



International Association for Sports Information

Seeking an International Olympic Committee (IOC) competition broadcast source licensing concession for not-for-profit high performance sports training centres

Executive Summary

The use of sports competition broadcast content (that is the use of television video recordings of major sports events) for the purpose of “performance analysis”, is an established practice today across most if not all leading high performance sports training centres. However, when high performance sports training centres seek access and/or permission to use this content from rights holders, they regularly encounter a number of barriers including:

- high costs and charges associated with acquiring and/or seeking permissions to use content;
- ambiguous and/or inconsistent licensing application processes when applying for royalty free use of content; and,
- a number of related operational issues and risks associated with a failure to manage copyright compliance.

The International Association for Sports Information (IASI) Steering Committee, at its most recent meeting in Leipzig, Germany, 28-30 June, 2011, agreed to lobby the International Olympic Committee (IOC), on behalf of its high performance sports training centre members with an aim to:

- raise greater sport sector awareness of the issue of inequitable and costly access to sports competition broadcast content by high performance sports training centres seeking to use this content for non-commercial performance analysis purposes;
- seek to have the IOC establish a process supporting fair and equitable access to Olympic Games competition broadcast content for the benefit of high performance sports training centres (that is, a process specifically designed for the benefit of current and emerging high performance sports centre sponsored Olympians, including athletes, coaches, and technical staff); and,
- establish a precedent with the IOC, that can be later used as a model to inform the rights management and licensing processes of other leading sports federations.

IASI intends to put a case forward to the IOC, on behalf of its consortium of National Olympic Committee endorsed (or equivalent) high performance sports training centres, seeking to establish a fair and equitable licensing concession with a view to permitting these centres royalty free access to Olympic Games broadcast competition content, strictly for the prescribed purpose of performance analysis.

IASI's case to the IOC will focus on the important contribution high performance sports training centres make toward the Olympic movement through their work in supporting and developing emerging and current Olympians. IASI will seek to have its coalition of high performance sports training centres viewed by the IOC, as key stakeholders and partners in delivering successful and highly entertaining Olympic Games competitions. And as key stakeholders and partners, IASI will argue that its consortium members should be eligible for a licensing concession that accommodates both prudential and royalty free access to Olympic Games competition broadcast content for the purpose of performance analysis.