



International
Olympic
Committee

April 2024

GUIDELINES ON THE USE OF PARIS 2024 MARKS AND FOOTAGE BY NATIONAL OLYMPIC COMMITTEES

These Guidelines apply to National Olympic Committees (“**NOCs**”) in respect of their use of Paris 2024 Marks and Paris 2024 Footage for the Olympic Games Paris 2024 (“**Paris Games**”).

Paris 2024 Marks and/or Paris 2024 Footage shall not be used by NOCs in a manner that suggests or implies a commercial association between any (i) third-party product or service, or (ii) organisation (commercial or otherwise), and Paris 2024, the IOC and/or the Olympic Movement.

NOCs’ use of Paris 2024 Marks and Paris 2024 Footage shall be subject to the terms and conditions of the Olympic Charter, these Guidelines (as may be updated from time to time), Paris 2024 Brand Guidelines, Paris 2024 Clean Venue Rules as well as any additional rules, instructions and guidelines issued by the IOC.

These Guidelines supersede and replace any and all previous authorisations granted by the IOC to an NOC. In case of non-compliance with these Guidelines, the NOC will be required to promptly remove the relevant non-compliant Paris 2024 Marks and/or Paris 2024 Footage.

I. USE OF PARIS 2024 MARKS

For detailed guidance in relation to use of Paris 2024 Marks, please visit the Paris 2024 extranet for brand guidelines dedicated to each brand asset, available here [Paris 2024 Identity \(sharepoint.com\)](#).

1. WEBSITE, APPS AND SOCIAL MEDIA

Please visit the abovementioned Paris 2024 extranet for specific guidelines.

2. NOC HOUSES

Please visit the NOC brand guidelines accessible here [Hospitality and Ticketing \(sharepoint.com\)](#)

3. PINS

Please visit the NOC brand guidelines accessible here [Brand, Image & Look \(sharepoint.com\)](#)

II. ACCESS AND USE OF PARIS 2024 FOOTAGE AND OLYMPIC ARCHIVE FOOTAGE

For the avoidance of doubt, these Guidelines on access and use of Paris 2024 Footage apply only to the concerned NOC and not to its employees acting in an individual capacity, agents, affiliates, representatives or any third party whatsoever.

These Guidelines supersede and replace any and all previous authorisations granted by the IOC to an NOC. The application of these Guidelines is without prejudice to compliance by NOCs with the Olympic Charter and any other rules applicable to Paris 2024.

These Guidelines are aimed at:

- (i) making available to NOCs Paris 2024 Footage and Olympic Archive Footage;
- (ii) establishing NOCs' rights for the use of Paris 2024 Footage and Olympic Archive Footage;
- (iii) minimising the number of filming crews and accredited persons within the Olympic Venues to allow for the smooth running of the sports competitions; and
- (iv) protecting and preserving the rights acquired by the MRHs and TOPS.

The IOC reserves the right to require an NOC to immediately cease any use authorized pursuant to these Guidelines in the event an NOC fails to respect or appropriately observe them.

Upon request, the NOCs shall provide the IOC TMS's content licensing unit (images@olympic.org), for archival purposes, complimentary copies of any audio-visual production that they produce pursuant to this Section II, in the digital format as determined by the IOC. The NOCs shall also provide the IOC with a description (i.e. a log of the sequences contained in each recording). This description shall be provided via an electronic file, such as Microsoft Excel.

1. GAMES TIME PARIS 2024 FOOTAGE

(i) Filming within Competition and Training Venues

Only OBS crew and a limited number of MRHs (producing their own feeds) are allowed to film in the Olympic Venues during Games Time. Any other (non-professional) filming within Competition and Training Venues shall be subject to the Ticketing Terms and/or the OIAC terms (including the **IOC Social Media Guidelines**, applicable to accredited persons acting in a private capacity).

Without prejudice to the above, NOCs may request OBS, on an exceptional basis and on reasonable notice in advance of Paris 2024, to authorise NOC's staff or personnel to film from the relevant NOC's stands, using non-professional equipment. Any NOC requests should be forwarded to the relevant International Federation, they will in turn forward such request to the OBS Host Broadcaster Producers. Such use must be for the NOC's internal, sports/performance analysis purposes only, such as for judging, refereeing and/or athlete performance assessment.

For the avoidance of doubt, NOCs may not broadcast nor make available over the internet or by any other means, any moving images and/or sounds that are recorded by such NOCs or any third-parties within the Competition and Training Venues, including from the Mixed Zones.

OBS shall consider each NOC request based on its individual merits, all decisions shall be at the sole discretion of OBS and the IOC.

(ii) Access and use of Paris 2024 Footage

NOCs may ask the OCOG, upon reasonable notice in advance of Paris 2024, for approval to access and use Paris 2024 Footage, including recordings of the Community Access Television and/or any related footage of a technical nature, for the NOC's internal and non-commercial purposes only. Further details, relating to the list of sports accessible shall be made available on NOCnet. All requests shall be considered on its individual merits and shall be at the sole discretion of the OCOG and the IOC.

It is prohibited to transform any Paris 2024 Footage into graphic animated formats such as animated GIFs (i.e. GIFV), GFY, WebM, or other sorts of short video formats.

(iii) Creation and use of Paris 2024 related content created outside of Olympic Venues by NOCs:

- Still images taken by NOC representatives (without professional equipment) or OIAC photographers (with their consent) can be used for NOCs' editorial, institutional and non-commercial activities only. This also includes still images taken *within* Olympic Venues;
- Still images of any athlete or official from another NOC requires the prior permission of the concerned NOC;
- NOCs shall not be entitled to use multi-exposure still images with a refresh rate in a way that simulates the look and feel of video or other analogous coverage of Paris 2024, whether on a live or delayed basis;
- NOCs may create and distribute audio-visual content, for non-commercial activities only, taken from outside any of the Olympic Venues, provided that (i) no Olympic Properties are featured within such footage (ii) it is distributed on a free basis and (iii) only distributed for institutional purposes; and
- NOCs may also share content posted online by NOCs' athletes (in compliance with the IOC Social Media Guidelines), provided that no such content may be used "natively" (i.e. downloading of the content for inclusion in the NOC's social media platforms as that use by NOCs is not permitted).

(iv) NOC Commercial partners content sharing

- NOC commercial partners may share on their local social media pages, NOC and NOC athlete social media posts that target and are in the language of the NOC territory and focus on the NOC team's participation at the Olympic Games Paris 2024.

NOCs SHALL NOT BROADCAST OR MAKE AVAILABLE ANY MOVING IMAGES AND/OR SOUNDS RECORDED WITHIN THE OLYMPIC VENUES NOR COMMERCIALISE ANY PARIS 2024 FOOTAGE AND OTHER AUDIO-VISUAL RELATED CONTENT, INCLUDING ADVERTISING OR BROADCAST SPONSORSHIP

2. OLYMPIC ARCHIVE FOOTAGE

NOCs may request access to the Olympic Archive Footage of previous Olympic Games with respect to the sports relating to their own athletes for such as non-commercial or educational purposes.

Access may be solely provided by the Olympic Media Library "TOML". Access to any Olympic Archive Footage shall be subject to the NOCs' acceptance and compliance with the TOML applicable terms and conditions.

NOCs accept that use of any Olympic Archive Footage may involve additional rights and technical clearances being required at the NOCs' sole cost. Such clearances and/or consents needed shall include, but are not limited to, image rights and music rights clearances.

Olympic Archive Footage shall be used and distributed for non-commercial activities only, on a free basis and for educational purposes aimed at promoting the NOC and the NOC's members/affiliates (i.e. athletes and coaches).

NOCs SHALL NOT COMMERCIALISE ANY OLYMPIC ARCHIVE FOOTAGE AND OTHER AUDIO-VISUAL RELATED CONTENT, INCLUDING ADVERTISING OR BROADCAST SPONSORSHIP

Olympic Properties cannot be used in connection with any audio-visual productions (including on any packaging or related material), except for factual or referential purposes or as contained within the images provided. Appropriate reference/attribution to the IOC shall be made, notably in the credits, along the following lines: "[© YEAR – International Olympic Committee – All rights reserved]".

III. CONTACT INFORMATION

For Olympic Archive Footage, please contact the IOC's TMS's content licensing unit via: images@olympic.org

For any issue related to these Guidelines, including their interpretation and implementation, please contact: legal@olympic.org

IV. DEFINITIONS

"Community Access Television" means the system commonly referred to as CATV that is used to transmit via cable the broadcast signals produced by OBS within specified areas of the venues (Mixed Zone, press room etc.)

"Games Time" means the period from the opening of the Olympic Village, on 18 July 2024, until the closing of the Olympic Village, on 13 August 2024.

"NOCs" means the National Olympic Committees, as recognised by the IOC.

"IOC Social Media Guidelines" means the IOC Social and Digital Media Guidelines, Games of the XXXIII Olympiad Paris 2024, applicable to accredited persons when acting in a private capacity at Paris 2024.

"Media Rights-Holders or MRHs" means entities, companies, unions, pools, consortiums or agencies (including media subsidiaries, affiliates and permitted sub-licensees) with which the IOC has entered into or will enter into an agreement granting the right to distribute the coverage of the Olympic Games within a given territory during a given period of time across one or multiple medium(a)/platform(s).

"Mixed Zone" means a designated area at an Olympic Venue where athletes can be interviewed by accredited media.

"OBS" means Olympic Broadcasting Services, the host broadcaster of Paris 2024.

"OCOG" means the Paris 2024 Organising Committee for the Olympic and Paralympic Games.

"OIAC" means the Olympic Identity and Accreditation Card, whose terms apply to persons accredited to Paris 2024, which remains the property of the IOC and can be withdrawn, with immediate effect, at the IOC's sole discretion.

"Olympic Archive Footage" means any audio-visual and audio content from previous Olympic Games or Youth Olympic Games; it does not include Paris 2024 Footage until the expiry of the exclusive rights of MRHs.

"Olympic Events" means any activity or event that occurs at Olympic Venues during the Paris Games or that is related to the Paris Games, including, without limitation, training and practice sessions, sporting action, opening, closing and victory ceremonies, interviews, press conferences and any other activity or event that occurs or is originated at Olympic Venues.

"Olympic Games" means competitions between athletes in individual or team events and not between countries, bringing together the athletes selected by their respective NOCs, whose entities have been accepted by the IOC, competing under the technical direction of the IFs concerned; and they consist of the Games of the Olympiad and the Olympic Winter Games.

"Olympic Movement" means, as defined in the Olympic Charter, collectively and individually: the International Olympic Committee ("IOC"), NOCs, the International Sports Federations ("IFs"), OCOGs, the national associations, clubs and persons belonging to the NOCs and IFs, particularly athletes as well as judges, referees, coaches and other sports officials

and technicians. It also includes other organisations that are recognised by the IOC.

"Olympic Properties" means the Olympic symbol, the wordmarks "Olympic", "Olympic Games" and "Olympiad", the Olympic motto "*Citius, Altius, Fortius - Communiter*" and any English or other language translations of the same, and other Olympic-related terminology, as well as the official emblem, mascot, pictograms, cauldron and other identifications, designations, logos and insignia identifying the Olympic Games.

"Olympic Venues" shall include all venues which require an Olympic accreditation card, ticket or areas that have non-ticketed public access, but which are Olympic areas containing the look of the Games branding and requiring security checks or other forms of controlled entry. Olympic Venues include the Olympic village, the competition venues, the training and practice venues, IBC and MPC and areas immediately surrounding any of the preceding.

"Paris 2024 Footage" means sounds or images originated from or as a product of any official activity or event that occurs primarily at an Olympic Venue during Paris 2024 or that is related to Paris 2024, including, without limitation, training sessions, sporting action, opening, closing and victory ceremonies, interviews and any other activity that occurs or is originated at an Olympic Venue, in each case regardless of the source.

"Paris Marks" means the official emblem, mascot, pictograms, cauldron and other identifications, designations, logos and insignia identifying Paris Games, and does not include the standalone Olympic Symbol, or other Olympic Games-related terminology.

"TOPS" means The Olympic Partners as defined at www.olympics.com/ioc/partners

"Ticketing Terms" means the Paris 2024 - Terms and Conditions of Ticket Purchase and Use that apply to purchasers and attendees of Olympic Events.

"Youth Olympic Games" means those athletic competitions for youth aged from 15 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.