

Games of the XXXIII Olympiad
NBCUNIVERSAL NEWS ACCESS GUIDELINES

This is to advise you that NBCUniversal Media, LLC (“**NBCUniversal**”) has acquired the exclusive right in the United States and its territories and possessions, including Puerto Rico (the “**Territory**”), to Exhibit (as defined below) the Games of the XXXIII Olympiad, to be held in Paris, France (the “**Games**”). The Games are scheduled to begin on Friday, July 26, 2024 (although some limited competition is scheduled to take place on July 24 and 25, 2024), and conclude on Sunday, August 11, 2024. These News Access Guidelines (the “**NBC Guidelines**”) set forth the terms by which NBCUniversal grants third parties, including other broadcasters and cablecasters, in the Territory permission to use Olympic Material, as such term is defined below.

NBCUniversal will provide television coverage of the Games on the NBC broadcast television network via its owned and operated and affiliated television stations (the “**NBC Television Network**”), USA, CNBC, Golf Channel, E!, Telemundo and Universo (collectively, the “**NBCUniversal Linear Television Channels**”). In addition, NBCUniversal will provide digital coverage of the Games via the direct-to-consumer service known as Peacock, NBCOlympics.com, NBCSports.com, and the digital platforms associated with each of the NBCUniversal Linear Television Channels (collectively, with the NBCUniversal Linear Television Channels, the “**NBCUniversal Coverage Channels**”). NBCUniversal’s exclusivity extends in all languages and to any and all forms of distribution in all formats (*e.g.*, SD, HD, UltraHD, 4K, 8K, virtual reality, augmented reality) and via all media, devices and business models, including but not limited to broadcast, over-the-air, cable, pay, satellite, IPTV and theatrical television, all forms of radio, any distribution via the Internet, wireless or mobile platforms (*e.g.*, websites, apps, direct-to-consumer, social media, desktop, smartphones, tablets, connected TVs, streaming, download, etc.), video-on-demand, modes of transport (*e.g.*, in-flight, cruise ships), DVDs/videodiscs/EST/TVOD, videoboards and any other form of public or private Exhibition (collectively, “**Media Distribution**”).

NBCUniversal’s exclusivity extends to all aspects of the Games, including but not limited to:

- all aspects and elements of the Opening Ceremony and the Closing Ceremony;
- all (x) athletic competitions and/or exhibitions (practice/training, preliminary, qualifying and final rounds), and (y) non-athletic events or activities, in each case occurring at any location controlled by the Organizing Committee for the Paris 2024 Olympic Games (“**Paris 2024**”), including but not limited to each sporting stadium or other location, the Olympic Village, and Champions Park (each of the foregoing, a “**Venue**”);
- all award, medal and other official ceremonies held at any Venue;
- all other events, performances, exhibitions, demonstrations, rehearsals and activities that occur at a Venue, including but not limited to any activities that occur within the “back of house” areas at a Venue (*i.e.*, areas at a Venue or between/among Venues designed to support the operation of the Games, including without limitation Paris 2024 operational areas; athlete- and coach-only areas, including transportation; host broadcaster operational facilities and compounds; and administration offices).

Recordings of any and all of the foregoing aspects of the Games are hereinafter referred to as “**Olympic Material**”. NBCUniversal’s agreement with the International Olympic Committee provides that, other than as specifically set forth in the NBC Guidelines, no one other than

NBCUniversal and/or NBCUniversal's authorized sublicensees may broadcast, distribute, transmit, display, stream, exploit or otherwise exhibit (collectively, "**Exhibit**") within the Territory audio and/or video of any Olympic Material in any form of Media Distribution whatsoever. For the avoidance of doubt, Olympic Material does not include announcer descriptions, any other audio elements, feature material, or interviews, the use of all of which is prohibited under any circumstances except as otherwise set forth herein in paragraph 1. Olympic Material also does not include audio and/or video permitted to be recorded and posted by athletes (and only by athletes) in accordance with the International Olympic Committee's Social and Digital Media Guidelines for Paris 2024 (the "**IOC Social Media Guidelines**").

Accordingly, NBCUniversal authorizes use of excerpts of Olympic Material only if all of the following conditions are satisfied:

1. **Use In Television News Programs Only:** Excerpts of Olympic Material may be used solely for news reporting purposes within regularly scheduled television news programs distributed on broadcast television stations and cable networks. For clarity, Olympic Material may not be used in any programming such as news and sports magazines, news promos and updates, entertainment programs, entertainment news programs, magazines and features, sports features and other sports programs or special programs of any kind. All-sports television networks may use excerpts of Olympic Material only as part of regularly scheduled general sports news programs, subject to the other limitations of the NBC Guidelines. Announcer descriptions of Olympic Material may be used for news reporting solely within regularly scheduled radio news programs provided that the applicable radio news program complies with all other applicable NBC Guidelines.

2. **Exhibition of Olympic Material Only After Conclusion of Certain NBCUniversal Programming:** NBCUniversal recoups a substantial part of the expenses it incurs in securing its rights to Exhibit the Games by providing coverage of the Games through its exclusive prime time and late night programming. Accordingly, in order to protect this primary revenue source, the Exhibition of Olympic Material is strictly prohibited until the completion of certain NBC Television Network nightly programs (a summary of the NBC Television Network's prime time and late night Games programming is attached hereto as Exhibit A). Specifically:

a. **Olympic Material Through and Including Prime Time:** Excerpts of Olympic Material recorded on any given day from any of the NBCUniversal Coverage Channels, through and including the prime time telecast on the NBC Television Network, may not be Exhibited on such day in any time zone in the Territory until the NBC Television Network has completed its *prime time* telecast in such time zone on such day, subject in all instances to the other limitations of the NBC Guidelines. See Exhibit A.

b. **Olympic Material From Late Night:** Excerpts of Olympic Material recorded on any given day from the late night telecast on the NBC Television Network may not be Exhibited on such day in any time zone in the Territory until the NBC Television Network has completed its late night telecast in such time zone on such day, subject in all instances to the other limitations of the NBC Guidelines. See Exhibit A.

c. **Cable Networks With A Single Feed:** For the avoidance of doubt, cable networks with a single feed may not Exhibit or otherwise use excerpts of Olympic Material on any given day from any of the NBCUniversal Coverage Channels until the NBC Television Network has completed its prime time telecast in *all* U.S. time zones where such single feed network is viewed, subject in all instances to the other limitations of the NBC Guidelines. See Exhibit A.

d. ***Olympic Material from Early Competitions:*** Excerpts of Olympic Material from events taking place on July 24 and 25, 2024 (*i.e.*, prior to the Opening Ceremony) may be Exhibited following the conclusion of NBCUniversal's coverage of the applicable competition (inclusive of any post-event studio coverage, if any), provided that all other applicable NBC Guidelines are met.

3. Source of Olympic Material:

a. ***Permissible Source:*** The only permissible source of excerpts of Olympic Material for use in the Territory (other than as outlined in paragraph 6) is footage that is recorded from any of the NBCUniversal Coverage Channels.

b. ***Spanish-Language Coverage:*** If Olympic Material is Exhibited on Telemundo or Universo, Spanish-language television networks or stations must use excerpts from such Telemundo or Universo Exhibition. For all other Olympic Material, Spanish-language television networks or stations may use excerpts from the applicable NBCUniversal Coverage Channel.

c. ***Footage from News Agencies:*** In the unlikely circumstance that Olympic Material showing an event or activity that has not been Exhibited on any of the NBCUniversal Coverage Channels is needed, such footage may be sourced from authorized news agencies (i) upon NBCUniversal's advance, express written consent (see contact information below); (ii) no sooner than 24 hours after the occurrence of the event or activity shown in the Olympic Material; and (iii) if the other limitations of the NBC Guidelines are satisfied.

d. ***Prohibited Sources:*** For the avoidance of doubt, recordings of Olympic Material from any source outside of NBCUniversal Coverage Channels is strictly prohibited. The Exhibition or other use or exploitation of excerpts of Olympic Material also is prohibited if such Olympic Material is (i) obtained from any other IOC-licensed Olympics rightsholder, or (ii) except in accordance with the IOC Social Media Guidelines, provided by any individual, including but not limited to athletes, coaches, officials, their family members, and/or spectators at the Games. For the avoidance of doubt, these prohibitions include any Olympic Material captured (x) within any Venue; (y) by any of the foregoing persons with any personal device, including but not limited to a personal computer, video recorder or cell phone; and/or (z) by way of any two-way video chat service (*e.g.*, Teams, Zoom, Facetime) by any third party from any of the foregoing persons located within any Venue.

4. Internet/Wireless:

a. Olympic Material may not be Exhibited on the Internet, wireless devices, and/or via any other interactive forms of Media Distribution including, but not limited to, connected devices, social media platforms, device applications and any other platforms, and websites except as indicated in this paragraph 4.

b. Olympic Material may be Exhibited via such platforms only to the extent that such Olympic Material is part of the live, simultaneous, linear transmission of a program that is authorized to include Olympic Material in accordance with paragraph 1. In addition, such authorized program must be either (i) part of a 24/7 television service available to authenticated subscribers where such service is distributed substantially in its entirety via the Internet, or (ii) Exhibited via the Internet by a broadcast television station or cable network simultaneously with such station's or network's linear television Exhibition of such program.

c. Under no circumstances may Olympic Material be Exhibited via an archive or other on-demand product or offering. Olympic Material archived on NBCUniversal's digital platforms via NBCUniversal's digital media player may not be embedded on third-party websites, except for approved NBCU partners. Any Olympic Material properly Exhibited in accordance with this paragraph 4 or any other paragraph of these NBC Guidelines must be geo-targeted to, and confined within, the United States and its territories and possessions.

5. **GIFs:** For the avoidance of doubt, Exhibition or other exploitation of GIFs and/or any other multiple-exposure still images with a refresh rate designed to simulate the look and feel of video is strictly prohibited.

6. **Press Conferences:** Footage of any official press conference held in the Main Press Center, any Venue press center, the Olympic Village or any other Venue may be used in any medium, but such use may not commence until the conclusion of the applicable press conference.

7. **Number of Newscasts/Length of Excerpts of Olympic Material:** Excerpts of Olympic Material may appear in a maximum of three (3) television newscasts per day, subject to the restrictions in paragraph 8. No such excerpt may exceed thirty (30) seconds in duration, and all such excerpts collectively may not exceed two (2) minutes in total in any single television newscast. All-news and all-sports linear 24/7 television networks are not subject to this restriction, provided the combined time of all excerpts (including repeat Exhibitions) does not exceed a total of six (6) minutes per day and all other limitations of the NBC Guidelines are satisfied. For the purposes of clarity, a single-sport linear 24/7 television network focused on a sport that is contested in the Games may use up to six (6) minutes of Olympic Material of such sport each day during the Games, provided that such network has obtained the advance, express written consent of NBCUniversal (see contact information below).

8. **Three Hour Separation:** Television newscasts in which excerpts of Olympic Material appear must be separated by at least 3 hours; notwithstanding the foregoing, stations that telecast both local news and network news programs from 4:00 a.m. to 10:00 a.m. and/or from 4:00 p.m. to 7:30 p.m. may air as many reports containing eligible excerpts of Olympic Material as they wish so long as the combined time of such excerpts during these time periods does not exceed a total of 2 minutes. All-news and all-sports television networks are not subject to this restriction.

9. **24-Hour Window:** Excerpts of Olympic Material may be used only during the 24-hour period following the time that the use of such excerpts is first permitted under the NBC Guidelines. Use after such 24-hour window requires the prior written approval of NBCUniversal (see contact information below).

10. **Courtesy Credit/NBC "Bug":** The following video credit must be displayed over any excerpts of Olympic Material for the duration of the clip: "Courtesy NBC Olympics" (or "Cortesia NBC Olympics/Telemundo"/"Cortesia NBC Olympics/Universo," as the case may be). As all Olympic Material must be recorded from NBCUniversal Coverage Channels (subject to the exceptions set forth in paragraph 3(c)), it is expressly prohibited for any party to alter, eliminate or otherwise change the identifying "bug" affixed to such Olympic Material in any manner whatsoever.

11. **Videoboards:** Videoboards placed at various locations in Paris and the surrounding areas, and featuring Olympic Material, may appear incidentally in the background of programming aired by broadcasters and cablecasters, but Olympic Material appearing in this manner will count against the time-related limitations set forth in paragraph 7.

12. No Commercial Association: Any Olympic Material properly Exhibited in accordance with these NBC Guidelines may not create any commercial association between the applicable Olympic Material and any brand, product or service.

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The IOC has advised that the violation of any of the NBC Guidelines could lead to the loss of official Olympic accreditation at the Games or subsequent Olympic Games by the person or company responsible for said violation.

For copyright purposes, NBCUniversal plans to record our Olympic programming simultaneously with its transmission. The owner of the resulting recorded audiovisual work will be the IOC, and the Olympic programming will be pre-registered and registered with the U.S. Copyright Office. The IOC has authorized NBCUniversal to act as its party-in-interest with respect to copyright violations occurring within the Territory. NBCUniversal hereby grants broadcasters and cablecasters in the Territory permission to record the NBCUniversal Coverage Channels for the sole purpose of obtaining excerpts of Olympic Material for use by such broadcasters and cablecasters in regularly scheduled television newscasts that air in the Territory prior to the conclusion of the Games, and otherwise in accordance with the limitations of the NBC Guidelines. This permission is further conditioned on the agreement of such broadcasters and cablecasters to the terms of the NBC Guidelines. By recording these Exhibitions, broadcasters and cablecasters expressly agree to the terms of the NBC Guidelines and agree that any violation of these terms may entitle NBCUniversal to remedies, including compensatory damages, equitable relief, and revocation of the license granted herein.

NBCUniversal's exclusive rights to the Games in the Territory must be respected. Any use of Olympic Material other than as specifically provided herein and by applicable law will be considered a violation of NBCUniversal's rights and may subject violators to legal liability under the laws of copyright, trademark, unfair competition, misappropriation and/or contract. In addition, the unauthorized rebroadcast or other re-Exhibition of any other broadcast station's or cable network's program that includes Olympic Material may subject responsible parties to liability under § 325(a) of the Communications Act of 1934. Furthermore, NBCUniversal has acquired a number of original musical compositions which are under exclusive license to NBCUniversal for commercial and promotional uses. Under the terms of those licenses, broadcasters and cablecasters are not permitted to use any of these compositions in any commercial, promotional or thematic manner whatsoever.

NBCUniversal reserves the right at any time and at its sole discretion to vary the terms of the NBC Guidelines. For questions regarding the NBC Guidelines, or to request permission for additional uses that, as noted above, require further consent from NBCUniversal, please contact the undersigned at margo.cornell@nbcuni.com. We appreciate your cooperation.

Margo Cornell
Contracts Specialist, Business & Legal Affairs
NBC Sports

Exhibit A:
NBC Television Network
Olympic Prime Time and Late Night

The chart below lists the times for each prime time program and, if applicable, each late night program on each day of coverage during the Games.

Date	Eastern	Central	Mountain	Pacific
Friday, 7/26	7:30P-11:30P	6:30P-10:30P	5:30P-8:00P	4:30P-8:30P
Saturday, 7/27	8:00P-11:00P 11:30-1:00A	7:00P-10:00P 10:30P-12:00A	6:00P-9:00P 9:30P-11:00P	5:00P-8:00P 8:30P-10:00P
Sunday, 7/28	7:00P-11:00P 11:35P-1:00A	6:00P-10:00P 10:35P-12:00A	5:00P-9:00P 9:35P-11:00P	4:00P-8:00P 8:35P-10:00P
Monday, 7/29	8:00P-11:00P 11:35P-1:00A	7:00P-10:00P 10:35P-12:00A	6:00P-9:00P 9:35P-11:00P	5:00P-8:00P 8:35P-10:00P
Tuesday, 7/30	8:00P-11:30P 12:05A-1:30A	7:00P-10:30P 11:05P-12:30A	6:00P-9:30P 10:05P-11:30P	5:00P-8:30P 9:05P-10:30P
Wednesday, 7/31	8:00P-11:00P 11:35P-1:00A	7:00P-10:00P 10:35P-12:00A	6:00P-9:00P 9:35P-11:00P	5:00P-8:00P 8:35P-10:00P
Thursday, 8/1	8:00P-11:00P 11:35P-1:00A	7:00P-10:00P 10:35P-12:00A	6:00P-9:00P 9:35P-11:00P	5:00P-8:00P 8:35P-10:00P
Friday, 8/2	8:00P-11:00P 11:35P-1:00A	7:00P-10:00P 10:35P-12:00A	6:00P-9:00P 9:35P-11:00P	5:00P-8:00P 8:35P-10:00P
Saturday, 8/3	8:00P-11:30P 12:00A-1:30A	7:00P-10:30P 11:00P-12:30A	6:00P-9:30P 10:00P-11:30P	5:00P-8:30P 9:00P-10:30P
Sunday, 8/4	7:00P-11:00P 11:35P-1:00A	6:00P-10:00P 10:35P-12:00A	5:00P-9:00P 9:35P-11:00P	4:00P-8:00P 8:35P-10:00P
Monday, 8/5	8:00P-11:00P 11:35P-1:00A	7:00P-10:00P 10:35P-12:00A	6:00P-9:00P 9:35P-11:00P	5:00P-8:00P 8:35P-10:00P
Tuesday, 8/6	8:00P-11:00P 11:35P-1:00A	7:00P-10:00P 10:35P-12:00A	6:00P-9:00P 9:35P-11:00P	5:00P-8:00P 8:35P-10:00P
Wednesday, 8/7	8:00P-11:00P 11:35P-1:00A	7:00P-10:00P 10:35P-12:00A	6:00P-9:00P 9:35P-11:00P	5:00P-8:00P 8:35P-10:00P
Thursday, 8/8	8:00P-11:00P 11:35P-1:00A	7:00P-10:00P 10:35P-12:00A	6:00P-9:00P 9:35P-11:00P	5:00P-8:00P 8:35P-10:00P
Friday, 8/9	8:00P-11:00P 11:35P-1:00A	7:00P-10:00P 10:35P-12:00A	6:00P-9:00P 9:35P-11:00P	5:00P-8:00P 8:35P-10:00P
Saturday, 8/10	8:00P-11:00P 11:30P-1:00A	7:00P-10:00P 10:30P-12:00A	6:00P-9:00P 9:30P-11:00P	5:00P-8:00P 8:30P-10:00P
Sunday, 8/11	7:00P-11:00P	6:00P-10:00P	5:00P-9:00P	4:00P-8:00P