



## NEWS ACCESS RULES APPLICABLE FOR THE BROADCAST OF THE GAMES OF THE XXXI OLYMPIAD, RIO DE JANEIRO, 5-21 AUGUST 2016

### I. INTRODUCTION

The IOC governs the Olympic Movement and owns the rights to the Olympic Games and all related events including, all intellectual property rights in and to the Olympic 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 staging of the Olympic Games, including the broadcast, coverage and exhibition of the Olympic Games 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. The IOC retains exclusively all rights in and to the Olympic symbol, flag, motto, anthem, identifications (including but not limited to "Olympic Games" and "Games of the Olympiad"), designations, emblems, flame and torches, collectively or individually referred to as "Olympic properties".

Only RHBs may have the right to Broadcast and Exhibit the Olympic Games. No other organization may Broadcast and Exhibit sound or moving images of any Olympic Event, in particular training sessions, sporting action, the Opening Ceremony, the Closing Ceremony and Victory ceremonies, mixed zones, interviews or other activities which occur at Olympic Venues, including the Barra Olympic Park Common Domain, IBC, MPC, Olympic Villages and Village Square, except as permitted by these NARs.

These News Access Rules are provided for the exclusive purpose of fairly reporting on the Games during the Games by Non-RHBs. These NARs shall be in effect from the opening of the Olympic Villages, 24 July 2016, until the closing of the Olympic Villages, 24 August 2016.

The terms included in the following sections of these NARs define the conditions applicable to the broadcasting of Olympic Material by Non-RHBs on Television and radio. It is understood that any other form of broadcasting of Olympic Material of the Games by Non-RHBs, including all "E Accredited Media, whether via Internet, Mobile Platforms or otherwise, is strictly prohibited and is a breach of these NARs, subject to Section V below.

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

Access to Olympic Material for the purpose of these NARs may be provided by OBS to News Agencies and by RHBs to all other Non-RHBs in their respective territories, at technical cost and in accordance with these NARs and the policies of the IOC. Olympic Material shall not be provided to News Agencies or Non-RHBs 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 NARs. Additionally, all material, whether highlights, interviews or other associated clips, used in accordance with the NARs by the respective news agency or Non-RHB must be properly Geo-blocked for the appropriate territory.

Capitalised terms used in these NARs have the meaning set out within this document or as provided in section "X. - Definitions" at the end of these NARs.

### II. TELEVISION NEWS ACCESS RULES

All use of Olympic Material by Non-RHBs on Television is strictly subject to the following restrictions:

1. **Use in News Programs only:** The broadcast of Olympic Material shall be restricted to News Programs. News Programs shall not be positioned or promoted as Olympic or Games programs and Olympic Material cannot be used in any promotion for any News Program or any other program whatsoever.
2. **Six Minutes per Day:** Non-RHBs may use a maximum of six (6) minutes of Olympic Material per day, in accordance with all other provisions of these NARs.
3. **Number of News Programs, Length and Separation of News Excerpts (3x2x3):** Subject to Clauses 1 and 2 above, Olympic Material may be used in News Programs subject to the following provisions:
  - a) Olympic Material may appear in no more than three (3) News Programs per day; and

- b) No more than two (2) minutes of Olympic Material may be used in any one News Program; and
- c) These News Programs must be separated by a period of at least three (3) hours; and
- d) No more than one third of any individual Olympic Event may be used in any one News Programs or 30 seconds, whichever is the lesser time. However, if the duration of an individual Olympic Event is less than 15 seconds the whole of the event can be shown in a News Program.

Summary (2) & (3) - General Rules	
Max. time per day:	6 Minutes
Max. No. of News Programs per day:	3
Maxi. amount of Olympic Material per News Program:	2 Minutes
Min. time between News Programs:	3 Hours
Max. amount per individual Olympic Event per News Program:	<ul style="list-style-type: none"> <li>▪ 1/3 or 30 seconds (whichever is less)</li> <li>▪ whole event if less than 15 seconds.</li> </ul>

4. **All-News or All-Sports Networks:** In the case of an All-News or All-Sports networks, the networks may use a maximum of six (6) minutes of Olympic 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;
  - bulletins must be separated by a period of at least two (2) hours.
  - no more than one third of any individual event may be used in any one News Programs or 30 seconds, whichever is the lesser time. However, if the duration of an individual Olympic Event is less than 15 seconds the whole of the event can be shown in a News Program;

or

- b) in accordance with the General Rules (1) to (3) above - i.e. 3x2x3.

Summary (4) - All-News or All-Sports Networks	
Max. time per day:	6 Minutes
Max. No. of News Programs per day:	6
Max. amount per program:	1 minute
Min. time between News Programs:	2 Hours
* Otherwise, in accordance with the General Rules (1) to (3) above.	

5. **Airing after broadcast by RHBs only:** Non-RHBs may only Broadcast and Exhibit Olympic Material within a News Program in accordance with Clauses 1, 2, 3 and 4 above and all other conditions contained in these NARs, as follows:

- a) as of three (3) hours following the broadcast of an Olympic Event by the local RHB via any licensed broadcast platform in that territory;
- b) if no broadcast by the local RHB via any licensed broadcast platform in that territory on the day (local time) during which the Olympic Event concluded, then as of the end of such day (i.e. 24:00 hours local time);

Non-RHBs can broadcast Olympic Material prior to the times referred to above, or can broadcast more Olympic Material than allowed pursuant to these NARs, only with the specific written agreement of the local RHB.

6. **Duration of Use:** Olympic Material may only be used for a period of forty-eight (48) hours following the completion of the actual Olympic Event. After such period, Non-RHBs may only transmit such Olympic Material as well as other archive Olympic Material with the express prior written consent of the IOC.

7. For the purpose of the coverage of the official press conferences, E Accredited Media is permitted to bring professional video and audio equipment into the MPC. The recordings made during such official press conferences shall not be considered subject to the time restrictions contained in these NARs and may be broadcasted or made available via the Internet entirely or in segments, without any territorial restrictions, provided that there is a delay of at least thirty minutes from the conclusion of the press conference.

### III. RADIO NEWS ACCESS RULES

1. With the exception of Clauses 2, 3, 4 and 5 of the Television News Access Rules under Section II above, Non-RHB radio stations are subject to the same provisions.

2. Non-RHB radio stations may use Olympic Material only as part of their News Programs in their respective territories, provided that such News Program are not positioned or promoted as Olympic or Games programs.
3. Actual commentary of competition events taped from the Television coverage of the RHB in the particular territory can only be used with the express written permission of the RHB and subject to these NARs.

#### **IV. PROHIBITIONS AND LIMITATIONS FOR NON-RHBs:**

##### **1. Television and Radio**

For the purpose of using Olympic Material in Television or radio, in addition to all other terms and conditions included in these NARs, all Non-RHBs shall:

- a) only use Olympic Material in strict accordance with these NARs;
- b) not broadcast or originate play-by-play commentary or analogous coverage of any Olympic Material, whether on a live or delayed basis, or any other material obtained while inside an Olympic Venue, including interviews. This limitation also applies to the broadcast of any interview or analogous coverage that may be included within the Games Information System "INFO" feed or otherwise obtained from within the Olympic Venues.
- c) not undertake mobile telephone interviews with athletes and team officials at Olympic Venues.
- d) not alter or modify by any means the actual reality of any event being broadcasted or exhibited, the participants in any such event, the performance of any such participant or the venue of any such event.
- e) provided they are holder of ENR accreditation:
  - a. not access any Olympic Venues with equipment, with the exception of the MPC;
  - b. not do telephone voice reports from Olympic Venues, including the Barra Olympic Park Common Domain; and
  - c. not access Olympic Events listed as ticketed high-demand sessions.
- f) only use the Olympic Properties in strict accordance with the "Guidelines for Editorial use of the Olympic Properties by Media Organisations".
- g) not otherwise facilitate or provide Olympic Material to third parties except that Non-RHBs who are international News Agencies may make such Olympic Material available to their regular clients, in accordance with their standard distribution procedures and with the prior written consent of the IOC. News Agencies must ensure that use of Olympic Material by its licensee clients complies with these NARs;
- h) 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 Olympic Material and/or at the same time as any other coverage of the Games which contains any Olympic imagery or Olympic Marks; and
- i) ensure that no advertising or other message or promotion (including any broadcast sponsorship) is placed before, during or after the broadcast of Olympic 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 Olympic Material or the Games.
- j) credit the local RHB for the use of Olympic Material in accordance with these NARs, giving an on-screen credit to such local RHB by leaving on or including the RHB's watermark for the duration of the clip or otherwise, by adding a super video credit to the local RHB for the duration of the clip to read as follows: "*Courtesy (Name of RHB)*".

##### **2. Internet and Mobile Platforms**

Notwithstanding any other applicable limitation included in these NARs, **Olympic Material must not be broadcast on interactive services** such as "news active" or "sports active" or any other related Video on Demand services, which would allow the viewer to make a viewing choice within a channel and to thereby view Olympic Material at times and programs other than when broadcast as part of a News Program as set out in Clause 1 above. Additionally, the use of Olympic Material transformed into graphic animated formats such as animated GIFs (i.e. GIFV), GFY, WebM, or short video formats such as Vines and others, is expressly prohibited.

## V. FAIR DEALING

Should any fair dealing or similar provisions contained in any applicable national law permit:

- a) the use by Non-RHBs of any footage of previous Olympic Games, then such footage will be included in the total of six (6) minutes per day referred to in Section II above.
- b) permit the use by Bona Fide News Organisations of Olympic Material for news purposes on the Internet, mobile platform and other interactive media or electronic medium, then the broadcast of such Olympic Material on the Internet or mobile platform **must not be accessible to persons outside the specific territory**. Any broadcast of such Olympic Material on the Internet or mobile platform must be restricted to the territory in which the fair dealing or similar provision is applied i.e. it must be Geo-blocked. Any broadcast on the Internet or mobile platform contrary to the above will constitute a breach of the IOC's rights and the rights of RHBs in other territories and, as such is expressly prohibited. All other provisions of these NARs would still apply.

## VI. BARRA OLYMPIC PARK COMMON DOMAIN

During the period of the Olympic Games, the Barra Olympic Park Common Domain will require an accreditation or ticket to gain entry and is deemed an Olympic Venue.

Recognising the unique nature of the Barra Olympic Park Common Domain, a limited number of Non-RHBs, provided they are holders of ENR accreditation, will be permitted access, with equipment, and will be allowed to film or record in the Barra Olympic Park Common Domain in accordance with these NARs.

For the sake of clarity, Non-RHBs, provided they are holders of ENR accreditation will have access, without equipment, to Barra Olympic Park Common Domain.

1. RIO 2016, under the direction of the IOC, will grant access into the Barra Olympic Park Common Domain, on a daily basis, subject to the following conditions:
  - a) to a maximum of five (5) domestic Television broadcasters who are holders of ENR accreditation (each daily permit will apply to a crew of three people and one camera);
  - b) to a maximum of eight (8) international Television broadcasters and a maximum of eight (8) international radio broadcasters who are holders of ENR accreditation (each daily permit will apply to a crew of three people and one camera for a Television broadcaster and a crew of two people and one microphone and a recorder for a radio broadcaster);
  - c) each daily permit will permit access to the Barra Olympic Park Common Domain only for the date for which it is issued. Only one crew can use such a daily permit;
  - d) advertising, promotional and identification material on crew members' clothing or equipment must be minimal and unobtrusive. RIO 2016 and/or the IOC, at their discretion, may require that the advertising, promotional and identification material be removed or covered up. Promotional or other advertising material must not be distributed;
  - e) allocation and distribution of daily permits to accredited ENRs will be implemented by the IOC and managed from the IOC Media Operations Office at the MPC;
  - f) access into the Barra Olympic Park Common Domain for accredited ENRs who have received a daily permit, and are carrying equipment, will only be granted through a specific gate(s) adjacent to the MPC; and
  - g) RIO 2016 and the IOC may further limit the number of Non-RHBs within the Barra Olympic Park Common Domain at particular times for security reasons.
2. Non-RHBs may film or record at the Barra Olympic Park Common Domain subject to the following conditions:
  - a) Only accredited Non-RHBs who are in possession of a daily permit will be permitted access, with equipment, into the Barra Olympic Park Common Domain for the purpose of filming in accordance with the following conditions:
    - i. there shall be no live broadcasts or purported live broadcasts;
    - ii. an interview that is filmed in the Barra Olympic Park Common Domain with an athlete who has competed or will compete on that day, or accredited coach or trainer, shall be considered as Olympic Material and, consequently, shall be subject to the conditions contained in these NARs and will be included in the total of six (6) minutes per day referred to in Section II above; and

- iii. no material filmed or recorded in the Barra Olympic Park Common Domain may be made available to any third party, except that Non-RHBs who are international News Agencies may make such material available to their regular clients, in accordance with their standard distribution procedures, with the prior written consent of the IOC.
3. Non-RHBs may not erect any freestanding facilities of any type within the Barra Olympic Park Common Domain areas at any time.

## VII. INFRINGEMENTS AND MONITORING

1. RIO 2016 and the IOC will monitor compliance with these NARs for the duration of the Games.
2. The IOC reserves the right to revoke access permits under these NARs for Non-RHBs within Olympic Venues for the duration of the Games, aside from any other sanctions, in the event of any breach. The accreditations of any organisation or person(s) accredited at the Games may be withdrawn without notice, at the discretion of the IOC, for purposes of ensuring compliance with these NARs.
3. The IOC Executive Board shall be the final authority with respect to the interpretation and implementation of these NARs.
4. 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 Statute and Regulations of the CAS, and the seat of arbitration shall be at Lausanne, Switzerland, and the language shall be English.

## VIII. ADDITIONAL INFORMATION AND OTHER APPLICABLE GUIDELINES

Further information on the application and exercise of these NARs is available through the NARs Frequently Asked Questions (FAQs).

In addition to the terms and conditions included in these NARs, all other guidelines made available by the IOC through [www.olympic.org](http://www.olympic.org) may apply, including without limitation the "*IOC Social Media, Blogging and Internet Guidelines for persons accredited at the Olympic Games*" and the "*Guidelines for Editorial use of the Olympic Properties by Media Organisations*".

## IX. CONTACT INFORMATION

- For any issue related to these NARs, including reporting on infringements, please contact: [newsaccessrules@olympic.org](mailto:newsaccessrules@olympic.org)
- For obtaining Olympic Material, please contact the RHB in your territory or [bookings2016@obs.es](mailto:bookings2016@obs.es)

## X. DEFINITIONS

“**All-News Network**” means a channel which has news as its sole or predominant content.

“**All-Sport Network**” means a channel which primarily or predominantly focuses on sports-related programming including in particular live and recorded event telecasts, sports news and talk shows.

“**Barra Olympic Park Common Domain**” means the primary Olympic site located in Barra, Rio de Janeiro which contains multiple Olympic Venues. For the avoidance of doubt, the Olympic Venues at Deodoro will not have a Common Domain for which normal Olympic Venue rules for ENR access apply (access without equipment only).

“**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.

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

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

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

“**ENR**” means accredited Non-RHB.

“**Games**” means the Games of the XXXI Olympiad, to be celebrated between 5 and 21 August 2016 in Rio de Janeiro, Brazil.

“**Games Marks**” means the official emblem, mascot, pictograms and other identifications, designations, logos and insignias identifying the Olympic Games and does not include the Olympic Symbol.

“**Geo-blocked**” means a broadcast/webcast with restricted access to a specified territory.

“**IBC**” means the International Broadcast Centre.

“**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.

“**MPC**” means the Main Press Centre.

“**NARs**” means the applicable News Access Rules for news purposes of moving images of the Games, effective as from the opening of the Olympic Villages, 24 July 2016, until the closing of the Olympic Villages, 24 August 2016; and as amended by the IOC from time to time at the IOC’s sole discretion.

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

“**News Programs**” means regularly scheduled Television or radio news programming/bulletins of which the actual local, regional, national or international news elements constitute the main feature(s) of such programming/bulletins and which, for the avoidance of doubt, does not include news updates.

“**Non-RHB**” means broadcast media organisations who have not been granted the right to broadcast the Olympic Games in a particular territory.

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

“**Olympic Games**” or “**Games**” means the Games of the XXXI Olympiad, to be celebrated between 5 and 21 August 2016 in Rio de Janeiro, Brazil.

“**Olympic Event**” means any official activity or event that occurs primarily at an Olympic Venue during the Games or that is related to the Games, including without limitation training sessions, sporting action, Opening, Closing and Victory Ceremonies.

“**Olympic Marks**” means the Olympic Symbol and the Games Marks.

“**Olympic Material**” means sounds or images originated from or produced by any Olympic Event of and related to the Games, regardless their source or wherever and whenever they have been broadcasted, including without limitation training sessions, sporting action, Opening, Closing and Victory Ceremonies and any other activity that occurs or is originated at an Olympic Venues.

“**Olympic Symbol**” means the five interlaced rings that identify the Olympic Movement.

“**Olympic Venues**” shall include all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic Villages, Village Square, the competition venues, the training and practice venues, the Barra Olympic Park Common Domain, the IBC, the MPC and mixed zones.

“**RIO 2016**” means the Organizing Committee of the Games of the XXXI Olympiad and the XV Paralympic Summer Games of 2016 in Rio de Janeiro.

“**RHB/RHBs**” means a corporation who has been granted the right to broadcast the Olympic Games in a particular territory across one or multiple medias/platforms, including television and the Internet.

“**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, video downloading, video streaming, computer network exhibition, Mobile Platform exhibition, home video, future media and radio.

“**Village Square**” means the Square which will be located adjacent to but separated from the residential zone of the Olympic Villages which will host a number of activities including Team Welcome Ceremonies.