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

I. INTRODUCTION

The National Olympic Committees ("NOCs") participating at the 3rd Winter Youth Olympic Games Lausanne 2020 ("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. 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 Lausanne 2020, including the YOAC, the IOC Social Media Guidelines and the Ticketing Terms.

These Guidelines aim at:
(i) making available to NOCs Youth Olympic audio-visual material of Lausanne 2020;
(ii) establishing NOCs’ rights for the use of Olympic Games and Youth Olympic Games audio-visual material during and after Games-Time;
(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;

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 material) are allowed in 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, NOC may request, reasonably in advance, to be exceptionally allowed to film, with non-professional equipment, by NOC staff or authorised personnel from spectators seating areas or NOC stands or for the NOC’s internal sports/performance analysis purposes, only. OBS staff or authorised personnel from spectators seating areas or NOC stands 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.

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 the Lausanne 2020:

NOCs may, within reasonable and appropriate timing, place through the YOGOC, 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 the YOGOC, 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 NOC ticket is needed to gain entry (i.e. NOC high performance centre). 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

B. VNR Content will be made available in the IOC Newsroom. NOCs may use VNR Content (and extracts of) in accordance with these Guidelines and VNR Content specific terms and conditions. NOCs may make available the VNR 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.

C. Olympic Channel Content will be made available to NOCs via an Olympic Channel embeddable player providing access to the multi-sport feed, video on demand and daily highlights for use on the NOC's 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 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 and to the YOG Square on a NOC guest pass (per the rules established in the Chef de Mission Manual) provided that the NOC Guest is escorted at all times. NOC’s must respect the IOC’s on-site access control policy. It is forbidden to film in the medical clinic, anti-doping areas, fitness centre and the dining hall;
- Shots and/or interviews of any athlete or official from another NOC and filming in the residential areas of other NOCs, 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 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) shall be exclusively granted to NOCs 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). 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...
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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, pit/e, ring, etc.

‘Games-Time’ means the period from the opening of the Youth Olympic Village, on 7th January 2020, until the closing of the Youth Olympic Village, on 24th January 2020.

‘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 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.

‘NOCs’ means the National Olympic Committees, as recognised by the IOC.

‘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 words “Olympic”, “Olympics”, 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 Broadcasters, a corporation or body which has been granted the right by the IOC to broadcast and exhibit Lausanne 2020 in a particular territory across one or multiple medium(s)/platform(s), including television and the internet.

‘Social Media Guidelines’ means the IOC Social and Digital Media Guidelines for persons accredited to the 3rd Winter Youth Olympic Games Lausanne 2020 that applies to all accredited NOC representatives at Lausanne 2020 acting in an individual capacity.

‘Sports Venues’ shall include all venues where sporting competitions, training and practice take place.

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.Palfrey@olympicchannel.com and Thomas.tortorici@olympicchannel.com.
- For Olympic archive footage, please contact the IOC’s Corporate Communications and Public Affairs Department - 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.

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