



IOC Social and Digital Media Guidelines for persons accredited to the XXIII Olympic Winter Games PyeongChang 2018

The International Olympic Committee (the “**IOC**”) encourages accredited persons at the XXIII Olympic Winter Games PyeongChang 2018 (the “**Games**”) to share their experiences with their friends, family and supporters via social and digital media. These guidelines (the “**Guidelines**”) are designed to ensure that these activities respect the Olympic values and the rights of others.

These Guidelines apply to all accredited persons at the Games, including all athletes, coaches, officials, personnel of National Olympic Committees and of International Federations and members of accredited media. They apply from the opening of the Olympic Villages, on 1 February 2018, until the closing of the Olympic Villages, on 28 February 2018.

In addition to these Guidelines, accredited persons may be subject to additional Guidelines related to the use of social and digital media, issued by their National Olympic Committees or other respective organisations. Furthermore, the permissions and/or restrictions described in these Guidelines are subject to the specific terms of any particular accreditation (e.g. additional restrictions on the capture and use of content by holders of “E” accreditations in their accreditation terms) or where the accredited person is performing duties as a representative of an IOC rights-holder, their activity will be undertaken pursuant to the relevant rights agreement (e.g. accredited persons from RHBs capturing and/or distributing content for that RHB will do so pursuant to the terms of the relevant Media Rights Agreement).

Please also refer to the “**Frequently Asked Questions**” section for more detailed information on these Guidelines.

1. General Principles

- a) **Media capacity:** Only persons accredited as media may act as journalists, reporters or in any other related media capacity while they are at the Games. Accredited persons who are not accredited media can give interviews to the media but are not allowed to report on the Games in any media capacity, including by acting on behalf of any media organisation.
- b) **Respect of laws and Olympic values:** Postings made by, or on behalf of, accredited persons must comply with these Guidelines and conform to applicable laws and the Olympic values of excellence, respect and friendship. Postings must not be made for the purposes of demonstration or any form of political, religious or racial propaganda. They must be dignified and not be discriminatory, offensive, hateful or defamatory.

In particular, when using social and digital media, accredited persons must not:

- i. intrude upon the privacy of others;
 - ii. infringe any intellectual property rights, or other rights of the IOC or any other person or organisation;
 - iii. disclose any confidential information or another person’s or organisation’s private information;
 - iv. interfere with the competitions or the ceremonies of the Games or with the responsibilities of the IOC, the PyeongChang 2018 Organising Committee or other entities that are part of the organisation of the Games; or
 - v. violate security measures for the safe conduct of the Games.
- c) **Responsibility:** When accredited persons choose to go public with any comments, opinions or other content posted on social and digital media, they are solely responsible for the consequences of their action. Accredited persons may suffer legal or disciplinary sanctions or other negative consequences for any postings deemed to be inappropriate, illegal, or infringing on any other person’s rights (including the consequences referred to in Section 4 below). This also applies where





accredited persons authorize another person or organisation to manage their social media accounts or to express opinions on their behalf.

d) **Non-commercial use:** During the period of application of these Guidelines, accredited persons must not:

- (i) use social and digital media for any commercial, promotional or advertising purposes; or
- (ii) sell or commercially distribute any still photographs, audio or video taken or recorded in Olympic venues,

in each case other than with the prior written approval of the IOC (or their National Olympic Committee, where applicable).

This means in particular that the monetisation or commercialisation (including any reference to any brand or commercial relationship in any post) of any social or digital media postings by accredited persons is prohibited. Furthermore, postings which create or imply any association between, on the one hand, an organisation and/or that organisation's products and services and, on the other hand, the IOC, the Games or the Olympic Movement (for instance by use of the term "Olympic", of the Olympic symbol, of the PyeongChang 2018 official emblem, mascot, look or any other Olympic properties as defined per the Olympic Charter)) are prohibited, unless permission has been obtained from the IOC and/or the relevant National Olympic Committee beforehand.

2. Still Photographs, Audio and Video

- a) **Still photographs:** accredited persons are allowed to capture, with non-professional equipment, still photographs of the events, competitions or any other activities which occur at Olympic venues and to share such pictures on social and digital media for personal, non-commercial and non-promotional use. Still photographs can only be shared on accredited persons' personal social and digital media accounts and they must not be made available on social and digital media accounts owned by, or promoting, any commercial organisation, without the IOC's prior written approval.
- b) **Audio/video:** accredited persons are allowed to capture, with non-professional equipment, audio/video, from the events competitions or any other activities which occur at Olympic venues.

Holders of "E" accreditations (including E, EP, EC, ET and ENRs) are specifically not allowed to share any audio/video content recorded within Olympic venues on social and digital media.

Subject to the following conditions, accredited persons other than holders of "E" accreditations are allowed to share audio/video content captured within Olympic venues:

- i. Audio/video content captured in, or displaying, the "Field of Play" and "Back of House" areas (as defined below) must not be shared or distributed on social and digital media or on any other type of media without the IOC's prior approval; and
 - ii. other audio/video content captured by accredited persons in accordance with these Guidelines can only be shared or distributed on social and digital media (i) for personal, non-commercial and non-promotional use; and (ii) on accredited persons' personal social and digital media accounts. Such content cannot be made available on social and digital media accounts owned by or promoting any commercial organisation, without the IOC's prior written approval.
- c) **"Olympic venues"** means all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic Village, Olympic Medals Plaza, the competition venues, the training and practice venues, the International Broadcast Centre and the Main Press Centre.
 - d) **"Field of Play"** means the area used 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.





- e) **“Back of House”** means non-public areas, within and/or surrounding a venue, located after the accreditation point and generally those areas of the venue designed to support the operation. Typically located out of view of the public, access to the Back of House areas is restricted to those individuals with the appropriate accreditation. Back of House areas include Organising Committee operational areas; Athlete and Coach only areas; Host Broadcaster operational facilities and compounds; administration offices; etc. Back of House does not include spectators’ areas reserved for accredited persons or the Olympic Village.

3. Domain Names/URLs / Page Naming / Applications

Domain names, URLs and social media handles: the use of the word “Olympic” or “Olympics” or other Olympic-related terms (including their equivalents in other languages) in domain names, URLs and social media handles is not allowed unless approved by the IOC beforehand. For example, [www.\[myname\]olympic.com](http://www.[myname]olympic.com) or @[myname]Olympic would not be permitted. Similarly, accredited persons may not create stand-alone Olympic-themed websites, applications or any other features to host coverage of the Games.

Web pages: A page of a larger website including the term Olympic, such as [www.\[myname\].com/olympic](http://www.[myname].com/olympic) would be allowed, provided the content made available through such page respects the requirements included in these Guidelines.

4. Infringements

In cases of infringement of these Guidelines, the IOC may require the concerned persons or organisations to remove any infringing content, or, depending on the circumstances, may take further measures such as withdrawing the accreditation of the relevant person or organisation, taking legal action or imposing other sanctions pursuant to the Olympic Charter.

5. Miscellaneous

Amendment: The IOC may amend these Guidelines, as it deems appropriate.

Final authority: The IOC Executive Board shall be the final authority with respect to the interpretation and implementation of these Guidelines.

Language: In case of any discrepancy between the different language versions of these Guidelines, the text of the English version will prevail.

