



INTERNATIONAL
OLYMPIC
COMMITTEE

IOC Blogging Guidelines

for Persons Accredited at the Games of the XXIX Olympiad, Beijing 2008

These Guidelines have been developed for persons accredited ("**Accredited Persons**") at the Games of the XXIX Olympiad, Beijing 2008 (the "**Games**") who maintain personal blogs, accessible by the general public, that contain any content related to their personal experiences at, and participation in, the Games ("**Olympic Content**") upon the occasion of the Games, namely, from 8 days prior to the Opening Ceremony of the Games until 3 days after the Closing Ceremony of the Games. They are also applicable to Accredited Persons who post Olympic Content on the websites of others.

The IOC considers blogging, in accordance with these Guidelines, as a legitimate form of personal expression and not as a form of journalism. Therefore, the IOC does not consider that blogs by Accredited Persons, in accordance with these Guidelines, will compromise Paragraph 3 of Bye-law to Rule 49 of the Olympic Charter which states that "*Only those persons accredited as media may act as journalists, reporters or in any other media capacity*".

Additionally, accredited persons at the Games must abide by the Olympic Charter.

1. Definition of a Blog

A blog is a type of website where entries are made (such as in a journal or diary), usually displayed in a reverse chronological order.

2. Personal Information

It is required that, when Accredited Persons at the Games post any Olympic Content, it be confined solely to their own personal Olympic-related experience. Without limiting the generality of the foregoing, blogs of Accredited Persons should take the form of a diary or journal and, in any event, should not contain any interviews with, or stories about, other Accredited Persons.

Accredited Persons should not disclose any information that is confidential or private in relation to any third party including, without limitation, information which may compromise the security, staging and organisation of the Games and, where relevant, the accredited persons' respective Olympic Team or the privacy of any other Accredited Person.

In any event, blogs of Accredited Persons containing Olympic Content should at all times conform to the Olympic spirit and the fundamental principles of Olympism as contained in the Olympic Charter, and be dignified and in good taste.



3. No Sound or Moving Images of the Games

The dissemination of moving images of the Games through any media, including display on the Internet, is a part of the IOC's intellectual property rights. No sound or moving images (including sequences of still photographs which simulate moving images) of any Olympic events, including sporting action, Opening, Closing and Medal Ceremonies or other activities which occur within any zone which requires an Olympic identity and accreditation card (or ticket) for entry - e.g. competition and practice venues, Olympic Village, Main Press Centre - ("**Accredited Zones**") may be made available, whether on a live or delayed basis, regardless of source.

4. Still Pictures

As a general rule, blogs by Accredited Persons containing Olympic Content must not include any still picture taken within Accredited Zones at the Games. Notwithstanding the foregoing, Accredited Persons may feature still pictures taken of themselves within Accredited Zones provided that such pictures do not contain any sporting action of the Games or the Opening, Closing or Medal Ceremonies of the Games. It is the Accredited Persons' responsibility to obtain the consent of other persons appearing in any pictures which may be featured in accordance with this Section.

5. Olympic Marks

The Olympic symbol, the word "Olympic" and other Olympic related words, including, but not limited to "Olympic Games", "Olympiad(s)", "Olympics" and "Olympic Team(s)" and designs (the "**Olympic Marks**") may be used solely for editorial purposes in conjunction with Olympic Content. Under no circumstances may the Olympic Marks be associated with any third party or any third party's products or services in any way that may give the impression that such third party or such third party's products or services have an official relationship with the IOC, the Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG), the Games, any National Olympic Committee and/or the Olympic Movement.

6. Advertising and Sponsorship

As a general rule, Accredited Persons must not include any commercial reference in connection with any Olympic Content posted on their blogs. Specifically, this means that no advertising and/or sponsorship may be visible on screen at the same time as Olympic Content. Notwithstanding the foregoing, advertising and/or sponsorship on the screen at the same time as Olympic Content is allowed only if it is of the IOC TOP Partners (listed on <http://www.olympic.org/marketing>). Subject to the foregoing, any advertising and/or sponsorship must not be intrusive (i.e. no pop-ups nor expandable banners) and, in any event, must not take up more than 15 per cent of the screen at any given time. In addition, the websites of BOCOG, other Organising Committees of the Olympic Games and the National Olympic Committees, as well as the websites of the official broadcast rights holders of the Games, may contain advertising and sponsorship as permitted by the IOC.

Accredited Persons may not post Olympic Content on the websites of third parties, and should take all reasonable steps to stop third parties from doing so, if there is any association being made between such third parties or other advertising and/or sponsorship and, on the other hand, the Olympic Content.



7. No Exclusivity

Accredited Persons should not enter into any exclusive agreement with any company with respect to the posting of any Olympic Content.

8. Domain Names/URLs/Page Naming

Domain Names including the word “Olympic” or “Olympics” or similar are not permitted (e.g. [myname]olympic.com would not be permitted while [myname].com/olympic would be allowed but only during the period in which these Guidelines are applicable).

9. Links

In order to facilitate access to pertinent Olympic information, Accredited Persons posting Olympic Content pursuant to these Guidelines are encouraged to “link” their blogs to various official Olympic websites including, where relevant, the website of the accredited persons’ respective Olympic Team or NOC. Useful addresses include:

www.olympic.org – the official website of the Olympic Movement
www.beijing2008.com – the official website of the Beijing Olympic Games

10. Liability

It is brought to your attention that, when Accredited Persons choose to go public with their opinions on a blog, they are responsible for their commentary. Bloggers can be held personally liable for any commentary deemed to be defamatory, obscene or proprietary. In essence, bloggers post their blogs at their own risk and they should make it clear that the views expressed are their own.

11. Responsibility and Further Restrictions

BOCOG, the National Olympic Committees, the International Federations and other entities present at the Games (e.g. media and sponsors) are in charge of ensuring that their respective delegations (i.e. those persons to whom they grant accreditation to the Games) are informed of the content of these Guidelines and agree to fully comply with them. The above-mentioned entities may also impose upon their respective delegations more restrictive blogging guidelines relating to the Games.

12. Prior or Subsequent Agreements entered into by the IOC

Nothing in these Guidelines shall be interpreted as amending or superseding the terms and conditions set forth in any agreement entered into, or to be entered into, by the IOC.

13. Infringement of Guidelines

Violation of these Guidelines by an Accredited Person may lead to the withdrawal of such person’s Olympic identity and accreditation card, as foreseen in the Olympic Charter. The IOC reserves the right to take any and all other measure(s) it deems fit with respect to infringements of these Guidelines, including taking legal action for monetary damages and imposing other sanctions.

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