



NEWS ACCESS RULES APPLICABLE FOR THE BROADCAST OF THE II WINTER YOUTH OLYMPIC GAMES – LILLEHAMMER, NORWAY, 12-21 FEBRUARY 2016

I. INTRODUCTION

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

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 Olympic Games and the Youth 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 execution of the Olympic Games and Youth Olympic Games, including the Youth Olympic Games broadcast, coverage and exhibition of the Youth 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 YOG 2016 Material, together with 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".

These NARs apply to the use for news purposes of moving images of the YOG 2016 by the Non-RHBs.

Only RHBs may have the right to Broadcast the YOG 2016. Except as permitted by these NARs and as set out below, no other organization is hereby authorized to Broadcast sound or moving images of any YOG 2016 Events.

These NARs are provided for the exclusive purpose of fairly reporting on the YOG 2016 by Non-RHBs. These NARs shall be in effect from the opening of the Youth Olympic Village, on 8 February 2016, until 24 hours following the closing of the Youth Olympic Village, on 23 February 2016; notwithstanding any exception granted pursuant to clause II(3) of these NARs.

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, which shall supersede these NARs.

Access to news content containing YOG 2016 Material for embedding will be made available by the IOC's Communications Department or by News Agencies covering the YOG 2016, to *bona fide* news media organizations, National Olympic Committees, International and National Sport Federations, for their use in accordance with these NARs and the policies of the IOC. Such news content containing YOG 2016 Material will be provided subject to the

provision of a prior written guarantee in form and substance satisfactory to the IOC, expressly stating that any such recipient shall fully comply with all terms and conditions of these NARs.

II. NEWS ACCESS RULES

All use of YOG 2016 Material by Non-RHBs on Television is subject to the following restrictions:

1. **Use in News Reporting Content only:** The Broadcast of YOG 2016 Material shall be restricted to News Reporting Content. Such content shall not be positioned or promoted as an Olympic or YOG 2016 content/programs and YOG 2016 Material cannot be used in any promotion for any content/program whatsoever.

2. **Six Minutes Per Day:** Non-RHBs may use a maximum of six (6) minutes of YOG 2016 Material per day, of which no more than three (3) minutes of YOG 2016 Material may be used in any one News Program.

3. **Period of Use:** News Reporting Content containing YOG 2016 Material pursuant to these NARs may be Broadcast, in whole or in part via the Non-RHBs' regular channels or platforms, as of three (3) hours upon conclusion of the actual YOG 2016 Event and only for a maximum period of 48 hours following the completion of such YOG 2016 Event. News Reporting Content including YOG 2016 Material Broadcasted pursuant to these NARs can be made available on-demand until no later than 24 March 2016. After such period, Non-RHBs may only transmit excerpts of YOG 2016 Material shall only be used with the IOC's prior approval, unless for news reporting or educational purposes.

4. **Authorized Entities:** Only cameras and video recording devices from OBS, RHBs and third parties authorized by the IOC, are permitted to film within YOG 2016 Venues and to Broadcast YOG 2016 Material.

5. **No Equipment:** Unless otherwise expressly authorized by the IOC, all E Accredited Media, including Non-RHBs, are strictly forbidden from taking professional video equipment, and from filming (even with personal video equipment), in the YOG 2016 Venues, except for interviews in mixed zones only. Non-RHBs shall not Broadcast or originate play-by-play commentary or analogous coverage of any YOG 2016 Material (including, without limitation, the simulation of the Broadcast of any YOG 2016 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 2016 Venue, excluding interviews.

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.

III. PROHIBITIONS AND LIMITATIONS FOR NON-RHBs:

For the purpose of using YOG 2016 Material, all Non-RHBs shall comply with the following prohibitions and limitations, in addition to all other terms and conditions included in these NARs:

a) not alter or modify by any means the actual reality of any event being Broadcasted, the participants in any such event, the performance of any such participant or the venue of any such event.

b) only use the Olympic Properties in strict accordance with the "Guidelines for Editorial use of the Olympic Properties by Media Organisations".

c) not otherwise facilitate or provide YOG 2016 Material to third parties. Notwithstanding the foregoing, only Non-RHBs who are international News Agencies may make such YOG 2016 Material further 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 YOG 2016 Material by its licensee clients complies with these NARs;

d) 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 2016 Material and/or at the same time as any other coverage of the YOG 2016 which contains any YOG 2016 and/or Olympic imagery or marks and/or is placed before, during or after the Broadcast of YOG 2016 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 2016 or any YOG 2016 Material.

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.

N.B.: The IOC may request Non-RHBs to credit the local RHB for the use of YOG 2016 Material in accordance with these NARs, giving an on-screen credit to such local RHB by adding a super video credit to the local RHB for the duration of the clip to read as follows: "*Courtesy of (Name of RHB)*".

IV. FAIR DEALING

Should any fair dealing or similar provisions contained in any applicable national law permit the use by Non-RHBs of any footage of previous Olympic Games or Youth Olympic Games, then such footage will be included in the total of six (6) minutes per day referred to in Section II above.

Strictly to the extent the present NARs contradict applicable national laws or regulations, the affected clauses of the present document shall be replaced by the applicable legal provisions. All further provisions of these NARs shall, however, remain unchanged and fully in place.

V. INFRINGEMENTS AND MONITORING

1. LYOGOC and the IOC will monitor compliance with these NARs for the duration of the YOG 2016.

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 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.

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 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.

VI. 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 may apply, including without limitation the "IOC Social Media and Digital Media Guidelines for persons accredited to the Lillehammer 2016 Youth Olympic Games" and the "Guidelines for Editorial use of the Olympic Properties by Media Organisations".

VII. CONTACT INFORMATION

For obtaining YOG 2016 Material, (text, photos and broadcast or web quality videos) please contact the IOC Communications team at pressoffice@olympic.org – to be alerted when new content becomes available, please follow us on twitter @iocmedia.

For any issue related to these NARs, including reporting on infringements, please contact: newsaccessrules@olympic.org

VIII. DEFINITIONS

"Broadcast/Broadcasting" means the linear or non-linear broadcast, exhibition, distribution, transmission, retransmission, display, making available, projection or performance of an audio or audiovisual program, as applicable, for display or reception on a television receiver, computer monitor, mobile, handheld, including so-called "tablet, devices, 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 2016.

"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.

"NARs" means the News Access Rules applicable to the YOG 2016.

"News Agency(ies)" means a bona fide media organisation whose primary business or only business is the reporting and syndicating of news worldwide.

"News Reporting Content" means content for news reporting included in regularly scheduled programming/bulletins of which the actual local, regional, national or international news elements constitute the main feature(s) of such programming/bulletins.

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

"LYOGOC" means the Lillehammer Youth Olympic Games Organising Committee.

"OBS" means the Olympic Broadcasting Services, the host broadcaster of the YOG 2016.

"Olympic Marks" means the Olympic Symbol and the YOG Marks.

"Olympic Properties" means the Olympic symbol, flag, motto, anthem, identifications (including but not limited to "Olympic Games" and "Games of the Olympiad"), designations, emblems, flame and torches.

"Olympic Symbol" means the five interlaced rings that identify the Olympic Movement.

"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.

"RHB/RHBs" means a corporation who has been granted the right to broadcast YOG 2016 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.

"YOG 2016" means the II Winter Youth Olympic Games to be celebrated between 12 and 21 February 2016 in Lillehammer, Norway.

"YOG Event(s)" means any Olympic Event, in particular training sessions, sporting action, the Opening Ceremony, the Closing Ceremony and Victory ceremonies or other activities which occur at YOG 2016 Venues, excluding interviews in mixed zones.

"YOG 2016 Material" means sounds or images of any YOG 2016 Event, wherever and whenever broadcast and however sourced.

"YOG Marks" means the official emblem, mascot, pictograms and other identifications, designations, logos and insignias identifying the YOG 2016 and does not include the Olympic Symbol.

"YOG 2016 Venues" shall include all venues of the YOG 2016 which require an accreditation card or ticket to gain entry, including the Youth Olympic Village, the competition venues and the training and practice venues.

"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 2016 will be held.