



INTERNATIONAL  
OLYMPIC  
COMMITTEE

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

When exclusive television 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 sound or images of any 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.

These News Access Rules apply to television 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.

Olympic Material is subject to full IOC copyright. 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. 3 x 2 x 3

Non-Rights Holding Broadcast Organisations may use a total of six minutes of Olympic Material per day subject to the following provisions:

- a) Olympic Material may appear in no more than three programmes per day.
- b) No more than two minutes of Olympic Material may be used in any one programme.
- c) These programmes must be separated by a period of at least three hours.
- d) No more than one third of any individual event may be used in any one programme with a maximum broadcast time of 30 seconds for any individual event.

3. 6 x 1 x 2

In the case of an all-news network, the network may use Olympic Material during multiple news programmes, as long as

- a) the Olympic Material is used in accordance with Clause 2 (3 x 2 x 3).

or

- b) in no more than six news programmes per day and does not exceed a total of one minute in any one programme. These bulletins must be separated by a period of at least two hours. The other provisions of clause 2 above continue to apply.

4. Should any fair dealing or similar provisions contained in any applicable national law permit the use by Non-Rights Holding Broadcast Organisations of any footage of previous Olympic Games, then such footage will be included in the total of six minutes per day.

5. Olympic Material may only be used for a period of 48 hours from the earliest time at which broadcast of such Olympic Material by the Non-Rights Holding Broadcast Organisations may begin. After such period, Non-Rights Holding Broadcast



Organisations may only transmit archive Olympic Material with the express prior written agreement of the IOC.

6. Non-Rights Holding Broadcast Organisations may broadcast Olympic Material in accordance with the other conditions contained in these News Access Rules, as follows:

- a) The later of (i) immediately following the broadcast of an Olympic event by the local Rights Holding Broadcaster on free to air television in that territory, or (ii) such longer period of time after such broadcast that the Rights Holding Broadcaster may wish to impose in accordance with applicable national law;
- b) At the end of the broadcast day (i.e. 24:00 hours local time) 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;
- c) At such time as may be agreed by the Rights Holding Broadcaster for its particular territory and that particular Olympic event;
- d) Non-Rights Holding Broadcast Organisations can only transmit Olympic Material prior to these times with the specific written agreement with the local Rights Holder Broadcaster.

7. 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.

8. 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.

9. The IOC and Olympic Broadcast Services Vancouver (OBSV) will establish an Olympic Television News Agency (ONA) for the purpose of providing Olympic Material to Non-Rights Holders for uses in accordance with these News Access Rules. Olympic Material shall not be provided by the ONA to Non-Rights Holding Broadcast Organisations or news agencies unless they provide a prior written guarantee, in form and substance satisfactory to the IOC, that they will fully comply with all terms and conditions of these News Access Rules.
10. Non-Rights Holding Broadcast Organisations shall respect the following provisions:
  - a) they shall not make available or provide Olympic Material to any third party.
  - b) they shall 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;
  - c) they 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; and
  - d) they must give an on screen credit to the Rights Holding Broadcaster in their particular territory during each broadcast of Olympic Material. The credit shall be in the form of leaving on the Rights Holding Broadcaster watermark, or, should the Olympic Material not be sourced through the Rights Holding Broadcaster, a super video credit of at least five seconds to read as follows:

“Courtesy of (Name of Rights Holding Broadcaster)”
11. 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.



12. 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
  
13. 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.