

INTERNATIONAL OLYMPIC COMMITTEE

Relevance of IP for Sports Organizations: the IOC case

**African Ministerial Conference 2015: Intellectual Property (IP) for an
Emerging Africa**

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Dakar, 3 November 2015



1. **The Bottom Line**
2. **The Olympic Movement**
3. **The Olympic Properties**
4. **Exploitation / Protection**
5. **Relevance of IP**



The Bottom Line

Key points on how IP protection can create value for African nations, in particular in relation to sport



- Can help the National Olympic Committees (**NOCs**) raise revenues to further the development of sport in their countries
 - Sponsorship of the NOCs
 - Merchandising in relation to the NOCs
 - Exclusivity is essential –i.e. protecting against unauthorized use

Key points on how IP protection can create value for African nations, in particular in relation to sport



- Hosting of sporting events in African nations
 - Selling broadcasting rights to the event
 - Selling sponsorship and merchandising rights in relation to the event
 - Exclusivity is essential –i.e. protecting against unauthorized use

Key points on how IP protection can create value for African nations, in particular in relation to sport



- Value of associating services or products with:
 - An organization (e.g. an NOC),
 - A team (e.g. Olympic team of an NOC),
 - An individual (e.g. athletes),
 - An event (e.g. world or continental championship taking place in an African nation), or
 - A brand (e.g. linkage to the Olympic emblem of an NOC or an event organized by an NOC)
 - Exclusivity is essential –i.e. protecting against unauthorized use
 - **Gives rise to social and economic benefits**



The Olympic Movement



OLYMPIC CHARTER

IN FORCE AS FROM 2 AUGUST 2015

Olympic Charter



Olympic Charter



- Codification of **Fundamental Principles** of Olympism, **Rules** and **Bye-Laws** adopted by the IOC
- Governs organisation, action and operation of the **Olympic Movement**. Sets forth the **conditions for the celebration of the Olympic Games**
- Defines main reciprocal **rights and obligations** of the **main constituents of the Olympic Movement: Athletes, IOC, IFs, NOCs, OCOGs** and others - All of which are required to comply with the Olympic Charter

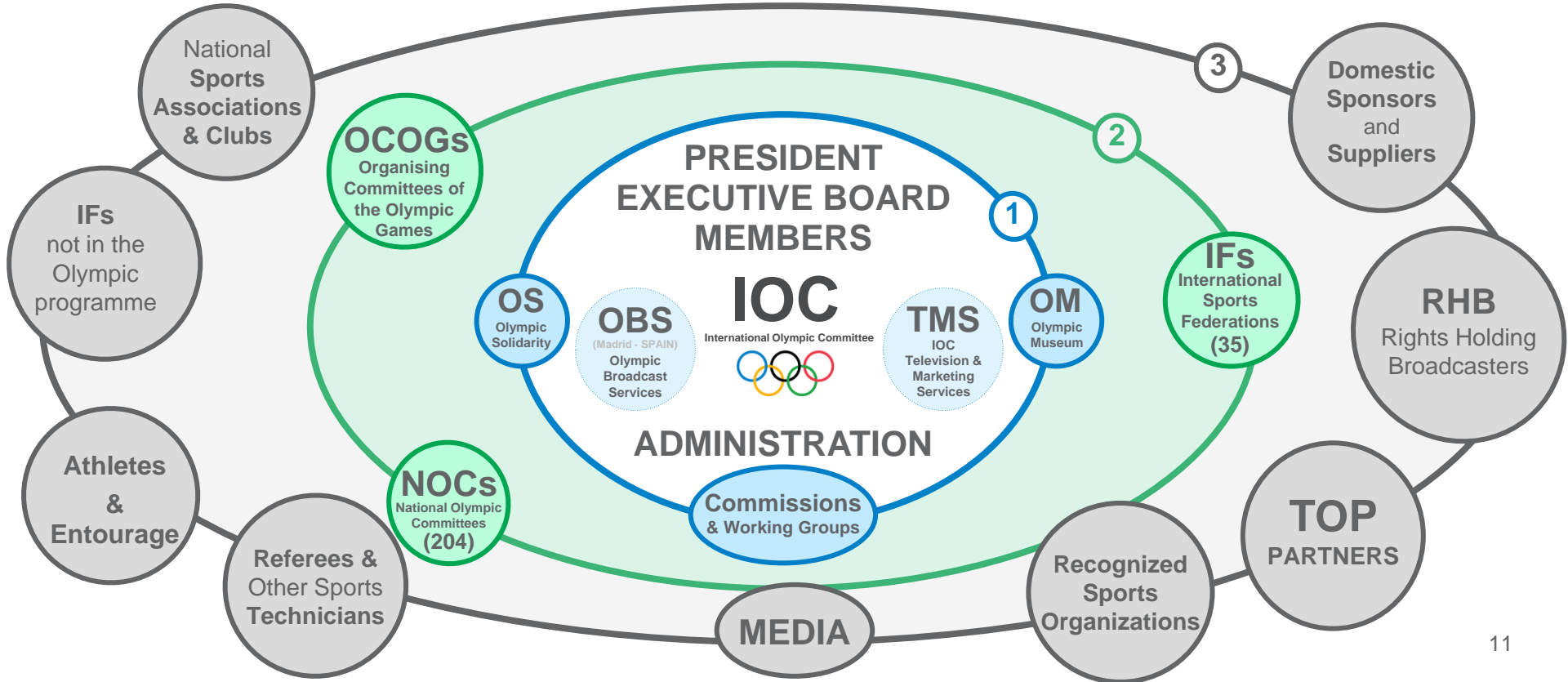




- “...supreme authority and leadership of the International Olympic Committee”,
- Main goal: “...to contribute to building a peaceful and better world by educating youth through sport practised in accordance with Olympism and its values”
- 205 Countries represented (197 sovereign states + 9 territories)



The Olympic Movement Structure





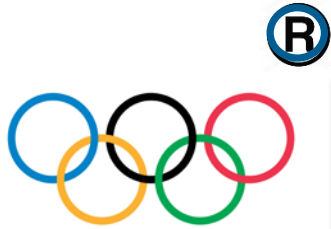
The Olympic Properties

Rights over the Olympic Games and Olympic properties (Olympic Charter Rule 7)



- (2) “The Olympic Games are the exclusive property of the IOC which owns all rights relating thereto, in particular, and without limitation, all rights relating to (i) the organisation, exploitation and marketing of the Olympic Games, (ii) authorizing the capture of still and moving images of the Olympic Games for use by the media, (iii) registration of audio-visual recordings of the Olympic Games, and (iv) the broadcasting, transmission, retransmission, reproduction, display, dissemination, making available or otherwise communicating to the public, by any means now known or to be developed in the future, works or signals embodying audio-visual registrations or recordings of the Olympic Games.”
- (4) “The Olympic symbol, flag, motto, anthem, identifications (including but not limited to “Olympic Games” and “Games of the Olympiad”), designations, emblems, flame and torches, as defined in Rules 8-14 below, and any other musical works, audio-visual works or other creative works or artefacts commissioned in connection with the Olympic Games by the IOC, the NOCs and/or the OCOGs, may, for convenience, be collectively or individually referred to as “Olympic properties. All rights to the Olympic properties, as well as all rights to the use thereof, belong exclusively to the IOC, including but not limited to the use for any profit-making, commercial or advertising purposes. The IOC may license all or part of its rights on terms and conditions set forth by the IOC Executive Board.”

Olympic Properties - Scope



Olympic terminology



Coverage / Broadcast



Download the app:
» IOS version
» Android version

Films / Videos

Pictures / Photos

Audio Recordings

Written Historical Archives

Artefacts Numismatics Philately

Games Results/Data

Publications

Others



Exploitation / Protection



How to make it work?



Olympic Games: an ultimate Sporting Event



- More than a Sporting Event
 - global appeal, all demographics
 - positive values promoted to all viewers
- A 17 day spectacular
 - 5'000 hours of Summer Games
 - 1'000 hours of Winter Games
- A Multi Sports extravaganza
 - 10'500 athletes in 26 Summer sports
 - 3'500 athletes in 7 Winter sports
- A National involvement
 - A national pride to race for the Gold
 - From local heroes to Olympic medalists



Olympic Rings



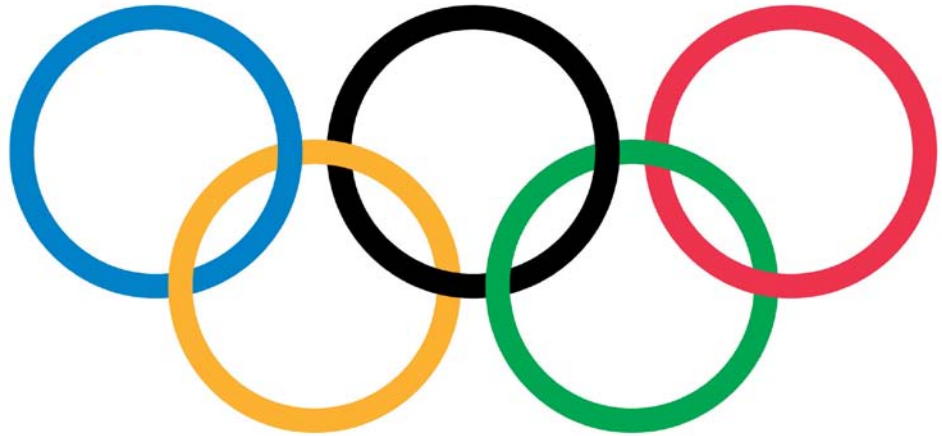
~95%

**RECOGNITION
Worldwide**

ASSOCIATED

with:

- *Global*
- *Unity*
- *Peace*
- *Friendship*
- *5 continents*





- ❑ **IOC owns** over a century of Olympic archives in the form of photos, audiovisual materials, historic documents and objects from the Olympic Museum's collection
- ❑ **Olympic Heritage** (e.g. historical film material) was in **danger** of deterioration over the years
- ❑ IOC has a **responsibility to preserve** Olympic History

The Olympic Multimedia Library (TOML) has been up and running since June 1, 2012



IOC Extranet

The Olympic collaboration and resource platform

François-Marie BOURGEOIS

- GAMES COORDINATION
- OGKM
- PARTNERS
- MULTIMEDIA LIBRARY
- TERMINOLOGY

New search Search within results

Advanced search

Help | Settings | Version française

From [] to [] Search ?

My search My orders My basket (0)

Search options My selections IOC themes

June 23d - Olympic Day

Print

1 - 20 of 195 results

All (195) Photos (195) Footage (0) Sounds (0) Archives (0) Museum Objects (0)

Choose a display Thumbnails per page 20

Sort by relevance Page 1 of 10

Select all on this page Deselect all on this page

Add to selection (0) Add to basket (0)

- June 23d - Olympic Day** 195
- IOC Clips 25
- London 2012 - Lighting of the Olympic flame and 27
- Lighting the olympic cauldron 118
- Lighting of the Olympic flame and Torch Relay 97
- London 2012 - preparation 179



TOP Programme



TOP Programme



Founded in **1985**, **TOP** is the **worldwide Olympic sponsorship programme** that grants, to a **limited number of companies**, **exclusive rights in a given product category to associate themselves with the IOC, the NOCs and the Olympic Games**



THE WORLDWIDE OLYMPIC PARTNERS



* Marketing rights limited to Brazil, the Republic of Korea, Japan and the United States of America until end 2016 and worldwide 2017 onwards

** Marketing rights limited to Japan until end 2016 and worldwide 2017 onwards



Olympic Games Broadcast



Then.... London 1948



London 1948-Television cameras in the Olympic stadium.

Today... Olympic Broadcasting Services



Athens 2004-Tennis-A cameraman.

Olympic Games Broadcast History

Milestones (1936 – 1975)



The first Olympic Games to be **televised on a closed circuit system** in and around the Olympic venues in Berlin

The first Olympic Games to be **broadcast with more than 500,000 viewers**, mostly residing within a 50-mile radius of London, watch the 64 hours of Olympic programming

The Olympic Games are **televised live** for the first time to **18 European countries**, and only hours later in the United States, Canada and Japan

For the first time, **satellite broadcast** coverage is used to relay images overseas

The Games are **broadcast live in colour** for the first time. **Slow-motion footage** is also available live

1936



BERLIN



1948



LONDON



1952

1956

1960



ROME



1964



TOKYO



1968



MEXICO CITY



1972

Olympic Games Broadcast History

Milestones (1975 – 2008)



21st. Century

Television and radio **rights** are **acquired** by **156 nations**, with more than **2.5 billion people** viewing the Games

For the first time in Olympic broadcast history, a **multi-tier TV structure** is operated in **several countries**.

Surveys of the US, the UK & Spain show an average of more than **nine out of ten people** tune in to the Games

Viewers in 220 countries and territories watch an average of **more than 12 hours** of coverage each

Over **1.5 billion people** watched the **Opening Ceremony**, biggest ever watched TV event

About **100.000 hours** of TV coverage was almost matched by digital media coverage. In total **3.7 bn people** watched some part of the Games, making it **most watched Olympic Games ever**

1980

1984



LOS ANGELES



1988



OBS
OLYMPIC BROADCASTING SERVICE!

1992



BARCELONA



1996

2004



ATHENS



2008



BEIJING



2012



LONDON





Broadcast Partnership Overview

❑ KEY RIGHTS

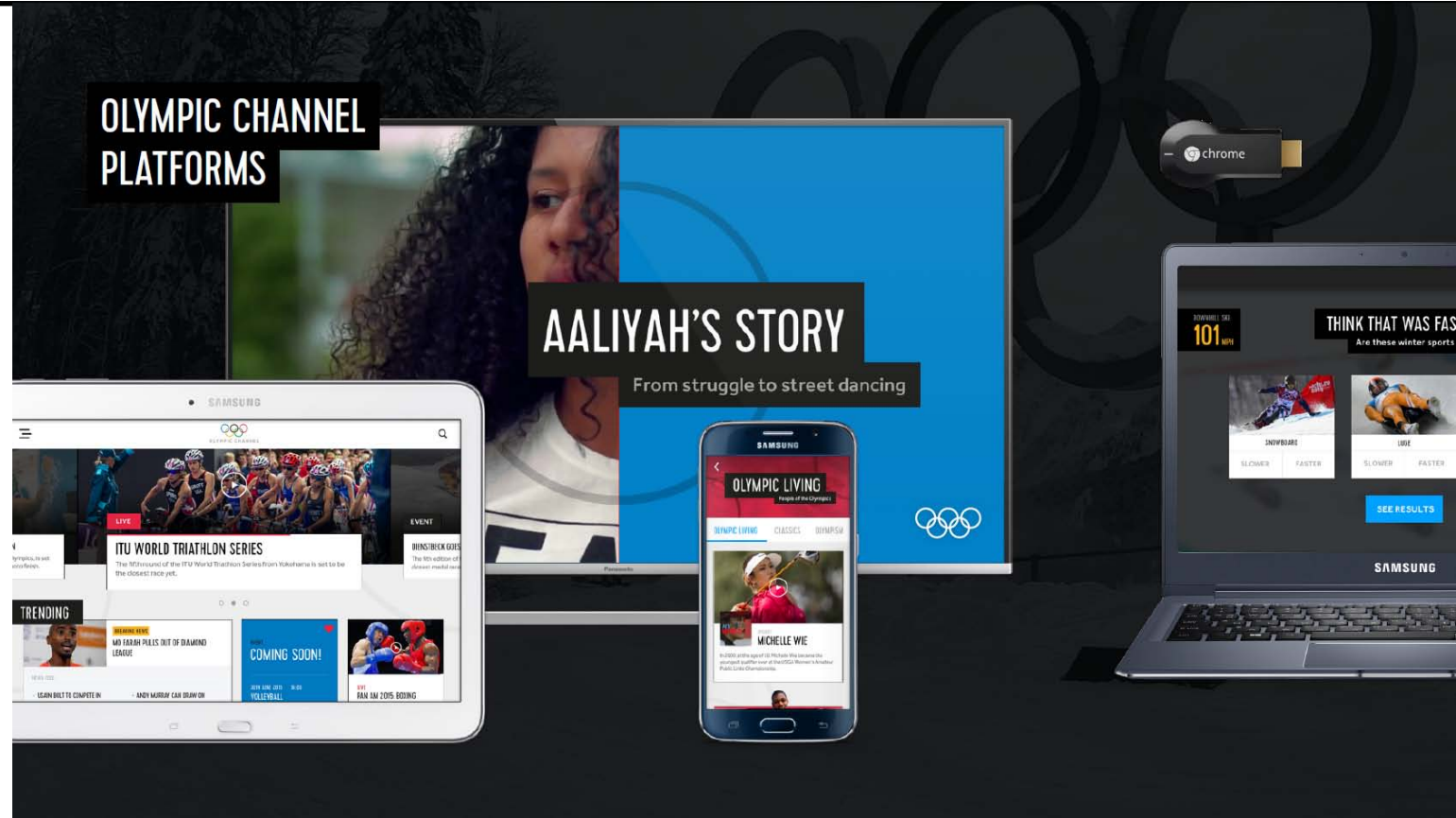
- **Exclusive rights** to broadcast the Games **on awarded platforms and in granted languages and territory**
- **Rights to use Olympic Properties** to promote the broadcast of the Games in territory

❑ KEY COMMITMENTS

- **Guaranteed free-to-air exposure of Olympic events of national interest**
- **Reach the widest possible audience world-wide**
- **Promote Olympic brand/values**
- **Preferential advertising and sponsorship opportunities to Olympic Sponsors**

Olympic Channel

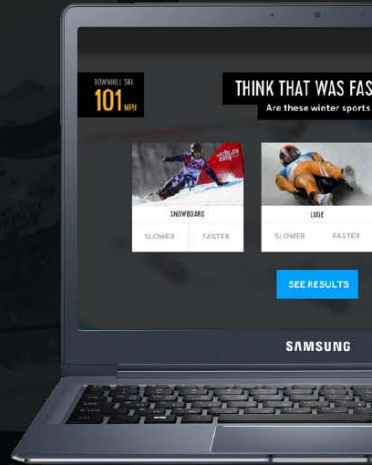
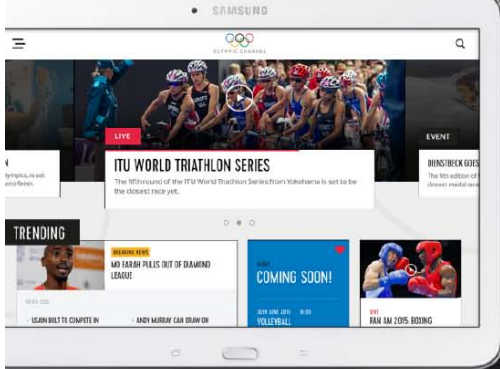
(work in progress/coming soon...)



OLYMPIC CHANNEL
PLATFORMS

AALIYAH'S STORY

From struggle to street dancing





Protection

Means of Protection



Nairobi Treaty

Trademark registrations

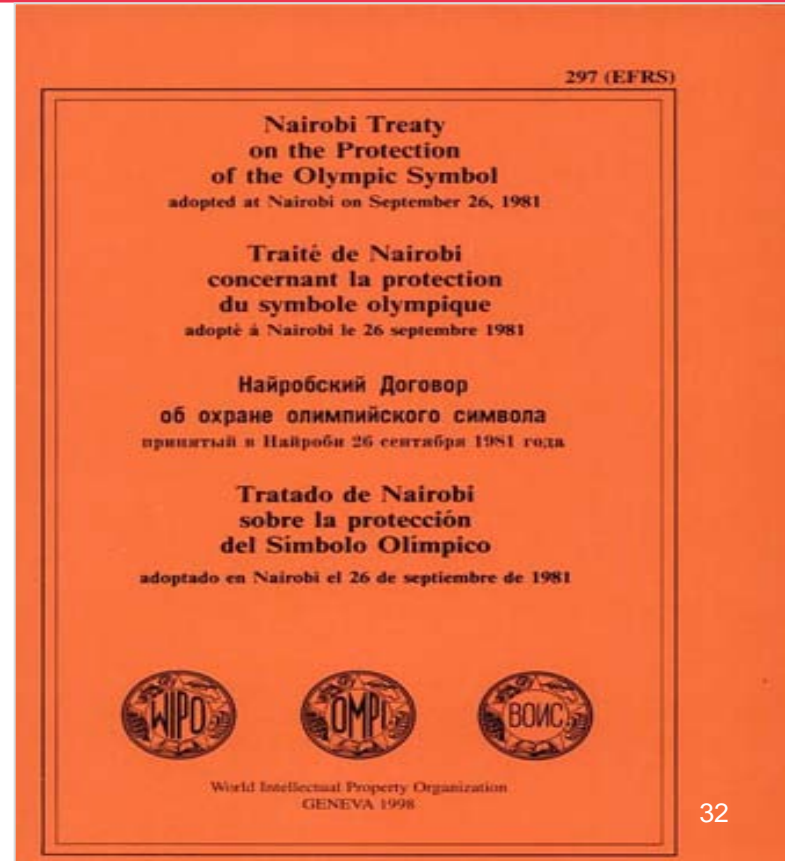
IP Legislation / Olympic/Sports Legislation

IP Enforcement / Technological Protection Measures

Nairobi Treaty



- Adopted in 1981
- Administered by WIPO
- 51 Contracting Parties
- Protection of Olympic Symbol



Trademark protection



OLYMPIC, OLYMPICS, OLYMPIC GAMES, OLYMPIAD,
OLYMPIAN, TORCH RELAY, CITIUS ALTIUS FORTIUS

Registered internationally in the name of the IOC

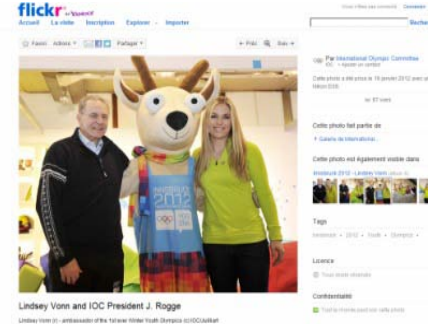


Olympic/Sports Legislation

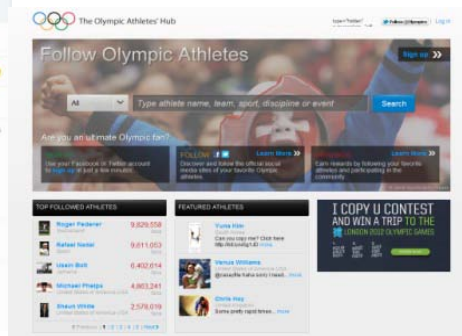
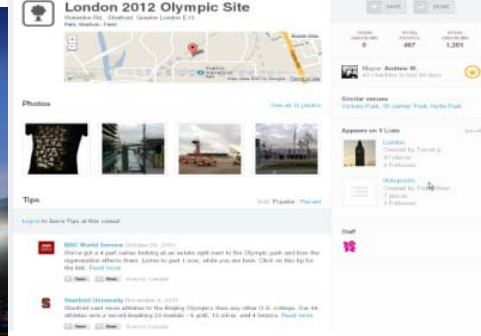
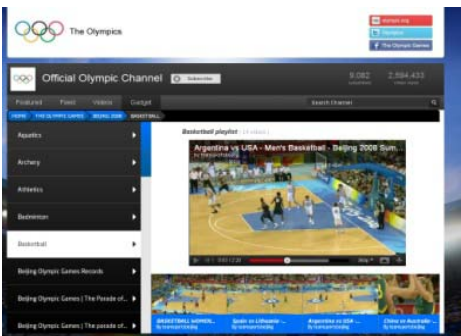


- National Law protecting the Olympic Properties: either specific law or national sports act
 - Host countries of the Olympic Games: e.g. Australia, USA, Greece, Italy, China, United Kingdom, Russia and Brazil
 - Non-host countries of the Olympic Games: e.g. Argentina, Czech Republic, Egypt, South Africa and Poland

Social and Digital Media



IOC works in close collaboration with Social Media Platforms during and between the editions of the Olympic Games



Unauthorized use of Olympic properties - Apps



The screenshot displays a grid of app listings from an app store. Each listing includes an app icon, title, developer, release date, category, price, and an 'Add to Wishlist' button. Many apps feature the Olympic rings logo or other Olympic-related imagery. A central circular logo with the Olympic rings and the text '2014' is also visible. The apps listed include:

- Sochi2014 Winter Games** by Andrey Egorov - February 7, 2014. Health & Fitness. Price: £0.53 Buy.
- ソチオリンピックニュースSimple** by DMMO - January 23, 2014. News & Magazines. Price: £3.04 Buy.
- Sochi 2014: Ski Slopestyle** by Flashman Studios LLC - January 23, 2014. Sports Games. Price: £3.04 Buy.
- Countries Location - Sport** by Brain And Puzzle - February 12, 2014. Brain & Puzzle. Price: Free.
- Olympic Torch 2014** by Nilesh - February 5, 2014. Personalization. Price: £0.61 Buy.
- Guess Russian Olympians** by Alex E. - February 11, 2014. Sports Games. Price: Free.
- Сочи 2014 Хоккей** by A.S.U.I. - February 18, 2014. Sports. Price: £1.69 Buy.
- Sochi Olympic Games 2014** by Daily News - November 15, 2013. Sports. Price: Free.
- Sochi 2014 Live Sports Stream** by Greenle.org - February 7, 2014. Sports. Price: Free.
- Olympic Coloring Book** by JH Apps - January 30, 2014. Entertainment. Price: Free.
- Sochi Challenge** by Vantech - February 7, 2014. Sports Games. Price: Free.
- Sochi 2014 - News Lite - Beta** by crowmsta - February 13, 2014. Sports. Price: Free.

Other Unauthorized use of Olympic properties



Oggi al via le #Olimpiadiinvernali!
#Sochi2014
pic.twitter.com/SRm6cts4fv

↳ Répondre ↳ Retweeter ★ Favori ⋮ Plus



 Tic Tac España
5 hours ago

¡Se acaba de inaugurar los Juegos Olímpicos de Invierno en Sochi (Rusia)!

Suerte a la delegación española!!! ¿Cuántas medallas creéis que van a conseguir? 😊



Other Unauthorized use of Olympic properties



oy comienzan los Juegos Olímpicos de Invierno en Sochi. ¡Desde Milka queremos desear mucha mucha suerte a los nuestros! 😊



Gold medals are great but medals made of pizza taste 100% more delicious. Congrats Canada! #Sochi2014 pic.twitter.com/Bwj7pC5aSN

← Répondre ↻ Retweeter ★ Favori ⋮ Plus

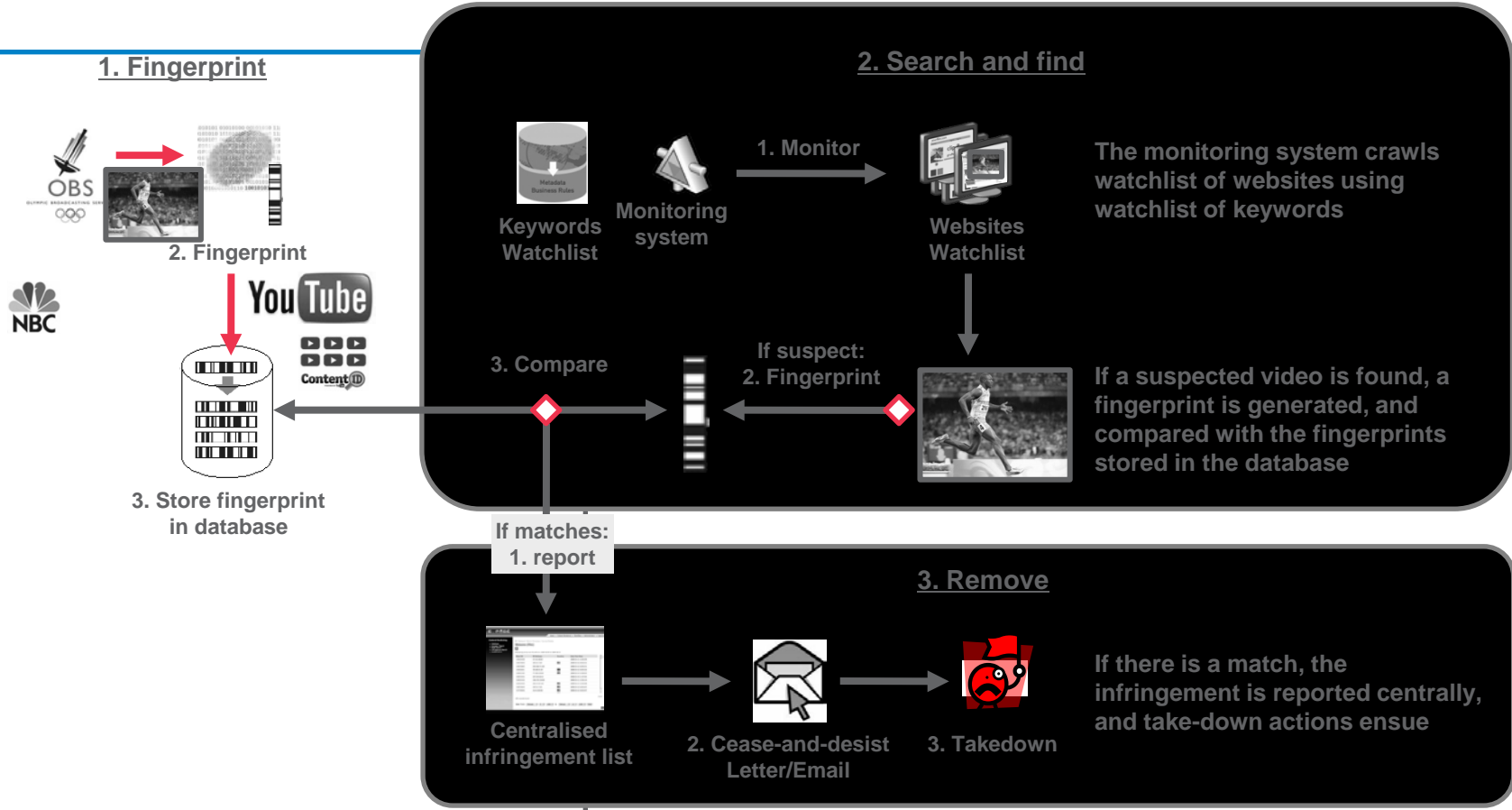


IOC's Internet Monitoring Programme



- IOC **technology driven Internet anti-piracy programme** since recent editions of Olympic Games
- Objective: **protect the rights of the IOC and its partners**
- Based on **fingerprint technology** solution and **web crawling** for **automated quick take down**

IOC's Internet Monitoring Program Operations





Relevance of IP

Relevance of IP Protection:



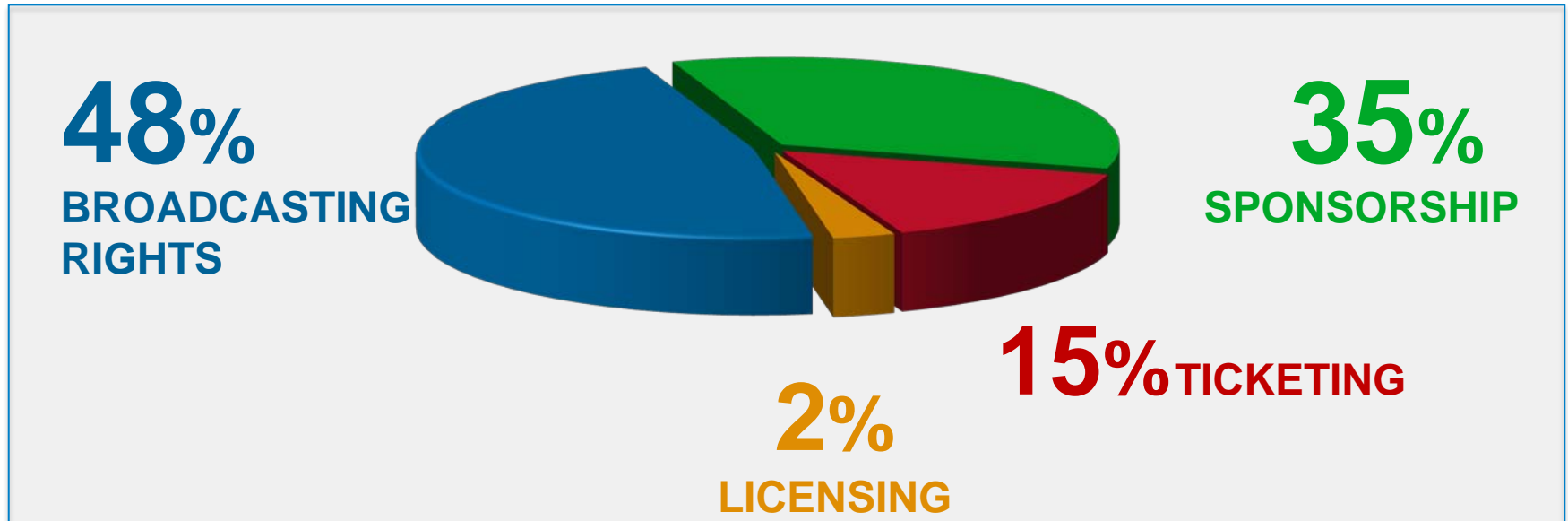
- Properties are protected by copyright and trademark law, amongst others
- Need for protecting both: the Olympic Movement's immaterial assets/rights, but also our partners' rights
- Exclusivity required to maintain social and commercial value of rights granted
- **Revenues earned by IOC shared with Olympic Movement, including National Olympic Committees**

Primary Sources of Revenues for the IOC

Based on TOP VII (Vancouver and London Games)



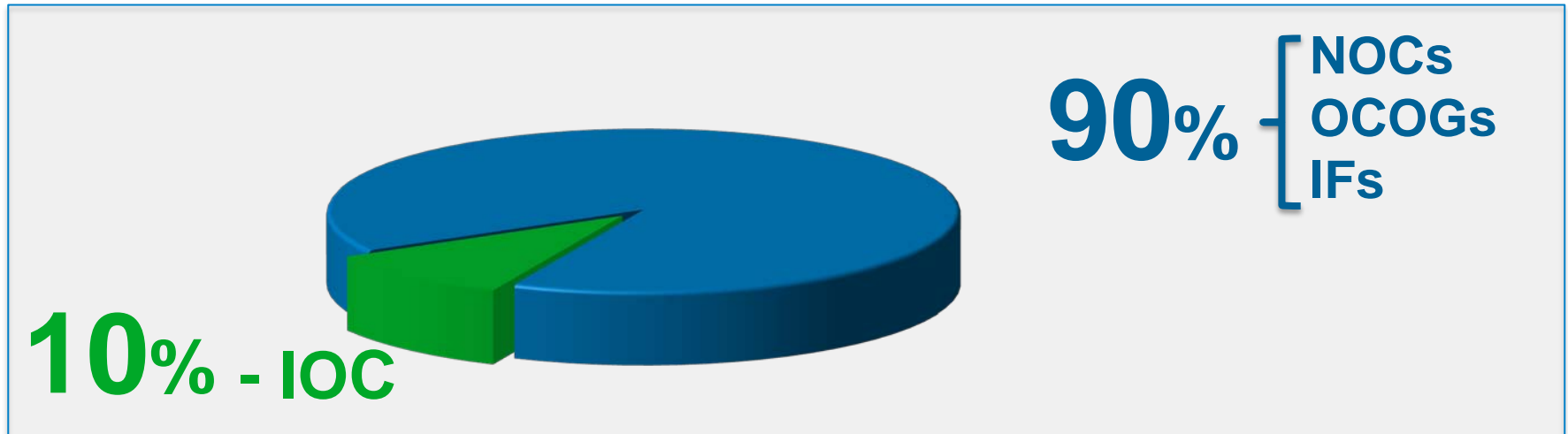
- Revenue generated from each major programme managed by the IOC and the OCOGs during a four year Olympic cycle (“Quadrennium”)

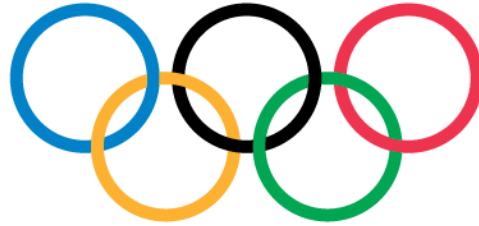


Allocation of Revenues amongst the Olympic Movement



- ❑ **The IOC distributes over 90% of its revenues** to organisations throughout the Olympic Movement to support the staging of the Olympic Games and to promote the worldwide development of sport. The IOC retains less than 10% of its revenue for the operational and administrative costs of governing the Olympic Movement





INTERNATIONAL OLYMPIC COMMITTEE

Thank You!