

# **Guidelines for Secondary Use of Video Images Held by the Aichi Expo Video & Archives Center**

Aichi Expo Video & Archives Center  
Japan Association for the 2005 World Exposition

## 1. Introduction

The Japan Association for the 2005 World Exposition holds copyrights over video materials and productions filmed and archived by the Aichi Expo Video & Archives Center. However, the purpose of such materials is to disseminate information about the significance and achievements of Expo 2005 as widely as possible in Japan and overseas, and video materials and productions will therefore be made available free of royalties at the request of media organizations in Japan and overseas.

The purpose of these guidelines is to define specific rules for the secondary use of these materials. "Secondary use" is defined as the use of video images by outside organizations, other than video distribution on official Expo sites or to locations within our outside of the Expo site as an activity of the Aichi Expo Video & Archives Center.

## 2. Types of Materials Available

The types of materials that will be produced and managed by the Aichi Expo Video & Archives Center and made available for secondary use are defined as follows.

### (1) Video Productions

Video productions produced and edited by the Aichi Expo Video & Archives Center using HD camcorders, and video productions recorded using DV and stored on servers

### (2) Video Materials

Unedited materials that need to be archived in the Aichi Expo Video & Archives Center for use in the production of official records, etc.

### (3) External Video Productions

Video productions produced and edited by outside broadcast organizations, etc., and supplied to the Aichi Expo Video & Archives Center

## 3. Handling of Video Items

Video items as defined in 2. Above should be handled as stipulated below.

### 3-1 Re-editing

Approval will be given for the re-editing of (1) video productions and (2) video materials for secondary use.

### 3-2 Recipients

Video items stored in the Aichi Expo Video & Archives Center will be supplied to the following recipients.

#### (1) Video productions

① Members of the Japan Newspaper Publishers and Editors Association and the National Association of Commercial Broadcasters in Japan, Japanese media organizations registered with the Media Center of the Japan Association for the 2005 World Exposition, ② Foreign media accredited by the Japan Association for the 2005 World Exposition, ③ cable television companies, ④ local government organizations, academic organizations and groups, etc., accredited by the Japan Association for the 2005 World Exposition

#### (2) Video materials

① Members of the Japan Newspaper Publishers and Editors Association and the National Association of Commercial Broadcasters in Japan, Japanese media organizations registered with the Media Center of the Japan Association for the 2005 World Exposition, ② Foreign media accredited by the Japan Association for the 2005 World Exposition, ③ cable television companies that supply video items to the Aichi Expo Video & Archives Center, and other organizations and groups, etc., as deemed necessary by the Japan Association for the 2005 World Exposition.

#### (3) External Video Productions

Items will be handled in accordance with agreements between providers and the Aichi Expo Video & Archives Center.

Broadcast organizations that participate in the activities of the Aichi Expo Video & Archives Center will in principle be acting as intermediaries for supply operations when they supply video items to their affiliated stations.

### 3-3 Scope of Use

(1) Video items under the management of the Aichi Expo Video & Archives Center can in principle be used for broadcasting, Internet and mobile site streaming and presentation on large-scale display devices. However, use will be subject to any restrictions stipulated in agreements, etc., between the Aichi Expo Video & Archives Center and event organizers.

(2) If it is intended to use items for purposes other than broadcasting, Internet and mobile site streaming and presentation on large-scale display devices, the Aichi Expo Video & Archives Center must be notified and its permission obtained.

(3) If it is intended to use video materials and video productions under the management of the Aichi Expo Video & Archives Center for sale in publications, etc., conditions must be determined in consultation with the Japan Association for the 2005 World Exposition.

### 3-4 Methods of Supply

(1) When video items are supplied by the Aichi Expo Video & Archives Center for secondary use, the recipient will make and use a copy of the original tape. The recipient is responsible for the performance of these tasks. When the Aichi Expo Video & Archives Center lends an original tape for copying, the recipient must not take that tape outside the location within the Expo site that has been approved by the Center. The loan period is two days.

(2) In principle copies of video items under the management of the Aichi Expo Video & Archives Center cannot be made using equipment owned by the Aichi Expo Video & Archives Center. Tape media and other items should in principle be provided by the recipient.

If tape media owned by the Aichi Expo Video & Archives Center are used, the user must pay the cost.

### 3-5 Disclosure of Copyright Information

A party intending to make secondary use of video items under the management of the Aichi Expo Video & Archives Center can seek disclosure of copyright information recorded by the Center. Users of video items under the management of the Aichi Expo Video & Archives Center must comply with the disclosed copyright information and take responsibility for the performance of any actions relating to rights that are required in connection with the use of the items. Neither the Aichi Expo Video & Archives Center nor the Japan Association for the 2005 World Exposition will accept any liability whatsoever in connection with the treatment of these rights.

### 3-6 Handling of Unedited Materials

Unedited materials will be supplied mainly to domestic and overseas media organizations. If such materials contain portions that the Japan Association for the 2005 World Exposition has not approved for use, there must be no secondary use of those portions.

### 3-7 Handling of Video Distributed by the Aichi Expo Video & Archives Center

Media organizations that use video items distributed by the Aichi Expo Video & Archives Center in Japan or overseas must also comply with these guidelines.

### 3-8 Supply of Programs, etc., Containing Secondary Use Materials to Other Parties

The following provisions will apply when a party who has made secondary use of materials under the management of the Aichi Expo Video & Archives Center supplies all or part of programs containing those materials to third parties.

#### 3-8-1 Recipients

The range of third parties to which items can be supplied is as stated in Article 3-2(1) of these guidelines in respect of video productions and Article 3-2(2) in respect of video materials, *mutatis mutandis*.

#### 3-8-2 Prohibition on Commercial Use of Programs, etc., Based on the Secondary Use of Aichi Expo Video & Archives Center Materials

Recipients of programs, etc., made using materials under the management of the Aichi Expo Video & Archives Center must not make commercial use of items that contain parts made using materials under the management of the Aichi Expo Video & Archives Center.

#### 3-8-3 Display of Copyright Notices

Users (third parties to which items have been supplied) must clearly acknowledge that video items belong to the Aichi Expo Video & Archives Center. The specific methods for displaying this information are as follows.

##### (1) Superimposition

a. If the video item continues for less than 10 seconds

The words "Video courtesy of the Japan Association for the 2005 World Exposition Aichi" must be displayed throughout the video.

b. If the video item continues for 10 seconds or longer

The words “Video courtesy of the Japan Association for the 2005 World Exposition Aichi” must be displayed for at least the first six seconds.

## (2) Credits

If production requirements would make it impractical to include the superimposition stipulated in (1) above in a video work that includes video materials or productions belonging to the Aichi Expo Video & Archives Center, the words “Video courtesy of the Japan Association for the 2005 World Exposition Aichi” must be displayed at the end of the work.

## (3) Display of Information

If video productions, etc., containing video materials under the management of the Aichi Expo Video & Archives Center are supplied to a third party, except under the provisions of (1)-a, the supplier must attach information that informs the recipient which portions consist of video that is under the management of the Aichi Expo Video & Archives Center.

## (4) Other Methods

If the methods described above are impractical, a specific method will be determined through consultation between the user and the Aichi Expo Video & Archives Center.

The method used to display copyright information for external video productions should be determined separately through consultation with the supplier of the video.

## 4. Other Matters

### 4-1 Termination of Service

If a user of video items under the management of the Aichi Expo Video & Archives Center fails to comply with the guidelines, that user will subsequently be unable to access the services provided by the Center. Depending on the circumstances, restrictions may also be imposed on Expo coverage by the company concerned.

### 4-2 Consultation

If a situation not stipulated above arises in connection with the secondary use of video items under the management of the Aichi Expo Video & Archives Center, the matter will be resolved on the basis of consultation between the user and the Japan Association for the 2005 World Exposition Aichi.

#### 4-3 Manager after the Conclusion of Expo 2005

If the operations of the Aichi Expo Video & Archives Center cease with the conclusion of Expo 2005, those operations will be taken over by the organization that takes over the operations of the Japan Association for the 2005 World Exposition Aichi. The specific guidelines in that case will be based on these guidelines, *mutatis mutandis*.