



INTERNATIONAL  
OLYMPIC  
COMMITTEE

## CREDITS REFERENCE FOR NEWS ACCESS RULES (NARs) COMPLIANCE

In accordance to the [News Access Rules/NARs](#) applicable to the XXIII Olympic Winter Games, Non-RHBs<sup>1</sup> and the affiliated and subscribing entities of the News Agencies<sup>2</sup> using Olympic Material<sup>3</sup> must credit the local RHB(s)<sup>4</sup> for the use of such Olympic Material (or the IOC, as applicable). Likewise, a Non-RHB using Archive Olympic Material<sup>5</sup> must credit the IOC for the use of such Archive Olympic Material. Credits must be in accordance with the NARs, giving an on-screen credit to the local RHB(s) or the IOC (as applicable). For 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 or the IOC (as applicable) must be added, for the duration of the clip, to read as follows: "Courtesy (Name of RHB)" or "Courtesy of the International Olympic Committee" (as applicable).

Territory	Credit reference
Asia – Central Asia	Dentsu
Australia	Seven Network
Brazil	Grupo Globo
Canada	CBC
Caribbean	International Media Content
China	CCTV
Cuba	ICRT
Europe (except UK, France and Russia)	Discovery
France	France Televisions
India	International Olympic Committee (IOC)
Japan	Japan Consortium
Korea	SBS
Latin America (except Brazil)	AMX CONTENIDO
MENA	beIN Sports
New Zealand	Sky Network
Russia	TeleSport
South Africa	SABC and Supersport
Sub-Saharan Africa	Econet
UK	BBC
USA	NBC

<sup>1</sup> "Non-RHBs" means broadcast media organisations which have not been granted the right to broadcast the Games in a particular territory, regardless of whether or not they have been accredited to the Games.

<sup>2</sup> "News Agency(ies)" means bona fide news organisations whose primary business or sole service is the syndication of news and that have entered into an agreement with the IOC and/or OBS for the provision of Olympic Material to NonRHBs' News Agency sub-licensees in accordance with these NARs.

<sup>3</sup> "Olympic Material" means sounds or images originated from or produced of any Olympic Event, in each case regardless of the source.

<sup>4</sup> "RHB(s)" means a corporation or body which has been granted the right by the IOC to Broadcast and Exhibit the Games in a particular territory across one or multiple medium(a)/platform(s), including Television and the Internet.

<sup>5</sup> "Archive Olympic Material" means any audio-visual and audio content from previous Olympic Games.