

IPC TELEVISION NEWS ACCESS RULES APPLICABLE TO THE LONDON 2012 PARALYMPIC GAMES IN THE TERRITORY OF THE EUROPEAN BROADCAST UNION (EBU)

The exclusive television rights to broadcast the London 2012 Paralympic Games (the “Paralympic Games”) in the European Territory have been awarded to the European Broadcast Union (EBU). 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 Villages, the competition sites and the practice venues.

The EBU will use reasonable efforts to facilitate the distribution of news items in the Territory for use in regularly scheduled television news programming of third parties.

The access to news coverage in their regularly scheduled television news programming will be subject to the following:

1. National law and customary practices.
2. News access only applies to television broadcasting of Paralympic Material. Notwithstanding the foregoing, short news items included in simulcasts of regularly scheduled news programmes do not require geo-location.
3. Footage must be obtained through the national rights-holder. If there is no national rights holder, footage can be obtained through the IPC directly.
4. News programmes shall not be positioned or promoted as Paralympic programmes.
5. Non rights holders (ENR) accredited broadcasters will have access **with equipment** to the common domain of the Olympic Park as well as the Main Press Centre (MPC). Access to the Paralympic venues, including the Paralympic Village, will be granted to the ENRs **without equipment**.
6. Non-Rights Holders may broadcast via the Internet all or portions of official press conferences that take place in the MPC, without territorial restrictions, provided that there is **a delay of at least thirty (30) minutes**

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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.

7. Each broadcast of Paralympic Material shall give an on-screen credit to the Rights Holder in the particular territory. If there is none, the IPC shall be credited.
8. Paralympic Material shall not be made available to any third party without the express prior written consent of LOCOG and the IPC;
9. No advertising, promotion, publicity or other message shall appear 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 no advertising or other message shall be 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. The accreditation of any person accredited at the Paralympic Games may be withdrawn immediately and without notice, at the discretion of the IPC, for purposes of ensuring compliance with these News Access Rules.**
11. 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, LOCOG and the IPC shall be the final authorities with respect to the interpretation and implementation of these News Access Rules.