



7 September 2021

Dear Tom Buhrow, Chairman; Tim Davie, Director General; Mirko Bibic, President and Chief Executive Officer; Hubert T. Lacroix, President and Chief Executive Officer; David M. Zaslav, President and Chief Executive Officer; JB Perrette, President & Chief Executive Officer; Merete Eldrup, Chief Executive Officer; Andrew Georgiou, President; Giorgos Gampritsos, Chief Executive Officer; Delphine Ernotte Cunci, Chief Executive Officer; Jorge Nóbrega, Chief Executive Officer; Kazimir Bacic, Director General; Dániel Papp, Chief Executive Officer; Jeff Shell, Chief Executive Officer; Gerard Timmer, Chief Executive Officer; Joe Natale, President and Chief Executive Officer; Jean-Paul Philippot, Chief Executive Officer; Stefán Eiríksson, Director General; José Manuel Pérez Tornero, Executive President; James Warburton, Chief Executive Officer; Sophie Maloney, Chief Executive Officer; Calvo Mawela, Chief Executive Officer; Marc Jury, Chief Executive Officer; Merja Ylä-Anttila, Chief Executive Officer; Dr. Thomas Bellut, Chief Executive Officer;

We, a coalition of over 200 global campaign groups representing Tibetans, Uyghurs, Hongkongers, Chinese, Southern Mongolians, Taiwanese, and other affected and concerned communities, are writing to you as the planned broadcasters¹ of the Beijing 2022 Winter Olympic Games to urge you immediately cancel your broadcasting deals.

All of your companies are at serious risk of being complicit in China's plan to 'sport wash'² the severe and worsening human rights abuses and embolden the actions of the Chinese authorities. By broadcasting Beijing 2022 your companies will legitimize these abuses and promote what is being widely described as the 'Genocide Games'.

¹ ARD; BBC; Bell Media; CBC/Radio-Canada; Discovery; DR - TV2; Eurosport; ERT; France Televisions; Grupo Globo; HRT; MTVA; NBC Universal; NOS; Rogers Media; RTBF - VRT; RUV; RTVE; Seven Network; Sky; SABC - SuperSport; Yle; ZDF;

² "Sports washing" is the practice of an individual, group, corporation, or nation-state using sport to improve its reputation, through hosting a sporting event, the purchase or sponsorship of sporting teams, or by participation in the sport itself. At nation-state level, sportswashing has been used to direct attention away from a poor human rights record. While at the individual or Corporate level sportswashing is used to cover up and direct away attention from said person's or company's vices, crimes, or scandals." <https://en.wikipedia.org/wiki/Sportswashing>

Most of the media companies addressed in this letter have established policies that claim to promote and protect human rights³ with strong commitments to adhering to global standards. Furthermore, a number of your companies are members of the 'TV Industry Human Rights Forum,'⁴ sit on acclaimed human rights boards or have specific ethics commissioners.⁵ All of these public commitments to standing up for human rights are to be lauded - by us and by your viewers - but these efforts will be entirely overshadowed by the abuses going on away from the cameras if you continue to support the Beijing Winter Olympics. Human rights commitments mean nothing if not accompanied by meaningful action; the sheer scale and severity of China's human rights abuses demand serious attention and action.

The Chinese government has publicly stated that Beijing 2022 will be "open and inclusive", create a "harmonious world" and promote "social progress" - just as it did ahead of the Beijing 2008 Summer Games, but to no avail. For those living under China's oppressive rule, daily life is anything but; it is instead characterized by a merciless crackdown on individual and collective rights and freedom, an all-out assault on cultural diversity, and a tearing apart of community cohesion through sophisticated methods of surveillance and control.

At least two million Muslims - including Uyghurs, Kazakhs, and Uzbeks - are locked in "re-education camps" undergoing systematic torture and political re-education.⁶ The situation in occupied Tibet has dramatically deteriorated and in 2021 it was ranked by Freedom House as the least free place in the world for civil and political rights, alongside Syria.⁷ In Hong Kong, where Beijing has implemented a draconian National Security Law that bans acts of "splittism, subversion, foreign intervention, and terrorism", freedom and democracy are under attack, and youth activists are being rounded up and imprisoned en masse.^{8 9} In mainland China, the Chinese authorities routinely disappear government critics, feminists, and academics, as they attempt to stifle all forms of peaceful dissent. At the same time, Beijing has intensified its decades-long tactics of geopolitical bullying and intimidation of democratic Taiwan.^{10 11}

Much like in 2008, the International Olympic Committee (IOC) has attempted to counter concerns about human rights abuses in China by asserting that the Games will positively affect China's rights record. The IOC also pledged to take action should China fall short in meeting its human rights promises.¹² Subsequent developments showed this faith to be misplaced as the Chinese government repeatedly backtracked on the human rights pledges it made to secure the right to host the Games and there was no accountability by the IOC and the international community. Instead, China was given a free pass to wantonly violate human rights and fundamental freedoms.

³ Examples include:

CBC, <https://site-cbc.radio-canada.ca/media/2877/code-conduct-en.pdf>

BBC, <https://www.bbci.com/ethical-policy/>

SKY, <https://www.skygroup.sky/bigger-picture/better-business>

NBC, <https://www.nbcuniversal.com/article/comcast-announces-100-million-multiyear-plan-advance-social-justice-and-equality>

Discovery, <https://www.discovery.co.za/assets/discoverycoza/corporate/legal/human-rights-policy-website-version.pdf>

⁴ <https://www.tvhumanrights.org/about-us>

⁵ <https://cbc.radio-canada.ca/en/impact-and-accountability/values-and-ethics-commissioner/commissioner>

⁶ <https://www.businessinsider.com/china-uyghur-prison-camp-suspected-locations-maps-2019-11?r=US&IR=T>

⁷ <https://freedomhouse.org/countries/freedom-world/scores?sort=asc&order=Total%20Score%20and%20Status>

⁸ <https://unpo.org/article/22064>

⁹ <https://www.theguardian.com/world/2021/jun/23/hong-kong-apple-daily-symbol-of-pro-democracy-movement-to-close>

¹⁰ <https://www.technologyreview.com/2021/06/04/1025774/china-tiananmen-anniversary-protest-censorship/>

¹¹ <https://in.news.yahoo.com/chinas-bullying-aggression-becoming-more-002815497.html>

¹² <https://www.hrw.org/news/2008/08/22/china-hosting-olympics-catalyst-human-rights-abuses>

A letter from Human Rights Watch to the IOC recently raised the fact that the 2022 Games will take place in a human rights environment significantly worse than that of 2008.¹³ The Beijing 2022 Games simply cannot go ahead without serious global opposition; the lessons from 2008 *must* be learned.

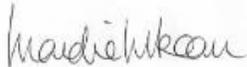
We urge you to immediately cancel your plans to broadcast the Beijing 2022 Olympic Games, or risk being forever tainted by your partnership with China's "Genocide Games".

Genocide must be a red line that cannot be crossed, no matter the cost.

We also request the opportunity to meet with representatives of your company to discuss our serious concerns regarding the situation facing Tibetan, Uyghur, Hong Kong, Southern Mongolian, and Chinese activists.

Please contact Mandie McKeown (mandie@tibetnetwork.org) to discuss arranging this meeting.

Yours sincerely,



Mandie McKeown - Executive Director, [International Tibet Network](http://InternationalTibetNetwork.org) - on behalf of:

Dorjee Tseten,
Students for a Free Tibet

Dolkun Isa,
World Uyghur Congress

Rushan Abbas,
Campaign for Uyghurs

Frances Hui,
WeTheHongKongers

John Jones,
Free Tibet

Tashi Shitsetsang,
Tibetan Youth Association Europe

Omer Kanat,
Uyghur Human Rights Project

Jenny Wang,
Keep Taiwan Free

Teng Biao,
China Against the Death Penalty

周锋锁 **Zhou Fengsuo,**
Humanitarian China

Zoe Bedford,
Australia Tibet Council

Mattias Bjornerstedt,
Swedish Tibet Committee

Enghebatu Togocho,
Southern Mongolian Human Rights Center

Lhadon Tethong,
Tibet Action Institute

and the following organisations:

¹³ https://www.hrw.org/sites/default/files/media_2020/12/201215%20HRW%20IOC%20China%20letter%20final.pdf

Aide aux Refugies Tibetains
 Alberta Uyghur Association
 Amigos de Tibet, Colombia
 Amigos del Tíbet, Chile
 Amigos del Tíbet, El Salvador
 Anterrashtriya Bharat – Tibet Sahyog Samiti
 AREF International Onlus
 Asociación Cultural Peruano Tibetana
 Asociación Cultural Tibetano Costarricense
 Association Cognizance Tibet, North Carolina
 Association Drôme Ardèche-Tibet
 Associazione Italia-Tibet
 Association of the New School for Democracy
 Australia China Watch
 Australian East Turkestan Association
 Australian Uyghur Association
 Australian Uyghur Tangritagh Women's Association
 Austria Uyghur Association
 Bath District Tibet Support Group
 Bay Area Friends of Tibet
 Belgium Uyghur Association
 Bharrat Tibbat Sahyog Manch, India
 Boston Tibet Network
 Boston Uyghur Association
 Briancon05 Urgence Tibet
 Bristol Tibet
 Canada Tibet Committee
 Canadian Coalition Against Communism
 Captive Nations Coalition
 Casa del Tibet – Spain
 Casa Tibet México
 Centro De Cultura Tibetana, Brazil
 China Alarm
 Circle of Friends (Philippines)
 Citizen Power Initiatives for China
 Comité de Apoyo al Tibet (CAT)
 Comité pour la Liberté à Hong-Kong
 Committee of 100 for Tibet
 Core Group for Tibetan Cause, India
 Czechs Support Tibet
 DC Chapter of China Democracy Party
 Defend Democracy
 Dream for Children, Japan
 Dutch Uyghur Human Rights Foundation
 East Turkistan Association in Finland
 East Turkistan Association of Canada
 East Turkistan Education Center in Europe
 East Turkistan New Generation Movement
 East Turkistan Nuzugum Culture and Family Organization
 East Turkistan Press and Media Organization
 East Turkistan Union in Europe
 Eastern Turkistan Foundation
 Eastern Turkistan Uyghur Association in Netherlands
 EcoTibet Ireland
 Étudiants Pour Un Tibet Libre
 Euro-Asia Foundation: Teklimakan Publishing House
 European Uyghur Institute
 Federation for a Democratic China
 Foundation for Universal Responsibility of H. H. the Dalai Lama
 France-Tibet
 Free Indo-Pacific Alliance
 Free Tibet Fukuoka
 FREE TIBET ITALIA
 Friends of Tibet in Costa Rica
 Friends of Tibet in Finland
 Friends of Tibet New Zealand
 Friends4Tibet

McGill Hong Kong Public Awareness and Social Service
 National Campaign for Tibetan Support, India
 National Democratic Party of Tibet
 Norwegian Uyghur Committee
 Objectif Tibet/Passeport Tibetain
 Phagma Drolma-Arya Tara
 RangZen: Movimento Tibete Livre, Brazil
 Regional Tibetan Association of Massachusetts
 Roof of the World Foundation, Indonesia
 Sakya Trinley Ling
 Santa Barbara Friends of Tibet
 Save the Mongolian Language
 Save the Persecuted Christians
 Save Tibet Foundation
 Save Tibet, Austria
 Shukr Foundation
 Sierra Friends of Tibet
 Society for Threatened Peoples International
 Society Union of Uyghur National Association
 Stand With Hong Kong Vienna
 Students for a Free Tibet – Canada
 Students for a Free Tibet – UK
 Students for a Free Tibet Denmark
 Students for a Free Tibet India
 Students for a Free Tibet Japan
 Sweden Uyghur Education Union
 Swedish Tibet Committee
 Swiss Tibetan Friendship Association (GSTF)
 Switzerland East Turkestan Association
 台灣永社 Taiwan Forever Association
 Taiwan Friends of Tibet
 Taiwan Association for Human Rights
 Taiwan Labour Front
 Tashi Delek Bordeaux
 The Norwegian Tibet Committee
 The Youth Liberation Front of Tibet, Mongolia and Turkestan
 Tibet Action Group of Western Australia
 Tibet cesky (Tibet in Czech)
 Tibet Committee of Fairbanks
 Tibet Group, Panama
 Tibet Initiative Deutschland
 Tibet Justice Center
 Tibet Lives, India
 Tibet Mx
 Tibet Patria Libre, Uruguay
 Tibet Rescue Initiative in Africa
 Tibet Society of South Africa
 Tibet Support Committee Denmark
 Tibet Support Group Adelaide
 Tibet Support Group Kenya
 Tibet Support Group Kiku, Japan
 Tibet Support Group Netherlands
 Tibet Support Group Slovenia
 Tibetan Association of Germany
 Tibetan Association of Ithaca
 Tibetan Association of Northern California
 Tibetan Association of Philadelphia
 Tibetan Community Austria
 Tibetan Community in Britain
 Tibetan Community in Denmark
 Tibetan Community in Ireland
 Tibetan Community of Italy
 Tibetan Community of Victoria
 Tibetan Community Sweden
 Tibetan Community, Queensland
 Tibetan Cultural Association – Quebec
 Tibetan Programme of The Other Space Foundation

Germany Stands with Hong Kong
Global Alliance for Tibet & Persecuted Minorities
Grupo de Apoio ao Tibete, Portugal
Hong Kong Committee in Norway
Hong Kong Outlanders
Human Rights Network for Tibet and Taiwan
Ilham Tohti Initiative
India Tibet Friendship Society
International Campaign for Tibet
International Pen Uyghur Center
International Society for Human Rights- Sweden
International Society of Human Rights, Munich Chapter
International Support for Uyghurs
International Tibet Independence Movement
International Uyghur Human Right and Democracy Foundation
Isa Yusup Alptekin Foundation
Israeli Friends of the Tibetan People
Japan Association of Monks for Tibet (Super Sangha)
Japan Uyghur Association
Justice 4 Uyghurs
Justice For All Canada
Kazakhstan National Culture Center
Le Club Français, Paraguay
Les Amis du Tibet – Belgium
Les Amis du Tibet Luxembourg
Lions Des Neiges Mont Blanc, France
Lungta Association Belgium
Maison des Himalayas
Maison du Tibet – Tibet Info
Mavi Hilal Humanitarian Organization

Tibetan Women's Association (Central)
Tibetans of Mixed Heritage
Tibetisches Zentrum Hamburg
TIBETmichigan
Torontonians HongKongers Action Group
U.S. Tibet Committee
Uigur Society of the Kyrgyz Republic
Umer Uyghur Trust
United Nations for a Free Tibet (UNFFT)
US Hongkongers Club
Uyghur Academy
Uyghur American Association
Uyghur Association of Victoria
Uyghur Association of France
Uyghur Center for Human Rights and Democracy
Uyghur Cultural and Education Union in Germany
Uyghur Education Union
Uyghur Projects Foundation
Uyghur Refugee Relief Fund
Uyghur Research Institute
Uyghur Rights Advocacy Project
Uyghur Support Group Netherlands
Uyghur Transitional Justice Database
Uyghur U.K. Association
Uyghur Youth Union in Kazakhstan
Uzbekistan Uyghur Culture Center
Victims of Communism Memorial Foundation
Viktoria Uyghur Association
Voces Tibet
World Uyghur Congress Foundation