

IOC GUIDELINES ON ACCESS AND USE OF THE OQS BRAND AND CONTENT APPLICABLE TO PARTICIPATING FEDERATIONS TO THE OLYMPIC QUALIFIER SERIES FOR PARIS 2024

I. INTRODUCTION

These Brand and Content Guidelines (the “**B&C Guidelines**”) are applicable to international and national Federations (the “**Participating Federations**”) representing their relevant sports at the Olympic Qualifier Series for Paris 2024 (“**OQS**”). These B&C Guidelines contain the terms and conditions governing their use of the OQS Brand and OQS Content. Participating Federations may only benefit from the access granted and use permitted pursuant to these B&C Guidelines subject to their full acceptance of and compliance with the terms and conditions set out herein, in conjunction with any additional specific terms the IOC may put in place for the access and use of the OQS Brand and OQS Content. For the avoidance of doubt, these guidelines apply only to the concerned Participating Federations and not to its employees acting in an individual capacity, agents, affiliates, representatives or any third party whatsoever.

The application of these B&C Guidelines is without prejudice to the acceptance and compliance by Participating Federations with any Olympic regulation including the Olympic Charter and any other rules applicable to the OQS.

These Guidelines aim at: (i) defining the legal framework under which OQS Brand and OQS Content is made available to and can be used by Participating Federations; (ii) minimising the number of filming crews and accredited persons within the Competition and Training Venues to allow for the smooth running of the sports competitions; and (iii) protecting and preserving the rights acquired by the MRHs.

The IOC governs the Olympic Movement and owns the rights to the Olympic Games, the Youth Olympic Games, the OQS and all related events, including all intellectual property rights thereto and all goodwill associated therewith, as well as all other rights, titles and interest of every kind and nature relating to the organisation and staging of the OQS, including: (a) the media rights to the OQS; (b) admission to the OQS Urban Parks and conditions of access, including restrictions on the creation and use of OQS Material; and (c) any other form of exploitation, recording, representation, marketing, reproduction, access and dissemination thereof by any means or mechanism whatsoever, whether now existing or developed in the future. The IOC retains exclusively all rights in and to the Olympic Properties, whether explicitly protected under separate national legislation or protected under general legislation such as protection of names, trademarks, emblems or other identifiers or protection under any other intellectual property rights.

II. PARTICIPATING FEDERATIONS' ACTIVITIES DURING OQS

1. FILMING WITHIN THE OQS URBAN PARK

(i) Within Competition and Training Venues

Participating Federations may request to OBS, reasonably in advance of the OQS, to be exceptionally allowed to film, with non-professional equipment, from the accredited seating by Participating Federations' staff or authorised personnel solely for the Participating Federations internal purposes, such as judging, refereeing and performance assessment provided that Participating Federations shall ensure that such filming does not impede or block any equipment of OBS and does not pose or constitute any safety or security concerns. OBS shall consider any such requests at its sole discretion, including any other requests for filming, with non-professional equipment, within the Competition and Training Venues.

For the avoidance of doubt, Participating Federations may not broadcast nor make available over the internet or by any other means, any moving images and/or sounds that are recorded by Participating Federations or any third-party within the Competition and Training Venues, including from the Mixed Zones. Participating Federations can otherwise share on their official social media accounts content posted by athletes in compliance with the IOC Social and Digital Media Guidelines for Athletes Participating at the Olympic Qualifier Series for Paris 2024 (excluding any cross-posting, native posting or other type of use or content Distribution),

as well as the content posted by IOC or the MRHs via their official accounts.

(ii) Within other OQS Urban Park areas

Participating Federations are permitted to Distribute in their official websites and social media accounts OQS Content related to:

- o the Urban Festival Zone, including without limitation festival activities, music attractions and sports initiations;
- o content originating and produced solely by the Participating Federations from the Media Centre, and the OQS Urban Festival Zone; and/or
- o interviews originated or produced prior to or after OQS Events.

Otherwise, Participating Federations are not permitted to Distribute any other OQS Material, in particular any Field of Play activities (including trainings, warm-ups or competitions).

2. ACCESS AND USE OF THE OQS FEED

At the IOC's discretion, copies of the OQS Feed may be made available via OBS to (i) aid officiating via internal referee/ judge review sessions or for (ii) performance assessment, including its distribution to national teams for their internal review for these same purposes. For the avoidance of doubt, Participating Federations are not permitted to Distribute any OQS Feed. In accordance with the Olympic Charter, only those persons accredited as

media may act as journalists, reporters, or in any other media capacity. Under no circumstances, may a Participating Federation or Participating Federation-accredited participant act as a journalist or in any other media capacity.

3. ACCESS AND USE OF OQS PHOTOS

At the IOC's discretion, OQS Photos may be made available for Participating Federations editorial and non-commercial purposes to promote the OQS via the IOC Television & Marketing Service - Content Licensing Unit, the Olympic Information Service and/or the IOC Media Flickr account or otherwise, via IOC approved News Agencies. The OQS Photos shall not be used by Participating Federations 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 the OQS, the IOC and/or the Olympic Movement. Otherwise, the use of OQS Photos Content shall be in accordance with the Olympic Values (excluding any use for any political, religious or racial propaganda).

A request to access OQS Photos, shall be made, reasonably in advance, to the Content Licensing Unit of IOC Television & Marketing Services via: images@olympic.org and is subject to the review and approval by the IOC.

III. USE OF THE OQS BRAND

Use of the OQS Brand is always subject to compliance with these B&C Guidelines and any other relevant guidelines.

The OQS Brand must be reproduced independently from the Participating Federation logo, and there must be a clear visual distinction between the graphic elements. In particular, the Participating Federation

logo, references or marks, may not be incorporated into or combined with the OQS Brand, in particular to form a composite logo. Artworks relating to the OQS Brand must be sourced from the IOC only.

The OQS Brand shall not be used by Participating Federations 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 the OQS, the IOC and/or the Olympic Movement. Participating Federations' use of OQS Brand shall be subject to the terms and conditions of the Olympic Charter, these Guidelines (as may be updated from time to time), the Olympic Qualifier Series Brand Guidelines as well as any additional rules, instructions and guidelines issued by the IOC.

Otherwise, the use of QQS Brand shall be in accordance with the Olympic Values (excluding any use for any political, religious or racial propaganda).

These Guidelines supersede and replace any and all previous authorisations granted by the IOC to a Participating Federation. In case of non-compliance with these Guidelines, the Participating Federation will be required to promptly remove the relevant non-compliant content, or, depending on the circumstances, further steps including legal actions may be taken.

1. WEBSITE, APPS AND SOCIAL MEDIA USE

A Participating Federation may reproduce any of the QQS Brand for editorial purposes on its official website and on its official App in a separate section or page dedicated to the QQS. The Participating Federation's website and App may include a link to the [Olympic Qualifier Series - site](#), it being understood that such link shall not be displayed on the same page, or visual field of the Participating Federation's sponsors' websites and/or logos. The Participating Federation may use the QQS Brand for editorial purposes, including on social media, provided that the content is non-commercial, (for example, in an article factually referring to the QQS).

2. PINS

Participating Federations are authorised to use, for the purpose of creating pins, the QQS Brand together with, but distinct from, the relevant Participating Federation logo on pins. There should be no overlap between the QQS signature and any Participating Federation logo. Participating Federations may also produce a series of commemorative pins, subject to the IOC's prior written approval. Each Participating Federation is authorised to produce a maximum of one thousand (1,000) units of pins, unless otherwise prior approved in writing by the IOC, to hand out as free of charge giveaways. Prior to manufacture, the design of all pins shall be submitted to the IOC Brand team for prior approval in writing at brandapproval@olympic.org.

V. OTHER APPLICABLE IOC GUIDELINES

In addition to the terms and conditions included in these B&C Guidelines, other guidelines made available by the IOC may apply, including, without limitation, and as updated from time to time, the following:

- the "IOC Social and Digital Media Guidelines for Accredited Individuals other than Athletes Participating at the Olympic Qualifier Series for Paris 2024";
- the "Olympic Qualifier Series Brand Guidelines"; and
- the "IOC Still Images Guidelines".

VII. DEFINITIONS

The capitalised terms used in these Hosts Guidelines have the meaning set out below.

"Competition and Training Venues" means all venues within the QQS Urban Park where sporting competitions, training and practice take place.

"Distribution" or **"Distribute"** mean, as applicable, the broadcast, exhibition, distribution, transmission, retransmission, display, making available, projection or performance of an audio or audio-visual content.

"IOC" means the International Olympic Committee.

"Field of Play" means the area used at the QQS Urban Park for a sporting competition or ceremony plus the immediate surrounding areas, usually separated from the spectators by a clear boundary. The design and specifications of each differ from one sport to another. Also referred to as the slope, rink, sheet, track, court, field, piste, ring, etc.

"MRHs" mean 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 QQS within a given territory during a given period of time across one or multiple medium(a)/platform(s), including television, radio and the internet.

"Mixed Zone" means a designated area at the Urban Park where athletes can be interviewed as soon as they leave the field of play.

"News Agencies" means bona fide news organisations whose primary business or sole service is the syndication of news, and which have been authorised by the IOC to distribute VNR Content to their affiliates and subscribers in accordance with the NARs.

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

"Olympic Charter" means the Olympic Charter dated 15

October 2023 (including its Bye-laws and documents referred to therein), as may be amended from time to time.

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

"Olympic Movement" means all the organisations, athletes and other persons who agree to be guided by the principles of the Olympic Charter.

"Olympic Properties" means the Olympic Symbol, the wordmarks "Olympic", "Olympic Games", "Youth Olympic Games", "Olympiad" and "Olympic Qualifier Series", 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, the Youth Olympic Games or the QQS.

"Olympic Symbol" means the five interlaced rings that identify the Olympic Movement.

"QQS" means the two (2) Olympic Qualifier Series events to be organized in Shanghai, China (16-19 May 2024) and Budapest, Hungary (20-23 June 2024).

"QQS Brand" means the QQS primary logos as defined in the "*Olympic Qualifiers Series Brand Guidelines*" (including the primary, primary year mark and primary two cities) and shall expressly exclude any other assets and Olympic Properties (including the standalone Olympic

Symbol or other Olympic Games-related terminology).

"QQS Content" means collectively QQS Material, the QQS Feed and QQS Photo Content.

"QQS Event" means any activity or event that occurs at or that originates from an Olympic Venue during the QQS or that is related to the QQS, including, without limitation, training and practice sessions, sporting action, celebratory events that may be organised by the LOCs to mark the start and/or the closing of the relevant QQS Event, Victory Ceremonies, interviews and press conferences.

"QQS Feed" means official feed of sounds or moving images originated from or produced by OBS of any QQS Event.

"QQS Material" means sounds or moving images originated from or produced of any QQS Event, in each case regardless of the source.

"QQS Photos" means still images originated from or produced of any QQS Event, in each case regardless of the source.

"QQS Urban Park" refers to the single location within which all QQS events take place, marked by a security perimeter and requiring security checks or other forms of controlled entry and containing the Look of the QQS branding

"Sport Initiations" refers to a "try a sport" activity where fans get to test and learn about an QQS sport.

"Urban Festival Zone" mean the common areas within the QQS Urban Park, excluding the Fields of Play, where activities around sport, music and urban culture are organised for fans attending the QQS.

"VNR Content" means video news release content containing QQS Material produced by the IOC for its integral use as provided.

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