



International  
Olympic  
Committee

# IOC SOCIAL AND DIGITAL MEDIA GUIDELINES OLYMPIC QUALIFIER SERIES



PART 1


**SHANGHAI**  
16-19 MAY


PART 2


**BUDAPEST**  
20-23 JUNE

# PART ONE: FOR ATHLETES PARTICIPATING AT THE OLYMPIC QUALIFIER SERIES

The main objective of these guidelines is to enable athletes to share their personal experiences at the Olympic Qualifier Series (OQS) while protecting the rights of the IOC's media rights-holders.


 You **can take** photographs and/or record audio/video at the OQS (both inside and outside accredited areas such as the competition venues) using your mobile phone as long as you respect the guidelines.

 You **can share** photographs on your personal social media accounts and personal websites.


 You **can share** on your personal social media accounts and personal websites **audio/video recordings that you take:**

- i. From competition venues up to 1 hour before the start of your competition and after you have left the mixed zone/doping control station
- ii. from training venues and practice areas; and/or
- iii. from the ceremonies and/or celebrations and events

## Conditions that apply to posts:

 **Posts with video cannot be shared**

- of the (i) OQS medals ceremonies or (ii) sports competitions (including anthems, coin toss and any celebrations on the field of play)
- live or
- if the video is longer than 2 minutes per post.

 **Posts (with video or photographs) cannot be shared:**

- if commercial, which includes:
  - permitting ads
  - running paid marketing
  - making an arrangement with a social media platform or other entity (other than the official media rights-holder of your country) or
  - promoting any third party or its products/services (except posts with photograph(s) relating to the presence at the OQS -via their brands, products or services- of TOP Partners and OQS local partners)
- of the medical areas or doping control station or
- using artificial intelligence (AI) or any AI generated content or outputs.

Please respect the rights of others and the safe and smooth operation of the OQS. You may give interviews to media in designated areas (e.g. mixed zone or post competition press conference) and at permitted events but you may not act as a journalist, reporter or in any other media capacity.

**Failure to comply with these Guidelines, may result in removal of the non-compliant content. Further available measures or actions may be taken.**

# PART TWO: FOR ACCREDITED INDIVIDUALS OTHER THAN ATHLETES PARTICIPATING AT THE OLYMPIC QUALIFIER SERIES



Accredited individuals **can take** photographs and/or record audio/video at the OQS (both inside and outside accredited areas) using their mobile phones.



Photographs **can be shared** on personal social media accounts and websites.

Please respect the rights of others and the safe and smooth operation of the OQS. You may not act as a journalist, reporter or in any other media capacity unless you are a journalist with a valid accreditation.

**Failure to comply with these Guidelines**, may result in removal of the non-compliant content. Further available measures or actions may be taken.



Audio/video recordings **can be shared** on personal social media accounts and websites, on the condition that the posts with video **cannot be shared**:

- of the
  - ceremonies
  - “Field of Play” meaning the areas used for sports competitions (including anthems, coin toss and any celebrations on the field of play) or
  - training venues or practice areas or
- live or
- if the video is longer than 2 minutes per post.



Posts (with video or photographs) **cannot be shared**:

- if commercial, which includes:
  - permitting ads
  - running paid marketing
  - making arrangements with a social media platform or other media company or
  - endorsing or promoting any third party or products/services
- of any “Restricted Areas” (meaning the non-public accredited areas (e.g. athlete and coach only areas), the medical areas and doping control station) or
- using artificial intelligence (AI) or containing any AI generated content or outputs.