



IOC SOCIAL AND DIGITAL MEDIA GUIDELINES

MILANO CORTINA 2026

March 2025



PART ONE: FOR ATHLETES PARTICIPATING AT THE OLYMPIC WINTER GAMES MILANO CORTINA 2026

The main objective of these guidelines is to enable athletes to share their personal experiences at the Olympic Winter Games while protecting the rights of the IOC's media rights-holders.

 You **can take** photographs and/or record audio/video at the Olympic Winter Games (both inside and outside accredited areas such as the Olympic Village and competition venues) using your mobile phone as long as you respect the guidelines.

 You **can share** photographs on your personal social media accounts and personal websites.

 You **can share** your audio/video recordings (of up to two minutes each) on your personal social media accounts and personal websites:

- i. from competition venues up to 1 hour before the start of your competition and after you have left the mixed zone/doping control station
- ii. from training venues and practice areas
- iii. from the Olympic Village and/or
- iv. at the Opening and Closing Ceremonies.

Conditions that apply to posts:

 Posts with video **cannot be shared**

- of the (i) Olympic medals ceremonies or (ii) sports competitions (including anthems, coin toss and any celebrations on the field of play)
- live or
- if the video is longer than 2 minutes per post.

 Posts (with video or photographs) **cannot be shared:**

- if commercial, which includes:
 - permitting ads
 - running paid marketing
 - making an arrangement with a social media platform or other entity (other than the official media rights-holder of your country) or
 - promoting any third party or products/services (except posts with a photograph of an Olympic Sponsor's logo, product or service at the Olympic Winter Games)
- of the medical areas, doping control station or prayer room or
- using artificial intelligence (AI) or any AI generated content or outputs.

“Olympic Sponsor” means sponsors participating in the IOC's highest level of international sponsorship, “The Olympic Partners Programme”, sponsors of your National Olympic Committee and sponsors of the Organising Committee (Fondazione Milano Cortina 2026). You can find the list of sponsors of your NOC or of Milano Cortina 2026 by checking their websites.

Special rules apply to “thank-you” messages to your personal sponsors as set out in the “Commercial Opportunities for Participants during the Olympic Winter Games Milano Cortina 2026” and the related Frequently Asked Questions.

Please respect the rights of others (see FAQ for details) and the safe and smooth operation of the Olympic Winter Games. You may give interviews to media in designated areas (e.g. mixed zone, post competition press conference, Venue Media Centre, Main Media Centre, Olympic Village Media Centre and Olympic Village Plaza, but not the residential zone of the Olympic Village) and at permitted events (e.g. media tour of the Olympic Village) but you may not act as a journalist, reporter or in any other media capacity.

Failure to comply with these Guidelines, may result in removal of the non-compliant content. Further measures or actions may be taken in accordance with the Olympic Charter.

PART TWO: FOR ACCREDITED INDIVIDUALS OTHER THAN ATHLETES PARTICIPATING AT THE OLYMPIC WINTER GAMES MILANO CORTINA 2026

These guidelines enable accredited individuals to share their personal experiences at the Olympic Winter Games while protecting the rights of the IOC's mediarights-holders.



Accredited individuals **can take** photographs and/or record audio/video at the Olympic Winter Games (both inside and outside accredited areas) using their mobile phones as long as you respect the guidelines.



Photographs **can be shared** on personal social media accounts and websites.



Audio/video recordings from competition venues **can be shared** on personal social media accounts and websites.

Conditions that apply to posts:



Posts with video **cannot be shared:**

- of the
 - ceremonies (including the Opening, Closing and Olympic medal ceremonies)
 - "Field of Play" meaning the areas used for sports competitions (including anthems, coin toss and any celebrations on the field of play)
 - training venues or practice areas or
 - Olympic Village
- live or
- if the video is longer than 2 minutes per post.



Posts (with video or photographs) **cannot be shared:**

- if commercial, which includes:
 - permitting ads
 - running paid marketing
 - making arrangements with a social media platform or other entity or
 - promoting any third party or products/services (except posts with a photograph of an Olympic Sponsor's logo, product or service at the Olympic Winter Games)
- of any "Restricted Areas" (meaning the non-public accredited areas (e.g. athlete and coach only areas), the medical areas, doping control station, fitness centre, dining halls, prayer room and the residential zones of other Olympic teams) or
- using artificial intelligence (AI) or containing any AI generated content or outputs.

Please respect the rights of others (see FAQ for details) and the safe and smooth operation of the Olympic Winter Games. You may not act as a journalist, reporter or in any other media capacity unless you are a journalist with a valid accreditation.

Failure to comply with these Guidelines, may result in removal of the non-compliant content. Further measures or actions may be taken in accordance with the Olympic Charter.