IOC GUIDELINES ON ACCESS AND USE OF AUDIO-VISUAL MATERIAL BY INTERNATIONAL FEDERATIONS APPLICABLE TO:
3rd WINTER YOUTH OLYMPIC GAMES, LAUSANNE 2020
AND YOUTH OLYMPIC AND YOUTH OLYMPIC ARCHIVE FOOTAGE

I. INTRODUCTION

The IFs representing the sports included in the programme of the 3rd Winter Youth Olympic Games Lausanne 2020 (the “Lausanne 2020”) 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 Lausanne 2020. 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 Lausanne 2020.

These Guidelines aim at:
(i) making available to IFs Youth Olympic audio-visual material of Lausanne 2020;
(ii) establishing IFs’ rights for the use of the Olympic Games and Youth Olympic Games audio-visual material during and after Games-Time;
(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;
(v) To preserve the rights acquired by the RHBs.

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 (for both competition and training sessions). Any other (non-professional) filming within Sports Venues is strictly limited to the Ticketing Terms or the YOAC terms (which includes the respect of the Social Media Guidelines), as applicable.

Notwithstanding the above, IFs may request, reasonably in advance, to be exceptionally allowed to film, with non-professional equipment, from IF stands by IF staff or authorised personnel for the IFs 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 Lausanne 2020 content per request to the YOGOC and at the IOC’s discretion:

A. Access and use of available OBS competition footage of Lausanne 2020 is 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 the YOGOC, requested reasonably in advance.

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 for any other purpose.

B. VNR Content will be made available in the IOC Newsroom. IFs may use VNR Content (and extracts of) in accordance with these Guidelines and VNR Content specific terms and conditions. IFs may make available the VNR Content via the IFs official, owned and controlled website. Links to the uploaded content may be shared on the IFs social media pages. For the avoidance of doubt, no content shall be posted natively on the IFs social media pages.

C. Olympic Channel Content will be made available to IFs via an Olympic Channel embeddable player providing access to the multi-sport feed, video on demand and daily highlights for use on the IFs official internet website, in accordance with these Guidelines and the specific Olympic Channel embeddable player terms and conditions, as applicable.

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 IFs social media platforms as the original user is not permitted).

IFs SHALL NOT COMMERCIALISE ANY LAUSANNE 2020 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) of the IFs own sport shall be exclusively granted to IFs, via the IOC’s Corporate Communications and Public Affairs Department – Images Service (images@olympic.org) or The Olympic Multimedia Library “TOML” (or otherwise as authorized by the IOC in writing) (N.B. Lausanne 2020 will only be available four (4) months after the closing ceremony of Lausanne 2020). 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 IFs 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 (including by an IFs commercial partners or service providers).

Such material shall only be used for the production of editorial content solely for educational purposes aimed at promoting the IFs 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 (including by an IFs commercial partners or service providers).

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/attribute 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 IOCs 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,
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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 Corporate Communications and Public Affairs Department - Images 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.

IV. DEFINITIONS

“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 7 January 2020, until the closing of the Youth Olympic Village, on 24 January 2020.

“IFs” means the Winter International Sports Federations, as recognised by the IOC, representing the sports included in the sports programme of Lausanne 2020.

“IOC Newsroom” means the IOC’s news platform offering VNR Content to all news agencies, broadcasters and online news platforms, free of charge. Available at www.iocnewsroom.com.

“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 Lausanne 2020.

“Olympic Channel Content” means content containing Lausanne 2020 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 Lausanne 2020, 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 Rights Holding Broadcaster, a corporation or body which has been granted the right by the IOC to broadcast Lausanne 2020 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.

“Ticketing Terms” means the General Terms and Conditions for the Purchase and Use of Tickets for the 3rd Winter Youth Olympic Games Lausanne 2020 that apply to purchasers and attendees of events linked to the 3rd Winter Youth Olympic Games Lausanne 2020.

“VNR Content” means video news releases content containing Lausanne 2020 content that is produced by the IOC.

“YOAC” means the Youth Olympic Accreditation Card, whose terms apply to persons accredited to Lausanne 2020, which remains the property of the International Olympic Committee (IOC) and can be withdrawn, with immediate effect, at the IOC’s sole discretion.

“YOGOC” means the Lausanne Organising Committee for the 3rd Winter Youth Olympic Games 2020.

“YOG Venues” shall include all competition, training, culture & education or other venues hosting or supporting the operation of the Youth Olympic Games, as designated by Lausanne 2020, including their surroundings, including but not limited to, the Youth Olympic Villages, the Sports Venues, YOG Square, the Medal Plazas, 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.

V. CONTACT INFORMATION

• For obtaining VNR Content, please contact the IOC Strategic 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 or subscribe to www.iocnewsroom.com.

• For obtaining Olympic Channel Content, please contact John Paffrey@olympicchannel.com and thomas.tortorici@olympicchannel.com.

• For Olympic archive footage, please contact the IOC Corporate Communications and Public Affairs Department – Images Service 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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