



INTERNATIONAL
OLYMPIC
COMMITTEE

**RADIO NEWS ACCESS RULES APPLICABLE
TO NON-RIGHTS HOLDING BROADCAST ORGANISATIONS
AT THE VANCOUVER 2010 OLYMPIC WINTER GAMES**

When exclusive radio rights to broadcast the Olympic Games are granted by the International Olympic Committee (IOC) to an organisation for a particular territory (Rights Holding Broadcasters), no other organisation may broadcast within that territory descriptions of Olympic events, including sporting action, Opening, Closing and victory ceremonies, or other activities (including training, interviews and press conferences) which occur within Olympic venues ("Olympic Material"), beyond that which is permitted under these News Access Rules.

"Olympic venues" shall include all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic village, the competition sites, the practice venues and the site(s) at which medal/victory ceremonies take place during the time when the medal ceremonies actually take place.

To protect the rights of the Rights Holding Broadcasters, but to also respect the requirements of the Olympic Charter regarding the "fullest coverage by the different media and the widest possible audience in the world for the Olympic Games", the IOC recognises the need for news organisations to have limited access to Olympic Material, for news purposes, in accordance with these News Access Rules.

For the sake of clarity, these News Access Rules apply only to radio broadcasting by Non-Rights Holding Broadcast Organisations, and are subject to applicable national laws and regulations. In appropriate cases, the IOC may agree with Rights Holding Broadcasters in their particular territories to issue supplemental news access rules for such territories, which may be more or less restrictive.

All use of Olympic Material is strictly subject to the following restrictions:

1. Olympic Material may be used only as a part of regularly scheduled daily news programmes of which the actual news element constitutes the main feature "programmes". Programmes shall not be positioned or promoted as Olympic programmes.



2. Non-Rights Holding Broadcast Organisations shall not broadcast 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 as described in Paragraph 4 below.
3. Non-Rights Holding Broadcast Organisations, provided they are holders of ENR accreditation, will have access
 - without equipment (audio or video), to all Olympic venues.
 - with equipment (audio or video) to the Main Press Centre (MPC) and Whistler Media Centre (WMC).

Holders of ENR accreditations shall not have access to Olympic events listed as ticketed high-demand sessions.

4. Non-Rights Holding Broadcast Organisations may not originate or broadcast any programming or feed from the Olympic venues, including the Olympic Villages, Victory Ceremony sites, MPC and WMC.

Notwithstanding the above, non-Rights Holding Broadcast Organisations may broadcast, via the Internet, all or portions of press conferences that take place in the MPC and WMC, without any territorial restrictions, provided that there is a delay of at least thirty minutes from the conclusion of the press conference.

Additional IOC Internet Guidelines regarding the use of Olympic content by Non-Rights Holding Broadcast Organisations will also apply.

5. Non-Rights Holding Broadcast Organisation shall 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 third party's product or service, and Olympic Material or the Olympic Games.
6. 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.
7. These News Access Rules shall come into effect when an Olympic accreditation card or ticket is required to obtain access into any of the Olympic venues. From the time



that these News Access Rules come into effect until 48 hours following the conclusion of the Olympic Games, their operation shall be effected by the IOC. 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

8. 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.