



IOC POLICY REGARDING OBTAINING, ACCESS TO, AND USE OF, OLYMPIC AUDIO-VISUAL MATERIAL OF THE 3rd YOUTH OLYMPIC GAMES BUENOS AIRES 2018 BY INTERNATIONAL FEDERATIONS

I. INTRODUCTION

The IFs representing the sports included in the programme of the 3rd Youth Olympic Games Buenos Aires 2018 (the "Buenos Aires 2018") may only benefit from the rights granted pursuant to these Guidelines under condition that the terms and conditions set out herein are completely accepted and complied by them, in conjunction with any additional specific terms the IOC may put in place for the access and use of the audio-visual material of Buenos Aires 2018. For the avoidance of doubt, the rights hereby granted are restricted to the concerned IF and not to its employees, agents, affiliates, representatives or any third party whatsoever, including national federations. These Guidelines supersede and replace any and all previous authorisations granted by the IOC to an IF and it is underscored that the application of these Guidelines is without prejudice to the compliance by IFs with the Olympic Charter and any other rules applicable for Buenos Aires 2018.

These Guidelines aim at:

- (i) making available to IFs Youth Olympic audio-visual material of Buenos Aires 2018;
- (ii) establishing IFs' rights for the use of the Olympic Games and Youth Olympic Games audio-visual material;
- (iii) addressing specific needs of the IFs for their sport;
- (iv) minimise the number of filming crews and accredited persons within the sports venues in order to allow for the smooth running of the sports competitions;

II. CONSIDERATIONS DURING GAMES-TIME

1. Filming within Sports Venues

Only professional cameras and crews of OBS and a limited number of RHBs (producing unilateral feeds) are allowed in the Sports Venues. Any other filming within Sports Venues is strictly limited to the YOG Pass terms, Ticketing Terms or the YOAC terms (which includes the respect of the **IOC Social Media Guidelines**), as applicable.

Notwithstanding the above, IFs may request to be exceptionally allowed to film, with non-professional equipment, from IF stands by IF staff or authorised personnel for the IF's internal purposes, such as judging, refereeing and performance assessment, only. OBS shall consider any such requests in its sole discretion including any other requests for filming, with non-professional equipment, within the Sports Venues.

2. Access and use of Buenos Aires 2018 content per request to BAYOGOC and at the IOC's discretion:

- A. Access and use of available OBS competition footage of Buenos Aires 2018 subject to the following considerations:
- (i) Address the extent of the IFs' rights to use such film material during Games and non-Games time;
 - (ii) Any requests for footage of a technical nature shall be acquired through BAYOGOC; appropriate timing shall be considered by IFs;

Some sports may require copies of competition footage to be made to aid officiating via referee/judge review sessions or for distribution to teams for their review. The purpose of this material shall be limited to internal IFs purposes such as judging, refereeing and performance assessment of their athletes and teams. Such material may not be used or distributed in any other way or by any means.

- B. **VNR Content** will be made available in the IOC Newsroom. IFs may use VNR Content (and extracts of) that does not contain Field of Play or ceremony-related content, in accordance with these Guidelines and VNR Content specific terms and conditions. IFs may make available the VNR Content that does not contain Field of Play or ceremony-related content, via the IF's official owned and controlled website. Links to the uploaded content may be shared on the IF's social media pages. For the avoidance of doubt, no content shall be posted natively on the IF's social media pages.

- C. **Olympic Channel Content** directly related to the IF's sport will be made available to IFs via an Olympic Channel embeddable player for use on the IF's official Internet website, in accordance with these Guidelines and the specific Olympic Channel embeddable player terms and conditions.

3. Creation and use of non-competition content by IFs:

- Outside of YOG Venues, IFs can freely create and distribute content;
- Still images either taken by IF representatives or YOAC photographer's (with their consent) can be used for IFs' and national federations' news reporting/editorial or institutional/non-commercial activities, only.

4. Use by IFs of content posted or shared online by IF athletes (in accordance with the Social Media Guidelines):

IFs may use the functionalities made available by social media platforms to re-share the content for non-commercial purposes. No such content may be used "natively" (i.e. downloading of the content for inclusion in the IF's social media platforms as the original user is not permitted).

III. CONSIDERATIONS DURING NON-GAMES TIME

During Non-Games-Time access to Olympic Games and Youth Olympic Games audio-visual content (including OBS' competition footage) of the IFs' own sport shall be exclusively granted to IFs, via the IOC's Images Service (images@olympic.org) or The Olympic Multimedia Library "TOML" (or otherwise as authorized by the IOC in writing) (N.B. Buenos Aires 2018 will only be available four (4) months after the closing ceremony of Buenos Aires 2018). Such access is subject to any applicable technical costs and the corresponding license request and approval (and any IOC applicable terms and conditions), and IFs are responsible for any clearance and/or consent that may be required in connection with such use (i.e. image rights, music rights, etc.).

Such material shall only be used for the production of editorial content solely for educational purposes aimed at promoting the IF's respective sport. Any distribution shall not be commercialised as a revenue-generating opportunity (not-for-profit and limited to recovering costs) and must be distributed only within the IFs members/affiliates (i.e. coaches and sports clubs of their corresponding sport) and shall not be used in any manner that could create a direct or indirect association with any third party, its products or services.

The intended duration of use of the Olympic audio-visual material shall be no more than five (5) years and shall be subject to approval by the IOC on a case-by-case, depending on the corresponding project. As part of such approval, the IOC shall also determine and validate the foreseen format and media of distribution of any such audio-visual production.

The use of any of the Olympic Properties (as defined by the Olympic Charter), in connection with any audio-visual productions is not permitted, except for factual or referential purposes or as contained within the images provided. In any use appropriate reference/attribution to the IOC should be made, notably in the credits, which shall be along the following lines: "[© YEAR – International Olympic Committee – All rights reserved]".

Produced content shall only be made available online through the IOC's embedding process.

The rights to any content produced containing any provided Olympic Games and/or Youth Olympic Games audio-visual content shall be assigned to the IOC, without any restrictions, including those of territory, format, media or technology, whether known or to be known.

Any content produced for distribution purposes (e.g. DVDs) shall not contain any advertising nor shall be sponsored in any manner and shall not use, including on any packaging or related material, any of the Olympic Properties (pursuant to the above indicated limitation). Additionally, distributed content shall be identified with a sticker or legend to the effect they are made and used by the IFs pursuant to the specific consent of the IOC and shall warn against any unauthorised use and copying. In addition to the credit reference/attribution to the IOC that should be included within all content, the following text shall appear in any packing (e.g. on the jacket of each DVD and at the beginning of each DVD): "Produced under license of the International Olympic Committee. This [material/DVD – as applicable] may not be reproduced in whole or in part without the prior express written approval of the International Olympic Committee".

The IFs shall provide, upon request, to the IOC's Strategic Communications - Image Service (images@olympic.org) for the IOC's archives, complimentary copies of any audio-visual production that they may produce pursuant to this Section III, as follows: one copy in professional format (DVCPRO100 or DVCPRO50 or DVCPRO25 or DigiBETA), plus five copies in DVD format or any other format as determined by the IOC. The IFs shall also provide to the IOC a description (- i.e. logo of the sequences contained in such film(s)). This description shall be provided via an electronic file, such as Microsoft Excel.



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IV. DEFINITIONS

“**BAYOGOC**” means the Buenos Aires Organising Committee for the 3rd Summer Youth Olympic Games 2018.

“**Field of Play**” means the area used for a sporting competition or ceremony plus the immediate surrounding areas, usually separated from the spectators by a clear boundary. The design and specifications of each differ from one sport to another. Also referred to as the slope, rink, sheet, track, court, field, piste, ring, etc.

“**Games Time**” means the period from the opening of the Youth Olympic Village, on 2nd October 2018, until the closing of the Youth Olympic Village, on 20th October 2018.

“**IFs**” means the Summer International Sports Federations, as recognised by the IOC, representing the sports included in the sports programme of Buenos Aires 2018.

“**Institutional Purposes**” shall be understood as any use undertaken by the IOC and its Affiliated Entities, for their promotion, their promotion of the IOC, the Olympic Games, the Olympic Values and Olympism and/or the Olympic Movement, which does not (i) directly endorse any third-party product or service or (ii) intend to generate any revenues for the IOC, its affiliated entities or any third-party, except if such revenues are generated to cover the costs associated with such Institutional Use.

“**IOC Social Media Guidelines**” means the IOC Social and Digital Media Guidelines for persons accredited to the 3rd Youth Olympic Summer Games, Buenos Aires 2018.

“**Mixed Zone**” means a designated area at a YOG Venue where athletes can be interviewed as soon as they leave the field of play

“**OBS**” means Olympic Broadcasting Services, the host broadcaster of Buenos Aires 2018.

“**Olympic Channel Content**” means content containing Buenos Aires 2018 content that is produced by the Olympic Channel for embeddable use.

“**Olympic Games**” means competitions between athletes in individual or team events and not between countries, bringing together the athletes selected by their respective NOCs, whose entities have been accepted by the IOC, competing under the technical direction of the IFs concerned; and they consist of the Games of the Olympiad and the Olympic Winter Games.

“**Olympic Properties**” means the Olympic Symbol, the official emblem, mascot, pictograms and other identifications, designations, logos and insignia identifying Buenos Aires 2018, the wordmarks “Olympic”, “Olympic Games”, and “Olympiad”, the Olympic motto “Citius, Altius, Fortius” and any English or other language translations of the same, and other Olympic-related terminology.

“**RHBs**” means a corporation or body which has been granted the right by the IOC to broadcast Buenos Aires 2018 in a particular territory across one or multiple medium(s)/platform(s), including television and the internet.

“**Sports Venues**” shall include all venues where sporting competitions, training and practice take place and for which a YOAC or YOG Pass is required to gain entry.

“**Ticketing Terms**” means Buenos Aires 2018 – Opening Ceremony – Conditions of Use of Ticket that applies to individuals attending the opening ceremony with a ticket.

“**VNR Content**” means video news releases content containing Buenos Aires 2018 content that is produced by the IOC.

“**YOAC**” means the Youth Olympic Accreditation Card, whose terms apply to persons accredited to Buenos Aires 2018, which remains the property of the International Olympic Committee (IOC) and can be withdrawn, with immediate effect, at the IOC’s sole discretion.

“**YOG Pass**” means the Youth Olympic Pass, and the Buenos Aires 2018 General Terms and Conditions of Acquisition and Use of the Youth Olympic Pass for the Buenos Aires Youth Olympic Games 2018 that applies to individuals attending events with the Youth Olympic Pass.

“**YOG Venues**” means all venues which require a YOAC, YOG Pass or ticket to gain entry, including the Youth Olympic Village, the YOG Square, the Youth Olympic Stadium, the Medal Plaza/Live Site, the Sports Venues, the Youth Olympic Park, the Mixed Zones, the International Broadcast Centre and the Main Press Centre.

“**Youth Olympic Games**” means those athletic competitions for youth aged from 15 to 18 that may be (i) combined with educational programmes on the Olympic values, the benefits of sport for a healthy lifestyle, the social values sport can deliver and the dangers of doping and of training to excess and/or of inactivity, and (ii) currently anticipated to be held, in the IOC’s sole discretion, following the traditional cycle of four years.

“**Youth Olympic Park**” means area around the YOG Venues located in: (i) Urban Park, (ii) Green Park, (iii) Youth Olympic Park and (iv) Tecnópolis Park.

V. CONTACT INFORMATION

- For obtaining VNR Content, please contact the IOC Communications Department at pressoffice@olympic.org or go to www.iocnewsroom.com – to be alerted when new content becomes available, please follow us on Twitter® @iocmedia.
- For obtaining Olympic Channel Content, please contact John.Palfrey@olympicchannel.com and Alex.Argeles@olympicchannel.com.
- For Archive YOG Material, please contact the IOC Images Services via: images@olympic.org.
- For any issue related to these Guidelines, including their interpretation and implementation, please contact: legal@olympic.org.

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