



INTERNATIONAL  
OLYMPIC  
COMMITTEE

Lausanne, 21 Nov 2011

## **News Access Rules applicable for the broadcast of the Innsbruck 2012 Winter Youth Olympic Games, 13-22 January 2012**

### **Introduction**

The broadcast of the **Innsbruck 2012 Winter Youth Olympic Games (“Youth Games”)**, to be held in Innsbruck between 13-22 January 2012, is subject to and protected by full IOC copyright.

Capitalised terms used in these News Access Rules have the meaning set out in the Definitions section at the end of these News Access Rules.

Only those organizations that have been granted the right by the IOC to broadcast the Youth Games for a particular territory (“Rights Holder”) may do so. No other organisation may Broadcast sound or moving images of any Youth Games event, including training venues, sporting action, the Opening Ceremony, the Closing Ceremony and victory ceremonies, mixed zones, interviews or other activities which occur at Youth Games Venues, except as permitted by these News Access Rules, as set out below.

These Rules apply to all forms of Broadcasting, including television (including free-to-air and Pay Television, cable, satellite, video on demand, including digital channels, digital multi-channels and services such as “News Active” or “Sports Active”), Radio, Internet, Mobile Platform and other interactive media or electronic medium.

These News Access Rules are subject to applicable national laws and regulations.

### **NEWS ACCESS RULES**

Youth Games Material is subject to full IOC copyright. All use of Youth Games Material is strictly subject to the following restrictions:

1. The broadcast of Youth Games Material may be used only as a part of regularly scheduled daily news programs of which the actual news element constitutes the main feature (“News Programs”). News Programs shall not be positioned or promoted as Olympic/Youth Games/Youth Games programs and Youth Games Material cannot be used in any promotion for any News Program or any other program whatsoever.

2. 3 x 2

Non-Rights Holders may use a maximum of six (6) minutes of Youth Games Material per day subject to the following provisions:

- a) Youth Games Material may appear in no more than three (3) News Programs per day; and
- b) No more than two (2) minutes of Youth Games Material may be used in any one News Program.

3. 6 x 1

In the case of an All-News or All Sports Networks, the networks may use a maximum of six (6) minutes of Youth Games Material per day during multiple news programs, subject to the following provisions:

- a) in no more than six (6) news programs per day and does not exceed a total of one (1) minute in any one program;

or

- b) in accordance with Clause 2 above – i.e. 3 x 2.

- 4. Youth Games Material may only be used for a period of 48 hours following the completion of the actual event. After such period, Non-Rights Holders may only transmit archive Youth Games Material with the express prior written consent of the IOC.
- 5. Only Rights Holders are permitted to film within Youth Games Venues and to Broadcast Youth Games Material. All E Accredited Media are strictly forbidden from taking professional video equipment into Youth Games Venues, with the exception of the Main Media Centre, or from filming within Youth Games Venues. The broadcast of Youth Games Material by E Accredited Media, including Non-Rights Holders, via the Internet, Mobile Platform and other interactive media or electronic medium, and radio is strictly prohibited and is a breach of these News Access Rules.

Notwithstanding the above, E Accredited Media

- a) are permitted to bring professional video and audio equipment into the Main Media Centre (“MMC”), located within the Olympiaworld Innsbruck, and the Youth Olympic Village Square (“OVS”), locally known as the Congress Hall. Footage taken of press conferences which take place in the MPC and the OVS shall not be considered subject to the time restrictions contained in these News Access Rules, and
- b) may broadcast, via the Internet, all or portions of press conferences that take place in the MMC, without any territorial restrictions, provided that there is a delay of at least thirty minutes from the conclusion of the press conference.

Should any fair dealing or similar provisions contained in any applicable national law permit the use by Bona Fide News Organisations of Youth Games Material for news purposes on the Internet, then the broadcast of such Material on the Internet must not be accessible to persons outside the specific territory. Any broadcast of such Material on the Internet must be restricted to the territory in which the fair dealing or similar provision applied i.e. it must be Geoblocked. Any broadcast on the Internet contrary to the above will breach the IOC’s intellectual property rights and the rights of Rights Holders in other territories, and as such is expressly prohibited. All other provision of these News Access Rules would still apply.

Additional “IOC Social Media, Blogging and Internet Guidelines for participants and other accredited persons at the Innsbruck 2012 Winter Youth Olympic Games” will apply.

- 6. The IOC and OBS will establish a YOG Television News Agency (“YOGNA”) for the purpose of providing news access to world News Agencies and other Non-Rights Holders in accordance with these News Access Rules and the policies of the IOC. Youth Games Material shall not be provided by the YOGNA to News Agencies or Non-

Rights Holders unless they provide a prior written guarantee, in form and substance satisfactory to the IOC, that they shall fully comply with all terms and conditions of these News Access Rules.

7. Non-Rights Holders must:

- a) only use Youth Games Material in strict accordance with these News Access Rules;
- b) not make available or provide Youth Games 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 Youth Games Material and/or at the same time as any other coverage of the Youth Games which contains any Youth Games imagery or Olympic or Youth Games marks;
- d) ensure that no advertising or other message is placed before, during or after the broadcast of Youth Games 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 Youth Games Material or the Olympic Games; and
- e) must give an on screen credit to the local Rights Holder in their particular territory during each broadcast of Youth Games Material. The credit shall be in the form of leaving on the Rights Holders watermark for the duration of the clip or, should the Youth Games Material not be sourced through the local Rights Holder, by adding a super video credit to the Rights Holder for the duration of the clip to read as follows:

“Courtesy of (Name of Rights Holder)”

8. IYOGOC and the IOC will monitor compliance with these News Access Rules for the duration of the Youth Games. The accreditations of any organisation or person(s) accredited at the Youth Games may be withdrawn without notice, at the discretion of the IOC, for purposes of ensuring compliance with these News Access Rules.
9. These News Access Rules shall be in effect from three days prior to the start of the Youth Games until 48 hours following the conclusion of the Youth Games, namely, from 10 January 2012 until 24 January 2012. 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.
10. 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.

## 11. DEFINITIONS

**“All-news Network”** means a channel Broadcast on any platform, including on the internet or on a Mobile Platform, which has news as its sole or predominant content

**“Bona Fide News Organisation”** is an organisation which provides news services as one of its services or as its only service

**“Broadcast”** means the broadcast, communication or transmission on any platform, including television (including free-to-air television and Pay Television, cable, satellite, video on demand, including digital channels, digital multi-channels and services such as “News Active” or “Sports Active”, Radio, Internet, Mobile Platform and other interactive media or electronic medium

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

**“E Accredited Media”** means written press, photographers, Internet, new media and non-rights holding broadcast organisations who have been accredited to report on the Youth Games

**“Geoblocked”** means a broadcast being restricted to within the specified territory

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

**“YOGOC”** means the Innsbruck Youth Olympic Games Organising Committee

**“Mobile Platform”** means the Broadcast of audiovisual programming onto mobile telephone devices or similar devices

**“MMC”** means the Main Media Centre, located at the Olympiaworld Innsbruck

**“News Agency”** means a media organisation whose primary business is the reporting and syndicating of news

**“News Programs”** means regularly scheduled daily news programs of which the actual news element constitutes the main feature and which, for the avoidance of doubt, does not include news updates

**“Non-Rights Holder”** means broadcast media organisations who have not been granted the right to Broadcast in a particular territory

**“OBS”** means the Olympic Broadcasting Services, the Host Broadcaster of the Youth Games

**“OVS”** means Youth Olympic Village Square (locally known at the Congress Hall)

**“Pay Television” or “Pay TV”** means Television for which the viewer pays a separate and specific fee for the right to receive a channel or channels over and above the obligatory basic subscription charge, if any, paid by the subscriber to receive all of the basic tier channels of programming

**“Rights Holder”** means a corporation who has been granted the right to Broadcast the Youth Games in a particular territory

**“Youth Games”** means the **Innsbruck 2012 Winter Youth Olympic Games**

**“YOG”** means the Youth Games

**“Youth Games Material”** means sounds or images of any Youth Games event, wherever and whenever Broadcast and however sourced, including sporting action, Opening and Closing ceremonies, medal ceremonies or other activities which occur at YOG venues

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

**“YOG Television News Agency (“YOGNA”)**” means the ad hoc news agency, which is operated by OBS, which provides news access to world News Agencies and other Non-Rights Holders in accordance with these News Access Rules and the policies of the IOC. The YOGNA is operated by OBS

**“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 much of the cultural and educational programs of the YOG will be held