



International  
Olympic  
Committee


# IOC SOCIAL AND DIGITAL MEDIA GUIDELINES PARIS 2024

December 2023




# PART ONE: FOR ATHLETES PARTICIPATING AT THE OLYMPIC GAMES PARIS 2024

The main objective of these guidelines is to enable athletes to share their personal experiences at the Olympic Games while protecting the rights of the IOC's media rights-holders.


 You **can take** photographs and/or record audio/video at the Olympic Games (both inside and outside accredited areas such as the Olympic Village and competition venues) using your mobile phone as long as you respect the guidelines.

 You **can share** photographs on your personal social media accounts and personal websites.

 You **can share** on your personal social media accounts and personal websites **audio/video recordings that you take:**

- From competition venues up to 1 hour before the start of your competition and after you have left the mixed zone/doping control station
- from training venues and practice areas
- from the Olympic Village
- at the Opening and Closing Ceremonies and/or
- at the Champions Park.

## Conditions that apply to posts:

 **Posts with video cannot be shared**

- of the (i) Olympic medals ceremonies or (ii) sports competitions (including anthems, coin toss and any celebrations on the field of play)
- live or
- if the video is longer than 2 minutes per post.

 **Posts (with video or photographs) cannot be shared:**

- if commercial, which includes:
  - permitting ads
  - running paid marketing
  - making an arrangement with a social media platform or other media company (other than the official media rights-holder of your country) or
  - endorsing or promoting any third party or products/services
- of the medical areas or doping control station or
- using artificial intelligence (AI) or any AI generated content or outputs.

“Thank-you” messages to sponsors must comply with the IOC’s Commercial Opportunities for Participants during the Olympic Games Paris 2024. See summary in the appendix.

Please respect the rights of others and the safe and smooth operation of the Olympic Games. You may give interviews to media in designated areas (e.g. mixed zone, post competition press conference, Venue Media Centre, Main Press Centre, Olympic Village Media Centre and Olympic Village Plaza, but not the residential zone of the Olympic Village) and at permitted events (e.g. media tour of the Olympic Village) but you may not act as a journalist, reporter or in any other media capacity.

**Failure to comply with these Guidelines**, may result in removal of the non-compliant content. Further measures or actions may be taken in accordance with the Olympic Charter.

# APPENDIX

## Extract of Commercial Opportunities for Participants during the Olympic Games Paris 2024: “Thank-you” Messages

### Frequently Asked Questions

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## DEFINITIONS

**Games Period** is the period from the date of the opening of the Paris 2024 Olympic Village until the date two days after the Paris 2024 Closing Ceremony inclusive (i.e. 18 July 2024 until 13 August 2024 inclusive).

**Olympic Partners** are those brands or companies that have sponsorship or official merchandise licensing contracts with the IOC, the Paris 2024 Organising Committee, or National Olympic Committees; and the official Olympic media rights-holders which have been granted media rights to Paris 2024 by the IOC.

**Non-Olympic Partners** are those brands, companies or other organisations which are not Olympic Partners.

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## NON-OLYMPIC PARTNER

During the Games Period, you may provide one simple “thank-you” message to each of your Non-Olympic Partner personal sponsors.

A single thank-you message to each personal Non-Olympic Partner during the Games Period can be posted to multiple platforms (posting a single identical message to multiple platforms must take place at the same time). Some NOCs may permit athletes to post additional “thank-you” messages: please check with your NOC for further details.

Before, or after, the Games Period, there are no limits on the number of “thank-you” messages that you may provide to Non-Olympic Partner personal sponsors.

The “thank-you” messages permitted under the **IOC’s Commercial Opportunities for Participants during the Olympic Games Paris 2024** are intended to enable you to recognize long-term support from personal sponsors, rather than to enable “pay-per-post” or similar deals focused on promoting a sponsor brand.

“Thank-you” messages for Non-Olympic Partners should not:

- contain any Olympic Properties (such as the Olympic symbol, or other Olympic images, mottos or phrases, such as ‘Paris 2024’, and other properties listed in the **IOC’s Commercial Opportunities for Participants during the Olympic Games Paris 2024**)
- contain photographs or videos from Olympic venues or Olympic medal ceremonies
- feature your official Olympic team uniform, or any Olympic medal
- include any personal endorsement of a product or service, or
- suggest that a product or service helped your sporting performance.

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## OLYMPIC PARTNER

If your “thank-you” message is directed at an Olympic Partner, you can use photographs, including Olympic Properties, from Olympic venues or Olympic medal ceremonies, or featuring your official Olympic team uniform or Olympic medals.

“Thank-you” messages for Olympic Partners should not:

- contain videos from Olympic venues or Olympic medal ceremonies
- include any personal endorsement of a product or service, or
- suggest that a product or service helped your sporting performance.

There are no limits on the number of thank-you messages that may be directed at Olympic Partners at any time.

“Thank-you” messages to Olympic Partners should not be combined with messages to Non-Olympic Partners.

# PART TWO: FOR ACCREDITED INDIVIDUALS OTHER THAN ATHLETES PARTICIPATING AT THE OLYMPIC GAMES PARIS 2024



Accredited individuals **can take** photographs and/or record audio/video at the Olympic Games (both inside and outside accredited areas) using their mobile phones.



Photographs **can be shared** on personal social media accounts and websites.

Please respect the rights of others and the safe and smooth operation of the Olympic Games. You may not act as a journalist, reporter or in any other media capacity unless you are a journalist with a valid accreditation.

**Failure to comply with these Guidelines**, may result in removal of the non-compliant content. Further measures or actions may be taken in accordance with the Olympic Charter.



Audio/video recordings **can be shared** on personal social media accounts and websites, on the condition that the posts with video **cannot be shared**:

- of the
  - ceremonies (including the Opening, Closing and Olympic medal ceremonies)
  - “Field of Play” meaning the areas used for sports competitions (including anthems, coin toss and any celebrations on the field of play)
  - training venues or practice areas or
  - Olympic Village
- live or
- if the video is longer than 2 minutes per post.



Posts (with video or photographs) **cannot be shared**:

- if commercial, which includes:
  - permitting ads
  - running paid marketing
  - making arrangements with a social media platform or other media company or
  - endorsing or promoting any third party or products/services
- of any “Restricted Areas” (meaning the non-public accredited areas (e.g. athlete and coach only areas), the medical areas, doping control station, fitness centre, dining halls, collection centre and the residential zones of other Olympic teams) or
- using artificial intelligence (AI) or containing any AI generated content or outputs.