



INTERNATIONAL  
OLYMPIC  
COMMITTEE

## NEWS ACCESS RULES APPLICABLE TO THE OLYMPIC TORCH RELAY OF THE GAMES OF THE XXXII OLYMPIAD TOKYO 2020

### I. INTRODUCTION:

The Olympic Torch Relay of the Games of the XXXII Olympiad – Tokyo 2020 (the “**Olympic Torch Relay**”) will start on 12 March 2020 with the Lighting Ceremony for the Olympic flame (the “**Flame**”) at Olympia, Greece and the Handover of the Flame to the Tokyo Organizing Committee of the Olympic Games Tokyo 2020 (“**Tokyo 2020**”) on 19 March 2020. Then the Flame will make its way by plane to Miyagi, Japan, where it will be put on display in regions affected by the Great East Japan Earthquake. The Olympic Torch Relay will officially start on 26 March 2020 when the Flame arrives in Fukushima Prefecture and will thereafter embark on a tour within the Japanese territory, taking in all 47 prefectures of the host country, before arriving in Tokyo in time for the Opening Ceremony of the XXXII Olympiad Tokyo 2020, on 24 July 2020.

The International Olympic Committee (“**IOC**”) governs the Olympic Movement and owns the rights to the Olympic Games and all related events, including all intellectual property rights in and to the Olympic Games and all goodwill associated therewith. The IOC retains exclusively all 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.

These News Access Rules (“**NARs**”) contain the general terms and conditions governing the broadcast and exhibit of the sounds or images originated from or produced of the Olympic Torch Relay, regardless of the source (the “**Olympic Torch Relay Content**”), exclusively for news reporting purposes. These NARs are subject to applicable national laws and regulations. In the event that any provision of these NARs is declared unenforceable or invalid pursuant to any applicable national law or regulation, the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.

### II. TERMS OF USE:

#### (a) For Rights Holding Broadcasters (“RHBs<sup>1</sup>”):

RHBs have the right to broadcast and exhibit the Olympic Torch Relay, on a non-exclusive basis. The terms and conditions contained in the RHBs’ respective media rights agreements with the IOC for the Olympic Games Tokyo 2020 (the “**Tokyo Games**”) shall apply to the RHBs’ use of the Torch Relay Content.

#### (b) For Non-Rights Holding Broadcasters (“Non-RHBs<sup>2</sup>”):

Non-RHBs are authorized to broadcast and exhibit the Olympic Torch Relay (excluding the part of the Olympic Torch Relay occurring during the Opening and Closing Ceremonies of the Tokyo Games), solely on a non-exclusive basis, for *bona fide* news reporting purposes only and for a maximum of seventy-two (72) hours after the event. In particular, the Olympic Torch Relay Content may be used only in “**News Programmes<sup>3</sup>**”. Non-RHBs may not produce and/or broadcast or exhibit Olympic Torch Relay-focused programming.

Olympic Torch Relay 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 News Programmes containing Olympic Torch Relay Content or any other programme may be positioned or promoted as an Olympic or a Tokyo Games programme, and no Olympic Torch Relay Content may be used in any promotion for any News Programme or any other programme whatsoever. No Olympic Torch Relay 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 or social media accounts) or otherwise without the prior written authorisation of the IOC. In particular, Olympic Torch Relay Content, and any News Programme containing Olympic Torch Relay Content, must not be used, marketed or promoted in a way that, in the IOC’s view, suggests, creates or implies:

<sup>1</sup> “**Rights Holding Broadcasters/RHBs**” shall be understood as the corporations or bodies which have been granted the right by the IOC to broadcast and exhibit the Tokyo 2020 Olympic Games, in a particular territory, across one or multiple medium(a)/platform(s), including Television and the Internet

<sup>2</sup> “**Non-Rights Holding Broadcasters/Non-RHBs**” shall be understood as broadcast media organisations which have not been granted the right to broadcast the Tokyo 2020 Olympic Games in a particular territory.

<sup>3</sup> “**News Programmes**” shall be understood “as a regularly scheduled Television or Radio (as applicable) general news programmes/bulletins (in the case of All-Sport Networks as part of regularly scheduled general sports news programmes) of which the actual local, regional, national or international news elements constitute the main feature of such programmes/bulletins. For the avoidance of doubt, this excludes programming such as news and sports magazines, news promos and updates, entertainment programmes, entertainment news programmes, magazines and features, sports features and other sports programmes or special programmes.



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- a) any official or commercial association with the IOC, the Tokyo Games, Tokyo 2020 or the Olympic Movement where no such association actually exists;

or

- b) that Non-RHBs, including, without limitation, their channels, services, News Programmes and other programmes, are recommended, approved or endorsed by the IOC, the Tokyo Games, Tokyo 2020 or the Olympic Movement.

Subject to the foregoing: (i) third-party advertisements or promotions that are broadcast and exhibited before, during or after any News Programmes incorporating Olympic Torch Relay Content pursuant to these NARs are permitted. However, advertising should remain clearly distinct and separated to avoid any undue Olympic association. In particular, no advertising or promotion may overlap, be intrusive to, or be superimposed on or with the reproduction or presentation of any Olympic Torch Relay Content and/or Olympic Properties; and (ii) broadcast and exhibit sponsorship of Olympic Torch Relay Content (including of any section or highlights within a News Programme that contains the Olympic Torch Relay Content) is not permitted, unless the prior written authorisation of the IOC is obtained.

Non-RHBs using Olympic Torch Relay Content must credit the local RHB(s) for the use of such Olympic Torch Relay Content. Credits must be in accordance with these NARs, giving an on-screen credit to the local RHB(s). The RHB watermark must be retained or included for the duration of the clip. Otherwise, a super video credit to the local RHB must be added, for the duration of the clip, to read as follows: "*Courtesy (Name of RHB)*". The preceding crediting (only) requirements do not apply to Olympic Torch Relay Content created by Non-RHBs.

The part of the Olympic Torch Relay occurring during the Opening and Closing Ceremonies of the Tokyo 2020 Games is part of the exclusive rights granted to RHBs and any broadcast and exhibition by Non-RHBs must comply with the "News Access Rules applicable to the XXXII Olympic Games Tokyo 2020"

The IOC reserves the right, in its sole discretion and at any time, to revoke and withdraw its authorization to any Non-RHB to access and broadcast or exhibit the Olympic Torch Relay. Any use by Non-RHBs of the Olympic Torch Relay Content for purposes other than as specifically provided herein and/or by any applicable national law or regulation, 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.

Any dispute, controversy or claim arising from or in connection with the execution or interpretation of these NARs 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 Statutes and Regulations of the CAS and the laws in force in Switzerland, and the seat of arbitration shall be at Lausanne, Switzerland, and the language shall be English.

### III. OTHER APPLICABLE IOC GUIDELINES:

In addition to the terms and conditions included in these NARs, all other guidelines made available by the IOC through [www.olympic.org](http://www.olympic.org) may apply, including, without limitation, the "*IOC Guidelines for Editorial use of the Olympic Properties by Media Organisations*"<sup>4</sup>.

### IV. CONTACT INFORMATION:

For any issue related to these NARs, including their interpretation and implementation or reporting on infringements, please contact: [newsaccessrules@olympic.org](mailto:newsaccessrules@olympic.org).

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