



INTERNATIONAL
OLYMPIC
COMMITTEE

CONFIDENTIAL

Ms. Päivi-Maria Virta
Johtava asiantuntija/Chief Specialist
Palveluosaston
Markkinayksikkö/Markets Unit of
Services Department
Liikenne- ja viestintäministeriö/Ministry
of Transport and Communications
PL 31 / P.O. Box 31
00023 Valtioneuvosto / FI00023
GOVERNMENT

By email: kirjaamo@lvm.fi

Copy to: Päivi-Maria Virta
By email: paivi-maria.virta@lvm.fi

Lausanne, 20 November 2020

Re: Update of the List of Events of Major Importance for Society in Finland (“**Major Events List**”) (the “**Consultation**”) **VN/19971/2020**

Dear Ms. Virta,

I refer to the e-mail to Ms. Anne-Sophie Voumard of the International Olympic Committee (“**IOC**”) dated 15 October 2020 regarding the Consultation. In this e-mail the Ministry of Transport and Communications (“**MTC**”) informed the IOC of the proposed updates to the Major Events List as reflected in the draft new Government Decree on Audiovisual Services (the “**New Decree**”). In particular, with respect to the Summer and Winter Olympic Games, we note that the proposal is that the major events at the Summer and Winter Olympics are to be broadcast live.

As you know, the IOC first participated in the Consultation by letter dated 30 June 2020 (the “**Initial Submission**”). In the Initial Submission the IOC addressed the three specific questions included in the memo dated 15 April 2020 from the MTC and also provided additional comments on certain key matters relating to the update of the Major Events List.

With respect to the proposed updates to the Major Events List as reflected in the New Decree, we must reiterate all the IOC’s comments addressed in our Initial Submission. In particular, as explained in our response to Question 2 of our Initial Submission, we believe that, given the IOC’s broadcast policy of ensuring extensive coverage of the Olympic Games via free television, it is not necessary to maintain the Olympic Games within the Major Events List.

We note your decision to keep the Olympic Games in the Major Events List, however, as previously explained, referring to the entire Olympic Games in the Major Events List is entirely disproportionate. The proposed amendment to require that the major events at the Summer and Winter Olympic Games (i.e. women’s and men’s football finals, games played by Finnish teams, women’s and men’s ice hockey matches, track and field events and Nordic skiing events) be broadcast live in their entirety (the “**Major Olympic Events**”) seems to recognize the need to ensure that the Major Events List does no more than is necessary to achieve its stated objectives, is not contrary to the principle of proportionality, and does not unfairly or unnecessarily interfere with the operation of the sports broadcasting rights market and the competitive process for the selling and buying of rights to sporting events.

We therefore ask you to consider clarifying that, other than the Major Olympic Events, all other sports and events of the Summer and Winter Olympic Games be specifically removed from the Major Events List. Indeed, the IOC notes that not all events (and rounds within events) can possibly be of major importance to the Finnish viewing public. There is no evidence and it is extremely unlikely that the Finnish viewing public would demand access to the voluminous qualifying or group rounds that are part



of most Olympic events. This approach will be consistent with the measures taken with respect to other events included in the current Major Events List, that are not listed in their entirety but limited to those most relevant for the Finnish population (e.g. Football World Cup, organised by FIFA and the European Football Championships, organised by UEFA). This approach will also be consistent with the regulations in other Member States, such as France, which requires broadcast only of representative moments.

We welcome your clarification that Finland adopts a technology neutral approach to the question of what is “free television”, but we believe that it would be helpful for the explanatory memo to emphasise that an internet-only service may alone deliver free television, as long as it reaches the 90% threshold. We are confident that such a proposition is likely to become a reality over the next 10 years (assuming that the list will not again be revisited for another 10 years) and that your attitude on this issue will be recognised as forward-thinking.

Thank you again for inviting the IOC to provide its views to the Consultation and please keep us informed of the final terms of the new Governmental Decree and any developments moving forward.

In conclusion, the IOC would be happy to discuss this submission further with you or to respond to any further questions you may have as part of the Consultation.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'M. Mahdavi'.

Mariam Mahdavi
Director
Legal Affairs Department

cc: Mr. Timo LUMME, Director, IOC TMS SA
Ms. Anne-Sophie VOUMARD, VP Broadcast and Media Rights, IOC TMS SA
Ms. Pilar Rivière, Senior Broadcast Counsel, Legal & Business Affairs, IOC TMS SA