

Rules for Use of the Tokyo Marathon Properties

As of January 30, 2024

In principle, videos and photos taken at the race may only be used for press purposes. Please be sure to contact the Tokyo Marathon Foundation Public Relations Department in advance for any other use. Tokyo Marathon properties include "names, photos and videos, logos, and other designs, phrases, images, etc." These properties are managed by the Tokyo Marathon Foundation, the organizer of the event, and the right to use them is limited only to respective co-organizers, supporting organizations, managing organization, and official partners. In addition, the intellectual property rights of the Properties are also managed by the Tokyo Marathon Foundation. Please be aware that unauthorized use of the Properties could result in legal action such as claims for damages, etc.

■ Properties usage application procedure

Please comply with the application procedures and usage conditions of the Properties. When planning to use names, videos and photos, logos, etc., please prepare and apply with [documents indicating their intended use \(project proposal, program outline, design proposal, etc. * Indicate the release date, broadcast date, etc.\) in advance](#).

[Application method [(1) or (2)]]

(1) Apply from the official website's "Permission Request Form" link (and upload your project proposal) (<https://www.marathon.tokyo/en/media/property/>)

(2) Download the "Permission Request Form" from <https://www.marathon.tokyo/en/media/property/>. Please fill out the necessary information and send it along with your project proposal via email to the Public Relations Department (press_tm@tokyo42195.org).

After receiving your application, we will determine whether or not it is approved, and notify you of the results (including licensing and provision of materials).

*In principle, this takes five business days.

* Please note that we may ask you to resubmit the form if any corrections are required.

■ Notes

(1) Videos and photos may only be taken and used with the permission of the organizer, the Tokyo Marathon.

If you would like to photograph, video or cover the races, please apply during the coverage application period.

Also, please submit a Permission Request Form if planning to use photos and videos before and/or after the races.

(2) Secondary use and unauthorized reproduction of videos and photos are strictly prohibited.

(3) Photography and filming by participants (including volunteers and supporters by the side of the road, etc.) is only permitted for private use.

Please be aware that these videos and photos cannot be used except for private use.

■ Materials for Videos and Photos

Materials related to the Tokyo Marathon refer to the followings. * Details regarding usage fees, etc. are listed in the next section.

Videos

- Materials shot independently by media companies that applied for coverage before the races
- Highlight and digest movie materials uploaded on the official website of the Foundation
- Live video (relay tower video) taken by the relay station (Nippon Television, Fuji Television)

Photos

- Materials owned by theTokyo Marathon Foundation (official photography)
- Materials shot independently by media companies that applied for coverage before the races

Use of the footage provided by the host broadcaster

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■ Conditions for use of Live video (tower relay video) (including live video of past races)

The live video of the Tokyo Marathon will be aired footage from the relay station (Nippon Television, Fuji Television).
When using the video, please turn off the live commentary and the subtitles.

*The Tokyo Marathon Foundation Public Relations Department will contact the relay station.

(not including tax).	Terms of use
<ul style="list-style-type: none">Programs by co-hosted media (including affiliated stations)Sports News Association certified programs by key stations in Tokyo (including digital distribution of the above programs)	<p>Application</p> <ul style="list-style-type: none">Application is not required within 24 hours after relayingAfter that, application and permission to use from the Tokyo Marathon Foundation and the relay station are required. <p>Notes on usage, usage length, and fees:</p> <ul style="list-style-type: none">Tokyo Marathon Foundation or TOKYO MARATHON FOUNDATION must be displayed for at least 3 seconds (readable seconds) at the beginning of the video.Usage length is limited to under 3 minutes.Usage is free (including on-demand distribution) for an unlimited number of broadcasts.Usage during prime time (7:00 p.m. - 10:00 p.m.) falls under the same conditions as above.
<ul style="list-style-type: none">Others (other than the above) <p>*Includes local stations and web video media</p>	<p>Application:</p> <ul style="list-style-type: none">Application and permission to use from the Tokyo Marathon Foundation and the relay station are required in advance <p>Notes on usage, usage length, and fees:</p> <ul style="list-style-type: none">Tokyo Marathon Foundation or TOKYO MARATHON FOUNDATION must be displayed for at least 3 seconds (readable seconds) at the beginning of the video.Usage length is limited to under 3 minutes.In principle, usage fees will apply and be charged each time for distribution and re-broadcasts (including on-demand distribution). <p>* However, on-demand distribution is free of charge as long as it is distributed within one week of the airing day of prime time programs (7:00 p.m. - 10:00 p.m.). If you wish to distribute on-demand past one week of airing day, in principle, fees will apply. Usage fee is 60,000 yen for footage within 60 seconds, per race (1,000 yen per second thereafter) (not including tax).</p>

Use of the videos/photographs of your own coverage

As of January 30, 2024

Videos and photos taken at the race may only be used for news purposes.

Please be sure to contact the Tokyo Marathon Foundation Public Relations Department in advance for any other use.

■ Terms of use for original interview footage

* Refers to videos shot by media corporations on the day of the race.

Program	Terms of use
<p>• Sports News Association certified programs by key stations in Tokyo (including digital distribution of the above programs)</p>	<p>Application:</p> <ul style="list-style-type: none">- Application for coverage and permission to use from the Tokyo Marathon Foundation are required in advance.- Application is not required if you apply for coverage before the race and will use the footage within 8 days of the race date. <p>An application will be required for usage past that.</p> <p>Notes on usage, usage length, and fees:</p> <ul style="list-style-type: none">- Tokyo Marathon Foundation or TOKYO MARATHON FOUNDATION must be displayed for at least 3 seconds (readable seconds) at the beginning of the video.- Usage length is unlimited.- Usage is free (including on-demand distribution).- Usage during prime time (7:00 p.m. - 10:00 p.m.) falls under the same conditions as above.
<p>• Others (other than the above) *Includes local stations and web video media</p>	<p>Application:</p> <ul style="list-style-type: none">- Application for coverage and permission to use from the Tokyo Marathon Foundation are required in advance.- Application is not required if you apply for coverage before the race and will use the footage within 8 days of the race date (no usage fee within that period).- An application will be required for usage past that (fees will apply). <p>Notes on usage, usage length, and fees:</p> <ul style="list-style-type: none">- Tokyo Marathon Foundation or TOKYO MARATHON FOUNDATION must be displayed for at least 3 seconds (readable seconds) at the beginning of the video.- Usage length is unlimited.- In principle, usage fees will apply and be charged each time for distribution and re-broadcasts (including on-demand distribution). <p>* However, on-demand distribution is free of charge as long as it is distributed within one week of the airing day of prime time programs (7:00 p.m. - 10:00 p.m.). If you wish to distribute on-demand past one week of airing day, in principle, fees will apply. Usage fee is 60,000 yen for footage within 60 seconds, per race (1,000 yen per second thereafter) (not including tax).</p>

■ Terms of use for original interview photos

Refers to photos shot by media corporations on the day of the race.

Program	Terms of use
<p>• All media</p>	<p>Application:</p> <ul style="list-style-type: none">- Application for coverage and permission to use from the Tokyo Marathon Foundation are required in advance.- Application is not required if you apply for coverage before the race and will use the footage within 8 days of the race date (no usage fee). <p>Notes on usage, usage length, and fees:</p> <ul style="list-style-type: none">- Tokyo Marathon Foundation or TOKYO MARATHON FOUNDATION must be displayed.- As a general rule, there is no usage fee for race results or publicity use. If used for purposes other than those listed above, fees may apply.- Usage fee is 30,000 yen per cut (not including tax).

Usage of Videos and Photographs Owned by the Foundation

As of January 30, 2024

■ Use in news reports & race announcements (publicity)

This applies to cases where you wish to use materials for news purposes or for the purpose of announcing the Tokyo Marathon's outline, purpose, activities, etc. (publicity).

【Notes】

(1) A collection of representative cuts (scenes) that symbolize the race will be provided from the Foundation's official collection.

As a general rule, such materials can be used free of charge (actual costs such as shipping of materials will be charged separately).

(2) However, some of the official materials may include photos to which other companies have the rights.

Please note that in such case, fees will apply (30,000 yen per cut, tax not included).

■ Use for other purposes

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

Only if partially used by news organizations (newspaper companies, broadcasting stations, publishers, news agencies, etc.) in publications, websites, television, etc., for non-commercial use.

【Notes】

When using videos and photos of the Tokyo Marathon for purposes other than news report or advertising the race, and when using the name of Tokyo Marathon in the title or subtitle of publications, DVDs, websites, apps, etc., a separate licence contract must be concluded for royalties. (Please see below for details such as amount.)

【Video usage fee】 Tax not included (Materials from Tokyo Marathon Foundation)

* Separate from Sports News Association regulations

Medium	Up to 60 seconds	Every second thereafter	Remarks
Television broadcasting (news, information programs, etc.)	60,000 yen	1,000 yen	- Includes simultaneous rebroadcasts using multiple waves. - Rebroadcasts are included up to two times within one year. Any usage exceeding this amount will be converted into 1 cut each time. - If you wish to sell the footage as pay-per-view, download, DVD, etc., please contact the Tokyo Marathon Foundation separately.
WEB news (used in article)	60,000 yen	1,000 yen	

【Photo usage fee】 Tax not included (Materials from Tokyo Marathon Foundation)

Medium	1 cut	1/2 cut	1 page	Spread, back cover	Front page, cover, obi (belly band)
Magazine, newspaper, free paper, company newsletter, organization newsletter	30,000 yen	35,000 yen	50,000 yen	80,000 yen	100,000 yen
Book	30,000 yen	35,000 yen	50,000 yen	80,000 yen	100,000 yen
WEB news (used in article)	30,000 yen				
TV broadcast	30,000 yen				- Includes simultaneous rebroadcasts using multiple waves. - Rebroadcasts are included up to two times within one year. Any usage exceeding this amount will be converted into 1 cut each time. - If you wish to sell the footage as pay-per-view, download, DVD, etc., please contact the Tokyo Marathon Foundation separately.

(2) Use for commercial purposes

Refers to use for manufacturing and sales of products, provision of services, sales promotion (including prizes), etc. Separate royalties will apply.

Users may be news organizations, general companies, or organizations.

Note:

Possible only if it does not conflict with the sponsorship rights of the official partners.

Note:

If the Tokyo Marathon Foundation determines that it will contribute to promotion of the race, the fee will be negotiable.