



INTERNATIONAL  
OLYMPIC  
COMMITTEE

## **IOC Internet Guidelines for the Written Press and other Non-Rights Holding Media XXI Olympic Winter Games, Vancouver 2010<sup>1</sup>**

The Internet is an important medium for the communication and promotion of sport and the Olympic Movement. The IOC embraces this medium as a platform for disseminating coverage of the Olympic Games.

The IOC understands that media organisations have integrated this medium in their business and will be feeding their own websites with Olympic-themed content to target the online audience and to better serve fans during the upcoming XXI Olympic Winter Games, Vancouver 2010 (the “Games”). However, the IOC has an obligation to ensure that any use of the Internet to cover the Olympic Games is in accordance with the *Olympic Charter* and in the best interests of the Olympic Movement as a whole. Furthermore, the dissemination of moving images of the Games, including over the Internet, is a part of the IOC’s intellectual property rights, the granting of which to the licensed rights-holders of the Games helps provide the funding necessary to stage the Games and to train athletes.

Consequently, the IOC will not allow any use of the Internet that would infringe the IOC’s intellectual property rights. In particular, persons without the appropriate licence will not be permitted to disseminate moving images or play-by-play audio coverage of any Olympic events at the Games.

The set of guidelines below has been designed to illustrate how press and other non-rights holders can use the Internet while respecting the IOC’s rights. These guidelines will apply to all non-rights holding media for the Games, except as otherwise agreed in the IOC’s News Access Rules.

### **1. Written and photographic coverage**

Nothing contained within these guidelines is intended as limiting either the freedom of the media to provide and independent news and pictorial coverage of the Olympic Games and

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<sup>1</sup> These guidelines apply only to the Games of the XXI Olympic Winter Games, Vancouver 2010. The IOC reserves its right to change the present guidelines. The English version of these guidelines shall prevail.



related events or the editorial independence of the material photographed and published by the media on their websites.

Media organisations may use their own websites to disseminate written and photographic coverage of the Olympic Games, for example to post news, results, articles and photographs such as those that would appear in a newspaper, for normal journalistic/editorial use only. Still photographic pictures can be published for editorial purposes, provided such pictures are not reproduced in a sequential manner, so as to simulate, in any way, moving images. Media organisations may not include the word “Olympic” or “Olympics” (or any foreign language equivalents thereof) in their Domain Names (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). Similarly, media organisations may not create stand-alone Olympic-themed websites to host coverage of the Games.

## **2. No video / no audio**

The dissemination of moving images of the Games, including over the Internet, is covered by the IOC's intellectual property rights. Media organisations may not disseminate moving images or play-by-play audio coverage of the Games over the Internet except as permitted by the IOC News Access Rules or except as permitted by the exceptions referred to below. This includes, but is not limited to, webcams. Specifically, this means that no sound or moving images of any Olympic events, including sporting action, interviews with athletes in the mixed zones and competition venue press conference rooms, Opening, Closing and medal ceremonies or other activities, such as chat sessions which occur within accredited zones (competition sites and practice venues, Olympic Village, Main Press Centre, etc.) may be disseminated, whether on a live or delayed basis, regardless of source.

### **Notwithstanding the foregoing,**

- Bona fide news organisations may broadcast via the Internet all or portions of press conferences that take place in the Media Press Centre (MPC) and Whistler Media Centre (WMC), without any territorial restrictions, provided there is a delay of at least thirty (30) minutes from the conclusion of the press conference, and
- Exceptions to the IOC News Access Rules may be granted by the broadcast rights-holders in specific territories, subject to the prior written approval of the IOC.

Should any fair dealing or similar provisions contained in any applicable national law permit the use by bona fide news organisations of Olympic Material for news purposes on the



Internet, then the broadcast of such Material on the Internet must not be accessible to persons outside the specific territory. Any broadcast of such Material on the Internet must be restricted to the territory in which the fair dealing or similar provision applied i.e. it must be geoblocked. Any broadcast on the Internet without Territorial Integrity will breach the IOC's intellectual property rights and the rights of other broadcast rights-holders in other territories, and as such is expressly prohibited. All other provision of the IOC News Access Rules would still apply.

### **3. Use of Olympic Results Content – Notices**

All use of Olympic results content provided by the IOC must prominently carry a copyright tag line (“© 2010 IOC”) 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”).

### **4. Olympic marks**

Media organisations may use the Olympic marks, including the Olympic symbol, solely for editorial purposes. Under no circumstances may media organisations associate these marks with themselves or with any third party or third party's products or services in any way that may give the impression that they and/or such third party or third party's products or services have an official relationship with the IOC, VANOC, the Games and/or the Olympic Movement.

### **5. Links**

To complement coverage, the IOC encourages media organisations to “link” their website to the official website of the Games ([www.vancouver2010.com](http://www.vancouver2010.com)), the IOC ([www.olympic.org](http://www.olympic.org)) and their respective National Olympic Committee's website<sup>2</sup>.

### **6. IOC Blogging guidelines**

Please find attached a copy of the “*IOC Blogging Guidelines for Persons Accredited at the XXI Olympic Winter Games, Vancouver 2010*”, which shall apply subject to these guidelines.

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<sup>2</sup> Go to [www.olympic.org/noc](http://www.olympic.org/noc) for the list of all NOCs and their website addresses.



## **7. 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 that media organisations discovering unauthorised content please contact IOC TMS Head of Digital Media Mr Stéphane Kanah immediately, at [monitoring2010@olympic.org](mailto:monitoring2010@olympic.org).

## **8. 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.