



INTERNATIONAL
OLYMPIC
COMMITTEE

22 July 2020

NEWS ACCESS RULES FOR THE OLYMPIC GAMES TOKYO 2020 ONE YEAR TO GO LIVE MOMENT on 23rd July 2020

I. IOC PRODUCTION

Olympic Broadcasting Services, the Olympic Channel, Yahoo! Japan and the Organising Committee for the Olympic Games Tokyo 2020 are producing the live broadcast coverage international signal, as well as an Official Movie of the One Year to Go Live Moment taking place on 23rd July 2020 at 20:00 Tokyo local time ("1YTG"), the Public Service Announcement entitled "Stronger Together" (the "PSA") and still photography (collectively referred to herein as "Pool Coverage"). The international signal will be made available to RHBs, Non-RHBs and *bona fide* media organisations for live broadcast. The international signal will be produced and distributed in HD SDI with a 16:9 picture ratio.

The use of the Pool Coverage and any 1YTG content (irrespective of the source) (collectively referred to as "1YTG Content"), shall be made in accordance with these News Access Rules ("NARs"), as updated for time to time, and any other applicable terms and conditions, including embargo restrictions.

II. USE OF THE 1YTG CONTENT

RHBs¹:

RHBs have the right to broadcast and make available the 1 YTG Content, 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 shall apply to the RHBs' use of the 1YTG Content.

Non-RHBs² and *bona fide* Media Organisations:

The Pool Coverage of the 1YTG is made available for its broadcast and making available to participating Non-RHBs and other *bona fide* media organisations, in accordance with the following terms and conditions:

All Non-RHBs and *bona fide* media organisations who make use of the 1YTG Content shall be deemed to agree to these conditions.

- 1. Editorial purpose:** The 1YTG Content shall be used for editorial purposes only and shall not be commercialised in any way.
- 2. Content available:** A live broadcast feed/stream of the Pool Coverage will also be available via Olympic.org and the IOC's YouTube channel, with the possibility to be embedded on websites and platforms controlled by all broadcasters and *bona fide* media organisations.
- 3. Linear Broadcast:** Non-RHBs may broadcast the Pool Coverage, in whole or in part (with the exception of the Official Movie and the PSA that must be used in full respecting their integrity), either live or for a maximum of seventy-two (72) hours after the 1YTG (the "**Linear Term**").
- 4. Non-linear/On-demand Broadcast:** Non-RHBs and *bona fide* media organisations may make available the 1YTG Content, in whole or in part (with the exception of the Official Movie and PSA that must be used in full respecting their integrity), either live or on demand, without time or territorial restriction until thirty (30) days after the 1YTG (the "**Non-linear Term**").
- 5. No sponsoring / No association:** Without limiting paragraph 1, the Linear Broadcast or the Non-linear/On-demand Broadcast shall not be sponsored in any way which gives the impression that third parties are linked to the candidate cities or to the IOC, the Olympic Games or the Olympic Movement, unless such third parties are Olympic sponsors in the territory in which such broadcasts take place. In particular, no sponsorship or commercial/ad superimposition on the 1YTG Content is permitted, unless with the IOC's prior written consent. No association with the candidate cities or with the IOC, the Olympic Games or the Olympic Movement is permitted, unless based on the rights granted by the IOC pursuant to a standing agreement between the IOC and an RHB or a TOP Sponsor.
- 6. Use after the 1YTG:** Upon expiration of the Linear Term and the Non-linear Term, Non-RHBs and *bona fide* media organisations may broadcast/make available only short excerpts of the 1YTG Content for news reporting purposes in regularly scheduled news programmes. For the avoidance of doubt, the use of still photography by Non-RHBs and *bona fide* media organisations is not concerned by the Linear Term and Non-linear Term restrictions.

¹ "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

² "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.



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7. **Clearances:** Pool Coverage has been cleared for your use in accordance with these terms. Nonetheless, you are responsible for all third-party licences for communication to the public, required, when applicable, from any relevant music rights-holders (including any relevant collecting societies or other collective management organisations or, where relevant, music rights-holders direct, such as any relevant music publishers and/or record companies), and paying all related fees (including, without limitation, any applicable performing-right and neighbouring-rights fees, as such terms are understood within the music industry) which become due in connection with your use of this content.
8. **Courtesy Credit:** The Pool Coverage shall be credited to the International Olympic Committee or as otherwise indicated.

III. CONTACT INFORMATION

For any issue related to these NARs, including reporting on infringements, please contact: newsaccessrules@olympic.org

For Non-RHBs and *bona fide* media organisation's access to Pool Coverage, please contact: pressoffice@tokyo2020.jp or refer to the IOC's Press Releases page on Olympic.org: <https://www.olympic.org/news/press-releases>

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