



## **IPC Digital Media Guidelines**

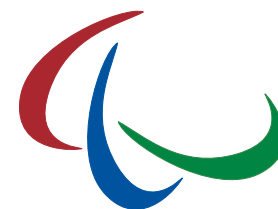
**For persons accredited to the PyeongChang 2018 Paralympic Winter Games**

19 October 2017

**International Paralympic Committee**

Adenauerallee 212-214 Tel. +49 228 2097-200  
53113 Bonn, Germany Fax +49 228 2097-209

[www.paralympic.org](http://www.paralympic.org)  
[info@paralympic.org](mailto:info@paralympic.org)



## Contents

In brief.....	3
Frequently Asked Questions .....	5
Q: Who is concerned by the Guidelines? .....	5
Q: When do the Guidelines apply?.....	5
Q: Can I use Digital Media during my participation at the Games? .....	5
Q: Can I post about the competitions? .....	5
Q: Can I answer questions from the media asked through Digital Media?.....	5
Q: Can I share photos taken from Paralympic Venues?.....	5
Q: Can I share videos taken from within Paralympic Venues? .....	6
Q: Can I post photos or videos taken within the Paralympic Village? .....	6
Q: Can I post about my sponsors during the Games? .....	6
Q: Can I use the Paralympic Symbol or other Paralympic properties in my Digital Media posts? .....	7
IPC Digital Media Guidelines for Accredited Persons at the PyeongChang 2018 Paralympic Winter Games.....	7
1 Introduction .....	7
2 General principles .....	8
2.1 Permitted use.....	8
2.2 Personal experience and non-journalistic use .....	8
3 Digital Media content - Video / Animated GIFs / Audio/ Photographs .....	9
3.1 Restrictions on publishing video content filmed in Paralympic Venues .....	9
4 Advertising and sponsorship.....	9
5 Domain names / URLs / page naming / applications .....	10
6 Links .....	10
7 Liability .....	11
8 Responsibility and monitoring.....	11
9 Infringement of guidelines .....	11
10 Amendments/interpretation.....	11



11	Other relevant guides and policies .....	11
	Definitions.....	13

## In brief

The International Paralympic Committee actively encourages and supports athletes and other **Accredited Persons** attending the **Paralympic Games** to share their experiences on **Digital Media** with their friends, family and supporters.

When it comes to using Digital Media at the Paralympic Games, here is what you have to remember:

## You can

- Use social media to share your experience
- Post information directly relating to your performance
- Answer questions from the media via social channels
- Upload video that is not live stream and does not show the competition

## You can't

- Commercialise posts
- Publicise sponsors
- Show moving images of competition, e.g. races, matches, games etc.
- Live stream video from venues
- Share private information about fellow athletes
- Film in the Residential Zone, except for your own private athlete accommodation

## Why?

The purpose of this Guidance is to encourage and permit the maximum use of Social Media by the athletes and NPC delegations.

Some restrictions are, however, necessary. The running of the Paralympic Games relies on the revenue generated from sponsors and broadcasters, who have purchased exclusive rights. We therefore have to ensure that we protect their interests.



In addition, in the village, we want to protect the private nature of the Residential Zone and create an area where athletes can completely relax, away from the media spotlight.



## Frequently Asked Questions

### **Q: Who is concerned by the Guidelines?**

A: The Guidelines apply to all Accredited Persons, e.g. athletes, coaches, officials, personnel of NPCs and of IFs.

### **Q: When do the Guidelines apply?**

A: The Guidelines apply from 3 March 2018 until 21 March 2018.

### **Q: Where do these Guidelines apply?**

A: They apply to all Accredited Persons worldwide whether they are in PyeongChang or still in their home country or otherwise during the period above.

### **Q: Can I use Digital Media during my participation at the Games?**

A: YES; the IPC encourages all Accredited Persons to share your experience at the Games with others through **Digital Media**, but requests that certain rules outlined in these Guidelines are observed.

Also remember that any online activity is still subject to applicable laws (such as defamation, privacy and intellectual property laws) and so the Guidelines require Accredited Persons to respect those laws and ensure that your Digital Media activity is in good taste, dignified and does not contain vulgar or obscene content. Postings that are racist, discriminatory or offensive towards other persons are also prohibited.

### **Q: Can I post about the competitions?**

A: YES; You can post about your participation in the Paralympic competitions, other competitions or your experiences generally during the Games, you should not assume the role of a journalist or media outlet. Posting should therefore be in a first-person, diary-type format.

### **Q: Can I answer questions from the media asked through Digital Media?**

A: YES; in the same way as offline, Accredited Persons are allowed - but under no obligation - to answer questions from the media asked through Digital Media. Remember, you post your opinions, and any other materials, at your own risk and you should make it clear that the views expressed are your own.

### **Q: Can I share photos taken from Paralympic Venues?**

A: YES; Accredited Persons can share still photographs they take within or outside competition venues and other **Paralympic Venues** on Social or Digital Media provided these Guidelines are followed.



If publishing photos that you have not taken yourself, you need to ensure that you have agreement by the copyright holder or photographer.

Please note that specific requirements apply in the perimeter of the Paralympic Village (see below “Q: Can I post photos or videos taken within the Paralympic Village?”).

**Q: Can I share videos taken from within Paralympic Venues?**

A: Yes, but there are some restrictions. You can only upload videos, not live stream. You cannot show any competition on the field of play and you need to ensure that you are only depicting your personal experience, and that it is isn’t for commercial purposes and complies with the General Principles of the Guidelines.

This is because we need to protect the rights of Paralympic broadcasters, who are an important source of revenue for supporting the Paralympic Games.

If you want to share video or a live stream of the competition, you should share content from a Broadcast Rightsholder or the IPC.

**Q: Can I post photos or videos taken within the Paralympic Village?**

A: Yes, but not in the **Residential Zone**, with the exception of your private athlete accommodation. Accredited Persons can take photos and record videos or audio within the Paralympic Village and such images can be shared on Digital Media. However, it is important to keep in mind that if another person’s image is included or referred to in a posting such person’s privacy is respected, and as such permission should be obtained beforehand.

Persons staying in the Paralympic Village are also required to respect the protected atmosphere of the Paralympic Village and are not allowed to report on the activities of other residents, unless you have obtained such other person’s consent beforehand.

**Q: Can I post about my sponsors during the Games?**

A: Generally NO. As a principle, Accredited Persons should only use Digital Media during the period of the Games for the purposes of sharing your experiences and communicating with your friends, family and supporters and not for commercial and/or advertising purposes.

All Accredited Persons must ensure that your activities on Digital Media comply with the requirements of the IPC Athlete and Participants’ Image Policy and the related instructions issued by the IPC, **“PyeongChang 2018”** and your respective NPCs. The [IPC Athlete and Participants’ Image Policy](#) contains limited exceptions to permit advertising by Paralympic sponsors or, in certain circumstances, by other sponsors running existing campaigns.



**Q: Can I use the Paralympic Symbol or other Paralympic properties in my Digital Media posts?**

A: Accredited Persons must not use the **Paralympic Symbol** or the PyeongChang 2018 Games Marks, or any NPC emblem on any Digital Media on a ‘stand alone’ basis, except when the image containing the Paralympic Symbol incidentally within images reflects the personal Paralympic Games related experience of the Accredited Person (e.g. a photo of an athlete standing in front of the Paralympic Symbol).

The word “Paralympic” and other **Paralympic Terminology** can be used by Accredited Persons on Digital Media but only for editorial/factual purposes (for example to describe your experience at the Games).

## **IPC Digital Media Guidelines for Accredited Persons at the PyeongChang 2018 Paralympic Winter Games**

### **1 Introduction**

**Digital Media** has the potential to engage new audiences and broaden the reach and appeal of the Games and the Paralympic Movement.

Therefore the International Paralympic Committee actively encourages and supports athletes and other **Accredited Persons** attending the **Paralympic Games** to share their experiences on **Digital Media** with their friends, family and supporters.

The **IPC and PyeongChang 2018** need to control how Digital Media is used in certain aspects, in order to protect the rights of our broadcast partners, other athletes and participants, and the intellectual property of the IPC and PyeongChang 2018. Therefore Digital Media activity must be carried out according to these **Guidelines** as well as other applicable rules and policies listed at the end of these Guidelines.

These Guidelines will apply during the **Paralympic Games Period** to all Accredited Persons (excluding the Rights Holding Broadcasters and Accredited Media). Rights Holding Broadcasters have the rights granted to them under their Broadcast License Agreement and will generally enjoy wide territory rights to broadcast the Games across multiple platforms including via Digital Media channels. Accredited Media will need to adhere to the IPC News Access Code (Rules for the use of short extracts for news reporting applicable for the PyeongChang 2018 Paralympic Winter Games).



## 2 General principles

### 2.1 Permitted use

Please share your Games experiences on your own Digital Media accounts, and use the official hashtags ‘#PyeongChang2018’ and ‘#Paralympics’.

Postings should be polite, courteous, and respectful to others and must not:

- contain any form of political, religious or racial propaganda;
- use discriminatory, offensive, hateful, profane, vulgar, sexually explicit, or defamatory language or images;
- intrude upon the privacy of participants at the Paralympic Games (without the consent of such participants, persons and entities);
- be for commercial and/or advertising purposes and must not create or imply an association between a third party and the IPC, Pyeongchang 2018, the Paralympic Games or the Paralympic Movement (unless such association actually and lawfully exists)
- make use of professional standard recording equipment (no broadcast quality camera, sound recording equipment, and no use of tripods or monopods); the IPC and Pyeongchang 2018 will have absolute discretion to decide if equipment or devices are to be treated as ‘professional standard’ for the purpose of these Guidelines;
- make use of any of the official **Games Marks**, or IPC trademarks such as the **Paralympic Symbol**, in any way that creates an association with any third party or any third party’s products or services that may give the impression that such third party’s products or services have an official relationship with the IPC, Pyeongchang 2018, any NPC and/or the Paralympic Movement;
- apply or make use of any of the Games Marks, or IPC trademarks (including the Paralympic Symbol), except when the image being used naturally contains the marks and reflects your personal Paralympic Games experience.

### 2.2 Personal experience and non-journalistic use

Posts must be in the first person, diary-type format, reflecting your own personal Paralympic Games experience.

You must not create and distribute Digital Media as part of any journalistic function (you must not act as a journalist or supply images, text or other content to news channels or platforms) unless you have official media accreditation.





### 3 Digital Media content - Video / Animated GIFs / Audio/ Photographs

Your Digital Media posts can contain video images, still photographs, sound and **Animated GIFs** so long as these:

- have been taken by you for personal use
- comply with the General Principles set out above,
- are made freely available without any charge or profit.
- respect the restrictions outlined below, if they have been filmed from within **Paralympic Venues**.

#### 3.1 Restrictions on publishing video content filmed in Paralympic Venues

In order to protect the rights of our broadcast partners special care must be taken when creating video content for Digital Media from within **Paralympic Competition Venues**. You are permitted to post crowd reaction material, general venue imagery, own pictures of yourself and friends, and general atmosphere content from the Paralympic Competition Venues.

- you must not live stream any images from inside Paralympic Competition Venues. Instead you should share the official livestream of the IPC or Rightsholding Broadcasters;
- you must not upload any video showing competition images (that is sporting content taken from any race, game, match or other competition, or of athletes warming-up, or receiving treatment or coaching advice). This is because we need to protect the rights of Paralympic broadcasters, who are an important source of revenue for supporting the Paralympic Games;
- no sound recordings of the official stadium announcements are permitted.
- content must never compete with, or seek to replicate, the broadcast images and rights of the official rights holding broadcasters;
- it is not permitted to film other people in the Paralympic Village without their prior permission and no content may be taken from the **Residential Zone**;
- any breaches of these restrictions could lead to sanctions being imposed as outlined in section 9;

### 4 Advertising and sponsorship

You are reminded of the requirements of the IPC Athlete and Participants' Image Policy for the Games and therefore you are not permitted to promote any brand, product or service on Digital Media during the Paralympic Games Period unless permitted to do so under the said Image Policy.



## 5 Domain names / URLs / page naming / applications

Domain Names, mobile applications and Social Media handles that include any **Paralympic Terminology** are not permitted. For example, *[yourname]paralympic.com* or *@[yourname]paralympic* would not be permitted while *[yourname].com/paralympic* would be allowed.

You may not create stand-alone Paralympic-themed websites, applications or any other features, whether to host coverage of the Games via Digital Media or otherwise.

Any domain names, mobile apps and/or social media handles etc, created in breach of these Guidelines will become the property of the IPC and any Accredited Person that is registered as the owner or controller (registrant) of these will be deemed to hold their interest in the domain names, mobile apps and/or social media handles etc on trust for the IPC and will assign these to the IPC forthwith upon IPC requesting that they be assigned.

## 6 Links

The IPC encourages athletes to use the hashtag *#ProudParalympian* and all accredited persons to use *#PyeongChang2018* and *#Paralympics*.

You are encouraged to “link” your Digital Media platforms to the official site of the Paralympic Movement (<https://www.paralympic.org/>), the official site of the Paralympic Games ([www.pyeongchang2018.com](http://www.pyeongchang2018.com)) and the official site of your NPC.

Please be aware of the following online channels which may feature a variety of Games-related content. You are encouraged to link your content to these websites and tag the following digital platforms:

[www.paralympic.org](http://www.paralympic.org) – the official website of the IPC (email news to [news@paralympic.org](mailto:news@paralympic.org))

[www.pyeongchang2018.com](http://www.pyeongchang2018.com) – the official website of the PyeongChang 2018.

[www.facebook.com/Paralympics](https://www.facebook.com/Paralympics) - the official Facebook page of the IPC

[www.google.com/+Paralympics](https://www.google.com/+Paralympics) – the official G+ page of the IPC

[www.twitter.com/Paralympics](https://www.twitter.com/Paralympics) - the official Twitter account of the IPC

[www.instagram.com/Paralympics](https://www.instagram.com/Paralympics) – the official Instagram account of the IPC

Snapchat: Paralympics – the official Snapchat account of the IPC.

[www.youtube.com/Paralympics](http://www.youtube.com/Paralympics) - the official YouTube channel of ParalympicSport.TV



## 7 Liability

You are responsible for any legal consequences arising from your Digital Media, including content that is deemed to be obscene, offensive, defamatory or otherwise illegal, or infringing on any third party's rights.

This may also apply if you have authorised a third party to manage your Digital Media accounts or to express opinions on your behalf.

## 8 Responsibility and monitoring

The IPC will monitor Paralympic online content to ensure that these Guidelines are being complied with.

The IPC asks for the support of all Accredited Persons in controlling any ambush activity or any sites engaged in conduct which is offensive to or adversely affects the goodwill associated with the Paralympic Games and the Paralympic Movement. The IPC asks that Accredited Persons discovering unauthorised content to please report it immediately to IPC Digital Media Senior Manager [Natalia.Dannenberg@paralympic.org](mailto:Natalia.Dannenberg@paralympic.org).

## 9 Infringement of guidelines

If these Guidelines are breached by any person, the IPC and Pyeongchang 2018 shall be entitled to eject any person from a Paralympic Venue (including Paralympic Competition Venue and Residential Zone) and to withdraw or suspend accreditation privileges without notice and without any form of hearing or appeal. The IPC reserves the right to take any other measures it deems fit with respect to infringements of these Guidelines, including issuing a **Take Down Notice**, taking legal action for an injunction, conservatory measure or damages, and imposing other sanctions, including against the NPC of any participant where it appears to the IPC that the NPC either permitted or facilitated the breach or took no reasonable steps to control the Digital Media activities of its delegation.

If you have any queries please contact IPC's Digital Media Senior Manager ([Natalia.Dannenberg@paralympic.org](mailto:Natalia.Dannenberg@paralympic.org)).

## 10 Amendments/interpretation

The IPC reserves the right to amend these Guidelines, as it deems appropriate.

## 11 Other relevant guides and policies

[IPC Handbook](#)



PyeongChang 2018 Eligibility Code

[IPC Athlete and Participants' Image Policy](#)

IPC Photography and Filming Policy

Your NPC or IF may also have their own guidelines that you will need to be aware of and follow.



## Definitions

**“Accredited Persons”** means all persons who are issued with any form of official accreditation to the Paralympic Games.

**“Animated GIF”** is a file format that supports multiple “frames” that give the impression of motion when displayed in a sequence, similar to a flip book. The animation may repeat continuously on a loop or play once. They can be created from a video file or from a series of still images.

**“Digital Media”** refers to all digitised content (text, audio, graphics, video) that can be transmitted over the internet or via computer/mobile networks, including but not limited to websites and apps.

This includes, but is not limited to:

- *Blogs*  
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, accessible by the general public.
- *Microblogs (such as Twitter)*  
Similar to Blogs but the content is typically smaller in both aggregate and actual file size. Microblogs allow users to exchange small elements of content such as short sentences, individual images, or video links.
- *Social Networking Sites (such as Facebook, G+ etc.)*  
A Social Networking Site is an online service, platform, or site that consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most Social Networking Sites provide means for users to interact over the internet and share ideas, activities, events, and interests within their individual networks.
- *Wikis*  
A Wiki is a website that allows the creation and editing of any number of interlinked web pages via a web browser.
- *Content Communities*  
A content community is a site where users generate and share content to a community, such as YouTube, vimeo, Instagram, Periscope, Snapchat, Meerkat and DailyMotion

**“Games Marks”** means the official emblem, mascot, pictograms and other identifications, designations, logos and insignias identifying the Paralympic Games and does not include the Paralympic Symbol.

**“Guidelines”** means the IPC Digital Media Guidelines for persons accredited to the PyeongChang 2018 Paralympic Winter Games.



“**IF**” means International Federation for a sport on the Paralympic Games programme.

“**IPC**” means the International Paralympic Committee.

“**NPC**” means National Paralympic Committee.

“**Paralympic Competition Venues**” means all venues where official competitions take place including all the associated or linked official training and practice facilities. It also includes the Medals Plaza.

“**Paralympic Games**” means the PyeongChang 2018 Paralympic Winter Games to be held between 9-18 March 2018.

“**Paralympic Games Period**” means the relevant period when the Paralympic Village is open i.e. 3 March 2018 until 21 March 2018.

“**Paralympic Symbol**” means the Three Agitos design, the symbol of the International Paralympic Committee.

“**Paralympic Terminology**” includes the word “Paralympic” and other Paralympic-related words, including, but not limited to “Paralympic Games”, “Paralympics”, “Paralympic Team(s)” and “Para”, including their equivalent in languages other than English.

“**Paralympic Venues**” shall include all venues which require a Paralympic accreditation card or ticket to gain entry, including the Paralympic Village, **Paralympic Village Plaza**, and the Paralympic Competition Venues.

“**Paralympic Village Plaza**” means the zone which will be located adjacent to but separated from the Residential Zone of the Paralympic Village which will host a number of activities including Team Welcome Ceremonies. It is an area where athletes, team officials, guests and media can interact.

“**Residential Zone**” is a highly restricted area of the Paralympic Village containing accommodation, offices and services for athletes and team officials.

“**PyeongChang 2018**” refers to the PyeongChang 2018 Organising Committee for the Olympic and Paralympic Games.

“**Take Down Notice**” means a notice requiring an Accredited Person or third party to take down a blog or post in whole or in part within a specified time.