

YOUTH OLYMPIC GAMES DAKAR 2026

CONTENT GUIDELINES



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These Content Guidelines establish the IOC's terms and conditions governing photographing and recording video/audio by Participants at the YOG, as well as the use of YOG Content by Participants, NOCs and IFs, during the YOG Period.

All activities undertaken by Participants according to these Content Guidelines must respect the rights of others and must not interfere with the athletes' training, performance or competition and the safe and orderly operation of the YOG.

Capitalised terms have the meanings given to them in Chapter III – Definitions.

I. CAPTURE AND USE OF CONTENT

CAPTURING YOG CONTENT

Participants (including YOG athletes) may capture content (photographs, video or audio) in YOG Venues (including field of play) with their own handheld, non-professional equipment.

Only E-Accredited Media, MRHs, OBS, and OBS-authorized entities are permitted to capture content using professional equipment. Access to YOG Venues remains subject to specific venue rules or, in the case of E-Accredited Media, the NARs, or otherwise, OBS authorisation.

USING YOG CONTENT

BY PARTICIPANTS

Participants (including YOG athletes) may share on their personal social media accounts, websites and Online profiles, their own photographs or video/audio recordings from YOG Venues in compliance with these Guidelines:

- Video/audio recordings must be non-live and less than two minutes per clip;
- No content may be shared from Restricted Areas, including medical areas, prayer rooms, doping control stations and other non-public accredited areas, and residential zones of other teams; and

- Content may be shared strictly for personal, editorial, non-commercial purposes (unless otherwise authorised by the IOC).

BY NOCS AND IFS

NOCs and IFs may:

- a. share, strictly for editorial news reporting, or other permitted NOC Purposes or IF Purposes (as relevant) on their official social media accounts, websites and other Online profiles:
 - i. Photographs or video/audio recordings (non-live and up to two minutes per clip) captured by the NOC's or IF's representatives from YOG Venues (except Restricted Areas); or
 - ii. VNRs available via the IOC Newsroom at newsroom.olympics.com, subject to acceptance of and adherence to the relevant terms of service,
- b. embed on their official websites only, Olympics.com video player YOG content, or share non-live webcasting of mixed zone interviews received from OBS on-demand (up to a maximum of two minutes per clip); or
- c. use YOG Material for NOC Internal Purposes and IF Internal Purposes.

All sharing of YOG Material by NOCs and IFs is subject to obtaining the necessary authorizations and must be compliant with these Guidelines. YOG Material may only be shared for non-Commercial purposes unless otherwise authorised by the IOC.

BY E-ACCREDITED MEDIA

E-Accredited Media may use photographs solely in strict accordance with the Photographers' Undertaking, and YOG Material audio or video recordings solely in strict accordance with the News Access Rules and any other relevant guidelines.

USING ARCHIVE YOG MATERIAL

The use of Archive YOG Material is reserved exclusively for the authorised entities listed below and solely for the specified professional purposes.

BY NOCS

NOCs may use Archive YOG Material for posting on their official social media accounts, blogs, or their other Online profiles, for external, public-facing editorial, news reporting, or other NOC Purposes. Requests for access to Archive YOG Material shall be addressed in a timely manner, following a request submission made as soon as possible via The Olympic Media Library ("TOML"). Use of Archive YOG Material shall be subject to request approval, and in observance and compliance of any TOML applicable terms and conditions, including clearance on third parties' rights.

BY IFs

IFs may use Archive YOG Material for posting on their official social media accounts, blogs, or their other Online profiles, for external, public-facing editorial, news reporting, or other IF Purposes.

Requests for access to Archive YOG Material shall be addressed in a timely manner, following a request submission made as soon as possible via TOML. Use of Archive YOG Material shall be in observance and compliance of any TOML applicable terms and conditions, including clearance on third parties' rights.

BY E-ACCREDITED MEDIA

E-Accredited Media may use Archive YOG Material solely in strict accordance with the News Access Rules and any other relevant guidelines.

***For Archive YOG Material, please contact the Olympic Television Archive Bureau at info@otab.com.

II. USE OF BRANDS

Except as incidentally included in content filmed or photographed in accordance with these Content Guidelines during the YOG, the use of the YOG Marks is reserved exclusively for the authorised entities listed below and solely for the specified professional purposes, in accordance with relevant guidelines distributed through official IOC channels.

The YOG Marks must be reproduced independently from the authorised entity's logo, with a clear visual distinction between all graphic elements. Specifically, and unless otherwise expressly authorized by the IOC, the YOG Marks may not be incorporated into the authorised entity's logo, any of its references or marks, nor may they be combined with the authorised entity's logo, references, or marks to create a composite logo. All artwork related to the YOG Marks must be obtained from Dakar 2026 or the IOC.

BY NOCS

NOCs may use YOG Marks for NOC Purposes on their official websites, Apps and social media presence; hospitality houses; and on pins, in accordance with the relevant guidelines, including:

- [Brand, Identity & Look \(BIL\).aspx](#)
- [Dakar-AuthorisedIdentifications.aspx](#)
- [Dakar-ComGuidelines.aspx](#)

BY IFS

IFs may use YOG Marks for IF Purposes solely on their official websites, Apps and social media presence; hospitality houses; and on pins, in accordance with the relevant guidelines communicated by the IOC and/or Dakar 2026.

Any reproduction of the YOG Marks by IFs on their official websites or Apps must appear in a separate section or page dedicated to the YOG. The IF's website and Apps may include a link to the official YOG website. However, such a section or link shall not be displayed jointly with, or on the same page or visual field as, the IF's sponsors' websites and/or logos.

For YOG draws organised by IFs, factual and editorial references to the YOG may be included within the name of the draws to establish the order of individual or team competitions in the relevant YOG events (e.g., "Youth Olympic Games Competition Draws" or "Coming soon: draw for the Youth Olympic Games Dakar 2026 3x3 Basketball tournament"). The word "Olympic" shall not be used in a standalone manner or as an adjective or name for the draws. Such references may also be used in promotional activities. However, such uses shall exclude IF sponsors. The YOG Marks may be used to decorate any IF stage (including backdrops, table skirts, panels, etc.) used for a draw.

In the specific case of pins, IFs are authorised to use the standalone disassociated signature (i.e., “Dakar 2026”) together with, but distinct from, the relevant IF logo. There must be no overlap between the signature and any IF logo. IFs may also produce a series of commemorative pins, subject to the IOC’s prior written approval. Each IF is authorised to produce a maximum of one thousand (1,000) units of pins, unless otherwise approved in writing by the IOC, to be distributed free of charge. Prior to manufacture, the design of all pins shall be submitted to the IOC Brand team for prior written approval at brandapproval@olympic.org.

BY E-ACCREDITED MEDIA

E-Accredited Media may use YOG Marks for editorial news reporting activities, provided such use strictly complies with the IOC “Guidelines on the Editorial Use of the Olympic Properties by News Media Organisations” and any other relevant guidelines.

III. DEFINITIONS

The capitalised terms used in these Content Guidelines shall have the meanings set forth below:

- "Archive YOG Material" means any audio-visual and audio content from previous Youth Olympic Games.
- "CAS" means the Court of Arbitration for Sport.
- "Commercial" means any use for promotional or monetizable purposes (for example, permitting ads, paid media, platform deals, etc) or otherwise any purpose that suggests or implies a commercial association between any (i) third-party product, service or activity, or (ii) organisation (commercial or otherwise), and the YOG, the IOC, Dakar 2026 and/or the Olympic Movement.
- "Distribution", "Distribute", or "Distributed" means, as applicable, the broadcast, exhibition, transmission, retransmission, display, making available, projection, or performance of an audio or audiovisual programme, for display or reception on a television receiver, computer monitor, games console, internet-connected TV, IP streaming device, set-top box, mobile, handheld, tablet, radio, or any other form of display or reception device, whether currently existing or developed in the future. For the avoidance of doubt, "distribution" and "distribute" shall be construed accordingly.
- "E-Accredited Media" means members of the media, i.e. written press, photographers and non-rights holders accredited to the YOG under accreditations E, EP, and ENR.
- "Dakar 2026" means the YOG organising committee.
- "Internet" means the global communications system of computer networks accessible by the public which interconnect, either directly or indirectly, individual computers and/or networks by making use of TCP/IP transport protocols (or derivatives thereof) which may be accessed by means of the world wide web and derivate URL addresses, and which enables users to engage in two-way transmissions of data over such networks in order to receive content (including by fixed, wireless network and transmission by satellite, mobile, DSL, ISDN, WiMAX, or other broadband links but excluding mobile technology and Television).
- "IOC" means the International Olympic Committee.
- "IF" means an International Sport Federation.
- "IF Purposes" mean editorial news reporting and institutional, non-Commercial purposes to promote the Youth Olympic Games, the Olympic Movement, Olympism, or Olympic Values in connection with their respective sports, in accordance with the relevant guidelines.
- "IF Internal Purposes" means the IF's own internal and non-public-facing purposes, such as judging, refereeing and/or athlete performance assessment.
- "MRHs" means Media Rights-Holders: entities, companies, unions, pools, consortiums, or agencies (including media subsidiaries, affiliates, and permitted sub-licensees) with which the IOC has entered into, or will enter into, an agreement granting the right to Distribute coverage of the Youth Olympic Games within a given territory, during a defined period, across one or multiple media/platforms, including Television and the Internet.
- "MPC" means the Main Press Centre to be established by Dakar 2026 as a media complex for the purpose of E-Accredited Media reporting on the YOG.
- "NARs" means the News Access Rules for the YOG.
- "NOC" means a National Olympic Committee. Any reference to NOC shall be understood to include Continental or Regional Associations of NOCs.
- "NOC Purposes" mean editorial news reporting and institutional, non-Commercial purposes to promote the Youth Olympic Games, the Olympic Movement, Olympism, or Olympic Values in connection with their respective athletes and teams, in accordance with the relevant guidelines.
- "NOC Internal Purposes" means the NOC's own internal and non-public facing purposes, such as sports/performance analysis for athlete performance assessment.
- "OBS" means Olympic Broadcasting Services, the host broadcaster of the Youth Olympic Games.
- "Olympic Charter" means the Olympic Charter dated 24 June 2026 (including its bye-laws and documents referred to therein), as may be amended from time to time.
- "Olympic Games" means competitions between athletes in individual or team events, not between countries, bringing together athletes selected by their respective National Olympic Committees, whose entities have been accepted by the IOC, and competing under the technical direction of the relevant International Sports Federations as recognised

by the IOC. The Olympic Games consist of the Games of the Olympiad and the Olympic Winter Games.

- "Olympic Movement" means all organisations, athletes, and other persons who agree to be guided by the principles of the Olympic Charter.
- "Olympic Properties" means the Olympic Symbol, the YOG Marks, the wordmarks "Olympic," "Olympic Games," "Youth Olympic Games," and "Olympiad," the Olympic motto "*Citius, Altius, Fortius – Communiter*" and any English or other language translations thereof, as well as other Olympic-related terminology, including the official emblem, mascot, pictograms, cauldron, and other identifications, designations, logos, and insignia identifying the Olympic Games, the Youth Olympic Games, or the YOG.
- "Olympic Symbol" means the five interlaced rings that identify the Olympic Movement.
- "Online" means made available on the Internet.
- "Participants", "Participating" means accredited individuals and other Olympic Family representatives (and their guests) at the YOG, including YOG-athletes and NOC and IF representatives, as well as E-Accredited Media representatives.
- "Restricted Area" means medical areas, prayer rooms, doping control stations and other non-public accredited areas, fitness centres, and, except for athletes, residential zones (unless otherwise authorized by IOC or OBS).
- "VNR Content" means the IOC-produced Video News Release content containing YOG Material, distributed through the IOC Newsroom at newsroom.olympics.com.
- "YOG" means the Youth Olympic Games Dakar 2026: the 4th Summer Youth Olympic Games Dakar 2026, to be celebrated in Dakar, Senegal, between 31 October and 13 November 2026.
- "YOG Content" collectively means YOG Material, Archive YOG Material, and VNR Content.
- "YOG Event" means any activity or event that occurs at an Olympic Venue during the YOG or is related to the YOG, including, without limitation, training and practice sessions, sporting events, Opening, Closing, and Victory Ceremonies, interviews, press conferences, and any other activity or event that occurs at or originates from an Olympic Venue.
- "YOG Material" means sounds or images originated from, or produced at, any YOG Event, regardless of the source.
- "YOG Marks" means the official emblem, mascot, pictograms, and other identifications, designations, logos, and insignia identifying the YOG, and does not include the standalone Olympic Symbol or other Olympic Games-related terminology.
- "Youth Olympic Games" means competitions between athletes in individual or team events, not between countries, bringing together athletes selected by their respective National Olympic Committees, whose entities have been accepted by the IOC, and competing under the technical direction of the relevant International Sports Federations.
- "Youth Olympic Village" means the accommodation complex reserved exclusively for athletes and team officials.
- "YOG Period" means the period commencing with the opening of the Youth Olympic Villages on 27 October 2026 and ending with their closing on 15 November 2026.
- "YOG Venue(s)" includes all venues that require an Olympic accreditation card or ticket, as well as areas with non-ticketed public access that are designated as Olympic areas containing YOG branding and requiring security checks or other forms of controlled entry. YOG Venues include the Youth Olympic Village, competition venues, training and practice venues, IBC, MPC, and areas immediately surrounding any of the foregoing.

IV. LEGAL

LEGAL BASIS

The IOC governs the Olympic Movement and retains all rights to the Olympic Games, the Youth Olympic Games, and related events. This includes all intellectual property rights, associated goodwill, and any other rights pertaining to the organisation and staging of the YOG. These rights comprise: (a) media rights to the YOG; (b) control over admission to and access to YOG Venues, including the authority to impose restrictions on the creation and use of YOG Content; and (c) any form of exploitation, recording, representation, marketing, reproduction, access, or Distribution by any means, whether now known or developed in the future. The IOC exclusively holds all rights to the Olympic Games, the Youth Olympic Games and the Olympic Properties, which are protected under applicable national laws and intellectual property rights, among others.

The IOC grants exclusive media rights to MRHs, authorising them to Distribute YOG Content within their respective territories. These exclusive rights must be strictly observed. No other organisation may Distribute YOG Content for reporting on the YOG, except as expressly permitted by these Content Guidelines.

LEGAL TERMS

No restrictions apply to resharing Participants' YOG Content compliant with and for the purposes permitted by these Content Guidelines. Participants may also share such compliant content via collabs with other Participants. YOG athletes may share via collab with the official social media accounts of their own NOC, IF, or MRH. Downloading and reposting YOG Content is strictly prohibited. The use of artificial intelligence (AI) in conjunction with YOG Content, including for the purpose of generating or posting YOG Content, is strictly prohibited. Similarly, transforming YOG Content into graphic animated formats—such as animated GIFs (including GIFV), GFY, WebM, or any other comparable short video formats—is not permitted.

No one may act as a journalist, reporter or in any other media capacity unless specifically authorised by the relevant media accreditation.

Any other uses or purposes not expressly authorized herein (including any use out of the YOG Period) are prohibited.

Participants shall not create a dangerous situation, put at risk an individual's personal security, or act against public order, interfere in any way with the orderly execution of a YOG or disrupt their enjoyment. Failing to observe this may result in a refusal of admission to or removal from YOG Venues.

APPLICABLE LAW

These Content Guidelines are subject to all applicable national laws and regulations. Any use of YOG Content by Participants beyond what is expressly permitted by these Content Guidelines or applicable law shall constitute a violation of IOC rights. The IOC reserves the right to take any appropriate action at its sole discretion. Should any provision of these Content Guidelines be deemed unenforceable or invalid under any applicable national law, the validity and enforceability of the remaining provisions shall remain unaffected.

OTHER APPLICABLE GUIDELINES

In addition to the terms and conditions included in these Content Guidelines, other guidelines made available and updated from time to time by the IOC through <https://www.olympics.com/ioc/documents/olympic-games/youth-olympic-games> apply.

COMPLIANCE

The IOC, Dakar 2026, and MRHs will monitor compliance with these Content Guidelines.

REVOCATION OF ACCESS

Failure to comply with these Content Guidelines may result in the removal of non-compliant YOG Content. Additional measures or actions may be taken in accordance with the Olympic Charter in the event of a breach of these Content Guidelines. The IOC shall notify the Participant in writing and provide the Participant with the opportunity to address the infringement or present its position to the IOC. Depending on the circumstances, the IOC

may suspend the Participant's access to any YOG Venues until further notice. The Participant shall be granted a maximum of twenty-four (24) hours from the time of the meeting with the IOC to remedy the breach or to demonstrate, to the satisfaction of the IOC, that it is not in breach of the Content Guidelines. Should the Participant fail to do so, its accreditation and any other access to YOG Venues, as well as further access to YOG Content for the duration of the YOG, may be revoked. Any such actions by the IOC shall be without prejudice to any potential legal action and/or claim for damages by the IOC.

DISPUTE RESOLUTION

Any dispute, controversy, or claim arising from or in connection with these Content Guidelines that is not resolved after exhaustion of the legal remedies established by the IOC, and which cannot be settled amicably, shall be submitted exclusively to the CAS for final and binding arbitration in accordance with the Code of Sports-related Arbitration. Unless the parties agree otherwise, the CAS Panel shall be composed of three arbitrators, and the language of the arbitration shall be English. The CAS Panel will decide the dispute in accordance with these Content Guidelines, any other applicable IOC regulations, and Swiss law.

CONTACT

For any issue related to these Content Guidelines, including their interpretation and implementation, or reporting on infringements, please contact: contentguidelines@olympic.org.