I. INTRODUCTION

1. PURPOSE AND PERIOD OF APPLICATION OF THIS DOCUMENT

These News Access Rules (NARs) contain the terms and conditions governing the use by Non-Media Rights Holders (Non-MRHs) of YOG Content for the purpose of reporting on the Youth Olympic Games (YOG) during the YOG Period.

2. LEGAL BASIS AND CONTEXT FOR THESE NARs

The IOC governs the Olympic Movement and owns the rights to the Olympic Games, the Youth Olympic Games and all related events, including all intellectual property rights thereto and all goodwill associated therewith, as well as all other rights, titles and interest of every kind and nature relating to the organisation and staging of the YOG, including: (i) all the media rights to the YOG, (ii) admission to the YOG Venues and conditions of access, including restrictions on the creation and use of YOG Content; and (iii) any other form of exploitation, recording, representation, marketing, reproduction, via any platform, including Television, Radio, the Internet or any other interactive media and/or wireless platforms and devices, from any YOG Venue.

The IOC has granted exclusive media rights to MRHs to Distribute the YOG in their respective territories. Such exclusive rights must be respected. No other organization may Distribute YOG Content for reporting on the YOG, other than as specifically permitted by these NARs.

These NARs are subject to applicable national laws and regulations. In the event that any provision of these NARs is declared unenforceable or invalid pursuant to any applicable national law or regulation, the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.

Any use by Non-MRHs of YOG Content for the purpose of reporting on the YOG, other than as specifically provided herein and/or by any applicable national law or regulation, will be considered a violation of the IOC’s rights and may subject violators to legal liability under the relevant laws concerning copyright law, trademark law, criminal law, unfair competition, misappropriation and/or contract law, as applicable.

In certain cases, the IOC may agree to supplementary news access rules required by MRHs in relevant territories.

3. ACCESS TO YOG CONTENT

A. Access to YOG Material for the purpose of these NARs shall be granted only to MRHs that have provided an NARs Undertaking to the Content Licensing Unit of IOC Television & Marketing Services to registered News Agencies and Non-MRHs, subject to the acceptance and observance of the corresponding terms and conditions.

B. Access to YOG Material for the purpose of these NARs shall not be granted to and/or redistributed YOG Content without the prior written consent of the IOC. Access by and use of YOG Content from any other sources is expressly prohibited, with the exception of content originating from the Main Press Area (MPA), the Youth Olympic Village, the Mixed Zones or the YOG Square, in accordance with Section 2 of Chapter III of these NARs.

C. Access to Archive YOG Material for the purpose of these NARs shall be granted only to Non-MRHs that have provided a signed NARs Undertaking to the Content Licensing Unit of IOC Television & Marketing Services and at the Non-MRHs’ technical cost.

D. Access to VNR Content will be made available by the Content Licensing Unit of IOC Television & Marketing Services to registered News Agencies and Non-MRHs, subject to the acceptance and observance of the corresponding terms and conditions.

By accessing and using YOG Content, the Non-MRH agrees to the terms and conditions of these NARs.

Access and use of YOG Content shall immediately cease in the event of non-compliance by a Non-MRH with these NARs. Additionally, the IOC reserves, at its discretion, the right to take any additional action, including legal action, as appropriate, against any such Non-MRH.

No other entities, including Non-MRHs, shall have the right to provide access to and/or redistribute YOG Content without the prior written consent of the IOC. Access and use of YOG Content from any other sources is expressly prohibited, with the exception of the content originating from the Main Press Area (MPA), the Youth Olympic Village, the Mixed Zones or the YOG Square, in accordance with Section 3 of Chapter II, or otherwise as permitted by local law for the purpose of reporting current events.

II. RULES FOR TELEVISION, RADIO AND INTERNET

Limited use in News Programmes for Television, Radio and Internet

All use of YOG Content by Non-MRHs for Television, Radio and Internet shall be confined exclusively to News Programmes, as applicable, Distributed via Television, Radio or Internet, as specified in this Chapter II and subject to the following restrictions:

1. Amount of YOG Content:

An aggregate maximum of six minutes of unique YOG Content may be used per day within News Programmes, with no restriction on the number of rebroadcasts of the News Programmes per day.

2. Maximum amount per News Programme per Day:

No more than three minutes of YOG Content may be used in any one News Programme for a total of six minutes of unique YOG Content per day.

3. Airing after broadcast by MRHs only:

Airing of YOG Content for the purpose of these NARs shall be restricted to use by Non-MRHs, including, without limitation, their channels, services, News Programmes and other programmes, are recommended, approved or endorsed by the IOC, the YOG.

III. GENERAL RULES

1. ACCESS TO YOG VENUES WITHOUT EQUIPMENT AND WITH NO RIGHT OF TRANSMISSION:

E-Accredited Media, subject in each case to the applicable accreditation entitlements, may have access, with professional audio/video equipment, for the exclusive and limited purpose of filming interviews in Mixed Zones, only for their Distribution pursuant to these NARs, including the limited use restrictions contained in Chapter II of these NARs. Under no circumstances may any E-Accredited Media without the necessary accreditation attend/or record, film, originate or Distribute (whether on a live or delayed basis) any YOG Material, including telephone voice/video reports and interviews, excluding, in the case of Television, Radio, the Internet or any other interactive media and/or wireless platforms and devices, from any YOG Venue.

2. CONTENT ORIGINATING WITHIN THE MPA, THE YOUTH OLYMPIC VILLAGE, THE MIXED ZONES AND THE YOG SQUARE:

Nowithstanding Section 1 above, E-Accredited Media may access the MPA, the authorised areas of the Youth Olympic Village and the YOG Square via the specific accredited gate(s), with professional audio/video equipment for filming and undertaking general reporting activities therein, including press conferences, general video reporting and other filming. Such general reporting activities originating or producing sounds or images from the MPA, the authorised areas of the Youth Olympic Village and the YOG Square, shall be subject to the limited use restrictions contained in Chapter II of these NARs.

3. NO USE OF COMMENTARY AND OTHER FEATURES:

In particular, but not limited to, Radio Distribution, with the exception of the OBS international feed (including the Olympic Channel News Highlights), any use of YOG Content in accordance with these NARs excludes the use of any announcer descriptions, commentary, feature materials and interviews appearing or otherwise incorporated into the relevant YOG Content, whatever the source, unless the appropriate clearances have been obtained from the corresponding MRH prior to any such use.

4. NO GIFS, PLAY-BY-PLAY COMMENTARY OR OTHER ANALOGOUS COVERAGE:

The following are prohibited: (i) Distribution or any other kind of exploitation via any type of platform of any play-by-play commentary; (ii) YOG Content transformed into graphic animated formats such as animated GIFs (i.e. GIF); QVY, Webm or other sorts of short video formats; and (iii) any other multiple-exposure still images with a refresh rate designed to simulate the look and feel of video or other analogous coverage of any YOG Content, whether on a live or delayed basis.

5. NO ALTERATION OF YOG CONTENT:

No use of YOG Content permitted pursuant to these NARs shall alter or modify, by any means (including the imposition of any graphic elements on the YOG Content), the factual reality of any YOG Event or Olympic Venue, or that related to any participant (including his/her performance).

6. USE OF OLYMPIC PROPERTIES:

It is prohibited to use any of the Olympic Properties, with the exception of the YOG Marks. Any use of the YOG Marks shall be in strict accordance with the principles contained within the “IOC Guidelines for Editorial use of the Olympic Properties by Media Organisations”.

7. NO COMMERCIAL ASSOCIATION:

YOG Content must not be used in advertising or in any form of commercial content, or in connection with the promotion of any brand, product or service, unless expressly authorised by the IOC. No programme, including News Programmes containing YOG Content, may be positioned or promoted as Olympic or YOG programmes, and no YOG Content may be used in any promotion for any programme whatsoever. No YOG Content (including its availability within any News Programme) may be advertised, marketed or promoted on any platform, including on Television, Radio, the Internet and any other interactive media and/or wireless devices (including in any websites, apps or social media accounts) or otherwise without the prior written authorisation of the IOC. In particular, YOG Content, and any News Programme containing YOG Content, must not be used, marketed or promoted in such a way that, in the IOC’s view, suggests, creates or implies:

a) any official or commercial association with the IOC, Gameson 2024, the Olympic Games, the Youth Olympic Games, the YOG or the Olympic Movement where no such association actually exists; or
b) that Non-MRHs, including without limitation, their channels, services, News Programmes and other programmes, are recommended, approved or endorsed by the IOC, the YOG,

Summary: Use of YOG Content in Television, Radio or Internet Programmes

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<th>Programme</th>
<th>Maximum amount per News Programme per Day</th>
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<td>1. Maximum amount per News Programme per Day:</td>
<td>3 minutes</td>
<td>Max. of YOG Content per Programme:</td>
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Monitor the IOC, Gangneung 2024 and the MRH will monitor for compliance with these NARs.

Reception of YOG VENUES and USE YOG CONTENT

In the event of a breach of these NARs, the IOC shall notify the E-Accredited Media that has not been granted the media rights by the IOC to Distribute YOG Material to their affiliates and subscribers in accordance with these NARs.

Non-MRHs using YOG Material (including YOG Material sourced from a News Agency) must credit the local MRH for the use of such YOG Material. Likewise, a Non-MRH using Archive YOG Material must credit the local MRH for the use of such YOG Material. Credits must appear in accordance with these NARs, as follows for the local MRH, the credit watermark must be retained for the duration of the clip. Otherwise, a superimposed video credit to the local MRH or the IOC (as applicable) must be added, for the duration of the clip, to read as follows: "COURTESY (NAME OF MRH) OR "COURTESY OF THE INTERNATIONAL OLYMPIC COMMITTEE" as applicable. A Non-MRH shall not include its network watermark on YOG Content.

Fair Use, Fair Dealing or Any Other Copyright Limitations

Any dispute, controversy or claim arising from, or in connection with these NARs, not resolved after exhaustion of the legal remedies established by the IOC, and which cannot be settled amicably shall be submitted exclusively to the CAS for final and binding arbitration and which may be conducted within the minimum permitted by such fair use, fair dealing or other copyright limitations or similar provision, and not in addition to it.

Casualty

For any issue related to these NARs, including their interpretation and implementation, or reporting on infringements, please contact: pressaccessrequests@olympic.org. For Archive YOG Material, please contact the Content Licensing Unit of IOC Television & Marketing Services via: images@olympic.org.