

2016 U.S. Olympic Team Trials – Swimming

News Access Guidelines

This is to advise you that NBCUniversal Media, LLC (“NBCUniversal”) has acquired the exclusive rights in all media to the 2016 U.S. Olympic Team Trials, including with respect to all competitions and exhibitions (practice/training, preliminary, qualifying and final rounds) from the sport of swimming (collectively, “Trials Material”). NBCUniversal may exhibit Trials Material from the sport of swimming on any or all of the NBC Television Network (“NBC”), NBCSN (“NBCSN”), NBC Sports Live Extra (“Live Extra”), and/or other television, Internet, wireless and other platforms owned, controlled by, or licensed by NBCUniversal (collectively, the “Trials Platforms”). These guidelines apply equally to any Trials Material, regardless of the Trials Platform on which it is exhibited. A complete linear television programming schedule is attached hereto as Schedule A.

Use of Trials Material by any other *television* entity is permitted only if all of the following conditions are satisfied:

- 1. Source of Trials Material:** Except as explicitly authorized in writing by NBCUniversal and the applicable National Governing Body (“NGB”), the only permissible source of excerpts of Trials Material is footage that is recorded from NBC, NBCSN or Live Extra. For the avoidance of doubt, Trials Material *excludes* announcer descriptions, any other audio elements, feature material and interviews appearing in NBCUniversal’s coverage of the Trials, none of which may be used under any circumstances. Non-rightsholding media accredited by the applicable NGB may record press conferences and interviews with athletes, coaches and officials in designated media interview areas, provided that these locations are away from the field of play.
- 2. Use In News Programs Only:** Excerpts of Trials Material may be used only in regularly scheduled *television* news programs of which the actual news elements constitute the main feature. This *excludes* programming such as news and sports magazines, news promos and updates, entertainment news programs, magazines and features, sports features and other sports programs or “special programs.” In the case of an all-sports network, excerpts of Trials Material may be used only as part of regularly scheduled general sports news programs and are subject to the other limitations set forth herein.
- 3. Length of Excerpts of Trials Material:** Excerpts of Trials Material may appear in a maximum of three (3) eligible news programs per day. No more than two (2) minutes of Trials Material may appear in any single newscast. All-news and all-sports television networks are not subject to this restriction, so long as the combined time of all excerpts (including repeat telecasts) does not exceed a total of six (6) minutes per day and the other limitations of the guidelines are satisfied.
- 4. Airing of Trials Material Only After Trials Exhibition Concludes:** Excerpts of Trials Material taped off-air on any given day may not be telecast on such day in any time zone until either NBC or NBCSN, as appropriate, has completed its exhibition in such time zone on such day (and, even then, only subject to the other limitations herein). For purposes of clarity and by way of example, a cable network with a single feed may not use excerpts of Trials Material until after NBC or NBCSN, as appropriate, has concluded its telecast in all time zones in which such cable network feed can be viewed.
- 5. 48-Hour Window:** Excerpts of Trials Material may be used only during the 48-hour period following the time that the use of such excerpts is first permitted under these guidelines.
- 6. Courtesy Credit:** The following video credit must be displayed over any excerpts of Trials Material for the duration of the clip: “Courtesy NBC Olympics/USOC”.
- 7. Internet Distribution:**
 - a) Under no circumstances may any field of play audio/video material (*e.g.*, competition or training) be distributed via the Internet, including, without limitation and for the avoidance of doubt, any material

that resembles or approximates “coverage” (e.g., race calls and other real-time descriptions and accounts of competition). For the avoidance of doubt, it is prohibited to tape any portion of NBCUniversal’s coverage “off-air” and distribute such coverage via the Internet. In addition, Trials Material archived via NBCUniversal’s digital media player may not be embedded on third-party websites without the express prior written consent of NBCUniversal. Notwithstanding the foregoing, interviews with participants (e.g., athletes, coaches, officials) that are conducted in designated media interview areas away from the field of play, material recorded at press conferences, and certain material recorded at designated training sessions upon the explicit authorization of the applicable NGB (after having received permission from NBCUniversal) may be distributed via the Internet (collectively, the “**Internet Material**”).

- b) Internet Material may be used only in news coverage and features related to the 2016 U.S. Olympic Team Trials and the 2016 Rio Olympic Games. Internet Material may not be used to promote any other events, programs, or services.
- c) Internet Material must be accompanied by a link to <http://liveextra.nbcsports.com>.
- d) Although there is no specific limitation with respect to the length and volume of permissible Internet Material, any such distribution should conform to the spirit of these guidelines generally.
- e) The exploitation of any Internet Material must be delayed until 30 minutes after its capture. For the avoidance of doubt, Internet Material may not be distributed live, including, without limitation, via technologies such as Periscope, Facebook Live, etc.
- f) Internet Material may not be sponsored and/or cannot contain an association with a sponsor or advertiser.
- g) Internet Material may not be made available solely to paid subscribers of a website or other service’s content (i.e., such material must be made available in front of any pay wall).
- h) All Internet Material must be removed from the Internet no later than August 5, 2016.

Schedule A

Live Extra – Sunday, June 26 – 11A ET
NBCSN – Sunday, June 26 – 6P-7P ET
NBC – Sunday, June 26 – 8P-9P ET
Live Extra – Monday, June 27 – 11A ET
NBCSN – Monday, June 27 – 6:30P-8P ET
NBC – Monday, June 27 – 8P-9P ET
Live Extra – Tuesday, June 28 – 11A ET
NBCSN – Tuesday, June 28 – 7P-8P ET
NBC – Tuesday, June 28 – 8P-9P ET
Live Extra – Wednesday, June 29 – 11A ET
NBCSN – Wednesday, June 29 – 7P-8P ET
NBC – Wednesday, June 29 – 8P-9P ET
Live Extra – Thursday, June 30 – 11A ET
NBCSN – Thursday, June 30 – 6:30P-8P ET
NBC – Thursday, June 30 – 8P-9P ET
Live Extra – Friday, July 1 – 11A ET
NBCSN – Friday, July 1 – 6P-7P ET
NBC – Friday, July 1 – 8P-9P ET
Live Extra – Saturday, July 2 – 11A ET
NBCSN – Saturday, July 2 – 5P-6:30P; 8P-9P ET
NBC - Sunday, July 3 – 7P-9P ET