted). Commercial partners of NOCs may share on their local social media pages, NOC and NOC athlete social media posts that target and are in the language of the NOC territory and focus on the NOC team’s participation at Beijing 2022.

**NOCs 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. OLYMPIC ARCHIVE FOOTAGE**

Access to Olympic Archive Footage shall be exclusively provided to NOCs, 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 NOCs are responsible for any clearance 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 restricted and geo-targeted to the NOC’s territory and limited to editorial/non-commercial or educational purposes aiming at promoting the IOC, the Olympic Games, the Olympic Values and Olympism and/or the Olympic Movement in accordance with the Olympic Charter. The direct making available of such content on the internet or any social media platforms is not permitted without the prior written consent of the IOC. Any permitted distribution shall be subject to the terms determined by the IOC (including formatting) and shall not contain any advertising or sponsoring, nor display the Olympic Properties on its packaging. Appropriate copyright attribution shall be given to the IOC in the following manner: “© [Year] – International Olympic Committee – All rights reserved” (or as indicated by the IOC Images Service or via TOML).

**N.B.: Olympic Archive Footage provided pursuant to this provision shall not be sold or distributed to third parties, including sponsors. Its use shall expressly exclude any use intending to establish any direct or indirect association with any third-party, its brands, products or services. The rights in any content produced containing any provided Olympic Archive**



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**Footage shall be assigned to the IOC, without any restrictions, including those of time, territory, format, media or technology, whether known or to be known.**

#### **IV. DEFINITIONS**

**"Beijing 2022"** means the XXIV Olympic Winter Games, to be celebrated in Beijing, China, between 4 to 20 February 2022.

**"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.

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

**"E Accredited Media"** means written press and photographers accredited to Beijing 2022 under accreditations E, ES, EP, EPs, ET, EC and ENR (and Ex and EPx when applicable).

**"ENRs"** means E Accredited Media under the ENR accreditation to Beijing 2022.

**"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.

**"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 at Beijing 2022. .

**"INFO"** means the IOC's Olympic Games Information System Service.

**"Main Press Center"** or **"MPC"** means the main press centers to be established by the OCOG as media complexes for the purpose of print, photographic and non-right holding broadcast coverage of the Olympic Games.

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

**"NOCs"** means the National Olympic Committees, as recognised by the IOC.

**"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 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 Rights Holding Broadcaster, a corporation or body which has been granted the right by the IOC to broadcast and exhibit 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.

**"Village Plazas"** means the area which will be located adjacent to but separated from the residential zone of the Olympic villages, which will host a number of activities.

**"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).

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