

**Art. 1 – SPORT MOVIES & TV 2010**

**FICTS** - Fédération Internationale Cinéma Télévision Sportifs (recognized by IOC – International Olympic Committee) promotes and organizes “**SPORT MOVIES & TV 2010 – 28<sup>th</sup> MILANO INTERNATIONAL FICTS FEST**”, final phase of the **WORLD FICTS CHALLENGE** (art. 10), that will be held in Italy, in the city centre of Milan from **October 28<sup>th</sup> to 2<sup>nd</sup> November 2010**, with free entrance for the audience. During the event the prizes “**Guirlande d’Honneur 2010**” and “**Mention d’Honneur**” will be awarded to sports movies and videos. The Festival Rules have been approved by FICTS General Assembly.

**Art. 2 - AIMS**

**FICTS** through “**SPORT MOVIES & TV 2010**” aims to spread the knowledge and diffusion of sport movies and videos that, in different languages and different production forms, contribute to the development of the artistic and cultural tendencies in the TV world and movies. The aims of this event are: promoting the quality of sports images; encouraging producers to broadcast their images; underlining Olympic spirit; bringing about the meeting and co-operation of those who work creatively in sport broadcasting; stimulating and spreading the study, discussion and knowledge of creative and cultural issues related to these media.

**Art. 3 - CONTENTS**

“**SPORT MOVIES & TV 2010**” is open to all television, movie and new media productions dealing with sport, or having sport in all its different expressions and manifestations as their main subject. Productions with pornographical contents will not be accepted, neither will works inspired by political, religious or racial fanaticisms.

**Art. 4 – SECTIONS**

All the movies, videos, TV shows, shorts and full length productions about any kind of sport and its various expressions produced in the **period 2008/2009/2010** exception for Documentary Section (**2000-2010**), will be allowed to compete in one of the following 6 Sections:

1. **OLYMPIC GAMES – OLYMPIC SPIRIT**: chronicles, surveys, reportage about Olympic Games, the disciplines, the champions, the participants, the cultural, historical and ethic values, through during the training for the Games or during the actual competition.

- a) *OLYMPIC VALUES*
- b) *OLYMPIC GAMES AND THE YOUNG*

(For the Section **OLYMPIC GAMES–OLYMPIC SPIRIT** see enclosed A3)

2. **DOCUMENTARY** (Year of production 2000 - 2010): Documented television or cinema chronicles and researches, regarding sport in all its forms and expressions, stories about champions, teams, events.

- a) *INDIVIDUAL SPORT*
- b) *TEAM SPORT*
- c) *GREAT CHAMPIONS INDIVIDUAL SPORT*
- d) *GREAT CHAMPIONS TEAM SPORT*
- e) *REPORTAGE*

3. **TV SHOWS AND NEW TECHNOLOGIES**:

- a) *SPORT PROGRAMS, TALK-SHOWS, ENTERTAINING* including satellite and cable TV, local, syndicate and commercial broadcasting system. In the case of serial programs, **only one show** is to be presented, without interruptions and publicity.

- b) *NEW MEDIA*: productions dealing with sport, based on interactive and digital technologies utilized for net promotion or in CD-Rom and DVD formats. N.B. For the Selection: concerning DVD and CD-Rom formats, one copy is to be sent (if available, with the URL address); for web sites, the URL address is to be sent along with a photo related to the site itself and a short summary.

4. **SPORT & SOCIETY**: sport and its values in the social field and in the formation process of the individual.

- a) *SPORT & SOLIDARITY*: Interventions in favor of the social values of sport (ethics, tolerance, disability, fair-play, peace, etc).
- b) *SPORT FOR ALL, EDUCATION*: sport as an informational, educational and didactical item, instrument of formation and social inclusion.
- c) *TECHNIQUE/DIDACTICS*: the formation through the sport.

5. **MOVIES**: Fiction shorts and full-length films, TV-movies, and TV serials made by debuting or well known authors having sport as their main theme, sports events or the story of sports champions really existed. This also includes **CARTOONS**: (also in computer animated). *For this Section it's necessary to send the artistic and technical cast informations.*

6. **SPORT ADVERTS**: The commercials having sport or sports champions as their subject or testimonials of initiatives. Productions aiming at the search for creative solutions in advertising.

- a) *SOCIAL/INSTITUTIONAL ADVERTISING* (public service, non-profit, corporate campaign and social campaign, the sport promotion, etc)
- b) *COMMERCIAL ADVERTISING* (of a product or a service). Productions aimed to find out better solutions concerning the advertising.

**Art. 5 – AWARDS AND PRIZES**

The Festival will be competitive. The works are judged by an International Jury (excluded who have direct or indirect interest) made of up to 7 exponents of Movies, TV, Media, Sport, Culture (appointed by FICTS) that will award officially, without appeal, the official prizes.

For each Area of the Sections will award the “**Guirlande d’Honneur 2010**” and the “**Mention d’Honneur**”. In addition to it, the “**Excellence Award**” to the absolute winner of “Sport Movies & Tv”, the “**Candido Cannavò Award** for the Olympic Spirit”, the “**Gold Award – Critic Award Bruno Beneck**” will be given to the best work among all the winners of the “Guirlande d’Honneur” and the “**Award Fondazione Chiesa - Panathlon International** to the First Video. The IOC will be the Jury for the Section “Olympic Games”. FICTS will keep the right to deliver, independently of the Sections, the “**Special Merit Awards**”: the “Award of President of the Italian Republic”, the “**AMOVA Award**”, the “**WOA Award**” for “Sport & Society” Section, Plates and Medals of Regione Lombardia and the awards offers as a prize by the Institutions. The audience of the Festival will have the possibility to assign the Web Award, voting the “Nominations” on the Festival website ([www.sportmoviestv.com](http://www.sportmoviestv.com)).

To all admitted works (“**Selected**”) a “**Merit and participation Diploma**” will be delivered, while all the awarded works will be advertised by the Festival’s Press Office and a trailer of the production to be inserted in the Video Synthesis of “Sport Movies & Tv 2010”.

Selected, nomination and awarded works, will be allowed to use the logo “SPORT MOVIES & TV 2010” respectively “Selected”, “Nomination”, “Mention d’Honneur” and “Guirlande d’Honneur” for any promotional aim.

The projection calendar will be established by the Festival management. In the ambit of the Festival, the FICTS will award the “**FICTS Guirlande d’Honneur**” to those exponents of Sport, TV, Movies and Journalism whom have carried on “*a significant role in favour of sport by promoting its image and cultural and ethical values*”

following →



**(follow) OFFICIAL RULES**  
**“SPORT MOVIES & TV 2010” ©**

**28<sup>th</sup> MILANO INTERNATIONAL FICTS FEST**  
**FINAL PHASE “WORLD FICTS CHALLENGE”**  
Milano, October 28<sup>th</sup> - November 2<sup>nd</sup> 2010



**Art. 6 – SELECTION OF WORKS**

- In order for a production to enter the Festival, it's necessary to send within and no later than September 5<sup>th</sup>, 2010 the following items (the number of works for each participant being unlimited):
- The **Entry Form** duly filled in and signed;
- **2 DVD copies** (only in PAL System without menu), for the admission, that will **not** be returned;
- **1 copy among BETACAM SP** (or advanced), **HDV, MINI DV or DV-CAM** (only in PAL System), for the projection, that will **not** be send back;
- All works in languages other than English, French and Italian, must bear **subtitles** or be commented in one of the above mentioned languages;
- A summary (**brief synopsis**) of the video in Italian and English;
- Adequate **photographic documentation** in **digital format (jpeg high resolution)** to be used for the Official Catalogue, the Press Office and the promotional campaign of the Festival;
- **trailer** (some copies) of length of 3 minutes in DVD (Pal System only) edited separately from the main work, to be showcased to televisions, award ceremony and open-air projection in the maxi-screen;
- **Bio-filmography** of the Director and/or the Actors
- **Receipt of enrolment fee** (see Art. 7).

All the admitted works (**Selected**) will be screened during the Festival and be part of the Festival Bill. The Jury will **choose** among the admitted works, per each Section, a maximum of **six (6) works “Nomination”**, among which will be choose the works to award with the **“Guirlande d’Honneur”**, **“Mention d’Honneur”** or the **“Special Merit Awards”**.

Any and all communication will be through e-mail.

**Art. 7 – ENTRY RULES**

In the forms no languages will be accepted other than English, Italian, Spanish and French. **A not readable, not understandable, incomplete documentation will result in the exclusion of the work from the Festival** (missing synopsis, missing pictures/stills, video in a format other than PAL, etc.).

The entry fee is **Euro 70 € (seventy) for each work enrolled** and it is also comprehensive of the free subscription to FICTS for 2010.

The payments (**net after bank charges**) can be made by not-transferable cheque made out to FICTS - Organizing Committee or by bank transfer:

Account n°	18500.13 Account
Entered	FICTS
Bank	Monte dei Paschi di Siena – Agenzia 3 (503)
Address	Via Mazzini, 7 - Milano - Italia
Code ABI 01030	Code CAB 01603 Code CIN X
SWIFT Code	PASCIT MM MIL
IBAN Code	IT 29X 01030 01603 000001850013
Reason	<b>specify the title of the video and/or the name of the Company entering the video to the Festival.</b>

All the materials mentioned at the art. 6, along with the **cheque** or the **photocopy of the slip proving the payment** of the Entry Fee, should send to the FICTS offices within and no later than September 5<sup>th</sup>, 2010, to the following address:

**FICTS – Organizing Committee**  
**“SPORT MOVIES & TV 2010 – 28<sup>th</sup> MILANO INTERNATIONAL FICTS FEST”**  
Via De Amicis, 17- 20123 Milano – Italy  
Tel.: +39 02 89409076 - Fax: +39 02 8375973  
Web site: [www.sportmoviestv.com](http://www.sportmoviestv.com)  
E-mail: [info@ficts.com](mailto:info@ficts.com) – [info@sportmoviestv.com](mailto:info@sportmoviestv.com)

Occasional with drawings should be communicated to the Organizing Committee within **September 5<sup>th</sup>, 2010**.

**Art. 8 – PARTICIPANT WORKS**

The copies are and will be used by FICTS only for cultural, non-profit purposes and the best sequences may be broadcast by media as promotion before, during and after “SPORT MOVIES & TV” also in collaboration with Public Institutions, Media, Schools, etc.

For further promotion, the works enrolled can be projected during the International Film Festival (WFC - see Art. 10) endorsed and pleaded by FICTS that will also estimate the opportunity to grant the use at the IOC for the same purposes. Their utilization however, is absolutely not commercial. The works will not be used for any other aim without explicit authorization of the producer.

Who presents a piece of work is considered the owner of the same in all respects for what concerns its utilization as from these Rules and must deliver the Entry Form duly signed, by which, accepting the Rules, he authorizes:

- a) the widest broadcasting of the work (that is not subjected to any right or other indemnity) making it as easy as possible for the work to be put at the disposal of the institutions that may require it.
- b) the vision of the video to delegates, credited journalists, observers, experts invited by FICTS.
- c) the deposit of the BETACAM-SP copy of the production in the Central Archives of the Federation, to be used exclusively for study, documentation and institutional purposes.

The producer must declares to acted in the respect of dispositions of the cine-television rights for the Olympic footage (see Art. 16).

The participants will be considered directly responsible for any request or claim for damages or refund coming after the presentation of the work at the Festival.

The Organizing Committee grants the right to use the participants' names at the Festival, for its own promotional activity.

**Art. 9 – TRANSPORT AND INSURANCE**

Transport and insurance charges from the Country of origin are to be paid by participants. The package containing **foreign** videos must bear the following contents: **“Sport movies addressed to cultural event, not for sale. It does not include porno graphic contents. Commercial value 20 €”**. The Organizing Committee disclaims any responsibility for damages occurred during transport.

**Art. 10 – FINAL PHASE WORLD FICTS CHALLENGE**

“SPORT MOVIES & TV 2010 - 28<sup>th</sup> MILANO INTERNATIONAL FICTS FEST” Milano (Italy) is the **Final Phase** of the **WORLD FICTS CHALLENGE (WFC)**, the Rules of which have been approved by FICTS on October 30<sup>th</sup> 2009. The different phases of the WFC will be held under the FICTS Patronage, in: Mumbai (India), Da Nang (Vietnam), Barcelona (Spain), Caserta (Italy), Gdynia (Poland), Belgrade (Serbia), Tashkent (Uzbekistan), Kampala (Uganda), Kazan (Russia), Tehran (Iran), Beijing (China), Cholpan-Ata (Kirgizstan), Lipetsk (Russia), Liberec (Czech Rep.), Moscow (Russia - “Sport Movies & Tv Panorama”).

**Art. 11 – GENERAL TERMS**

Particularly favourable terms are provided by Hotels operating in agreement with the Festival to the authors and the producers of the selected works. For controversial cases and any occurrence not specified in these Rules the reference will be the FICTS Federal Statute and WFC Rules. The decisions, without appeal, will be competence of the Direction of the Festival. For any controversy about the meaning of the single articles of the present Rules, the original Italian text bears witness.

following →



## PROCESSES FOR ACCESSING OLYMPIC CONTENT

Enclosed to OFFICIAL RULES

“SPORT MOVIES & TV 2010” © - 28<sup>th</sup> MILANO INTERNATIONAL FICTS FEST

### **Art. 4, paragraph 1 – OLYMPIC GAMES – OLYMPIC SPIRIT**

#### General Rules

The producer must declare, regarding the use of Olympic images, to act in respecting all the dispositions and access procedures to the Olympic footage. On the contrary he must contact, before the registration, the OTAB (Olympic television Archive Bureau – mail: info@otab.com) responsible for the licenses, the distribution and the use of Olympic images which are owned by the IOC.

#### FICTS 2010 - Olympic Footage Licensing Procedures and Processes for Accessing Olympic Content

The following information outlines how, as FICTS members and producers, you can gain access to high quality Official Olympic Footage that can be used within your sports productions to be screened at FICTS 2010 in Milan between 28<sup>th</sup> October – 2<sup>nd</sup> November 2010. It also details the correct licensing procedures that you are required to follow in order to fully clear the rights to use Olympic footage BEFORE FICTS, in respect of the International Olympic Committee's copyright of Olympic Games television footage.

The Olympic Television Archive Bureau (OTAB) is the International Olympic Committee's (IOC) television footage licensing division, responsible for overseeing the licensing, distribution and ultimately the use of IOC owned Olympic footage worldwide.

In order to respect the IOC's footage copyright, to be able to incorporate Olympic footage into your production to be screened at FICTS, you are responsible for clearing the rights with OTAB, and are also required to use official high quality footage in order to respect the IOC's heritage and patrimony. OTAB will guide you through the entire rights clearance process, from receipt of a footage request, through to the delivery of master material. Contact information for OTAB can be found at the foot of this document.

#### Definition of Olympic footage

'Olympic footage' refers to all Olympic competition and ceremony (medal, opening & closing) footage from the first modern Olympic Games in 1896 to the Games in Vancouver 2010. The term covers all Summer & Winter Games. 'Olympic Footage' essentially refers to all Olympic action that takes place within an Olympic stadium or venue.

#### Licensing Procedures For Use of Olympic Footage Within Generic Sports Films

This section refers to films with a generic sports theme, and not a film that has the Olympic Games as it's core theme. (Please see section entitled 'Licensing Procedures for Olympic Themed Films' for definition of Olympic Themed Films).

- 1). Contact OTAB stating your intentions to use Olympic footage within your film, and request an FRF (Footage Request Form).
- 2). Complete the FRF in full, giving specific details on footage required and the nature of the film you intend to use the footage within. Return FRF to OTAB.
- 3). OTAB will make an assessment of your film, and after consideration, will approve or reject the inclusion of Olympic footage within the film. At this stage, the OTAB Research department will provide you with a detailed log of the footage that we have available according to your requirements.

4). If approval is given, OTAB will provide you with a licence fee quotation, on a per minute basis. The fee will be determined according to the FICTS members rate card, and will take into consideration the territory where the film is being produced.

5). Should you agree to the fees, OTAB will provide you with an FRA (Footage Release Agreement) which details the rights you have acquired, the amount of footage you are entitled to use, a description of your film and the licence fees you will be required to pay.

6). At this time, OTAB's research department will provide you with a Research and Technical quotation. Upon signing this quotation, the researchers will commence research, and we aim, where possible, to complete the job within 48 hours.<sup>3</sup>

7). You will then be required to sign the licence agreement, and upon receipt of this agreement by OTAB, we will then release the footage to you. This is considered the end of the rights clearance process.

8). At this stage you are free to use the footage within your production, and can expect to receive an invoice for licence fees, research and technical costs within 14 days.

#### Licensing Procedures for 'Olympic Themed' Films

A film is considered to be 'Olympic Themed' if it meets one or more of the following criteria:

- a). 20% or more of the film's total duration being Olympic footage;
- b). The words, 'Olympic', 'Olympics' or 'Games' are contained within the film's title;
- c). The film is about the Olympics or an Olympic event, as opposed to a generic sports film

The same procedures as above must be followed in order to clear rights, in addition to the following:

- 1). The provision of a full film synopsis.
- 2). The synopsis will be forwarded to the IOC, who will decide on the film's suitability.
- 3). If approval is given, OTAB will provide a licence fee quotation, on a per hour basis. (This is based on the total duration of the film, and not just the amount of Olympic footage contained within it).

#### Additional Points

- 1). Any and all use of Olympic footage requires rights clearance and a signed licence agreement to be in place.
- 2). All footage and licence requests must be directed to OTAB.
- 3). Only official Olympic footage can be used within films.
- 4). Footage can only be accessed through OTAB's library, and not through local broadcasters or from TV recordings.
- 5). Footage will only be released and delivered once a signed licence agreement has been returned to OTAB
- 6). Only films containing Olympic footage who's producers have cleared the rights with OTAB will be permitted to screen their film at FICTS.

#### OTAB Contact Information:

Contact Person – Ross Arnold  
Phone – +44 (0) 208 233 5397 - e-mail – ross.arnold@otab.com