



INTERNATIONAL  
OLYMPIC  
COMMITTEE

**SUPPLEMENTARY NEWS ACCESS RULES FOR THE BROADCAST OF  
OLYMPIC MATERIAL ON THE INTERNET WITHIN THE AUSTRALIA TERRITORY  
APPLICABLE TO THE BEIJING 2008 OLYMPIC GAMES**

**INTRODUCTION**

The International Olympic Committee (IOC) has granted the Seven Network the exclusive right to broadcast the Beijing 2008 Olympic Games within Australia. Seven has granted a limited sub-licence to SBS (to broadcast part of the Olympic Games on free to air television in Australia), to Macquarie Radio Network (to broadcast the Olympic Games on radio) and to Yahoo!7 (to broadcast part of the Olympic Games on the Internet and mobile) who, in turn, has granted a sub-licence to Telstra (to broadcast the Olympic Games on mobile). No other organisation may broadcast within Australia sound or images of any Olympic event, including training venues, sporting action, Opening, Closing and medal ceremonies or other activities which occur at Olympic venues, except as permitted by the News Access Rules and these Supplementary News Access Rules, as set out below.

**INTERNET NEWS ACCESS RULES**

These Supplementary News Access Rules address the broadcast, communication or other like transmission ("**broadcast**") of Olympic Material on the Internet, within the Australian Territory so as to permit limited broadcasts by bona fide news organisations during the period of the Beijing 2008 Olympic Games.

Any Olympic Material broadcast within the Australian Territory can only be accessible to viewers within the Australian Territory, and as such any broadcast of a News Bulletin containing Olympic Material on the Internet must have Territorial Integrity "Geoblocked" so that access is restricted to persons in that territory only. Any broadcast on the Internet without Territorial Integrity will breach the IOC's intellectual property rights and the rights of other Rights Holding Broadcasters in other territories. It is the full responsibility of the News Organisation broadcasting the Olympic Material in accordance with these supplementary News Access Rules to ensure the Territorial Integrity of such broadcast.

1. Bona fide news organisations may use a total of 180 seconds of Olympic Material per day on the Internet subject to the following provisions:



- a) Olympic Material may only appear in a video highlights package that is designed as a news update bulletin ("**News Bulletin**"), and in no more than three (3) such News Bulletins per day;
- b) Each News Bulletin must be one continuous video clip;
- c) No more than sixty (60) seconds of Olympic Material may be used in any one News Bulletin;
- d) Each new News Bulletin must be separated by a period of at least three hours;
- e) The broadcast of Olympic Material contained in any News Bulletin will not exceed one third of the duration of any individual Olympic event or 30 seconds, whichever is the lesser time, provided however, that if the duration of an individual Olympic event is less than 15 seconds, the whole of the event can be shown in a News Bulletin;
- f) Each News Bulletin must be removed after 24 hours;
- g) Each News Bulletin must give an on-screen credit to Seven by leaving on the Seven watermark. Additionally, a written credit must be given which is immediately next to, and clearly identifiable with, the News Bulletin, to read as follows:

"Courtesy of Seven Network/ Yahoo!7.com.au".

- 2. Olympic Material can only be broadcast:
  - a) if that Olympic Material has already been broadcast by Seven or SBS on free to air television; or
  - b) if not broadcast by Seven or SBS on free to air television, until the conclusion of the day immediately following the day in which the Olympic event concluded (that is, until 24:00 on the following day).
- 3. The broadcast of each News Bulletin must be Geoblocked whereby it can be viewed on the Internet only within the Australian Territory
- 4. Bona fide news organisations must:



- a) ensure that no advertising, promotion, publicity or other message appears at the same time (be it superimposed or on a split screen or otherwise) as Olympic Material and/or at the same time as any other coverage of the Olympic Games which contains any Olympic imagery or Olympic marks;
- b) ensure that no advertising or other message is placed before, during or after the broadcast of the News Bulletins;
- c) ensure that News Bulletins are not positioned or promoted as Olympic programs and Olympic Material cannot be used in any promotion for any News Bulletin or any other program whatsoever;
- d) not advertise, market or promote the availability of Olympic Material on their websites; and
- e) not create a separate a Olympic sub-domain to host the content in that Olympic Material may only be used on the bona fide news organisations' 'ordinary news site'.

The use of some Olympic trade marks and words is tightly controlled in Australia by the Olympic Insignia Protection Act.

5. Should any bona fide News Organisations be permitted to use any footage of previous Olympic Games (“**Archive Olympic Material**”) under the fair dealing provisions of the Copyright Act 1964 (Cth), then the amount of Olympic Material otherwise permitted to be broadcast pursuant to paragraph 1 above shall be reduced by the duration of such footage of Archive Olympic Material.
6. All other provision of the IOC's Television News Access Rules Applicable to Non Rights Holding Broadcasting Organisations at the Beijing 2008 Olympic Games still apply.
7. The accreditation of any organisation or person(s) accredited at the Olympic Games may be withdrawn without notice, at the absolute discretion of the IOC, if these supplementary News Access Rules are breached or for purposes of ensuring compliance with these supplementary News Access Rules.
8. Any dispute, controversy or claim arising from or in connection with the execution or interpretation of these supplementary News Access Rules or breach thereof not



resolved after exhaustion of the legal remedies established by the IOC and which cannot be settled amicably, shall be submitted exclusively to the Court of Arbitration for Sport (CAS) for final and binding arbitration in accordance with the Arbitration Rules for the Games of the XXIX Olympiad in Beijing, which form part of the Code of Sports - related Arbitration. The decisions of the CAS shall be final, binding and non-appealable.

The IOC, Seven, SBS, Yahoo!7, Telstra and Macquarie Radio Network intend to protect the exclusive television, Internet, mobile and radio rights to broadcast the Beijing 2008 Olympic Games, as granted by the IOC, to the Rights Holders within their Territories, and as such will vigorously enforce these Supplementary News Access Rules.