

Using the Videos and Photographs Not Owned by the Foundation

As of June 21, 2019

1. Use of the footage provided by the host broadcaster

Usage Purpose	Usage Conditions
- Programs of the Media Partners - Sports news programs registered with the Sports News Association	•Length of footage segment is maximum 3 minutes. •Application is not required if the coverage is used within 24 hours of its distribution; an application must be submitted to the Foundation and the host broadcaster for approval for usage after 24 hours of its distribution. •Usage fee is free and no limit to the number of airing.
- Other programs	•Length of footage segment is maximum 3 minutes. •An application must be submitted in advance to the Foundation for approval. •Usage fees are generally involved, and re-airing requires additional cost.

2. Use of the videos/photographs of your own coverage

Usage Purpose	Usage Conditions
- Programs of the Media Partners - Sports news programs registered with the Sports News Association	•An application must be submitted in advance to the Foundation for approval. •Usage fee is free and no limit to the number of airing. •Application for coverage is submitted before the race day, and the media taken on the race day is to be used within 8 days from the race day will not require an application; for usage following the 8 days will require a separate application. •Media usage after 9 days following the race day will require the submission of Permission Request Form.
- Other programs	•An application must be submitted in advance to the Foundation for approval. •Usage fees is generally involved, and the fee will be charged for each airing. •Application for coverage is submitted before the race day, and the media taken on the race day is to be used within 8 days from the race day will not require an application (usage fee is free in this case). •Media usage after 9 days following the race day will require the submission of Permission Request Form.

(1) For usage of charged items, the video usage fee is 60,000 JPY for footage segment of up to 60 seconds (1,000 JPY per second thereafter), and the photo usage fee is 30,000 JPY per photo (tax excluded). Separate fee will incur for usage of any footage not provided by the host broadcaster and for the involved technical expenses (tape handling, rental, etc.). However, the usage fee is negotiable if the Tokyo Marathon Foundation (Foundation) believes that usage of the footage will contribute to the event promotion.

(2) If an application for coverage is made in advance and the videos and photographs taken on the race day are used within 8 days from the race day, no application is required. If those videos and photographs will be used more than 8 days after the race day, a separate application is required.

(3) Usage application to the host broadcaster will be submitted by the Foundation.

(4) When using the on-air videos broadcasted by the host broadcaster, please delete the play-by-play sounds and captions.

(5) The Tokyo Marathon Foundation, the organizer of the Tokyo Marathon, owns the intellectual property rights and publicity rights of the event coverage, photographs, articles, results, participant names, ages, addresses (nations, cities, etc.) on TV, newspaper, magazines, and internet.

(6) Transmission of or posting video of the Tokyo Marathon to any website or web-based platforms (either live or delayed) is not permitted during official live broadcast hours.

*Usage outside the above time period is negotiable.

【Contact Information】

Public Relations Dept., Marketing Division

Tokyo Marathon Foundation

Email : press_tm@tokyo42195.org

Using the Videos and Photographs Owned by the Foundation

As of June 21, 2019

1. Use in News Coverage and Event Publicity

To use the Properties for the purposes of news coverage or publicity in regards to the outline, purpose or activities of the Tokyo Marathon, please submit the Permission Request Form (including media name, program name, and release date or broadcasting date) with the detailed coverage & story plan.

◆ Please download the Permission Request Form from the official website and submit a filled-out form.

User	Application Procedure/Stipulations	Fees
Media Partners	A Properties application must be submitted in advance to the Foundation.	Free if using official videos and photographs owned by the Foundation.

(1) If an application for coverage is made in advance and the photographs and videos taken on the day of the event are used within 8 days from the day of the event, no application is required.

Representative clips (scenes) that are symbolic of the event compiled from the official record photographs taken by the Foundation will be provided in batch form. If using such photographs, usage fees are generally not required (expenses such as delivery fees for the materials are separate).

(2) If using photographs or videos provided by the official photo/video service company, usage fees set by the company will be separately charged.

(3) Secondary use and unauthorized reproduction of Tokyo Marathon photographs and videos are strictly prohibited.

(4) Videos of the Tokyo Marathon is limited to on-aired videos taken by the official broadcaster. Please delete the play-by-play sounds and captions when using such videos.

2. Use other than for News Coverage and Event Publicity

(1) Use by news media for non-commercial purposes

This applies to partial use by media organizations (newspaper, broadcasters, publishers, news agencies, etc.) for published materials, website, TV programs, etc. for non-commercial purposes.

◆ Please download the Permission Request Form from the official website and submit a filled-out form.

*When using the Tokyo Marathon photographs and videos for things other than for news coverage and event publicity, or for publications, DVDs, websites, applications, etc. that use the Tokyo Marathon name as a title or subtitle, a separate licensing contract is required, and license usage fees (royalties) will be incurred. Please refer to the following list for usage fees, etc.

[Photograph Usage Fees (JPY)] Consumption tax not included.

Media outlet	Cut	Half page	Full page	Double-page spread, back cover	Front cover, book jacket, wraparound
Magazine, Newspaper, Free newspaper, In-house newsletter, Bulletin	30,000	35,000	50,000	80,000	100,000
Books	30,000	35,000	50,000	80,000	100,000
Web-based news (use in articles)	30,000				
TV broadcast	30,000	・Includes simultaneous retransmissions over multiple channels. ・Up to two rebroadcasts per year. ・Use exceeding the above limits is converted to a single cut and the separate fee is charged for each cut. ・Provide detailed plan to the License Management Office when distributing by PPV, download sales or DVD.			

[Video Usage Fees (JPY)]

Consumption tax not included (Regulations of Sports News Association will separately apply).

Media outlet	Up to 60 seconds	Very second thereafter	Remarks
TV broadcasts (News, information programs, etc.)	60,000	1,000	・Includes simultaneous retransmissions over multiple channels. ・Up to two rebroadcasts per year. ・Use exceeding the above limit is converted into single clips and the separate fee is charged for each cut. ・Provide detailed plan to the License Management Office when distributing by PPV, download sales or DVD
Web-based news (Use in articles)	60,000	1,000	

(2) Use for Commercial Purposes

*Restricted to cases in which use does not conflict with the sponsorship rights of the event's official partners

This refers to use for product production and sales, provision of services, and sales promotion (including gifts), and royalties will be separately incurred. This applies regardless of whether users are the news media, companies or organizations.

◆ Please download the Permission Request Form from the official website and submit a filled-out form.

Precautions Regarding the Usage of Videos and Photographs Owned by the Foundation

As of June 21, 2019

1. Using the Videos and Photographs Owned by the Foundation

[E.g. Videos and photographs published in the Gallery page of the Tokyo Marathon official website]

- Please submit the Permission Request Form (including media name, program name, and release date or broadcasting date) with the detailed coverage & story plan. The Foundation will review the request, and will provide the media only when it is approved.
- No cost is involved for usage of official videos and photographs for news coverage. However, some of the official photographs may be owned by other companies. If so, please be aware that the usage of those photographs may involve separate charges.
- Secondary use and unauthorized reproduction of such photographs and videos are strictly prohibited.

2. Using the live coverage of the host broadcaster (This also applies to past races.)

- Videos provided by the Foundation will be the on-air videos broadcasted by official live coverage TV station. Please delete the play-by-play sounds and captions when using such videos.

3. Credit title

- For the reason of right of personal portrayal of the event participant (including volunteers and spectators), the following credit must be displayed when broadcasting and/or publishing photographic or video imagery copyrighted by Foundation: © **TOKYO MARATHON FOUNDATION**
- On-screen credit for videos should display minimum of 3 seconds at the beginning of the footage segment.