



INTERNATIONAL
OLYMPIC
COMMITTEE

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NEWS ACCESS RULES APPLICABLE FOR THE BROADCAST OF THE II SUMMER YOUTH GAMES – NANJING, CHINA, 16-28 AUGUST 2014

A. INTRODUCTION

The IOC governs the Olympic Movement and owns the rights to the Olympic Games, the Youth Olympic Games and all related events (hereinafter the “**Games**”), including, in particular all intellectual property rights in and to the Games and all goodwill associated therewith, as well as all other rights, titles and interest of every kind and nature relating to the organisation and execution of the Games, including the Games broadcast, coverage and exhibition and any other form of exploitation, recording, representation, marketing, reproduction, access and dissemination thereof by any means or mechanism whatsoever, whether now existing or developed in the future. YOG 2014 Material is subject to full IOC copyright and/or any other intellectual property rights.

These News Access Rules (hereinafter the “**NARs**”) apply to the use for news purposes of moving images of the II Summer Youth Olympic Games to be celebrated between 16 and 28 August 2014 in Nanjing, People's Republic of China (hereinafter the “**YOG 2014**”) by those broadcasting organisations that have not been granted the right by the IOC to Broadcast and Exhibit the YOG 2014 for a particular territory (hereinafter the “**Non-RHBs**”).

Capitalised terms used in these NARs have the meaning set out either in the Definitions section at the end of these NARs or within its text.

Only those organizations that have been granted the right by the IOC to Broadcast and Exhibit the YOG 2014 for a particular territory (hereinafter the “**RHBs**”) may do so. No other organisation may Broadcast and Exhibit sound or moving images of any YOG 2014 event, including training venues, sporting action, the Opening Ceremony, the Closing Ceremony and victory ceremonies, mixed zones, interviews or other activities which occur at YOG 2014 Venues (hereinafter the “**YOG 2014 Events**”), except as permitted by these NARs, as set out below.

These NARs apply to Television, Internet and Mobile Platforms broadcasting, as set out below.

These NARs are subject to applicable national laws and regulations. In appropriate cases, the IOC may agree with RHBs in their particular territories to issue supplemental news access rules for such territories.

B. NEWS ACCESS RULES

All use of YOG 2014 Material is strictly subject to the following restrictions:

1. **Use in News Programs only:** All use of YOG 2014 Material by Non-RHBs shall be restricted to regularly scheduled Television news programming/bulletins of which the actual local, regional, national or international news elements constitute the main feature(s) of such programming/bulletins (hereinafter the “**News Programs**”). News Programs shall not be positioned or promoted as an Olympic or YOG 2014 programs and YOG 2014 Material cannot be used in any promotion for any News Program or any other program whatsoever.
2. **Simulcast Transmission:** News Programs containing YOG 2014 Material pursuant to these NARs may be transmitted by means of simultaneous transmissions via the Non-RHBs’ regular Internet and Mobile Platforms, provided that YOG 2014 Material contained within such News Programs is not accessible “on-demand” on a stand-alone basis.
3. **Six Minutes Per Day:** Non-RHBs may use a maximum of six (6) minutes of YOG 2014 Material per day of which no more than three (3) minutes of YOG 2014 Material may be used in any one News Program.
4. **Fair Dealing:** Should any fair dealing or similar provisions contained in any applicable national law permit the use by Non-RHBs of any archive footage of previous Youth Olympic Games, then such footage will be included in the total of six minutes per day.

5. **Period of Use:** YOG 2014 Material may be used, in accordance with these NARs, upon the conclusion of the actual YOG 2014 Event and only for a period of 48 hours following the completion of such YOG 2014 Event. After such period, Non-RHBs may only transmit such YOG 2014 Material as well as other archive Youth Olympic Games material with the express prior written consent of the IOC.
6. **Authorized Entities:** Only cameras and video recording devices from OBS, RHBs and third parties authorized by the IOC, are permitted to film within YOG 2014 Venues and to Broadcast and Exhibit YOG 2014 Material.
7. **No Equipment:** All E Accredited Media, including Non-RHBs, are strictly forbidden from taking professional video equipment, and from filming, in the YOG 2014 Venues. Non-RHBs shall not broadcast or originate play-by-play commentary or analogous coverage of any YOG 2014 Material (including, without limitation, the simulation of the broadcast of any YOG 2014 Event, as they actually occur or occurred, including through the creation of three dimensional computer generated animations or other displays), whether on a live or delayed basis, or any other material obtained while inside a YOG 2014 Venue, including interviews. Mobile telephone interviews with athletes and team officials are strictly prohibited from YOG 2014 Venues, including mixed zones.

Notwithstanding the above, E Accredited Media are permitted to bring professional video and audio equipment into the MMC and the YOVS for filming and undertaking general reporting activities in both, including press conferences. Footage taken of press conferences which take place in the MMC and YOVS, and other filming, including general video reporting, shall not be subject to the restrictions contained in these NARs.

8. **YOG Television News Agency:** YOG 2014 Material shall only be provided by the YOG Television News Agency (hereinafter "YOGNA") to News Agencies, subject to the provision of prior written guarantee, in form and substance satisfactory to the IOC, that they shall fully comply, and ensure their relevant subscribers comply, with all terms and conditions of these NARs.
9. **Additional Conditions:** Non-RHBs must:
 - a) only use YOG 2014 Material in strict accordance with these NARs.
 - b) not make available or provide YOG 2014 Material to any third party.
 - c) 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 YOG 2014 Material and/or at the same time as any other coverage of the YOG 2014 which contains any YOG 2014 and/or Olympic imagery or marks and/or is placed before, during or after the broadcast of YOG 2014 Material, in such a manner as to imply an association or connection between any third party, or any third party's product or service, and the YOG 2014 or any YOG 2014 Material.
 - d) give an on-screen credit to the local RHB during each broadcast of the YOG 2014 Material (including any broadcast sponsorship). The credit shall be in the form of leaving on the local RHB's watermark for the duration of the clip or, should the YOG 2014 Material not be sourced through the local RHB, by adding a super video credit to the local RHB for the duration of the clip to read as follows: ["Courtesy (Name of local RHB)"]. In the case of territories without the presence of a RHB, the credit shall be provided to the IOC.
 - e) not use actual commentary of competition events taped from the Television coverage of the RHB in the particular territory unless the express written permission of the relevant RHB is first obtained.

C. INFRINGEMENTS AND MONITORING

10. NYOGOC and the IOC will monitor compliance with these NARs for the duration of the YOG 2014.
11. The accreditations of any organisation or person(s) accredited at the YOG 2014 may be withdrawn without notice, at the discretion of the IOC, for purposes of ensuring compliance with these NARs.
12. These NARs shall be in effect from the day of the Opening Ceremony of the YOG 2014 until 24 hours following the conclusion of the YOG 2014, namely from 16 to 30 August 2014.
13. The IOC reserves the right to amend these NARs at any time as it deems appropriate. The IOC Executive Board shall be the final authority with respect to the interpretation and implementation of these NARs.
14. 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 remedies established by the IOC, and which cannot be settled amicably, shall be submitted exclusively to the 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.

D. **OTHER GUIDELINES:** In addition, the “IOC Social Media, Blogging and Internet Guidelines for participants and other accredited persons at the Nanjing Youth Olympic Games” apply.

E. DEFINITIONS

“**Broadcast and Exhibition**” or “**Broadcast and Exhibit**” means the distribution, transmission, retransmission, display, projection or performance of an audio/visual program, as applicable, for display or reception on a television receiver, computer monitor, mobile device, radio or other form of display or reception device, whether now existing or developed in the future.

“**CAS**” means the Court of Arbitration for Sport.

“**E Accredited Media**” means written press, photographers and Non-RHBs who have been accredited to report on the YOG 2014.

“**Internet**” means a non-licensed, open access, open to the general public (i.e., any member of the public may obtain access, whether or not a subscription or other fee is charged for such access, as opposed to an intranet or extranet), data delivery network or networks (including broadband delivery networks) for point-to-point or point-to-multipoint transfer of digital information (including but not limited to video, audio and text) using open protocols (e.g., TCP, IP or any successor protocols thereto, whether now known or hereafter devised) to any device capable of accommodating open protocol, including televisions, personal computers, set-top boxes and other Internet-enabled devices.

“**IOC**” means the International Olympic Committee.

“**Mobile Platforms**” means the broadcast of audio/visual programming onto mobile telephones, tablets or similar devices.

“**MMC**” means the Main Media Centre where the Main Press Centre and International broadcast centre are based.

“**News Agency(ies)**” means a media organisation whose primary business is the reporting and syndicating of news worldwide.

“**News Programs**” means regularly scheduled Television news programming/bulletins of which the actual local, regional, national or international news elements constitute the main feature(s) of such programming/bulletins.

“**NYOGOC**” means the Nanjing Youth Olympic Games Organising Committee.

“**OBS**” means the Olympic Broadcasting Services, the host broadcaster of the YOG 2014.

“**Television**” means the broadcast of a linear audiovisual programming by means of electronic signals intended for intelligible reception on the screen of conventional television monitors. Notwithstanding the foregoing and for the avoidance of doubt, Television shall specifically exclude, without limitation, Internet, Mobile Platforms and radio.

“**YOG 2014**” means the II Summer Youth Olympic Games to be celebrated between 16 and 28 August 2014 in Nanjing, People’s Republic of China.

“**YOG 2014 Material**” means sounds or images of any YOG 2014 Event, wherever and whenever broadcast and however sourced.

“**YOG 2014 Venues**” shall include all venues of the YOG 2014 which require an accreditation card or ticket to gain entry, including the Youth Olympic Village, the competition venues and the training and practice venues.

“**YOG Television News Agency**” or “**YOGNA**” means the ad hoc news agency operated by OBS, which provides news access to world News Agencies and other Non-RHBs in accordance with these NARs and the policies of the IOC.

“**Youth Olympic Games**” means those athletic competitions for youth aged from 14 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.

“**YOVS**” or “**Youth Olympic Village 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 and where most of the cultural and educational programs of the YOG 2014 will be held.