

As a general rule, video and photographs taken in the marathon are only for media use.

Always inquire with the Tokyo Marathon Foundation Public Relations Department before using video or photographs for purposes other than media use.

Properties of the Tokyo Legacy Half Marathon are the "names, photos and videos, logos, and other designs, phrases, images, etc." used to represent the Tokyo Legacy Half Marathon. These Properties are managed by the organizer of the race, the Tokyo Marathon Foundation, and the right to use them is limited only to Tokyo Legacy Half Marathon co-organizers, supporting organizations, managing organizations, and partners.

The intellectual property rights of the properties are 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.

Property Usage Request Procedures

Please comply with the application procedures and usage conditions of the Properties of the Tokyo Legacy Half Marathon.

When planning to use names, photos and videos, logos, etc., please prepare **documents indicating the intended use of the Properties (project proposal, program outline, design proposal, etc.)** * **Indicate the release date, broadcast date, etc.) in advance** before applying.

[How to apply ((1) or (2) below)]

(1) Submit a Property Usage Request Form (<https://legacyhalf.tokyo/en/media/property/index.html>) through the official marathon website. (Upload the project proposal, etc.)

(2) Download a Property Usage Request (<https://legacyhalf.tokyo/en/media/property/index.html>) , fill out all necessary information, and send it by email, along with the project proposal, to the Public Relations Department (press_tm@tokyo42195.org).

After your application is received, the Foundation will decide, at its own discretion, whether or not to approve it, and will notify you of its decision.

* 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) Filming and photography of the Tokyo Legacy Half Marathon is prohibited without the permission of the organizer, the Tokyo Marathon Foundation. If you would like to film, photograph, or cover the marathon, please apply during the coverage application period.

Also, please submit a Property usage request if planning to use video or photos before and/or after the races.

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

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

Video and Photo Materials

The Tokyo Legacy Half Marathon materials are indicated below.

- Details regarding usage fees, etc. are provided on the following page.

[Videos]

- Distributed video taken by the broadcaster (BS-TBS) * Except for the 2023 marathon
- 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
 - * Only the parts shot by the Foundation can be used.

[Photos]

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

Usage of Live Broadcast Footage

※Age as of September 18, 2024

Usage conditions for live video (video distributed via tower) (including live video from past marathons)

The live videos of the Tokyo Legacy Half Marathon will be the ones aired by the relaying TV station (BS-TBS).

Remove all commentary and captions when using the videos.

* Contact with the relaying TV station will be handled by the Tokyo Marathon Foundation Public Relations Department.

Program	Usage conditions
Official Sports News Association programs by flagship stations in Tokyo (including digital broadcasts of the above programs)	<div><div>[Usage Requests]</div><div><div>•No requests are necessary within 24 hours of distribution.</div><div>•A request must be submitted to the Tokyo Marathon Foundation and to the broadcaster, and permission must be received for use 24 hours or after distribution.</div><div>* The request can be directed to the Tokyo Marathon Foundation alone. The Foundation will then pass on the request to the broadcaster.</div></div></div> <div><div>[Usage Cautions, Usage Length, and Fees]</div><div><div>•©TBS and ©TOKYO MARATHON FOUNDATION must be displayed on-screen at the start of the video for at least three seconds (enough time to be readable)</div><div>•Up to three minutes of footage can be used.</div><div>•The Marathon Results Reporting can be used free of charge within eight days of the marathon.</div><div>* This includes on-demand streaming.</div><div>•Fees apply for the usage of other materials (60,000 yen for up to 60 seconds and then 1,000 yen for each additional second (consumption tax is not included)).</div><div>* As a general rule, billing is performed on a per-use basis for rebroadcasts (including on-demand streaming).</div></div></div>
Other (programs other than those above) * Including regional stations and web video media	<div><div>[Usage Requests]</div><div><div>•A request must be submitted to the Tokyo Marathon Foundation and to the broadcaster, and permission must be received in advance.</div></div></div> <div><div>[Usage Cautions, Usage Length, and Fees]</div><div><div>•©TBS and ©TOKYO MARATHON FOUNDATION must be displayed on-screen at the start of the video for at least three seconds (enough time to be readable).</div><div>•Up to three minutes of footage can be used.</div><div>•The Marathon Results Reporting can be used free of charge within eight days of the marathon.</div><div>* This includes on-demand streaming.</div><div>•Fees apply for the usage of other materials (60,000 yen for up to 60 seconds and then 1,000 yen for each additional second (consumption tax is not included)).</div><div>* As a general rule, billing is performed on a per-use basis for rebroadcasts (including on-demand streaming).</div></div></div>

[Notes]

•Pricing may be negotiable if the Tokyo Marathon Foundation deems the usage to contribute to publicizing the marathon.

•Actual technical costs (archive retrieval costs, tape costs, etc.) apply when using video other than relayed video.

Use of the videos/photographs of your own coverage

※Age as of September 18, 2024

As a general rule, video and photographs taken in the marathon are only for media use. Always inquire with the Tokyo Marathon Foundation Public Relations Department before using video or photographs for purposes other than media use.

Usage conditions for media video

Media video refers to video taken by media outlets on the day of the marathon. * Contact with the relaying TV station will be handled by the Tokyo Marathon Foundation Public Relations Department.

Program	Usage conditions
Official Sports News Association programs by flagship stations in Tokyo (including digital broadcasts of the above programs)	<div><div>[Usage Requests]</div><div><div>•A coverage request must be submitted to the Tokyo Marathon Foundation, and permission must be received in advance.</div><div>•No application is required if a media coverage application was submitted in advance and the images/videos are used within eight days from the race day.</div><div>A separate application is required for use nine days or more after the event.</div></div></div> <div><div>[Usage Cautions, Usage Length, and Fees]</div><div><div>•©TOKYO MARATHON FOUNDATION must be displayed on-screen at the start of the video for at least three seconds (enough time to be readable).</div><div>•There is no limit on the length of the video that can be used.</div><div>•Video may be used free of charge.</div><div>* This includes on-demand streaming.</div><div>•The above conditions also apply to prime time broadcasts.</div></div></div>
Other (programs other than those above) * Including regional stations and web video media	<div><div>[Usage Requests]</div><div><div>•A coverage request must be submitted to the Tokyo Marathon Foundation, and permission must be received in advance.</div><div>•No application is required if a media coverage application was submitted in advance and the images/videos are used within eight days from the race day.</div><div>A separate application is required for use nine days or more after the event.</div></div></div> <div><div>[Usage Cautions, Usage Length, and Fees]</div><div><div>•©TOKYO MARATHON FOUNDATION must be displayed on-screen at the start of the video for at least three seconds (enough time to be readable)</div><div>•The permitted usage length will be decided based on the project proposal.</div><div>•Usage fees apply (60,000 yen for up to 60 seconds and then 1,000 yen for each additional second (consumption tax is not included)).</div><div>* As a general rule, billing is performed on a per-use basis for rebroadcasts (including on-demand streaming).</div><div>* However, for prime time programs only, one week of broadcasting is included within the main broadcast billing, so usage is free of charge. Separate fees apply when using video one week or more after the marathon.</div></div></div>

Usage conditions for media photographs

Media photographs refers to photographs taken by media outlets on the day of the marathon.

Media	Usage conditions
All media	<div><div>[Usage Requests]</div><div><div>•A coverage request must be submitted to the Tokyo Marathon Foundation, and permission must be received in advance.</div><div>•No application is required if a media coverage application was submitted in advance and the photographs are used within eight days from the race day.</div><div>(Photographs may be used free of charge)</div></div></div> <div><div>[Usage Cautions, Usage Length, and Fees]</div><div><div>•©TOKYO MARATHON FOUNDATION must be shown</div><div>•As a general rule, there are no usage fees for marathon results or publicity usage.</div><div>Fees may apply for uses other than the above.</div><div>•The usage fee is 30,000 yen per photo (consumption tax not included).</div></div></div>

1、 Use in media and marathon publicity

This application procedure applies only to the videos and photographs used for reporting purposes or to provide publicity for the Tokyo Legacy Half Marathon, such as providing an overview of the marathon, explaining its intent, reporting on marathon activities, etc.

[Notes]

- (1) The Foundation will supply a selection of official photographs and videos which depict representative scenes.
As a general rule, no usage fees apply to the use of these images or videos (separate material delivery fees, etc. will be required).
- (2) Official photographs and videos may contain photographs owned by other companies.
Please note that when this is the case, fees may apply (30,000 yen per photograph, consumption tax not included).

2、 Use for purposes other than media or marathon publicity

- (1) Using materials for purposes other than commercial use by a media organization
Portions of materials may be used by media organizations (newspaper companies, television stations, publishing companies, news agencies, etc.) in media such as publications, websites, television, etc., but only for non-commercial purposes.

[Notes]

When using photographs, video, etc., of the Tokyo Legacy Half Marathon for purposes other than media and marathon publicity purposes, or when using the name Tokyo Legacy Marathon in the title or subtitle of a publication, DVD, website, app, etc., a separate licensing agreement and royalty payments will be required.
(See below for details such as monetary amounts.)

[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) Usage for commercial purposes * Only permitted when usage does not conflict with the co-sponsorship rights of official Marathon partners
This refers to the manufacture and sale of products, the provision of services, use in sales promotions (including gifts), etc.
Separate royalty payments are required.
Users may be media organizations, non-media companies, or other organizations.

- (3) For video, the usage fee is 60,000 yen for up to 60 seconds (and then1,000 yen for each additional second (consumption tax is not included)).
For photographs, the usage fee is 30,000 yen per photo (consumption tax not included).
However, pricing may be negotiable if the Tokyo Marathon Foundation deems the usage to contribute to publicizing the marathon.