



INTERNATIONAL
OLYMPIC
COMMITTEE

2 February 2021

NEWS ACCESS RULES FOR THE OLYMPIC GAMES BEIJING 2022 ONE YEAR TO GO EVENT ON 4 FEBRUARY 2021

I. PRODUCTION

The 4 February 2021 marks the *One Year To Go* milestone until the start of the Olympic Winter Games Beijing 2022 on 4 February 2022. To mark the occasion, the Beijing Organising Committee for the 2022 Olympic and Paralympic Games (“**BOCOG**”) is organising a celebratory event in Beijing (the “**1YTG Event**”). CCTV, BOCOG and the International Olympic Committee (“**IOC**”) are producing highlights of the 1YTG Event (“**Highlights**”), as well as related content, including video news releases (“**VNRs**”), still photography and the StrongerTogether Beijing 1 Year To Go Film (the “**Film**”) (collectively referred to herein as “**1YTG Content**”).

The 1YTG Content shall be made available to Rights-Holding Broadcasters¹, Non-Rights-Holding Broadcasters² and Media Organisations³ on 4 February 2021 for broadcast and making available to the public.

The use of the 1YTG Content shall be made in accordance with these News Access Rules (“**NARs**”), as updated for time to time, and any other applicable terms and conditions.

II. USE OF THE 1YTG CONTENT

RHBs:

RHBs have the right to broadcast and make available the 1 YTG Content, on a non-exclusive basis. The terms and conditions contained in the RHBs’ respective media rights agreements with the IOC for the Olympic Games Beijing 2022 shall apply to the RHBs’ use of the 1YTG Content.

Non-RHBs and Media Organisations:

The 1YTG Content is made available for its broadcast and making available to participating Non-RHBs and Media Organisations, in accordance with the following terms and conditions:

All Non-RHBs and Media Organisations who make use of the 1YTG Content shall be deemed to agree to these conditions.

1. Editorial purpose: The 1YTG Content shall be used for editorial purposes only and shall not be commercialised in any way.

Content available: Highlights of the Event will be made available to broadcasters and Media Organisations via the Eurovision Media Broadcast Network; VNRs, still photography and the Film will be made available via the IOC Newsroom and the IOC’s Flickr account.

2. Linear Broadcast: Non-RHBs may broadcast the 1YTG Content, in whole or in part (with the exception of the Film that must be used in full, respecting its integrity), for a maximum of seventy-two (72) hours after the 1YTG Event (the “**Linear Term**”).

3. Non-linear/On-demand Broadcast: Non-RHBs and Media Organisations may make available the 1YTG Content, in whole or in part (with the exception of the Film that must be used in full respecting its integrity), on demand, without time or territorial restriction until thirty (30) days after the 1YTG Event (the “**Non-linear Term**”).

4. No sponsoring / No association: Without limiting paragraph 1, the Linear Broadcast or the Non-linear/On-demand Broadcast shall not be sponsored in any way which gives the impression that third parties are linked to the candidate cities or to the IOC, the Olympic Games or the Olympic Movement, unless such third parties are Olympic sponsors in the territory in which such broadcasts take place. In particular, no sponsorship or commercial/ad superimposition

¹ “Rights Holding Broadcasters/RHBs” shall be understood as the corporations or bodies which have been granted the right by the IOC to broadcast and exhibit the Beijing 2022 Olympic Games, in a particular territory, across one or multiple medium(a)/platform(s), including television and the internet

² “Non-Rights Holding Broadcasters/Non-RHBs” shall be understood as broadcast media organisations which have not been granted the right to broadcast the Beijing 2022 Olympic Games in a particular territory.

³ **Media Organisations** means the corporations or entities that are bona fide news organisations employing journalists for the dissemination of original news and opinion of interest to a broad segment of the general public through print, broadcast or electronic means, as well as news aggregators that aggregate news from sources and used in one location.



INTERNATIONAL
OLYMPIC
COMMITTEE

2 February 2021

NEWS ACCESS RULES FOR THE OLYMPIC GAMES BEIJING 2022 ONE YEAR TO GO EVENT ON 4 FEBRUARY 2021

on the 1YTG Content is permitted, unless with the IOC's prior written consent. No association with the candidate cities or with the IOC, the Olympic Games or the Olympic Movement is permitted, unless based on the rights granted by the IOC pursuant to a standing agreement between the IOC and an RHB or a TOP Sponsor⁴.

5. **Use after the 1YTG:** Upon expiration of the Linear Term and the Non-linear Term, Non-RHBs and Media Organisations may broadcast/make available only short excerpts of the 1YTG Content (excluding the Film) for news reporting purposes in regularly scheduled news programmes. For the avoidance of doubt, the use of still photography by Non-RHBs and Media Organisations is not concerned by the Linear Term and Non-linear Term restrictions.
6. **Clearances:** 1YTG Content has been cleared for your use in accordance with these terms. Nonetheless, you are responsible for all third-party licences for communication to the public, required, when applicable, from any relevant music rights-holders (including any relevant collecting societies or other collective management organisations or, where relevant, music rights-holders direct, such as any relevant music publishers and/or record companies), and paying all related fees (including, without limitation, any applicable performing-right and neighbouring-rights fees, as such terms are understood within the music industry) which become due in connection with your use of this content.
7. **Courtesy Credit:** The 1YTG Content shall be credited to the International Olympic Committee or as otherwise indicated.

III. CONTACT INFORMATION

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

For Non-RHBs and Media Organisation's access to VNRs and the Film, please refer to www.iocnewsroom.com or the IOC's Press Releases page on Olympic.org: <https://www.olympic.org/news/press-releases>. For the Highlights please contact Eurovision Media Broadcast Network - David Liu, yliu@mediapro.tv

[End of document]

⁴ <https://www.olympic.org/partners>