**NEWS ACCESS RULES APPLICABLE DURING THE 4TH WINTER YOUTH OLYMPIC GAMES GANGWON 2024**

I. INTRODUCTION

1. PURPOSE AND PERIOD OF APPLICATION OF THIS DOCUMENT

These NARs contain the terms and conditions governing the use by non-MHRs of YOG Content for the purpose of reporting on the 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:
(a) the media rights to the YOG;
(b) the admission to the YOG Venues and conditions of access, including restrictions on creation and use of YOG Content and any other exploitation of, recording, retransmission, reproduction, representation, marketing, reproduction, distribution or utilisation thereof by any means or mechanism whatsoever, whether now existing or developed in the future; and
(c) the Olympic Properties.

The Olympic Properties include any rights in and to the Olympic Properties, whether explicitly protected under separate national legislation or protected under general legislation such as protection of names, trademarks, emblems or other identifiers or protection under any other intellectual property rights.

The IOC has granted exclusive media rights to MHRs to Distribute the YOG in their respective territories.

II. RULES FOR TELEVISION, RADIO AND INTERNET

Limited use in News Programmes for Television, Radio and Internet

All use of YOG Content by Non-MHRs 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 (6) 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 (3) minutes of YOG Content may be used in any one News Programme for a total of six (6) minutes of unique YOG Content per day.

3. **Airing after midday by MHRs only**

   A Non-MHR may Distribute YOG Content only once a period of one (1) hour has elapsed following the conclusion of the actual YOG Event.

4. **Duration of Use**

   YOG Content may be used only for a period of thirty (30) days following the completion of the relevant YOG Event, in accordance with Section 3 of this Chapter II, or otherwise as permitted by local law for the purpose of reporting current events.

**SUMMARY - USE OF YOG CONTENT IN TELEVISION, ON INTERNET PROGRAMMES**

| Max. time of unique YOG Content per day | 6 Minutes |
| Max. amount of YOG Content per News Programme | 3 Minutes |

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 within Mixed Zones, only for their Distribution pursuant to these NARs, including the limited use restrictions contained therein, in accordance with Section 9 of these NARs. Under no circumstances may any E-Accredited Media without the necessary accreditation entitlements record, film, originate or Distribute whether on a live or delayed basis any YOG Material, including telephone voice/video reports and interviews, via any platform, including 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:

   Notwithstanding Section 1 here above, E-Accredited Media may access the MPA, the authorised areas of the Youth Olympic Village and the YOG Square via the specific allocated 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 not be subject to the limited use restrictions contained in Chapter II of these NARs.

3. NO USE OF COMMENTARY AND OTHER FEATURES

   In particular for, 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 use of any announcer, commentary, feature material and interviews appearing or otherwise incorporated into the relevant YOG Content, whatever the source, unless the appropriate clearance has been obtained from the corresponding MHR prior to any such use.

4. **NO GPS, 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. GIFs), GIF, GIPHY, Webm, or other sorts of 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 actuality or authenticity of any YOG Event, Olympic venue or in respect 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 programmes, including News Programmes containing YOG Content may be sponsored or promoted as Olympic or YOG programmes, nor may they be used to promote 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, 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 a way that in the IOC’s view, suggests, creates or implies:
   (a) any official or commercial association with the IOC, Gangwon 2024, the Olympic Games, the Youth Olympic Games, the YOG or the Olympic Movement where no such association actually exists; or
   (b) that Non-MHRs, including, without limitation, their channels, services, News Programmes and other programmes, are recommended, approved or endorsed by the IOC, the YOG, Gangwon2024 or the Olympic Movement. Subject to the foregoing.

*List of MHRs available at https://olympics.com
third-party advertisements or promotions that are Distributed before or during the IOC’s televisions and other networks in connection to any YOG
Content pursuant to these NARs are permitted. However, any advertisement
promotion may overlap, be intrusive to, or be superimposed on any YOG
Content for the purpose of promoting any Olympic Properties; and
2) Distribute sponsorship of YOG Content (including any section or
features within a News Programme that contains the YOG
Content) is not permitted, unless prior written authorisation of the
IOC’s obtained.

B. COURTESY CREDIT
Non-MYRs using YOG Material (including YOG Material sourced
from the IOC) must include the following notice within the News
Programme for the use of YOG Material. Likewise, a Non-MYR using Archive
YOG Material must credit the IOC for the use of any such Archive
YOG Material. Credits must be, in accordance with these NARs, as
follows: for MYRs, the YOG watermark must be retained for the
duration of the clip. Otherwise, a superimposed credit to
the local MYR/ARCHIVE (if applicable) must be added, for the
duration of the clip, to read as follows: “CourtesyName of MYR
or of the International Olympic Committee” (as applicable).

B. FAIR USE, FAIR DEALING OR ANY OTHER COPYRIGHT
LIMITATIONS
Should any fair use, fair dealing or other copyright limitations or
similar provisions contained in any applicable national law permits the
use by Non-MYRs of YOG Content in such cases the total of six
minutes per day referred to in Paragraph 1 of Section II will be
limited within the minimum permitted by such fair use, fair dealing
other copyright limitations or similar provision, and not in addition
to it.

IV. INFRINGEMENTS AND MONITORING
1. MONITORING OF COMPLIANCE
The IOC, Gangwon2024 and the MRHs will monitor for compliance with
these NARs.

2. REVOCATION OF PERMISSIONS TO ACCESS YOG VENUES AND
USE YOG CONTENT
In case of breach of these NARs, the IOC shall notify the E
Accredited Media in writing of the breach and offer the
E-Accredited Media the opportunity to participate in a meeting with the
IOC at the MPA to express its position. Depending on the circumstances,
the IOC may suspend the E-Accredited Media’s access to any YOG
Venues until further notice. E-Accredited Media 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 NARs. Failing this, E-Accredited Media’s accreditation and any other access to any YOG Venues as well as further access to YOG Content shall be revoked by the
IOC at the discretion of the YOG and future editions of the Olympic Games or the Youth Olympic Games
may be revoked. Such actions by the IOC shall be without prejudice to legal action and/or claim for damages by the
IOC.

3. DISPUTE RESOLUTION

V. OTHER APPLICABLE IOC GUIDELINES
In addition to the terms and conditions included in these NARs, other guidelines made available by the IOC through https://olympic.ch/7/3/documents/olympic-games/youngolympic-games may apply, including, without limitation and as amended from time to time:
1) the IOC Social and Digital Media Guidelines (applicable to individuals accredited to the YOG) and
2) the IOC Guidelines for Editorial use of the Olympic Properties by Media Organisations.

VI. CONTACT INFORMATION
For any issues related to these NARs, including their interpretation and implementation, reporting of infringements, please contact: olympicpropertiesrules@olympic.org
For Archive YOG Material, please contact the Content Licensing Unit of IOC Television & Marketing Services via: archives@olympic.org

VII. DEFINITIONS
The capitalised terms used in these NARs have the meaning set out here below:

- Archive YOG Material means any audio-visual and audiocontent from previous Youth Olympic Games.

- CAE means the Communication Arts Exchange.

- "Distribution", "Distribute" or "Distributed" means, as applicable, the broadcast, exhibition, distribution, transmission, retransmission, display, making or offering any projection or performance of an audio or audiovisual programme, as applicable, for display or reception on a television, computer, monitor, game, console, controller, directly connected TV, IP streaming device, set-top box, mobile, handheld, tablet, device, telephone or other form of display or reception device, whether now existing or developed in the future. For the avoidance of doubt, “distribution” and “distribute” shall be construed accordingly.


- Gangwon2024 means the YOG organising committee.

- IOC means the International Olympic Committee.

- Internet means the global communications system of computer networks accessible by the public which interconnect, either directly or indirectly, individual computers and/or networks by making use of TCP/IP transport protocols (or derivatives thereof) which may be accessed by means of the world wide web and derive URL addresses, and which enables users to engage in two-way transmission of data over such networks in order to provide content (including by fixed, wireless network and transmission by satellite or other broadband links but excluding mobile technology and Television).

- "ICO means the International Olympic Committee.

- "Olympic Rights-Holders or MYRs" means entities, companies, unions, pools, consortiums or agencies (including media subsidiaries, affiliates and permitted sub-licensees) with which the IOC has concluded agreements or from whom it will enter into an agreement granting the right to distribute the coverage of the Youth Olympic Games worldwide within a given territory during a given period of time (including one or multiple media platforms) including Television and the Internet.

- "Main ZONE" means a designated area at an Olympic Venue where athletes can be interviewed as soon as they leave the field of play.

- MPA means the Main Press Area to be established by Gangwon2024 a media complex for the purpose of E Accredited Media reporting on the YOG.

- NARs means the News Access Rules, as amended by the IOC from time to time at the IOC’s sole discretion.

- "Non-MYRs" means entities, companies, unions, pools, consortiums or agencies (including media subsidiaries, affiliates and permitted sub-licensees) with which the IOC has concluded agreements or from whom it will enter into an agreement granting the right to distribute coverage of the Youth Olympic Games worldwide in a given territory during a given period of time (including one or multiple media platforms) including Television and the Internet.

- "News Agencies" means bona fide news organisations whose primary business or subsistence is the syndication of news and which have been authorised by the IOC to distribute VRN Content to their affiliates and subscribers in accordance with these NARs.

- "News Programmes" means regularly scheduled Television, Radio or Internet (as applicable) general news programmes bulletins and sports and sport feature programming of which the actual local, regional, national or international news elements constitute the main feature of such programmes/bulletins.

- "Non-Media Rights-Holders or Non-MYRs" means an organisation that has not been granted the media rights by the IOC to distribute the Youth Olympic Games in a particular territory. This organisation may be accredited to the YOG at the discretion of the IOC, under the dedicated press accreditation category for Non-Media Rights-Holders or Non-MYRs.

- "OBs" means Olympic Broadcasting Services, the host broadcaster of the Youth Olympic Games.

- "Olympic Charter" means the Olympic Charter dated 18 August 2021 (including its by-laws and documents referred to therein), as may be amended from time to time.

- "Olympic Games" means competitions between athletes in individual or team events and not between countries, bringing together the athletes selected by their respective National Olympic Committees, who have been accepted by the IOC, competing under the technical direction of the concerned NOC, under the direction of the IOC, and that they consist of the Games of the Olympic and the Youth Olympic Games.

- "Olympic Movement" means all the organisations, athletes and other persons who are to be guided by the principles of the Olympic Charter.

- "Olympic Properties" means the Olympic Symbol, the Olympic Games’ mark, the Olympic words “Olympic”, “Youth Olympic Games” and “Olympiad”, the Olympic motto “Citius, Altius, Fortius - Commune” and any other English or other language translations of the same, and other Olympic-related terminology, as well as the official emblems, mascots, pictograms, cartoons and other identifications, designs, logos and insignia identifying the Olympic Games, the Youth Olympic Games or the YOG.

- "Olympic Symbol" means the five interlaced rings that identify the Olympic Movement.

- "Radio" means the broadcast of linear audio programming by means of electronic signals via radio waves, intended for intelligible reception on conventional radio, cable radio and satellite radio, and the avoidance of right, Radio specifically excludes, without limitation, the Internet, audio downloading, video streaming and any other form of video-on-demand, Internet exhibition, exhibition via any interactive media, audio and video platforms and devices (including mobile telephones, tablets and similar devices), homevideo and Radio.

- "VRN Content" means video news releases containing YOG Material produced by the IOC for their internal use.

- "YOG" means the Youth Olympic Games Gangwon 2024 to be celebrated in Gangwon South Korea between 9 January and 23 February 2024.

- "YOG Content" means collectively YOG Material, Archive YOG Material and VRN Content.

- "YOG Event" means any activity or event that occurs at an Olympic Venue during the YOG or that is related to the YOG, including, without limitation, training and practice sessions, sporting action, Opening, Closing and Victory Ceremonies, interviews, press conferences and any other activity or event that occurs or is otherwise accredited by the IOC during the Olympic Year.

- "YOG Material" means sounds or images originated from or produced of any YOG Event, in every case regardless of the source.

- "YOG Market" means the official emblem, mascot, pictograms and other identifications, designs, logos and insignia identifying the YOG, and does not include the standalone Olympic Symbol or other Olympic Games related terminology.

- "Youth Olympic Games" means competitions between athletes in individual or team events and not between countries, bringing together the athletes selected by their respective National Olympic Committees, whose entities have been accepted by the IOC, competing under the technical direction of the concerned NOC, under the direction of the IOC, and that they consist of the Games of the Olympic and the Youth Olympic Games.

- "Youth Olympic Movement" means all the organisations, athletes and other persons who are to be guided by the principles of the Olympic Charter.

- "Youth Olympic Properties" means the Olympic Symbol, the Olympic Games’ mark, the Olympic words “Youth Olympic Games” and “Youth Olympiad”, the Olympic motto “Citius, Altius, Fortius - Commune” and any other English or other language translations of the same, and other Olympic-related terminology, as well as the official emblems, mascots, pictograms, cartoon and other identifications, designs, logos and insignia identifying the Youth Olympic Games, the Youth Olympic Games or the YOG.

- "Youth Olympic Symbols" means the five interlaced rings that identify the Olympic Movement.

- "Television" means the broadcast of linear audio-visual programming by means of electronic signals intended for intelligible reception on the screen of conventional television monitors. Forth the avoidance of doubt, Television shall specifically exclude, without limitation, the Internet, video downloading, video streaming and any other form of video-on-demand, Internet exhibition, exhibition via any interactive media, audio and video platforms and devices (including mobile telephones, tablets and similar devices), homevideo and Radio.

- "YOG Squad" means the s quare which will be located adjacent to but separated from the residential zone of the Olympic Village, which will host a number of activities.

- "YOG Venue" means all venues which require an Olympic accreditation card, ticket or area that have not ticketed public access, but which are Olympic areas containing the look of the YOG branding and requiring security checks or other forms of controlled entry. YOG Venues include the Youth Olympic Village, the competition venues, the training and practice venues, IOC and MPA areas, immediately surrounding any of the preceding.