1. Seven Network (Operations) Limited (Seven) will permit content from its 2020 Tokyo Olympic Games ‘@7Olympics’ social media accounts including posts containing Olympic Material (Seven Content), to be embedded or shared on the Platforms (see 5) of Permitted Organisations (see 4) strictly in accordance with the terms set out in this policy. “Olympic Material” means sounds and images of any Olympic event, including sporting action, Opening and Closing Ceremonies, medal ceremonies and other activities in an Olympic Venue.

2. Seven’s Content, including all images, videos, text and watermarks, must:
   a. be clearly visible;
   b. not be altered, changed or manipulated in any way; and
   c. not have any images, branding or other content superimposed on it.

3. Any Olympic Material embedded or linked to a Permitted Organisation on a Platform will be subject to the:
   a. IOC News Access Rules in respect of accredited News organisations; or
   b. fair dealing provisions of the Copyright Act in respect of non-accredited organisations.

   For the avoidance of doubt, any Olympic Material embedded or linked, will count towards the allowable amount of content that can be used in any one day under the applicable News Access Rules and, further, requirements to geo-block, use for news purposes only, no commercialisation, no use of Olympic Marks etc continue to apply. Note for non-accredited organisations: the IOC News Access Rules will be used as a guide as to what is permissible under fair dealing.

4. Permitted Organisations:
   a. IOC Accredited Australian news organisations
   b. Non-accredited Australian digital news and sports news organisations
   c. Australian sports organisations representing official Olympic sports (e.g. Swimming Australia, Athletics Australia)
   d. Seven West Media companies

5. Platforms:
   a. Facebook – no use of Facebook native videos of Seven Content. Linking to embedded Seven Content videos will be permitted, either posted, as a ‘share’ or linked to Seven Content videos on other platforms (eg ‘7plus’). Facebook Live transmission is not permitted by third parties.
   b. Twitter – no use of Twitter native videos of Seven Content. Use of other Twitter content comprising Seven Content will be permitted, either posted as a ‘share’ (Retweet), or embedded into third party platforms & channels.
   c. Instagram – no regramming (or similar reposting) of Seven Content. Seven Content can be embedded into third party platform & channels linking back to the 7Olympics Instagram account.
   d. Apple News – only Seven Content text and still images will be permitted. Linking to a Seven hosted video is permitted.
   e. Snapchat – only Seven Content text and still images will be permitted. Linking to a Seven hosted video will also be permitted.
   f. TikTok – no reposting of Seven Content. Seven Content can be embedded into third party platform & channels linking back to the 7Olympics TikTok account.

6. Prohibited Platforms: Seven Content must not be uploaded, linked to or embedded onto any other platform including:
   a. YouTube (except by Seven West Media companies); or
   b. REDDIT, LINKED IN, PINTREST, WHATS APP, WEIBO, LIVELY, KIK, TUMBLR, YOU NOW, DUBSMASH, MUSICALLY, PERISCOPE, VINE, WECHAT, VIMEO, DAILY MOTION,

7. Seven accepts no responsibility and is not liable for any infringement of third party rights, including intellectual property rights, or breach of relevant laws in respect of the Permitted Organisations embedding Seven’s content on the Platforms. In case of breach of these guidelines, Seven may take such actions as it considers reasonably necessary to prevent any further breaches by the responsible third parties, including the denying of access to such content.