



INTERNATIONAL
OLYMPIC
COMMITTEE

NEWS ACCESS RULES APPLICABLE TO THE YOUTH OLYMPIC TORCH TOUR OF THE 3rd YOUTH OLYMPIC GAMES, BUENOS AIRES 2018

I. INTRODUCTION:

The Youth Olympic Torch Tour of the 3rd Youth Olympic Games – Buenos Aires 2018 (the “**Youth Olympic Torch Tour**”) will start on 24 July 2018 with the Lighting Ceremony for the Youth Olympic Flame (the “**Flame**”) at the Panathenaic Stadium in Athens, Greece and the Handover of the Flame to the Buenos Aires Youth Olympic Games Organizing Committee for the 2018 Youth Olympic Games (“**BAYOGOC**”). Then the Flame will make its way by plane to Buenos Aires, Argentina. The Youth Olympic Torch Tour will officially start on 5 August 2018 when the Flame arrives in La Plata, Argentina and will thereafter embark on a tour within the Argentinean territory, in particular through the northwest, northeast, Cuyo, Pampa and Patagonia regions, before arriving back in Buenos Aires at the Obelisk in time for the Opening Ceremony of the 3rd Youth Olympic Games, on 6 October 2018.

The International Olympic Committee (“**IOC**”) governs the Olympic Movement and owns the rights to the Olympic Games and Youth Olympic Games and all related events, including all intellectual property rights in and to the Olympic Games and Youth Olympic Games and all goodwill associated therewith. The IOC retains exclusively all rights in and to the Olympic Properties, whether explicitly protected under separate national legislation or protected under general legislation such as protection of names, trademarks, emblems or other identifiers or protection under any other intellectual property rights.

These News Access Rules (“**NARs**”) contain the general terms and conditions governing the broadcast and exhibit of the sounds or images originated from or produced of the Youth Olympic Torch Tour, regardless of the source (the “**Torch Tour Content**”), exclusively for news reporting purposes. These NARs are subject to applicable national laws and regulations. In the event that any provision of these NARs is declared unenforceable or invalid pursuant to any applicable national law or regulation, the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.

II. TERMS OF USE:

(a) For Rights Holding Broadcasters (“RHBs¹”):

RHBs have the right to broadcast and exhibit the Youth Olympic Torch Tour, on a non-exclusive basis. The terms and conditions contained in the RHBs’ respective media rights agreements with the IOC for the Buenos Aires Youth Olympic Games (the “**Buenos Aires YOG**”) shall apply to the RHBs’ use of the Torch Tour Content.

(b) For Non-Rights Holding Broadcasters (“Non-RHBs²”):

Non-RHBs are authorized to broadcast and exhibit the Youth Olympic Torch Tour, solely on a non-exclusive basis, for *bona fide* news reporting purposes only. In particular, the Torch Tour Content may be used only in “**News Programmes**”³. Non-RHBs may not produce and/or broadcast or exhibit Youth Olympic Torch Tour-focused programming.

Torch Tour Content must not be used in advertising or in any form of commercial content, or in connection with the promotion of any brand, product or service, unless expressly authorised by the IOC. No News Programmes containing Torch Tour Content or any other programme may be positioned or promoted as an Olympic or a Buenos Aires YOG programme. No Torch Tour Content (including its availability within any News Programme) may be advertised, marketed or promoted on any platform, including on Television, Radio, the Internet and any other interactive media and/or wireless devices (including in any websites, apps or social media accounts) or otherwise without the prior written authorisation of the IOC. In particular, Torch Tour Content, and any News Programme containing Torch Tour Content, must not be used, marketed or promoted in a way that, in the IOC’s view, suggests, creates or implies:

¹ “**Rights Holding Broadcasters/RHBs**” shall be understood as the corporations or bodies which has been granted the right by the IOC to broadcast and exhibit the Buenos Aires YOG, in a particular territory, across one or multiple medium(a)/platform(s), including Television and the Internet

² “**Non-Rights Holding Broadcasters/Non-RHBs**” shall be understood as broadcast media organisations which have not been granted the right to broadcast the Buenos Aires YOG in a particular territory.

³ “**News Programmes**” shall be understood “as a regularly scheduled Television, Radio or Internet (as applicable) general news programmes/bulletins and sports and sport feature programming of which the actual local, regional, national or international news elements constitute the main feature of such programmes/bulletins.



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- a) any official or commercial association with the IOC, the Buenos Aires YOG, BAYOGOC or the Olympic Movement where no such association actually exists;

or

- b) that Non-RHBs, including, without limitation, their channels, services, News Programmes and other programmes, are recommended, approved or endorsed by the IOC, the Buenos Aires YOG, BAYOGOC or the Olympic Movement.

Subject to the foregoing: **(i)** third-party advertisements or promotions that are broadcast and exhibited before, during or after any News Programmes incorporating Torch Tour Content pursuant to these NARs are permitted. However, advertising should remain clearly distinct and separated to avoid any undue Olympic association. In particular, no advertising or promotion may overlap, be intrusive to, or be superimposed on or with the reproduction or presentation of any Torch Tour Content and/or Olympic Properties; and **(ii)** broadcast and exhibit sponsorship of Torch Tour Content (including of any section or highlights within a News Programme that contains the Torch Tour Content) is not permitted, unless the prior written authorisation of the IOC is obtained.

Non-RHBs using Torch Tour Content must credit the IOC and BAYOGOC for the use of such Torch Tour Content.

The IOC reserves the right, in its sole discretion and at any time, to revoke and withdraw its authorization to any Non-RHB to access and broadcast or exhibit the Youth Olympic Torch Tour. Any use by Non-RHBs of the Torch Tour Content for purposes other than as specifically provided herein and/or by any applicable national law or regulation, will be considered a violation of the IOC's rights and may subject violators to legal liability under the relevant laws concerning copyright law, trademark law, criminal law, unfair competition, misappropriation and/or contract law, as applicable.

Any dispute, controversy or claim arising from or in connection with the execution or interpretation of these NARs 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 Statutes and Regulations of the CAS and the laws in force in Switzerland, and the seat of arbitration shall be at Lausanne, Switzerland, and the language shall be English.

III. OTHER APPLICABLE IOC GUIDELINES:

In addition to the terms and conditions included in these NARs, all other guidelines made available by the IOC through www.olympic.org may apply, including, without limitation, the "[IOC Guidelines for Editorial use of the Olympic Properties by Media Organisations](#)".

IV. CONTACT INFORMATION:

For any issue related to these NARs, including their interpretation and implementation or reporting on infringements, please contact: newsaccessrules@olympic.org