

IPC TELEVISION NEWS ACCESS RULES APPLICABLE TO THE BEIJING 2008 PARALYMPIC GAMES

When exclusive television rights to broadcast the Beijing 2008 Paralympic Games (the „Paralympic Games“) are granted by the International Paralympic Committee („IPC“) to an organization for a particular territory („Rights Holder“), no other organization may broadcast sound or images of any Paralympic events, including sporting action, Opening, Closing and Medal Ceremonies or any other activities (including training and interviews) which occur at Paralympic venues („Paralympic Material“) in that territory, beyond that which is allowable under these News Access Rules.

„Paralympic venues“ shall include all venues that require a Paralympic Identity and Accreditation Card (PIAC) or ticket to gain entry, including the Paralympic Village, the competition sites and the practice venues.

For the sake of clarity, these News Access Rules apply only to television broadcasting. Paralympic Material may not be transmitted or communicated via the Internet or any other interactive media or electronic medium without the express prior written approval of the IPC.

These News Access Rules are subject to applicable national laws and regulations. In appropriate cases, the IPC may agree with Rights Holders in their particular territories to issue supplemental News Access Rules for such territories.

1. Paralympic Material may be used only as a part of regularly scheduled daily news or sport news programmes of which the actual news element constitutes the main feature („Programmes“). Programmes shall not be positioned or promoted as Paralympic programmes.
2. Subject to the exception for all-news networks as outlined below, Paralympic Material may appear in no more than three Programmes per day.
3. The amount of the Paralympic Material used in any one Programme shall not exceed a total of three (3) minutes. The duration of any Paralympic Material contained in a Programme shall not exceed one third of the duration of the particular Paralympic event being reported on and, in any

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event, shall not exceed thirty (30) seconds of each such particular event being reported on.

4. Should any fair dealing or similar provisions contained in any applicable national law permit the use by Non-rights Holders of any footage of previous Paralympic Games, then the amount of Paralympic Material otherwise permitted to be broadcast pursuant to these News Access Rules shall be reduced by the duration of such footage of previous Paralympic Games used pursuant to such fair dealing or similar provisions.
5. Subject to Paragraph 6 below, Programmes in which Paralympic Material appears must be separated by at least three (3) hours. However, if a broadcaster telecasts multiple hard news Programmes from 16:00 hours to 19:00 hours local time („hard news“ means Programmes focusing primarily on multiple, local, regional, national or international current events), it may broadcast reports utilizing excerpts of Paralympic Material during one locally-oriented hard news Programme and also during one network hard news Programme during this time period, so long as the combined broadcast time of the Paralympic Material shown in both Programmes does not exceed a total of three (3) minutes. In the case of an all-news network, it may utilize Paralympic Material during multiple news broadcasts, as long as the combined time of Paralympic Material shown does not exceed a total of ten (10) minutes per day and does not exceed a total of three (3) minutes in any one Programme.
6. Non-Rights Holders may broadcast Paralympic Material in accordance with the other conditions contained in these News Access Rules, as follows:
 - a. Upon the conclusion of the day (i.e 24:00 hours) in which the Paralympic event has been broadcast by the Rights Holder in the specific territory provided that there shall be an interval of at least fifteen (15) hours between the conclusion of the Paralympic event and the news broadcast of such Paralympic event by the Non-Rights Holder;
 - b. Upon the conclusion of the day (i.e 24:00 hours) immediately following the day in which the Paralympic event concludes, if the Paralympic event was not broadcast by the Rights Holder in the specific territory on the day which the Paralympic event concluded;
 - c. At such time as may be agreed by the Rights Holder for its particular territory and that particular Paralympic event.

Broadcasts of Paralympic Material shall terminate not later than forty-eight (48) hours after the earliest time at which broadcasts of such Paralympic Material by the Non-Rights Holder may begin.



7. Non-Rights Holders, provided they are holders of ENR accreditation, will have access, **with equipment**, to all official press conferences held in the Main Press Centre („MPC“) as well as access, **without equipment**, to other Paralympic venues. However, notwithstanding the foregoing, holders of ENR accreditation may have access, **without equipment**, to the Opening and Closing Ceremonies of the Beijing 2008 Paralympic Games. ENR access shall not entitle a Non-Rights Holder to originate or broadcast any programming or feed from the Paralympic venues, including the MPC. However, notwithstanding the other provisions of these News Access Rules, the Non-Rights Holders may broadcast all or portions of press conferences held in the MPC or at other venues with a delay of at least thirty (30) minutes from the conclusion of the press conference.
8. Non-Rights Holders may broadcast via the Internet all or portions of press conferences that take place in the MPC, without territorial restrictions, provided that there is a delay of at least thirty (30) minutes from the conclusion of the press conference. Rights Holders may broadcast via the Internet all or portions of such press conferences, without any territorial or time restrictions.
9. Non-Rights Holders and news agencies shall respect the following provisions:
 - a. They shall not make available or provide Paralympic Material to any third party without the express prior written consent of the IPC;
 - b. They shall ensure that no advertising, promotion, publicity or other message appears at the same time (be superimposed or on a split screen or otherwise) as Paralympic Material and at the same time as any other coverage of the Paralympic Games which contains any Paralympic imagery or Paralympic marks; and
 - c. They shall ensure that non advertising or other message is placed before, during or after the broadcast of Paralympic Material, in such a manner as to imply an association or connection between any third party, or third party's product or service, and Paralympic Material or the Paralympic Games.
10. Each broadcast of Paralympic Material shall give an on-screen credit to the Rights Holder in the particular territory.
11. The accreditation of any person accredited at the Paralympic Games may be withdrawn without notice, at the discretion of the IPC, for purposes of ensuring compliance with these News Access Rules.
12. These News Access Rules shall come into effect when a PIAC or ticket is required to obtain access into any of the Paralympic venues. From the time that these News Access Rules come into effect until 48 hours



following the conclusion of the Paralympic Games, the IPC shall be the final authority with respect to the interpretation and implementation of these News Access Rules