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IOC Internet Guidelines for Broadcast Rights-holders Games of the XXIX Olympiad, Beijing 2008¹

The Internet can enhance the quality, presentation, immediacy and comprehension of Olympic broadcasts, and the IOC encourages all such enhancements. The IOC will continue to work closely with broadcast right-holders in developing suitable promotional opportunities on-line.

In developing such opportunities, the IOC asks broadcast rights-holders to respect the following principles. These guidelines apply to all broadcast rights-holders, except as otherwise agreed in the broadcast rights agreements between the IOC and the broadcaster.

1. Use of Olympic Results Content by Rights-holders

Broadcast rights-holders may feature Olympic results content (that is to say any material other than moving images and audio play-by-play commentary of the Games of the XXIX Olympiad, Beijing 2008 (the “Games”) which the broadcast rights-holders have obtained by virtue of their accreditation and access to the Games, including results provided to the broadcast rights-holders by the IOC and/or BOCOG) on their generic website, in a news capacity and to complement their broadcast rights already acquired:

- a) **Use by Third Parties** - Olympic results content may be used on the rights-holder's generic website only. Olympic results content from rights-holder's websites cannot be syndicated to third parties (e.g. sold to a written press website) without a licence from the IOC.
- b) **Notices** - All use of Olympic results content must prominently carry a copyright tag line (“© IOC 2008”) placed under every results table or list and a text credit is given to Atos Origin and Omega for all Olympic results (-i.e. “Official Results powered by Atos Origin. Timing and results management by Omega”).
- c) **Archiving** - Olympic results content may be archived as historical records, but may not be used subsequently in any commercial manner. All Olympic results content displayed on a broadcast rights-holder’s website following the Olympic Games must feature a link back to the IOC's permanent web site: “www.olympic.org”.

¹These guidelines apply only to the Games of the XXIX Olympiad, Beijing 2008. The IOC reserves the right to change these present guidelines. The English version of these guidelines shall prevail. Nothing in this document shall be interpreted as amending or superseding the commitments set forth in the Olympic broadcast rights agreements. Should there be any conflict between these guidelines and the Olympic broadcast rights agreement of the broadcaster concerned, the broadcast rights agreement shall take precedence.

2. Other Olympic Content

Olympic Games content on a rights-holder's website should support its broadcast of the Olympic Games. Rights-holders are encouraged to use the Internet for cross-promotion, by including complementary stories and news features that encourage viewers to “tune-in” to the Olympic broadcast coverage.

- a) **Programme Schedules** - The IOC encourages rights-holders to make the broadcast schedule a central feature of their website's Olympic content area.
- b) **Still Photographic Pictures** - Still photographic pictures can be published on broadcast rights-holders' websites for editorial purposes, provided such pictures are not reproduced in a sequential manner, so as to simulate, in any way, moving images.
- c) **Video** - In order to preserve the integrity of the IOC's intellectual property rights, broadcast rights-holders are kindly asked to note the following:
 - i. **Beijing 2008 Moving Images of Olympic Events** - The dissemination of moving images and play-by-play audio commentary over the Internet are covered by broadcast licences. No sound or moving images of any Olympic events, including sporting action, Opening, Closing and medal ceremonies or other activities which occur within accredited zones (competition sites and practice venues, Olympic Village, etc.) may be disseminated over the Internet, whether on a live or delayed basis, regardless of source, unless authorised by the IOC.
 - ii. **Historical Moving Images** - Rights-holders wishing to feature Olympic footage and moving image highlights from past Olympic Games may obtain a licence through the IOC's Olympic Television Archive Bureau (OTAB).
- d) **Audio** - For the same reasons stated for video above, no audio coverage of the Games is permitted on broadcaster websites, whether on a live or delayed basis, regardless of source unless authorized by the IOC. Broadcast rights-holders wishing to feature audio interviews with athletes may do so only on the condition that such audio is not taken from within accredited zones (e.g. interview by mobile phone). Likewise, such audio cannot be positioned as having come from within the Olympic Games venues. Broadcast rights-holders may also feature audio interviews from within their studios in the IBC but not from within any other accredited zones (e.g. mixed zone in stadiums) unless such broadcasts are not accessible to persons viewing the Internet outside the broadcast territory for which the broadcaster has been granted rights by the IOC.
- e) **Press Conferences** - Broadcast rights-holders may broadcast via the Internet all or portions of press conferences that take place in the Main Press Centre without any territorial or time restrictions.
- f) **Use of Olympic Marks** – Broadcast rights-holders are encouraged to use their Games-specific Composite Logo and Designation on their websites for the two-month period surrounding the Olympic Games. Broadcast rights-holders

may use the Olympic marks, including the Olympic symbol, solely for editorial purposes. Broadcast rights-holders may not associate these marks with any third party or third party's products or services in any way that may give the impression that such third party or third party's products or services have an official relationship with the IOC, BOCOG, the Games and/or the Olympic Movement.

- g) **Domain Names / URLs / Page Naming** – Domain Names including the words “Olympic” or “Olympics” (or any foreign language equivalents thereof) are not allowed (e.g. [www.\[myname\]olympics.com](http://www.[myname]olympics.com) would not be permitted while [www.\[myname\].com/olympics](http://www.[myname].com/olympics) would be allowed) unless approved by the IOC. Similarly, broadcast rights-holders may not create stand-alone Olympic-themed websites to host coverage of the Games unless otherwise expressly agreed to by the IOC.

3. Commercial Activity / Presence

- a) **Olympic results Content Sponsorship** - Olympic results content may not be sponsored, as the IOC believes that this would result in an overly commercial presentation of the Games equivalent to advertising on-screen during a Games broadcast (which is prohibited under the broadcast rights agreements).
- b) **Advertising** - Olympic broadcast rights-holders may not include any commercial or advertising reference in relation to the Olympic results content on their website.
- c) **e-commerce** - The distribution of Olympic Premiums (as defined in rights-holders' broadcast rights agreements) may not be conducted on broadcast rights-holder websites.

4. Links to Olympic content

In exchange for the above-referenced access to Olympic results content, the IOC kindly asks that rights-holders' websites carry the following links for the duration of their Olympic Games coverage:

- www.olympic.org - the official site of the Olympic Movement
- www.beijing2008.com - the official site of the Games

5. IOC Blogging Guidelines

Please find attached a copy of the “*IOC Blogging Guidelines for Persons Accredited at the Games of the XXIX Olympiad, Beijing 2008*”, which shall apply subject to these guidelines.

6. Monitoring

The IOC will continue to monitor Olympic on-line content to ensure that the integrity of broadcaster and sponsor rights is maintained. The IOC asks for the support of all broadcast rights-holders in halting any ambush activity or any sites engaged in conduct which is offensive to or adversely affects the goodwill associated with the Olympic Games and the Olympic Movement. The IOC asks that broadcast rights-holders discovering unauthorized content please contact IOC TMS Head of Digital Media Mr Stéphane Kanah immediately, at monitoring2008@olympic.org.

7. Infringements

The accreditations of any organisation or person accredited at the Olympic Games may be withdrawn without notice, at the discretion of the IOC, for purposes of ensuring compliance with these guidelines. The IOC reserves its right to take other appropriate measures with respect to infringements of these guidelines, including taking legal action for damages, and imposing other sanctions.

Note:

“OLYMPIC MARKS” means the OLYMPIC SYMBOL and the GAMES MARKS.

“OLYMPIC SYMBOL” means the five interlocking rings used alone.

“GAMES MARKS” means the official emblem, mascot, pictograms and other logos and insignias identifying the GAMES and does not include the OLYMPIC SYMBOL.