



Extracts from the Technical Manual on Media – Written and Photographic Press

Written and Photographic Press (E categories)

Introduction

The written and photographic press, including technicians, support staff and non-rights holding radio and television personnel, are accredited to the Olympic Games under the generic category "E", in accordance with the Olympic Charter, the Host City Contract and the rules established in the IOC Technical Manual on Media.

The IOC reserves the right to determine the number of media representatives accredited to cover the Games. The IOC also reserves the right to refuse, suspend or cancel an accreditation. The IOC Executive Board is the ultimate authority on media accreditation at the Olympic Games.

The accreditation necessary to cover the Olympic Games is granted free of charge by the IOC to media representatives subject to the principles outlined in the IOC Technical Manual on Media.

Quota

The overall quota of "E" category accreditations for each edition of the Olympic Games is set by the IOC. It is determined following the previous edition of the Olympic Games or Olympic Winter Games.

For planning purposes, the number of the E accreditations (and their derivatives) should be 5,600 for the Olympic Games and 3,000 for the Winter Olympic Games.

Categories of Accreditation

The generic category E covers accreditations issued to the written and photographic press, technicians, support staff and non-rights holding radio and television personnel.

Categories and descriptions follow:

Code	Description
E	Journalist: Journalist, editor, photographic editor, employed or contracted by a world news agency, a national agency, a general daily newspaper, a sports daily, a sports magazine or sports internet site, a periodical or independent/freelance journalist under contract.
Es	Sport Specific Journalist: Journalist specialising in a sport on the Olympic Games programme, meeting the same criteria as those defined for category "E".
EP	Photographer: Photographer, meeting the same criteria as those defined for category "E".
EPs	Sport Specific Photographer: Photographer specialising in a sport on the Olympic Games programme, meeting the same criteria as those defined for category "E".

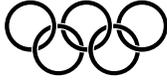


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ET	Technician: Technician, meeting the same criteria as those defined for category "E".
EC	Support Staff: Support staff (office assistant, secretary, interpreter, driver, messenger). Access to the MPC only. Assigned only to press groups, newspapers / magazines and NOCs that have reserved a private office area at the MPC.
ENR	Non-rights holding broadcast organisation: Member of a non-rights holding radio and/or television organisation. ENR accreditations are only allocated by the IOC. It is strictly prohibited for an NOC to grant a member of an ENR organisation any type of E accreditation

Access

Code	Access
E	All venues (zone 4), tribune seating, MPC, Olympic Village (with visitor pass), Opening and Closing Ceremonies (with ticket). T4 transport.
Es	Own sport venues (zone 4), MPC, Olympic Village (with visitor pass). Opening and Closing Ceremonies (with ticket). T4 transport.
EP	All venues (zone 4 and spectator areas), photo positions, MPC, Olympic Village (with visitor pass). Opening and Closing Ceremonies (with ticket). T4 transport.
EPs	Own sport venues (zone 4 and spectator areas), photo positions, MPC, Olympic Village (with visitor pass). Opening and Closing Ceremonies (with ticket). T4 transport.
ET	All venues (zone 4 and photo areas), tribune seating (under specific conditions), MPC, Olympic Village (with visitor pass), Access to high-demand events including Opening and Closing Ceremonies (strictly controlled). T4 transport.
EC	MPC only. Not entitled to tickets to high-demand events including the Opening and Closing Ceremonies. T4 transport.
ENR	MPC <u>with equipment</u> (audio/video) in accordance with IOC News Access Rules. All competition venues (zone 4), tribune seating, Olympic Village (with visitor pass) <u>without equipment</u> (audio/video). Not entitled to tickets to high-demand events including the Opening and Closing Ceremonies. Not entitled to rent office space in the MPC or venues. T4 transport.



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Eligible Persons	<p>"E" category accreditations are allocated to media professionals who meet the above criteria. He/she must be affiliated to one or several news organisations and his/her application must be validated by the news organisation they represent and by the respective NOC.</p> <p>Publishers, advertising or athlete's agents, public relations and promotion agents, representatives of press groups or newspaper/magazine/internet groups performing an administrative role (managing director, commercial director, finance director, etc.) are not eligible for "E" accreditations.</p> <p>ET category accreditations are limited to technical support personnel of major news and/or photo agencies only, generally identified by those organizations who rent rate card and telecommunications equipment at the MPC and venues.</p> <p>Members of a non-rights holding radio and/or television news organisation may be granted an ENR accreditation by the IOC in consultation with the NOC. Such personnel cannot be granted any other category ("E or EP") of accreditation. ENR accreditations are directly allocated by the IOC and are not included in the NOC quota.</p> <p>Written and photographic press representing new media organisations (e.g. Internet or any other communication medium) are to be considered within the NOC quota and are subject to the same professional standards as detailed above.</p> <p>Ex categories will be determined jointly by the IOC and OCOG.</p> <p>Olympic Charter. Rule 51, Bye Law 3: "Only those persons accredited as media may act as journalists, reporters or in any other media capacity. Under no circumstances, throughout the duration of the Olympic Games, may any athlete, coach, official, press attaché or any other accredited participant act as a journalist or in any other media capacity".</p>
Allocation Procedure	<p>The IOC, through an IOC Working Group (which will include the OCOG Head of Press Operations) establishes the quota of "E" category accreditations (excluding ENRs) for each NOC based on the overall quota established by the IOC.</p> <p>Each NOC is in turn responsible for allocating its press accreditation quota, as assigned by the IOC, within the defined deadline, to their country's main press organisations within its territory.</p> <p>The IOC deals directly with the allocation of E accreditations for organisations not subject to NOC quota procedure.</p>



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**Allocation
Criteria**

To ensure the procedure remains as fair and objective as possible, the allocation of the NOC quota by the IOC will take into consideration a set of criteria for each NOC including:

- Number of athletes from the NOC who participated in the previous corresponding two editions of the Olympic Games or Olympic Winter Games
- Number of sports participated in by the NOC in the previous corresponding two editions of the Olympic Games or Olympic Winter Games
- Number of medals won by the NOC in the previous corresponding two editions of the Olympic Games or Olympic Winter Games
- Number of "E" accreditations allocated in the previous corresponding two editions of the Olympic Games or Olympic Winter Games
- Proximity and relationship with the host country
- The size and structure of the NOC's national media industry
- Other socio-economic criteria, including population and Gross Domestic Product

The specific accreditation process for the written and photographic press for each edition of the Olympic Games will be published by the IOC on its internet site and should be included by the OCOG in the Press by Number Accreditation Guides.

**Organisations
not subject to
NOC Quota
Procedure**

The IOC deals directly with the allocation of E accreditations for:

- the IOC recognised world news agencies: Agence France Presse (AFP), The Associated Press (AP) and Reuters Limited.
- the national agency of the host country (if appointed by the IOC), the national agency of the subsequent host country (if appointed by the IOC), the photo pools (IOPP and NOPP) and the official photographic agency of the IOC
- international news organisations which do not fall within the territory of any NOC, as per Rule 51 of the Olympic Charter.
- members of a non-rights holding radio and/or television news organisations (ENRs)

The IOC reserves the right to include in this group, at its discretion, any qualified organisation whose representative(s) comply with the established criteria and conditions.



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Role of NOC

The NOC is responsible, within the territory for which it is recognised by the IOC, for the distribution of the quotas allocated to it by the IOC.

The NOC should appoint, whenever possible, a Chief Press Attaché or nominated delegate who will be the single contact point between the NOC and the IOC Media Operations and OCOG Press Operations on accreditation matters. They will also be responsible for contacts between the NOC and its national press.

Each NOC, through its media commission or Chief Press Attaché, should establish the quota allocation list for each category in consultation as necessary with the national sports press association, where such an association exists.

An NOC is to reserve between 5 to 10 per cent of its overall quota for allocation to sport specialist journalists and photographers residing in their country.

The allocation list is to respect the following hierarchy and priorities:

- National agency
- National sports agency
- General daily newspaper
- Sports daily
- Single sport or multi-sport specialist magazine, sports internet site
- General information magazine and general internet sites

The NOC must allocate its quota and distribute the required information to its national press no later than one month after receiving their quota allocation from the IOC.

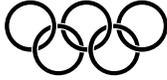
The NOC is responsible within its territory for the distribution, collection and return to the OCOG of accreditation forms sent to news organisations on the basis of its allocation list. The NOC also distributes accommodation, freight and rate card order forms which accompany the accreditation documentation received from the OCOG. However, each individual news organisation is then responsible for the return to the OCOG of accommodation forms and technical service order forms in accordance with the procedures and schedule established by the OCOG and approved by the IOC. The NOC, through its Chief Press Attaché, must work closely with its national news organisations to ensure that they meet the OCOG deadlines.

The IOC, which will systematically examine with the OCOG all the forms returned by the NOCs to check their compliance with the quotas per category and the applicants' professional credentials, reserves the right to inform the NOCs concerned of any discrepancies so established and reject the application, without re-allocation.

NOCs must allocate in strict accordance with the quota determined by the IOC for each category.

Any requests for a re-allocation of a quota must be addressed in writing to and approved by IOC Media Operations.

If an NOC attempts to allocate not in accordance with their quota i.e. substitute an "ET" for an "EP" without IOC approval, the IOC reserves the right not to approve the accreditation. In such a case the accreditation/s may be withdrawn from that NOC.



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**Non-Rights
Holding
Television and
Radio
Organisations
(ENRs)**

To fulfil the requirements of the Olympic Charter regarding the fullest news coverage by the different media and the largest possible audience for the Olympic Games, the IOC recognises the need for non-rights-holding broadcasters to broadcast news excerpts of the Olympic Games.

The IOC News Access Rules, as approved by the IOC in its sole discretion in respect of the Games, shall apply to news coverage of each of the Games and such rules will provide television, radio and other organizations who are not authorized holders of Olympic broadcast and exhibition rights with certain limited access and usage rights.

A limited quota of Non-Rights Holding Television and Radio Organisations "ENR" accreditations will be allocated for this purpose.

In consideration of an OIAC card being granted by the IOC, ENRs must abide by the IOC News Access Rules and sign an Undertaking on behalf of itself and all persons appointed by the organisation to cover the Olympic Games.

ENR accreditation does give the holder access to all competition venues, but under specific conditions as outlined in the News Access Rules.

The News Access Rules clearly outlines the rules of the type and quantity of coverage the ENR can run for news purposes within its territory, as well as venue access (MPC with equipment (video/audio) and competition venues (zone 4) without equipment (video/audio)) rules and restrictions within the Host City.

An ENR accreditation may be withdrawn without notice, at the discretion of the IOC, for failure to comply with the News Access Rules.

ENR accreditations do not qualify for tickets for high demand events including the Opening and Closing Ceremonies.

The IOC is directly responsible for the allocation of ENR accreditations. The ENR accreditation process will correspond to the NOC accreditation process. Information, application forms and the IOC News Access Rules and Undertaking will appear on the IOC website.

The ENR organisations have full responsibility to apply to the IOC for accreditation within the required timelines. Late requests will not be considered.

It is strictly prohibited by the IOC for an NOC to grant a member of an ENR organisation any other type of press accreditation e.g. E or EP.