

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 Marathon are the "names, photos and videos, logos, and other designs, phrases, images, etc." used to represent the Tokyo 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 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 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://www.marathon.tokyo/en/media/media-section/>) through the official marathon website.

(Upload the project proposal, etc.)

(2) Download a Property Usage Request (<https://www.marathon.tokyo/en/media/media-section/>), fill out all necessary information, and send it by email, along with the project proposal, to the Public Relations Department ([press\\_tm@tokyo42195.org](mailto: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 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.

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

## Video and Photo Materials

The Tokyo Marathon materials are indicated below.

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

[Videos]

- Footage video from the host broadcaster.
- 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 conditions for live video (video distributed via tower) (including live video from past marathons)

The live videos of the Tokyo Marathon will be the ones aired by the relaying TV station (Nippon Television, Fuji Television).

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.

### Usage Requests

A request must be submitted to the Tokyo Marathon Foundation and to the broadcaster, and permission must be received in advance.

\*The request can be directed to the Tokyo Marathon Foundation alone.

The Tokyo Marathon Foundation will then pass on the request to the broadcaster.

### Usage Cautions, Usage Length, and Fees

• ©TOKYO MARATHON FOUNDATION must be displayed on-screen at the start of the video for at least three seconds (enough time to be readable).

• Up to three minutes of footage can be used.

• The Marathon Results Reporting can be used free of charge within eight days of the marathon.

\*This includes on-demand streaming.

• In Principle, usage fees will apply and be charged each time for distribution and re-broadcasts (including on-demand distribution).

\*Usage fee is 60,000 yen for footage within 60 seconds, per race (1,000 yen per second thereafter) (not including tax).

### [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.

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.

### Usage Requests

- A coverage request must be submitted to the Tokyo Marathon Foundation, and permission must be received in advance.
- 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.  
(We will not charge a footage usage fee for news articles published within 8 days of the race day.)
- A separate application is required for use nine days or more after the event.  
(A footage usage fee will apply based on your application starting 9 days after the race day.)

### Usage Cautions, Usage Length, and Fees

- ©TOKYO MARATHON FOUNDATION must be displayed on-screen at the start of the video for at least three seconds (enough time to be readable).
- Usage length is unlimited.
- In Principle, usage fees will apply and be charged each time for distribution and re-broadcasts (including on-demand distribution).  
\*Usage fee is 60,000 yen for footage within 60 seconds, per race (1,000 yen per second thereafter)  
(not including tax).

## Usage conditions for media photographs

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

### Usage Requests

- A coverage request must be submitted to the Tokyo Marathon Foundation, and permission must be received in advance.
- 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.  
(Photographs may be used free of charge)

### Usage Cautions, Usage Length, and Fees

- ©TOKYO MARATHON FOUNDATION must be shown
- As a general rule, there are no usage fees for marathon results or publicity usage.  
Fees may apply for uses other than the above.
- The usage fee is 30,000 yen per photo (consumption tax not included).

# Usage of Videos and Photographs Owned by the Foundation

※Age as of January 23, 2025

## 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 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 Marathon for purposes other than media and marathon publicity purposes, or when using the name Tokyo 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)

Media	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 sell the footage as pay-pay-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)

Media	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 sell the footage as pay-pay-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.

[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.