



INTERNATIONAL
OLYMPIC
COMMITTEE

Lausanne, 26 Aug 2011

NEWS ACCESS RULES APPLICABLE FOR THE BROADCAST OF THE LONDON 2012 OLYMPIC GAMES, 27 JULY-12 AUGUST 2012

A. INTRODUCTION

The broadcast of the **London 2012 Olympic Games (“Games”)**, to be held in London between 27 July - 12 August 2012, is subject to and protected by full IOC copyright.

Capitalised terms used in these News Access Rules have the meaning set out in the Definitions section at the end of these News Access Rules.

Only those organizations that have been granted the right by the IOC to broadcast the Olympic Games for a particular territory (“Rights Holder”) may do so. No other organisation may Broadcast sound or moving images of any Games event, including training venues, sporting action, the Opening Ceremony, the Closing Ceremony and victory ceremonies, mixed zones, interviews or other activities which occur at Olympic Venues, including the Olympic Park Common Domain, Olympic Village and Village Square, except as permitted by these News Access Rules, as set out below.

These Rules apply to all forms of Broadcasting, including television (including free-to-air and Pay Television, cable, satellite, video on demand, including digital channels, digital multi-channels and services such as “News Active” or “Sports Active”), Radio, Internet, Mobile Platform and other interactive media or electronic medium.

These News Access Rules are subject to applicable national laws and regulations. In appropriate cases, the IOC may agree with Rights Holders in their particular territories to issue supplemental news access rules for such territories.

B. TELEVISION NEWS ACCESS RULES

Olympic Material is subject to full IOC copyright. All use of Olympic Material is strictly subject to the following restrictions:

1. **Use in News Programs only:** The broadcast of Olympic Material may be used only as a part of regularly scheduled daily news programs of which the actual news element constitutes the main feature (“News Programs”). News Programs shall not be positioned or promoted as Olympic or London 2012 programs and Olympic Material cannot be used in any promotion for any News Program or any other program whatsoever.

2. **Six Minutes Per Day:** Non-Rights Holders may use a maximum of six (6) minutes of Olympic Material per day, in accordance with all other provisions of these News Access Rules.
3. **Number of News Programs, Length and Separation of News Excerpts (3x2x3):** Subject to Clauses 1 and 2 above, Olympic Material may be used in News Programs subject to the following provisions:
 - a) Olympic Material may appear in no more than three (3) News Programs per day; and
 - b) No more than two (2) minutes of Olympic Material may be used in any one News Program; and
 - c) These News Programs must be separated by a period of at least three (3) hours; and
 - d) No more than one third of any individual event may be used in any one News Programs or 30 seconds, whichever is the lesser time. However, if the duration of an individual Olympic event is less than 15 seconds the whole of the event can be shown in a News Program.
4. **All-News or All Sports Networks:** In the case of an All-News or All Sports Networks, the networks may use a maximum of six (6) minutes of Olympic Material per day during multiple news programs, subject to the following provisions:
 - a) in no more than six (6) news programs per day and does not exceed a total of one (1) minute in any one program. These bulletins must be separated by a period of at least two (2) hours;or
 - b) in accordance with Clause 3 above - i.e. 3x2x3.
5. **Airing after Broadcast by Rights Holders only:** Non-Rights Holders may only broadcast Olympic Material within a News Program in accordance with Clauses 1, 2, 3 and 4 above and all other conditions contained in these News Access Rules, as follows:
 - a) As of three (3) hours following the broadcast of an Olympic event by the local Right Holding Broadcaster on free-to-air television in that territory;
 - b) If not broadcast by the local Rights Holding Broadcaster on free-to-air television in that territory on the day (local time) during which the Olympic event concluded, then as of the end of the broadcast day (i.e. 24:00 hours local time); or
 - c) Non-Rights Holders can broadcast Olympic Material prior to the times referred to above, or can broadcast more Olympic Material than allowed above, only with the specific written agreement of the local Rights Holding Broadcaster.
6. **Courtesy Credit/Rights Holder "Bug":** Each Broadcast, communication or other broadcast of Olympic Material in accordance with these News Access Rules must give an on-screen credit to the local Rights Holder by leaving on the Rights Holders

watermark for the duration of the clip or, should the Olympic Material not be sourced through the local Rights Holder, by adding a super video credit to the Rights Holder for the duration of the clip to read as follows:

“Courtesy (Name of Rights Holder)”

7. Olympic Material must not be Broadcast on interactive services such as 'News Active' or 'Sports Active', which would allow the viewer to make a viewing choice within a channel and to thereby view Olympic Material at times other than when Broadcast as part of a News Program as set out in Clause 1 above.
8. Should any fair dealing or similar provisions contained in any applicable national law permit the use by Non-Rights Holders of any footage of previous Olympic Games, then such footage will be included in the total of six minutes per day.
9. Olympic Material may only be used for a period of 48 hours following the completion of the actual event. After such period, Non-Rights Holders may only transmit archive Olympic Material with the express prior written consent of the IOC.
10. Non-Rights Holders, provided they are holders of ENR accreditation will have access, **without equipment**, to Olympic Venues.
11. Non-Rights Holders, provided they are holders of ENR accreditation will have access, **with equipment**, to the Main Press Centre (“MPC”).
12. For the sake of clarity, except as permitted within these News Access Rules, only Rights Holders are permitted to film within Olympic Venues and to Broadcast Olympic Material. The broadcast of Olympic Material by E Accredited Media, including Non-Rights Holders, via the Internet, Mobile Platform and other interactive media or electronic medium, is strictly prohibited and is a breach of these News Access Rules.

Notwithstanding the above, E Accredited Media

- a) are permitted to bring professional video and audio equipment into the Main Press Centre (“MPC”) for the purposes of coverage of official press conferences. Footage taken of press conferences which take place in the MPC shall not be considered subject to the time restrictions contained in these News Access Rules; and
 - b) may broadcast, via the Internet, all or portions of press conferences that take place in the MPC, without any territorial restrictions, provided that there is a delay of at least thirty minutes from the conclusion of the press conference.
13. Non-Rights Holders with ENR accreditation shall not have access to Olympic events listed as ticketed high-demand sessions.
 14. Should any fair dealing or similar provisions contained in any applicable national law permit the use by Bona Fide News Organisations of Olympic Material for news purposes on the Internet, Mobile Platform and other interactive media or electronic medium (“Mobile Platform”), then the broadcast of such Material on the Internet or Mobile Platform must not be accessible to persons outside the specific territory. Any broadcast of such Material on the Internet or Mobile Platform must be restricted to the territory in which the fair dealing or similar provision is applied - i.e. it must be

Geoblocked. Any broadcast on the Internet or Mobile Platform contrary to the above will breach the IOC's intellectual property rights and the rights of Rights Holders in other territories, and as such is expressly prohibited. All other provisions of these News Access Rules would still apply.

15. OBS will establish the Olympic Television News Agency ("ONA") for the purpose of providing news access to world News Agencies and other Non-Rights Holders in accordance with these News Access Rules and the policies of the IOC. Olympic Material shall not be provided by the ONA to News Agencies or Non-Rights Holders unless they provide a prior written guarantee, in form and substance satisfactory to the IOC, that they shall fully comply with all terms and conditions of these News Access Rules.
16. Non-Rights Holders must:
 - a) only use Olympic Material in strict accordance with these News Access Rules;
 - b) not make available or provide Olympic Material to any third party;
 - c) ensure that no advertising, promotion, publicity or other message appears at the same time (be it superimposed or on a split screen or otherwise) as Olympic Material and/or at the same time as any other coverage of the Olympic Games which contains any Olympic imagery or Olympic Marks;
 - d) ensure that no advertising or other message is placed before, during or after the broadcast of Olympic Material, in such a manner as to imply an association or connection between any third party, or any third party's product or service, and Olympic Material or the Olympic Games; and

C. RADIO NEWS ACCESS RULES

Non-Rights Holder Radio stations may use Olympic Material in their News Programs only, under the following conditions.

17. Olympic Material may be used only as a part of regularly scheduled daily news programs of which the actual news element constitutes the main feature ("News Programs"). News Programs shall not be positioned or promoted as Olympic programs.
18. Non-Rights Holders shall not broadcast or originate play-by-play commentary or analogous coverage of any Olympic Material, whether on a live or delayed basis, or any other material obtained while inside an Olympic Venue, including interviews, except with respect to official press conferences held in the MPC, so long as there is a delay of thirty minutes from the conclusion of the press conference.
19. Actual commentary of competition events taped from the television coverage of the Rights Holder in the particular Territory can only be used with the express written permission of the Rights Holder.
20. Non-Rights Holders, provided they are holders of ENR accreditation, will have access, without equipment, to Olympic venues and, with equipment, to the Main Press Centre.

Specifically, mobile telephone interviews with athletes and team officials are strictly prohibited from Olympic Venues, including mixed zones. ENR accredited journalists are not permitted to do telephone voice reports from Olympic Venues, including the Olympic Park Common Domain.

D. OLYMPIC PARK COMMON DOMAIN

During the period of the Olympic Games, the Olympic Park Common Domain will require an accreditation or ticket to gain entry and is deemed an Olympic Venue.

Recognising the unique nature of the Olympic Park Common Domain, a limited number of Non-Rights Holders, provided they are holders of ENR accreditation, will be permitted access, with equipment, and will be allowed to film or record in the Olympic Park Common Domain in accordance with these News Access Rules.

For the sake of clarity, Non-Rights Holders, provided they are holders of ENR accreditation will have access, without equipment, to Olympic Park Common Domain.

21. LOCOG, under the direction of the IOC, will grant access into Olympic Park Common Domain, on a daily basis, subject to the following conditions:

- a) to a maximum of five (5) domestic television broadcasters who are holders of ENR accreditation (each daily permit will apply to a crew of three people and one camera);
- b) to a maximum of eight (8) international television broadcasters and a maximum of eight (8) international radio broadcasters who are holders of ENR accreditation (each daily permit will apply to a crew of three people and one camera for a television broadcaster and a crew of two people and one microphone and a recorder for a radio broadcaster);
- c) each daily permit will permit access to the Olympic Park Common Domain only for the date for which it is issued. Only one crew can use such a daily permit;
- d) advertising, promotional and identification material on crew members' clothing or equipment must be minimal and unobtrusive. LOCOG and/or the IOC, at their discretion, may require that the advertising, promotional and identification material be removed or covered up. Promotional or other advertising material must not be distributed;
- e) allocation and distribution of daily permits to accredited ENRs will be implemented by the IOC and managed from the IOC Media Operations Office at the MPC;
- f) Access into the Olympic Park Common Domain for accredited ENRs who have received a daily permit, and are carrying equipment, will only be granted through a specific gate(s) adjacent to the MPC; and
- g) LOCOG and the IOC may further limit the number of Non-Rights Holders within the Olympic Park Common Domain at particular times for the purpose of security, safety and crowd control.

22. Non-Rights Holders may film or record at the Olympic Park Common Domain subject to the following conditions:
- a) Only accredited Non-Rights Holders who are in possession of a daily permit will be permitted access, with equipment, into the Olympic Park Common Domain for the purpose of filming in accordance with the following conditions;
 - b) There shall be no live broadcasts or purported live or as live broadcasts;
 - c) An interview that is filmed in the Olympic Park Common Domain with an athlete who has competed or will compete, or accredited coach or trainer shall be considered as Olympic Material and, consequently, shall be subject to the conditions contained in these News Access Rules and will be included in the total of six minutes per day referred to in Part B above;
 - d) The right to transmit is limited to within the broadcaster's respective territory; and
 - e) No material filmed or recorded in the Olympic Park Common Domain may be made available to any third party, except that Non-Rights Holders who are international News Agencies may make such material available to their regular clients in accordance with their standard distribution procedures provided the agencies provide to the IOC a prior written guarantee, in form and substance satisfactory to the IOC, that they shall fully comply with all terms and conditions of these News Access Rules.
23. Non-Rights Holders may not erect any freestanding facilities of any type within the Common Domain areas at any time.

E. INFRINGEMENTS AND MONITORING

24. LOCOG and the IOC will monitor compliance with these News Access Rules for the duration of the Olympic Games.
25. The IOC reserves the right to revoke access permits under these News Access Rules for Non-Rights Holders within Olympic Park Common Domain for the duration of the Olympic Games, aside from any other sanctions, in the event of any breach. The accreditations of any organisation or person(s) accredited at the Olympic Games may be withdrawn without notice, at the discretion of the IOC, for purposes of ensuring compliance with these News Access Rules.
26. These News Access Rules shall be in effect from the opening of the Olympic Village, 16 July 2012, until the closing of the Olympic Village, 15 August 2012. The IOC reserves the right to amend these News Access Rules as it deems appropriate. The IOC Executive Board shall be the final authority with respect to the interpretation and implementation of these News Access Rules.
27. Any dispute, controversy or claim arising from or in connection with the execution or interpretation of these News Access Rules or breach thereof not resolved after exhaustion of the legal remedies established by the IOC, and which cannot be settled amicably, shall be submitted exclusively to the Court of Arbitration for Sport ("CAS") for

final and binding arbitration in accordance with the Statute and Regulations of the CAS. The decisions of the CAS shall be final, binding and non-appealable.

28. Additional "IOC Social Media, Blogging and Internet Guidelines for persons accredited at the Olympic Games" apply.

F. DEFINITIONS

"All-news Network" means a channel Broadcast on any platform, including on the internet or on a Mobile Platform, which has news as its sole or predominant content

"Bona Fide News Organisation" is an organisation which provides news services as one of its services or as its only service

"Broadcast" means the broadcast, communication or transmission on any platform, including television (including free-to-air and Pay Television, cable, satellite, video on demand, including digital channels, digital multi-channels and services such as "News Active" or "Sports Active"), Radio, Internet, Mobile Platform and other interactive media or electronic medium

"CAS" means the Court of Arbitration for Sport

"E Accredited Media" means written press, photographers, Internet, new media and non-rights holding broadcast organisations who have been accredited to report on the Olympic Games

"ENR" means accredited Non-Rights Holder

"Games Marks" means the official emblem, mascot, pictograms and other identifications, designations, logos and insignias identifying the Olympic Games and does not include the Olympic Symbol

"Geoblocked" means a broadcast being restricted to within the specified territory

"IBC" means the International Broadcast Centre

"IOC" means the International Olympic Committee

"LOCOG" means the London Organising Committee for the 2012 Olympic and Paralympic Games

"Mobile Platform" means the Broadcast of audiovisual programming onto mobile telephone devices or similar devices

"MPC" means the Main Press Centre

"News Agency" means a media organisation whose primary business is the reporting and syndicating of news

"News Programs" means regularly scheduled daily news programs of which the actual news element constitutes the main feature and which, for the avoidance of doubt, does not include news updates

“Non-Rights Holder” means broadcast media organisations who have not been granted the right to Broadcast in a particular territory

“OBS” means the Olympic Broadcasting Services, the Host Broadcaster of the Olympic Games

“Olympic Games” means the London 2012 Olympic Games, to be held between 27 July-12 August 2012

“Olympic Marks” means the Olympic Symbol and the Games Marks

“Olympic Material” means sounds or images of any Olympic event, wherever and whenever Broadcast and however sourced, including sporting action, Opening and Closing ceremonies, medal ceremonies or other activities which occur at Olympic Venues

“Olympic Park Common Domain” means the primary Olympic site in East London which contains multiple Olympic venues including the Olympic Village, Olympic Stadium, Aquatics Centre, IBC, MPC and the venues for numerous other Olympic sports

“Olympic Symbol” means the five interlaced rings

“Olympic Television News Agency (“ONA”) means the ad hoc news agency, which is operated by OBS, which provides news access to world News Agencies and other Non-Rights Holders in accordance with these News Access Rules and the policies of the IOC. The ONA is operated by OBS

“Olympic Venues” shall include all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic Village, Village Square, the competition venues, the training and practice venues and the Olympic Park Common Domain

“Pay Television” or “Pay TV” means Television for which the viewer pays a separate and specific fee for the right to receive a channel or channels over and above the obligatory basic subscription charge, if any, paid by the subscriber to receive all of the basic tier channels of programming

“Rights Holding Broadcaster/Rights Holder” means a corporation who has been granted the right to Broadcast the Olympic Games in a particular territory

“Village Square” means the Square which will be located adjacent to but separated from the residential zone of the Olympic Village which will host a number of activities including Team Welcome Ceremonies