

**RULES FOR THE USE OF SHORT EXTRACTS
ON DEMAND FOR NEWS REPORTING IN
THE UNITED KINGDOM
APPLICABLE FOR THE GAMES OF THE XXXIII OLYMPIAD PARIS 2024, 26 JULY TO
11 AUGUST 2024**

1. Introduction.

- 1.1 These UK Digital NARs, which are applicable only within the territory of the United Kingdom, apply to the use for news purposes of moving images of the Games of the XXXIII Olympiad Paris 2024 by Non MRHs and Bona Fide News Organisations by way of on demand transmissions via Non MRHs' proprietary news Internet Website, Mobile Website and Mobile Apps.
- 1.2 These UK Digital NARs are supplementary to the IOC's "News Access Rules" ("NARs" available [here](#)) applicable to all other forms of broadcast for the Games except, in the case of the United Kingdom, where these UK Digital NARs will take precedence with respect to on demand transmissions via Non MRHs' proprietary news Internet Website, Mobile Website and Mobile Apps.
- 1.3 These UK Digital NARs are subject to applicable United Kingdom national laws and regulations, including any "fair dealing", "fair use" or equivalent provisions in national copyright laws.
- 1.4 Capitalised terms used in these UK Digital NARs have the meaning set out in the "Definitions" section at the end of these UK Digital NARs.
- 1.5 All times and dates referred to are London time/dates.

2. On Demand.

For the purposes of these UK Digital NARs the expression "On Demand" shall mean the making available by Non MRHs in the United Kingdom only of Short Extracts for the purposes of reporting news stories, where the timing of the transmission is chosen by the viewer and not the Non MRH, delivered via:

- 2.1 a single Internet Website of each Non MRH; and/or
- 2.2 a single Mobile Website and a single Mobile App of each Non MRH;

In each case being the proprietary Internet Website, Mobile Website and Mobile App of a Non MRH only and subject always to the provisions of these UK Digital NARs.

3. Sources of Olympic Material for editing and transmitting of Short Extracts for News Reporting.

3.1 Non MRHs may access Olympic Material for use in accordance with these UK Digital NARs by one or more of the following sources:

- a. recording Discovery's / Eurosport's transmissions of Olympic Material (but not interviews or any other material) "off air"; or
- b. Authorised News Agencies;

Provided that Non MRHs shall not purport to rely on these UK Digital NARs and, in addition, purport to rely on fair dealing to transmit Olympic Material in excess of the allowance in these UK Digital NARs.

3.2 In respect of the source referred to:

- a. at paragraph 3.1. (a) Non MRHs shall use best endeavours to eliminate any of Discovery's / Eurosport's commentary from a Short Extract and shall not in any event use Discovery's /Eurosport's commentary in any derogatory way;
- b. at paragraph 3.1. (b) Non MRHs must negotiate directly with News Agencies (as appropriate) and pay such fees and technical charges as are agreed between them.

3.3 If a Non MRH is granted access to the Games or Olympic Events for pre-event or post-event interviews or hard news coverage, the Non MRH will not transmit any of the Non MRH's own pictures of the Games or Olympic Event other than such interviews or hard news.

3.4 Courtesy Credit/Discovery "Bug": Non MRHs shall ensure that each transmission of Olympic Material gives an on-screen credit to Discovery+ by way of a super video credit on the Olympic Material shown for a minimum period of four seconds in the form of "Pictures from Discovery+" or "Courtesies of Discovery+". Non MRH shall not add Non MRH's own logo to a Short Extract and shall ensure that all watermarks and/or logos contained in the feed from Eurosport/Discovery+ are retained.

4 Use in Digital News Services only.

4.1 Olympic Material may only be accessed via *bona fide* digital news or sports news services of Non MRHs, and included only in the sections dedicated to news or sports news of the Internet Website, Mobile Website, or Mobile App (as appropriate) of the Non MRH ("**Digital News Service**"). Olympic Material may be positioned within the section of the Digital News Services covering the Games in an overall news context but Digital News Services must not be positioned or promoted as dedicated Games websites or dedicated Games digital services.

4.2 Single Non MRH with multiple Digital News Services (for example: two or more local newspaper titles, which are group companies or otherwise controlled or

managed by a single Non MRH, where each newspaper title has its own distinct and separate website). Subject to the restrictions in paragraph 5.1.e below, each individual website may be treated as making On Demand transmissions in accordance with these UK Digital NARs as if it were a separate Non MRH. However, subject to section 4.3 below, there must be no aggregating (for example an overarching website, or search tool, or app, or intra group website linking, or other system provided or licensed (directly or indirectly) by or on behalf of that Non MRH), that would allow a user to access all the Short Extracts from two or more of the websites (for example but without limitation via a single website or portal or tool/app), thereby effectively creating a Games or Olympic Event dedicated service.

- 4.3 Single Non MRH with multiple Digital News Services operating via an overarching website (for example two or more regional or local television news service webpages on an overarching website controlled by a single Non MRH, where each region/locality has its own distinct and separate webpage). Subject to the restrictions in section 5.1.f below, each individual webpage may be treated as making On Demand transmissions in accordance with these UK Digital NARs as if it were a separate Non MRH. However, in recognition that the rights of Discovery and the IOC must be respected, there must be no aggregating by or on behalf of that Non MRH that would allow a user to access all the Short Extracts from two or more of the webpages, thereby effectively creating a Games or Olympic Event dedicated service.

5. Restrictions and Holdbacks.

5.1 All use of Olympic Material used pursuant to these UK Digital NARs shall be subject to the following restrictions:

- a. **Transmission by Non MRH:** In all cases using UK time and 24 hour clock, during any 24 hour period commencing 24:00, Non MRHs may not make available any Olympic Material until the later of 09:00 or 4 (FOUR) hours after the relevant Olympic Event has concluded (by way of example (i) Olympic Material of an Olympic Event that concludes 00:30 Tuesday (UK Time) may not be transmitted prior to 09:00 that Tuesday; and (ii) Olympic Material of an Olympic Event that concludes 06:30 Tuesday (UK Time) may not be transmitted prior to 10:30 that Tuesday).
- b. **Total Daily Aggregate Amount of Olympic Material:** Non MRHs may use a maximum of 120 seconds in aggregate of Olympic Material per Games day, for reporting on news in accordance with these UK Digital NARs.
- c. **Transmission Period:** Olympic Material may only be used or made available for a period of twenty four (24) hours commencing at the earliest time that transmission of the relevant Olympic Material is permitted in accordance with Rule 5.1 (a) above (by way of example in all cases using UK time and 24 hour clock, (i) Olympic Material of an Olympic Event that concludes 00:30

Tuesday (UK time) may be transmitted from 09:00 that Tuesday until 08:59 the immediately following day (Wednesday); and (ii) Olympic Material of an Olympic Event that concludes 06:30 (UK Time) on Tuesday may be transmitted from 10:30 Tuesday until 10:29 the immediately following day (Wednesday).

- d. **Total Daily Aggregate Number of Short Extracts (excluding Local/Regional/Home Nations Digital News Services):** Six (6): Non MRHs may use a maximum of six Short Extracts per Games day for reporting on news in accordance with these UK Digital NARs. As such, regardless of how many Olympic Events take place on a particular day, a Non MRH may only transmit a maximum of 6 Short Extracts in total of the Olympic Material during the transmission window referred to in 5.1 (c) (to be selected from the Olympic Events taking place that day) and subject to 5.1 (b).
 - e. **Local/Regional/Home Nations Digital News Services, Total Daily Aggregate Number of Short Extracts:** Two (2): Non MRHs may use a maximum of two Short Extracts per Games day for reporting on news in accordance with these UK Digital NARs provided that the Olympic Event covered by a Short Extract features a participant from the region or locality served by the Local/Regional/Home Nations Digital News Service or where participants from that region/locality/home nation may be directly affected by its outcome.
 - f. **Maximum Duration of Short Extracts Total Daily and Aggregate Amount of Olympic Material:** No Short Extract may be longer than one third of any individual Olympic Event or 20 seconds whichever is the lesser time. However, if the duration of an individual Olympic Event is less than 20 seconds the whole of the Olympic Event can be shown. Subject to the preceding sentence, not more than one third of any individual Olympic Event may be used in any one Digital News Service regardless of how many Short Extracts contain Olympic Material of that Olympic Event or the duration of those Short Extracts (for example: a Digital News Service may not transmit more than 60 Seconds, of an individual race which lasted 180 seconds, regardless of how many Short Extracts contain Olympic Material of that race).
- 5.2 Subject to the above provisions and these UK Digital NARs generally, Short Extracts may be transmitted (a) individually; or (b) incorporated within a package consisting solely of Short Extracts; or (c) incorporated within a bona fide news report of the Games which report contains Short Extracts and other material, provided such news report, including the Short Extract, is not more than 120 seconds (2 minutes) in aggregate, and provided in each case such Short Extracts, packages of Short Extracts and news reports are not sponsored in any way that might imply the sponsor has an official relationship with the Games

(unless the sponsorship is authorised by the IOC), and are not used in any promotion for any product or service (whether of the Non MRH or otherwise).

6. Contact Details.

If requested by the IOC or Discovery Non MRHs shall promptly provide the contact details of a senior representative of the Non MRH to represent the Non MRH in respect to any matter arising in respect to these UK Digital NARs.

7. Geo-Blocking and Digital Rights Management.

In respect of all On Demand delivery of Short Extracts, Non MRHs shall use:

- a) effective geo-blocking technology which ensures that no person is able to receive or view Short Extracts outside the United Kingdom; and
- b) effective digital rights management technology to ensure that no person who views or accesses any Digital News Service is able to view such Olympic Material after the period referred to in section 5 above or copy or edit any such Short Extracts or forward any such Short Extracts to any other person or persons.

DEFINITIONS.

The following terms shall have the meanings ascribed to them here below:

“Bona Fide News Organisation” is an organisation which provides news services and/or sports news services within the United Kingdom as one of its services or as its only service (including newspapers and broadcasters).

“Digital News Service” has the meaning set out in clause 4.

“Discovery” means Discovery Corporate Services Limited being the right holding broadcaster of the Games in the UK, and the channels and services of WBD group (such as Eurosport or Discovery+) and making the Games available in the UK.

“Eurosport” means the pan-European sports broadcaster, and its channels and services having the same name, and making the Games available in the UK.

“Discovery+” means the digital platforms making the Games available in the UK.

“Games” means the Games of the XXXIII Olympiad, to be celebrated in Paris, France between 26 July and 11 August, 2024.

“Internet” means the global communications system of computer networks accessible by the public which interconnect, either directly or indirectly, individual computers and/or networks by making use of TCP/IP transport protocols (or derivatives thereof) which may be accessed by means of the world wide web and derivate URL addresses, and which enables users to engage in two-way transmissions of data over such networks in order to receive content (including by fixed, wireless network and transmission by satellite, mobile, DSL, ISDN, WiMAX, or other broadband links but excluding Television).

“Internet Website” means a set of interconnected webpages, accessible via the Internet usually including a homepage and prepared and maintained as a collection of information and resources by a person, group, or organization.

“IOC” means the International Olympic Committee.

“Local/Regional/Home Nations Digital News Service” means a digital news and/or sports news service provided by a Bona Fide News Organisation aimed at or principally serving a particular region or locality or home nation in the United Kingdom.

“Mobile App” means a software application developed for use on mobile devices and tablets that use a particular mobile operating system, which application delivers, inter alia, audio-visual content to particular mobile devices that use that mobile operating system.

“Mobile Platform” means the broadcast or transmission of audio-visual programming onto mobile telephone devices or similar devices, and other interactive media or electronic mediums.

“Mobile Website” means any Internet website that is customised or optimised for viewing on mobile devices.

“News Agency(ies)” means bona fide news organisations whose primary business or sole service is the syndication of news and that have been authorised by the IOC and/or OBS to distribute Olympic Material to Non-MRHs’ News Agency sub-licensees in accordance with the IOC’s News Access Rules.

“Non-MRHs” means broadcast media organisations which have not been granted the right to broadcast the Games in a particular territory, regardless of whether or not they have been accredited to the Games.

“Olympic Event” means any activity or event that occurs primarily at an Olympic venue during the Games or that is related to the Games, including, without limitation, training sessions, sporting action, Opening, Closing and Victory Ceremonies, interviews (excluding Discovery/ Eurosport interviews) and any other activity or event that occurs or is originated at an Olympic venue.

“Olympic Material” means sounds or images originated from or produced of any Olympic Event, in each case regardless of the source.

“Radio” means the broadcast of linear audio programming by means of electronic signals via radio waves, intended for intelligible reception on conventional radios, cable radios and satellite radios. For the avoidance of doubt, Radio shall specifically exclude, without limitation, the Internet, audio downloading, video streaming and any other form of video-on-demand, Internet exhibition, exhibition via any interactive media

and/or wireless platforms and devices (including mobile telephones, tablets or similar devices).

“Short Extract” means an unedited clip/unedited excerpt of Olympic Material that is continuous recording of the Olympic Event without cuts or editing and “Short Extracts” shall be construed accordingly.

“Television” means the broadcast of linear audio-visual programming by means of electronic signals intended for intelligible reception on the screen of conventional television monitors. For the avoidance of doubt, Television shall specifically exclude, without limitation, the Internet, video downloading, video streaming and any other form of video-on-demand, Internet exhibition, exhibition via any interactive media and/or wireless platforms and devices (including mobile telephones, tablets and similar devices), home video and Radio.

“United Kingdom” or **“UK”** means the United Kingdom of Great Britain and Northern Ireland, The Isle of Man and Channel Islands.

“UK Digital NARs” means these rules for the use of Short Extracts on demand for news reporting in the United Kingdom applicable for the Games.