



IOC GUIDELINES REGARDING OBTAINING ACCESS TO, AND USE OF, OLYMPIC AUDIO-VISUAL MATERIAL OF THE 3rd SUMMER YOUTH OLYMPIC GAMES IN BUENOS AIRES 2018 BY NATIONAL OLYMPIC COMMITTEES

I. INTRODUCTION

The National Olympic Committees ("NOCs") participating at the 3rd Summer Youth Olympic Games Buenos Aires 2018 ("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 with 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. These Guidelines supersede and replace any and all previous authorizations granted by the IOC to a NOC and it is underscored that the application of these Guidelines is without prejudice to the compliance by NOCs with the Olympic Charter and any other rules applicable for Buenos Aires 2018, including the YOAC, the IOC Social Media Guidelines, the Ticketing Terms and the YOG Pass terms.

These Guidelines aim at:

- (i) making available to NOCs Olympic audio-visual material of Buenos Aires 2018;
- (ii) establishing NOCs' rights for the use of Olympic audio-visual material;
- (iii) addressing specific needs of the NOCs regarding their athletes; and
- (iv) minimize the number of filming crews/accredited persons within Sports Venues to facilitate smooth running of 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 are allowed in Sports Venues (for both competition and training sessions). Any other filming within Sports Venues is strictly limited to the YOG Pass terms, the Ticketing Terms or the YOAC terms (which includes the respect of the "IOC Social Media Guidelines), as applicable.

Notwithstanding the above, NOC may request to be exceptionally allowed to film, with non-professional equipment, by NOC staff or authorised personnel from spectators seating areas or NOC stands for the NOC's internal sports/performance analysis purposes, only. OBS shall consider any such requests at 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

- A. **Access and use of available OBS competition footage of the Buenos Aires 2018:** NOCs may, within reasonable and appropriate timing, place through BAYOGOC, a request for access to OBS' competition footage for internal and non-commercial NOC purposes (such as performance assessment). OBS' competition footage may be distributed by BAYOGOC, at the NOC's cost, and subject to OBS' approval. The use of OBS' competition footage during Games -Time shall be limited to sports/performance analysis in venues where no YOAC or YOG Pass is needed to gain entry (i.e. NOC high performance center). The NOC is responsible for any clearance and/or consent that may be required in connection with such use (i.e. image rights, music rights, etc.). Use of OBS' competition footage by the NOC expressly excludes the live or delayed broadcast, transmission, retransmission, making available, reproduction, distribution or any other right or purpose not hereby granted.
- A. **VNR Content** will be made available in the IOC Newsroom. NOCs 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. NOCs may make available the VNR Content that does not contain Field of Play or ceremony-related content, via the NOC's official owned and controlled website. Links to the uploaded content may be shared on the NOC's social media pages. For the avoidance of doubt, no content shall be posted natively on the NOC's social media pages.

- B. **Olympic Channel Content** will be made available to NOCs via an Olympic Channel embeddable player to NOCs for use on the NOC'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 NOCs:

- NOCs may bring an RHB, YOAC photographer or YOAC journalist ("NOC Guest") with their equipment into the residential zone of the Youth Olympic Village on a NOC guest pass provided that the NOC guest is escorted at all times. NOC's must respect at all times the IOC's on-site access control policy;
- Shots and/or interviews of any athlete or official from another NOC requires the prior permission of the concerned NOC;
- Outside of YOG Venues, NOCs can freely create and distribute content;
- Still images either taken by NOCs or YOAC photographers' (with their consent) can be used for NOCs news reporting/editorial or institutional/non-commercial activities only.

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

NOCs 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 NOC's social media platforms, as the original user, is not permitted).

NOCS SHALL NOT COMMERCIALISE ANY BUENOS AIRES 2018 RELATED CONTENT.

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) shall be exclusively granted to NOCs via the IOC's Images Service (images@olympic.org) or The Olympic Multimedia Library "TOML" (or otherwise as authorized by the IOC in writing). Such access is subject to any applicable technical costs and the corresponding license request and approval (and any IOC applicable terms and conditions), and NOCs are responsible for any clearance and/or consent that may be required in connection with such use (i.e. image rights, music rights, etc.).

The use of Olympic Games and Youth Olympic Games audio-visual content shall be restricted and geo-targeted to the NOC's territory and limited to editorial/non-commercial or educational purposes aiming at promoting the IOC, the Olympic Games, the Olympic Values and Olympism and/or the Olympic Movement in accordance with the Olympic Charter. The direct making available of such content on the internet or any social media platforms is not permitted without the prior written consent of the IOC. Any permitted distribution shall be subject to the terms determined by the IOC (including formatting) and shall not contain any advertising or sponsoring, nor display the Olympic Properties on its packaging. Appropriate copyright attribution shall be given to the IOC in the following manner: "© Year – International Olympic Committee – All rights reserved" (or as indicated by the IOC Images Service or via TOML).

N.B.: Olympic Games and Youth Olympic Games audio-visual content provided pursuant to this provision shall not be sold or distributed to third parties, including sponsors. Its use shall expressly exclude any use intending to establish any direct or indirect association with any third-party, its brands, products or services. The rights in any content produced containing any provided Olympic Games and Youth Olympic Games audio-visual content shall be assigned to the IOC, without any restrictions, including those of time, territory, format, media or technology, whether known or to be known.



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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.

“**IOC and its Affiliated Entities**” shall be understood as the IOC and any entity or company now existing or to be created, owned or directly or indirectly controlled by the IOC (such as, without limitation, The Olympic Foundation for Culture and Heritage, IOC Television & Marketing Services S.A., Olympic Channel Services S.A. and Olympic Broadcasting Services S.A.) and their respective affiliates.

“**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 that applies to all accredited NOC representatives at Buenos Aires 2018 acting in an individual capacity.

“**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.

“**NOCs**” means the National Olympic Committees, as recognised by the IOC.

“**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.

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

“**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 Square**” means the square which will be located adjacent to but separated from the residential zone of the Youth Olympic Village, which will host a number of activities including Team Welcome Ceremonies.

“**YOG Venues**” means all venues which require a YOAC, ticket or YOG Pass 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.

IV. 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 or reporting on infringements, please contact: legal@olympic.org.