



International  
Olympic  
Committee

December  
2022

**ROAD TO  
PARIS 2024**

**OLYMPIC  
QUALIFIERS  
SEASON  
HANDBOOK  
FOR MEDIA**



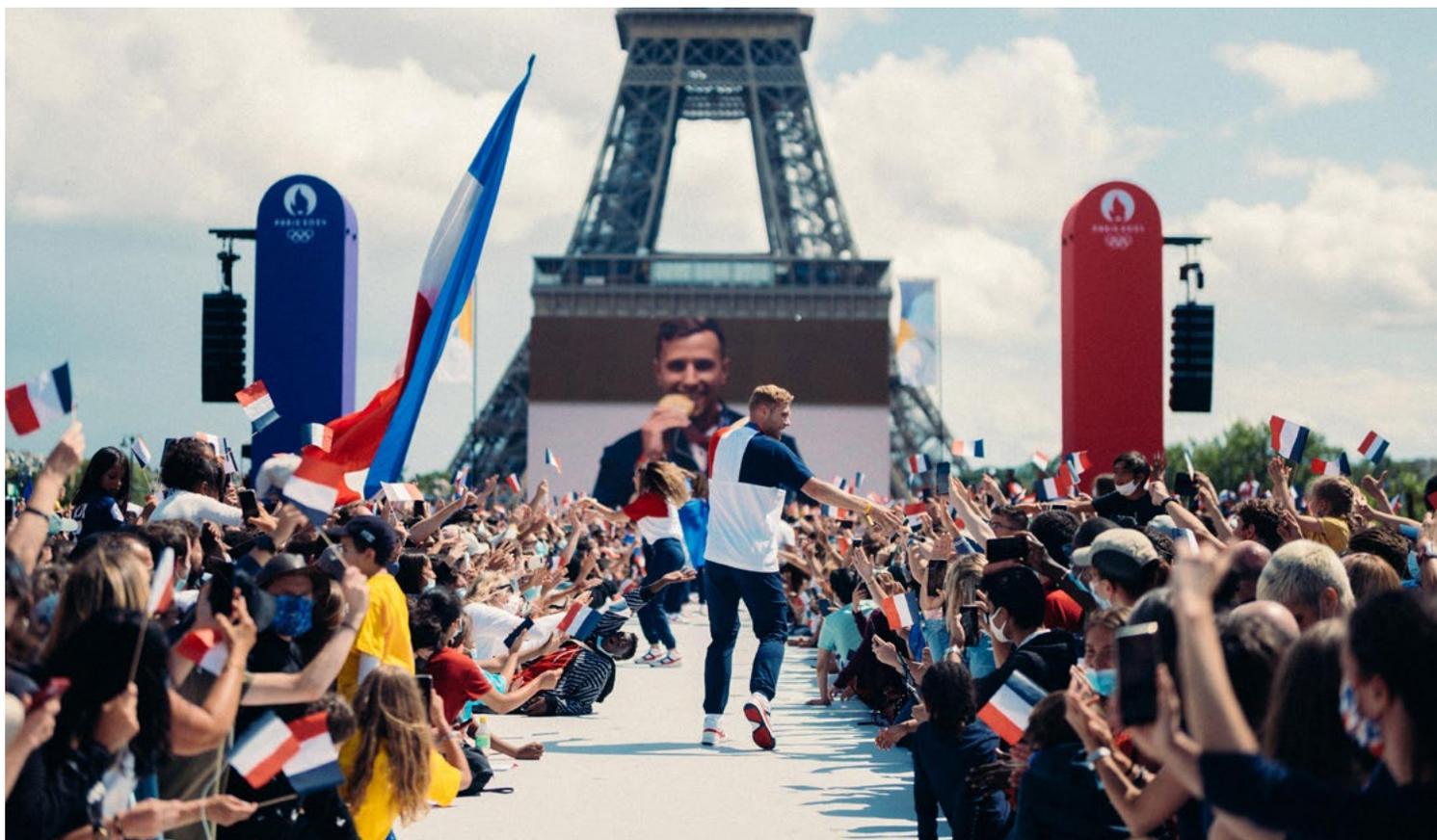
**This guide has been developed by the International Olympic Committee (IOC) to provide guidance to bona fide media organisations that wish to report on the qualification events for the Olympic Games Paris 2024, for news reporting purposes.**

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**“Media organisations”** means, for the purpose of this document, the corporations or entities that are bona fide news organisations employing journalists for the dissemination of original news and opinions of interest to a broad segment of the general public through print or electronic means, as well as news aggregators that aggregate news from sources and use this in one location (for example webpages and apps that collect news content from various sources and present them in one location for easy viewing).

Rights-holding and non-rights-holding broadcasters and any other rights-holding media are not included in the scope of this document.



# THE VISION: ROAD TO PARIS 2024

The Olympic Games are often the pinnacle of an athlete's career. But the competition for a medal begins much earlier. It takes years of training for an athlete to get to the Olympic Games.

However, before an athlete is able to walk behind their flag at the Opening Ceremony, they must first gain a place through qualification.

The Olympic Qualifiers Season casts a spotlight on this key aspect of an athlete's journey. Extensive coverage of the Road to Paris 2024 will bring fans closer to the athletes, reveal what it takes to earn one of the coveted qualification spots, and showcase what goes on behind the scenes, the athletes' personal journeys, and the power of sport and the human spirit.

In the run-up to and during the events, the IOC also helps athletes to enhance their visibility on social media and will cover the main events on its platforms.

## FACTS AND FIGURES – WHAT ARE THE QUALIFIERS FOR PARIS 2024?

### When?

From now until shortly before the start of the Olympic Games Paris 2024 in July 2024.

### Who?

150,000 athletes from all over the world, including refugees.

### How many will qualify?

10,500 spots are up for grabs.

### How will they qualify?

3,000 events on all five continents are organised by the International Federations.

### How to follow?

Follow all the action on our dedicated [Paris 2024 site](#).

And if you need more in-depth information on how the qualification works for each sport, [please visit our document section](#).

# KEY PRINCIPLES

The IOC is one of the most well-known not-for-profit independent international organisations committed to building a better world through sport, and encourages the promotion of the Olympic values. The IOC redistributes 90% of the revenues that it generates through major marketing and broadcasting programmes. As a result, the IOC has strong commitments towards its worldwide partners.

While the IOC fully recognises the essential role played by media organisations in reporting on the Olympic Games and the qualification events for the Olympic Games, it is the responsibility of the IOC to preserve the integrity and brand value of its intellectual property to maintain its marketing and broadcast programmes.

The Olympic properties are the exclusive property of the IOC and are protected by specific legislation and/or trademark registrations at international level. The protection of the Olympic properties, and the exclusive rights granted to the Olympic Partners, is critical to ensuring the viability of the Olympic Movement.

## DEFINITIONS

### Paris 2024 Qualifier label

The “label” is the visual asset illustrated beside. This label is a secondary branding element which helps to tag and complement existing, primary elements.

Download the assets here

Paris 2024 Qualifier label



### Olympic properties

“Olympic properties” refers to the Olympic symbol (the Olympic rings), the emblem of the Olympic Games and other Olympic Games marks, including the Paris 2024 Qualifier labels, mascots, pictograms and posters, the wordmarks “Olympic”, “Olympic Games” and “Olympiad”, the Olympic motto “Citius, Altius, Fortius – Communiter” and any English or other language translations thereof, and other Olympic-related terminology.

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### Olympic Commercial Partners

“Olympic Partners” means TOP Partners, Media Rights-Holders, National Olympic Committee partners and Paris 2024 domestic partners. A full list of TOP Partners is available at [olympics.com/ioc/partners](https://olympics.com/ioc/partners).

# KEY PRINCIPLES

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## GENERAL PRINCIPLES FOR MEDIA ORGANISATIONS

Media organisations may reproduce the **Paris 2024 Qualifier label solely in an editorial context within their publication for bona fide news reporting purposes**, thereby providing factual reference and information on the qualification events for the Olympic Games Paris 2024. In particular, the Paris 2024 Qualifier label may be used to illustrate news stories related to the qualification events.

However, the **Paris 2024 Qualifier label must not be used for commercial or corporate purposes, in advertising or in any form of commercial content, or in connection with the promotion of any brand, product or service**. Media organisations must not use, market or promote any content containing the Paris 2024 Qualifier label in a way that, in the IOC's view, suggests, creates or implies an official or commercial association with the IOC, the Olympic Games Paris 2024 or the Olympic Movement, or implies that the media organisation is in any way

recommended, approved or endorsed by the IOC, the Organising Committee for the Olympic Games Paris 2024 or the Olympic Movement (e.g. in advertorials or promotional campaigns for the media organisations or any third parties).

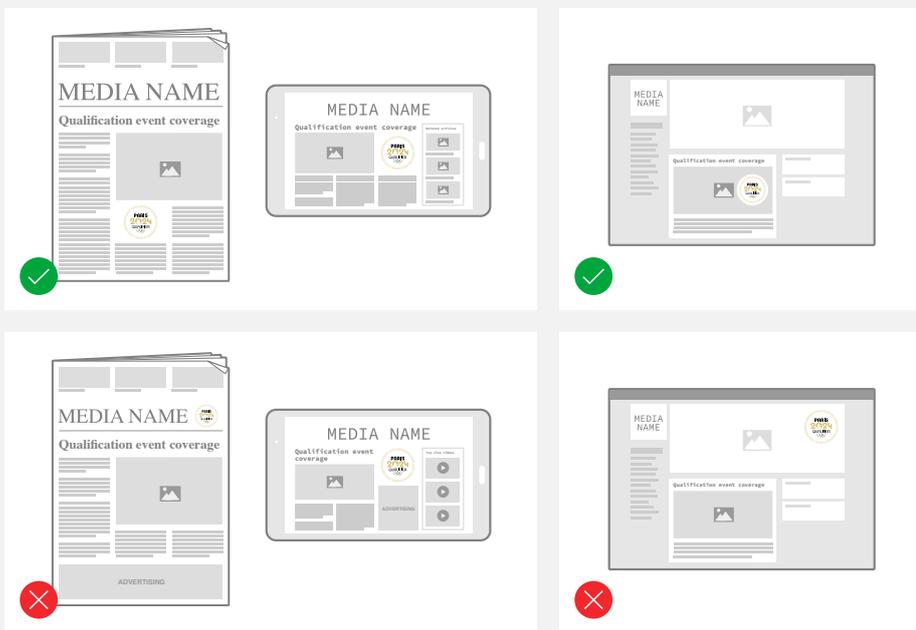
Furthermore, **the Paris 2024 Qualifier label cannot be linked directly or indirectly to any video content** (e.g. clips, highlights, etc.) created, hosted or posted by a media organisation.

**No Olympic properties other than the Paris 2024 Qualifier label may be used** by media organisations when reporting on a qualification event for the Olympic Games Paris 2024. For further guidance, please refer to the Guidelines for Editorial Use of the Olympic Properties by Media Organisations, available on [olympics.com](https://olympics.com).

### Any further questions?

If you have further questions on how the Paris 2024 Qualifier label can be used, please contact [brandapproval@olympic.org](mailto:brandapproval@olympic.org).

The Paris 2024 Qualifier label may only be used to illustrate news stories related to the qualification events and must not be used in connection with the promotion of any brand, product or service.



## LEGAL NOTICE

Any use of the Olympic properties other than as specifically provided herein 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 addition, the IOC may refuse or withdraw a media organisation's accreditation for the Olympic Games.

These guidelines apply to media organisations. They do not apply to the Olympic Partners, who are subject to the terms of their respective agreements with the IOC or other constituents of the Olympic Movement, as applicable.