IOC GUIDELINES ON ACCESS AND USE OF AUDIO-VISUAL MATERIAL

BY NATIONAL OLYMPIC COMMITTEES APPLICABLE TO:

IV WINTER YOUTH OLYMPIC GAMES GANGWON 2024 AND
ARCHIVE OLYMPIC MATERIAL

I. INTRODUCTION

The NOCs participating at the IV Winter Olympic Games Gangwon 2024 ("Gangwon 2024") may all benefit from the rights granted pursuant to these Guidelines, on condition that the terms set out herein are all accepted and complied with, in conjunction with any additional specific terms the International Olympic Committee ("IOC") may put in place for the access and use of Gangwon 2024 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 all previous authorisations granted by the IOC to an NOC. The application of these Guidelines is without prejudice to the compliance by NOCs with the Olympic Charter and any other rules applicable to Gangwon 2024.

These Guidelines aim at:

(i) making available to NOCs Gangwon 2024 Footage;
(ii) establishing NOCs’ rights for the use of Gangwon 2024 Footage and Archive Olympic Material;
(iii) minimising the number of filming crews and accredited persons within the YOG Venues to allow for the smooth running of the sports competitions; and
(iv) protecting and preserving the rights acquired by the MRHs and TOPS.

NOCs SHALL NOT BROADCAST OR MAKE AVAILABLE ANY MOVING IMAGES AND/OR SOUNDS RECORDED WITHIN THE YOG VENUES NOR COMMERCIALISE ANY YOG FOOTAGE AND OTHER AUDIO-VISUAL RELATED CONTENT, INCLUDING ADVERTISING OR BROADCAST SPONSORSHIP

Upon request, the NOCs shall provide the IOC TMS’s content licensing unit (images@olympic.org), for archival purposes, complimentary copies of any audio-visual production that they produce pursuant to the sections below, in the digital format as determined by the IOC. The NOCs shall also provide the IOC with a description (i.e. a log of the sequences contained in each recording). This description shall be provided via an electronic file, such as Microsoft Excel.

II. YOG PERIOD GANGWON 2024 FOOTAGE

1. Filming within YOG Venues

Only OBS crew and a limited number of MRHs (producing their own feeds) are allowed in the YOG Venues during the YOG Period. Any other (non-professional) filming within YOG Venues shall be subject to the Ticketing Terms or the YOAC terms (which includes the respect of the IOC Social Media Guidelines, applicable to accredited persons when acting in a private capacity).

Without prejudice to the above, NOCs may request OBS on an exceptional basis and on reasonable notice in advance of Gangwon 2024, to authorise the NOC’s staff or personnel to film from the relevant NOC’s stands at the YOG Venues, using non-professional equipment. Such use must be for the NOC’s internal, sports/performance analysis purposes only, such as for judging, refereeing and/or athlete performance assessment.

For the avoidance of doubt, NOCs 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 NOC or any third-party within the YOG Venues, including from the Mixed Zones.

OBS shall consider each NOC request based on its individual merits, all decisions shall be at the sole discretion of OBS and the IOC.

2. Access and use of Gangwon 2024 Footage

NOCs may ask YOGOC, upon reasonable notice, for approval to access and use Gangwon 2024 Footage for the NOC’s internal, non-commercial sports/performance analysis purposes only. All such requests shall be considered on its individual merits and shall be at the sole discretion of YPGOC and the IOC.
It is prohibited to transform any Gangwon 2024 Footage into graphic animated formats such as animated GIFs (i.e. GIFV), GFY, WebM, or other sorts of short video formats.

3. **Creation and/or use of Gangwon 2024 related content created outside of Competition and Training Venues by NOCs**

- Still images taken by NOC representatives (without professional equipment) or YOAC photographers (with their consent) can be used for NOCs’ editorial, institutional and non-commercial activities only. This includes still images taken within YOG Venues;
- NOCs shall not be entitled to use multi-exposure still images with a refresh rate in a way that simulates the look and feel of video or other analogous coverage of Gangwon 2024, whether on a live or delayed basis;
- NOCs may create and distribute audio-visual content, for non-commercial activities only, taken from outside any of the Competition and Training Venues, provided that (i) no Olympic Properties are featured within such footage (ii) it is distributed on a free basis and (iii) only distributed for institutional purposes; and
- NOCs may also share content posted online by NOCs’ athletes (in compliance with the IOC Social Media Guidelines), provided that no such content may be used “natively” (i.e. downloading of the content for inclusion in the NOC’s social media platforms as that use by NOCs is not permitted).

**III. OLYMPIC ARCHIVE FOOTAGE**

NOCs may request access to the Archive Olympic Material of previous Olympic Games with respect to the sports relating to their own athletes for non-commercial or educational purposes.

Access may be solely provided by the Olympic Multimedia Library “TOML”. Access to any Archive Olympic Material shall be subject to the NOCs’ acceptance and compliance with the TOML applicable terms and conditions.

NOCs accept that use of any Archive Olympic Material may involve additional rights and technical clearances being required at the NOCs’ sole cost. Such clearances and/or consents needed shall include, but are not limited to, image rights and music rights clearances.

Archive Olympic Material shall be used and distributed solely for non-commercial activities only, it is distributed on a free basis and for educational purposes aimed at promoting the NOC and the NOC’s members/affiliates (i.e. athletes and coaches).

**NOCs SHALL NOT COMMERCIALISE ANY ARCHIVE OLYMPIC MATERIAL AND OTHER AUDIO-VISUAL RELATED CONTENT, INCLUDING ADVERTISING OR BROADCAST SPONSORSHIP**

Olympic Properties cannot be used in connection with any audio-visual productions (including on any packaging or related material), except for factual or referential purposes or as contained within the images provided. Appropriate reference/attribution to the IOC shall be made, notably in the credits, along the following lines: “© YEAR – International Olympic Committee – All rights reserved”.

**IV. DEFINITIONS**

- **“Archive Olympic Material”** means any audio-visual and audio content from previous Olympic Games or Youth Olympic Games; it does not include Gangwon 2024 Footage until the expiry of the exclusive rights of the MRHs.
- **“Competition and Training Venues”** shall include all venues where YOG sporting competitions, training and practice take place (including stand-alone training and practice venues).
- **“ENRs”** means E Accredited Media under the YOAC accreditation to Gangwon 2024.
- **“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, track, field, piste, etc.
- **Gangwon 2024** means the YOG organising committee.
- **“Gangwon 2024 Footage”** means sounds or images originated from or produced of any official activity or event that occurs primarily at a YOG Venue during Gangwon 2024 or that is related to Gangwon 2024, including, without limitation, training sessions, sporting action, opening, closing and medals ceremonies, interviews and any other activity that occurs or is originated at a YOG Venue, in each case regardless of the source.
- **“IBC”** means the International Broadcast Centre.
- **“IFs”** means the International Olympic Winter Federations, as recognised by the IOC, representing the sports included in the sports programs of Gangwon 2024.
- **“IOC”** means the International Olympic Committee.
IOC Social Media Guidelines” means the IOC Social and Digital Media Guidelines, IV Winter Youth Olympic Games Gangwon 2024, applicable to accredited persons when acting in a private capacity at Gangwon 2024.

“Main Press Area” or “MPA” means the main press area to be established by Gangwon 2024 as a media complex for the purpose of accredited media reporting on the YOG.

“Media Rights-Holders or MRH(s)” means entities, companies, unions, pools, consortiums or agencies (including media subsidiaries, affiliates and permitted sub-licensees) with which the IOC has entered into or will enter into an agreement granting the right to distribute the coverage of the YOG within a given territory during a given period of time across one or multiple medium(s)/platform(s), including television and the Internet.

“Mixed Zone” means a designated area at a YOG Venue where athletes can be interviewed as soon as they leave the Field of Play.

“NOCs” means the National Olympic Committees, as recognised by the IOC.

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

“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 Olympic rings), the emblem of the Olympic Games, the YOG and other Olympic Games marks, mascots, pictograms, posters, cauldron and other identifications, designations, logos and insignia identifying the Olympic Games, the Youth Olympic Games or the YOG, the wordmarks “Olympic”, “Olympic Games”, “Youth 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 and/or YOG-related terminology.

“Ticketing Terms” means the Gangwon 2024 - Terms and Conditions of Ticket Purchase and Use that apply to purchasers and attendees of events linked to Gangwon 2024.

“TOPS” means The Olympic Partners as defined at www.olympics.com/ioc/partners

“YOAC(s)” means the “Youth Olympic and Accreditation Card(s)” delivered to persons accredited to the 4th Winter Youth Olympic Games Gangwon 2024 and which remain(s) the property of the IOC and may be removed at any time by the IOC, at its sole discretion.

“YOG” means the 4th Winter Youth Olympic Games Gangwon 2024, to be celebrated in Gangwon, South Korea, between 19 January and 1 February 2024.

“YOGOC” means the Gangwon Organising Committee for the 2024 Winter Youth Olympic Games.

“YOG Venues” shall include all venues which require an YOAC, a guest pass or ticket to gain entry and any other areas that have non-ticketed public access, but which are containing the look of the YOG branding and/or requiring security checks or other forms of controlled entry. YOG Venues include the YOG village(s), the competition venues, the training and practice venues, the IBC, the MPA and areas immediately surrounding any of the preceding.

“YOG Period” means the period from the opening of the YOG village(s), on 15 January 2024, until the closing of the YOG village(s), on 3 February 2024.

“Youth Olympic Games” means those athletic competitions for youth aged from 15 to 18 that may be (i) combined with educational programs 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 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 Archive Olympic Material, please contact the IOC’s TMS’s content licensing unit via: images@olympic.org

For any issue related to these Guidelines, including their interpretation and implementation, please contact: legal@olympic.org

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