



INTERNATIONAL
OLYMPIC
COMMITTEE

OLYMPIC MARKETING FACT FILE

2008 EDITION



The Best of Us
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INTRODUCTION

The Olympic Marketing Fact File is a reference document on the marketing policies and programmes of the International Olympic Committee (IOC), the Olympic Movement and the Olympic Games.

In this document, the IOC has endeavoured to present a clear, simplified and transparent overview of Olympic Movement revenue generation and distribution. Revenue comparisons between Olympic marketing programmes must be carefully considered, however, because marketing programmes evolve over the course of each Olympic quadrennium and each marketing programme is subject to different contractual terms and distribution principles.

The financial figures contained in this document are provided for general information purposes, are estimates and are not intended to represent formal accounting reports of the IOC, the Organising Committees for the Olympic Games (OCOGs) or other organisations within the Olympic Movement.

The financial reports and statements of OCOGs may differ from this document due to different accounting principles and policies, such as goods and services, that have been adopted. The goods and services (i.e., the provision of products, services and support) figures cited in this document have generally been accounted for based on contractual values, where available. The financial figures presented here do not include any public moneys provided to the OCOGs, the National Olympic Committees (NOCs), the International Federations of Olympic sports (IFs), or other governing bodies.

Further financial reports are made available following the completion of each Olympic quadrennium. The last complete Olympic quadrennium (2001-2004) was completed following Athens 2004. The next quadrennium (2005-2008) will be completed on 31 December 2008.

This edition of the Olympic Marketing Fact File contains the most complete information available as of 1 December 2007.

Further information on the marketing programmes of each Olympic Games are available in the IOC's Marketing Reports (available on www.olympic.org)

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CHAPTER 1: OLYMPIC MARKETING OVERVIEW

This chapter provides an overview of the fundamental principles of Olympic marketing, as well as facts and figures regarding the generation of Olympic marketing revenue and the distribution of revenue throughout the Olympic Movement.

FUNDAMENTAL OBJECTIVES OF OLYMPIC MARKETING

The IOC coordinates Olympic marketing programmes with the following objectives:

- To ensure the independent financial stability of the Olympic Movement, and thereby to assist in the worldwide promotion of Olympism.
- To create and maintain long-term marketing programmes, and thereby to ensure the future of the Olympic Movement and the Olympic Games.
- To build on the successful activities developed by each Organising Committee for the Olympic Games, and thereby to eliminate the need to recreate the marketing structure with each Olympic Games.
- To ensure equitable revenue distribution throughout the entire Olympic Movement – including the Organising Committees for the Olympic Games (OCOGs), the National Olympic Committees (NOCs) and their continental associations, the IFs, and other recognised international sports organisations – and to provide financial support for sport in emerging nations.
- To ensure that the Olympic Games can be experienced by the maximum number of people throughout the world principally via television coverage.
- To control and limit the commercialisation of the Olympic Games.
- To protect the equity that is inherent in the Olympic image and ideal.
- To enlist the support of Olympic marketing partners in the promotion of the Olympic ideals.

OLYMPIC MARKETING REVENUE GENERATION

The Olympic Movement generates revenue through six major programmes. The IOC manages broadcast partnerships, the TOP worldwide sponsorship programme and the IOC official supplier and licensing programme. The OCOGs manage domestic sponsorship, ticketing and licensing programmes within the host country, under the direction of the IOC.

The following chart provides details of the total revenue generated from each major programme managed by the IOC and the OCOGs during the past three Olympic quadrenniums.

Olympic Marketing Revenue: The Past Three Quadrenniums*

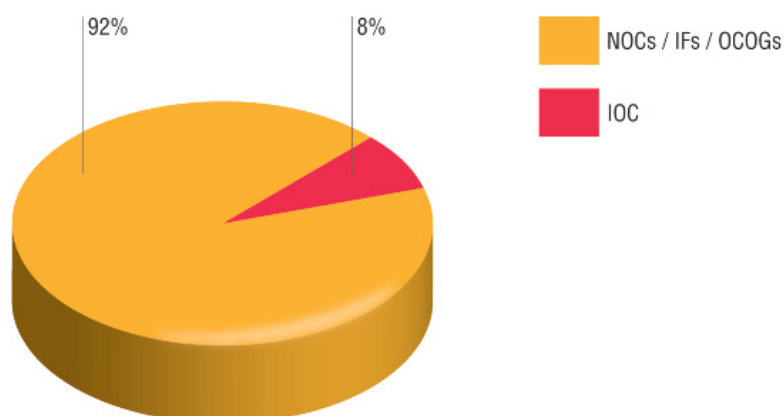
Source	1993 – 1996	1997 – 2000	2001 – 2004
Broadcast	US\$1,251,000,000	US\$1,845,000,000	US\$2,232,000,000
TOP Programme	US\$279,000,000	US\$579,000,000	US\$663,000,000
Domestic Sponsorship	US\$534,000,000	US\$655,000,000	US\$796,000,000
Ticketing	US\$451,000,000	US\$625,000,000	US\$411,000,000
Licensing	US\$115,000,000	US\$66,000,000	US\$87,000,000
Total	US\$2,630,000,000	US\$3,770,000,000	US\$4,189,000,000

* All figures in the chart above have been rounded to the nearest US\$1 million. Further financial reports are made available following the completion of each Olympic quadrennium. The last complete Olympic quadrennium (2001-2004) was completed following Athens 2004. The next quadrennium (2005-2008) will be completed after Beijing 2008.

OLYMPIC MARKETING REVENUE DISTRIBUTION

The IOC distributes approximately 92% of Olympic marketing revenue to organisations throughout the Olympic Movement, in order to support the staging of the Olympic Games and to promote the worldwide development of sport. The IOC retains approximately 8% of Olympic marketing revenue for the operational and administrative costs of governing the Olympic Movement.

Olympic Marketing Revenue Distribution

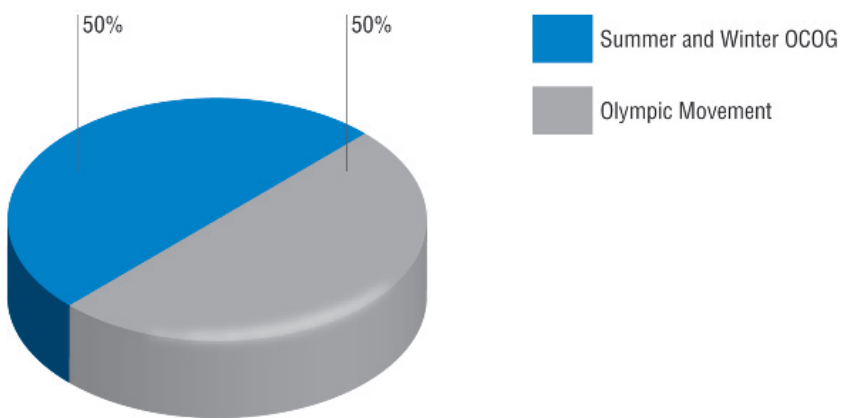


OLYMPIC MARKETING CONTRIBUTIONS TO THE OCOGS

The IOC provides TOP programme contributions and Olympic broadcast revenue to the OCOGs to support the staging of the Olympic Games and Olympic Winter Games.

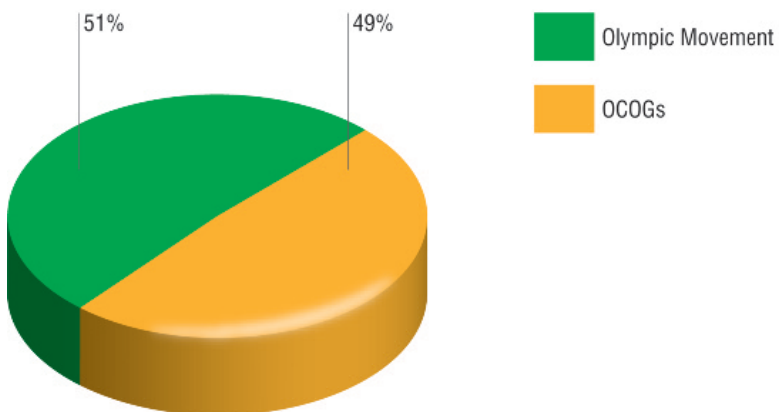
TOP Programme Revenue Distribution

The summer and winter OCOGs of each Olympic quadrennium generally share approximately 50% of TOP programme revenue and goods and services contributions.



Broadcast Revenue Distribution

The IOC today contributes 49% of the Olympic broadcast revenue for each Games to the OCOG. (Prior to 2004, the IOC provided 60% of Olympic broadcast revenue to the OCOG.)



OLYMPIC MARKETING CONTRIBUTIONS TO THE NOCS

The NOCs receive financial support for the training and development of Olympic teams, Olympic athletes and Olympic hopefuls. The IOC distributes TOP programme revenue to each of the 205 NOCs throughout the world. The IOC contributes Olympic broadcast revenue to Olympic Solidarity – the body responsible for managing and administering the share of the television rights of the Olympic Games that is allocated to the National Olympic Committees (NOCs). Olympic Solidarity assists the NOCs and the continental associations with their efforts for the development of sport through programmes carefully devised to match their specific needs and priorities.

The continued success of the TOP programme and Olympic broadcast agreements has enabled the IOC to provide increased support for the NOCs with each Olympic quadrennium. The IOC provided approximately US\$319.5 million to NOCs for the 2001-2004 quadrennium. Substantial additional indirect financial support is provided to the NOCs through the provision of a free athletes' village and travel grants for the Olympic Games.

Olympic Marketing Revenue Contributions to NOCs

Olympic Quadrennium	Broadcast Revenue via Olympic Solidarity	TOP Programme Revenue *	Total Revenue to NOCs
Albertville / Barcelona 1989 – 1992	US\$51.6 million	US\$35 million	US\$86.6 million
Lillehammer / Atlanta 1993 – 1996	US\$80.9 million	US\$57 million	US\$137.9 million
Nagano / Sydney 1997 – 2000	US\$118.7 million	US\$93 million	US\$211.7 million
Salt Lake / Athens 2001 – 2004	US\$209.5 million	US\$110 million	US\$319.5 million

** Separate reporting is conducted with regard to TOP revenue contributions to the NOC of the United States (USOC) and of the host countries for each quadrennium. The figures presented above do not include the contributions to the USOC and the host country NOCs.*

OLYMPIC MARKETING CONTRIBUTIONS TO THE INTERNATIONAL FEDERATIONS

The IOC provides financial support from Olympic marketing to the 28 IFs of Olympic summer sports and the seven IFs of Olympic winter sports. These financial contributions, drawn from Olympic broadcast revenue, are provided to the IFs to support the development of sport worldwide. The IOC distributes Olympic broadcast revenue to the IFs after the completion of the Olympic Games and the Olympic Winter Games, respectively.

The rising value of Olympic broadcast partnerships has enabled the IOC to deliver substantially increased financial support to the IFs with each successive Games. The Olympic marketing contribution to the summer IFs following the 2000 Olympic Games represented more than a fivefold increase over the contribution that followed the 1992 Olympic Games. The Olympic marketing contribution to the winter IFs following the 2002 Olympic Winter Games likewise represented more than a fivefold increase over the contribution that followed the 1992 Olympic Winter Games.

Olympic Marketing Revenue Contributions to IFs of Olympic Summer Sports

Olympic Games	Revenue to IFs
1992 Barcelona	US\$37.6 million
1996 Atlanta	US\$86.6 million
2000 Sydney	US\$190 million
2004 Athens	US\$254 million

Olympic Marketing Revenue Contributions to IFs of Olympic Winter Sports

Olympic Winter Games	Revenue to IFs
1992 Albertville	US\$17 million
1994 Lillehammer	US\$20.3 million
1998 Nagano	US\$49.4 million
2002 Salt Lake	US\$92.4 million
2006 Torino	US\$126 million

CHAPTER 2: OLYMPIC PARTNERSHIP

This chapter provides facts, figures and historical information regarding the TOP sponsorship programme managed by the IOC and the Olympic Games domestic sponsorship programmes managed by the OCOGs.

OLYMPIC SPONSORSHIP OVERVIEW

Olympic sponsorship is an agreement between an Olympic organisation and a corporation, whereby the corporation is granted the rights to specific Olympic intellectual property and Olympic marketing opportunities in exchange for financial support and goods and services contributions. Olympic sponsorship programmes operate on the principle of product-category exclusivity. Under the direction of the IOC, the Olympic Family works to preserve the value of Olympic properties and to protect the exclusive rights of Olympic sponsors.

Olympic sponsorship programmes are designed to meet the following objectives established by the IOC:

- To contribute to the independent financial stability of the Olympic Movement.
- To generate continual and substantial support through sustained, long-term partnerships.
- To provide equitable revenue distribution throughout the Olympic Family.
- To ensure the financial and operational viability of the Olympic Games.
- To prohibit the uncontrolled commercialisation of the Olympic Games.

Olympic sponsorship programmes benefit the Olympic Movement in the following ways:

- Sponsorship provides valuable financial resources to the Olympic Family.
- Sponsors provide support for the staging of the Olympic Games and the operations of the Olympic Movement in the form of products, services, technology, expertise and staff deployment.
- Sponsors provide direct support for the training and development of Olympic athletes and hopefuls around the world, as well as essential services for athletes participating in the Games.
- Sponsors provide essential products and services for broadcasters, journalists, photographers and other media.
- Sponsorship activation enhances the Olympic Games experience for spectators and provide the youth of the world with opportunities to experience the Olympic ideals at the global and local levels.
- Sponsorship support contributes to the success of the educational, environmental, cultural and youth-oriented initiatives of the Olympic Movement.
- Sponsors develop advertising and promotional activities that help to promote the Olympic ideals, heighten public awareness of the Olympic Games and increase support for the Olympic athletes.

WORLDWIDE OLYMPIC PARTNERSHIP

TOP: The Olympic Partners

The Olympic Partners (TOP) programme is the worldwide sponsorship programme managed by the IOC. The IOC created the TOP programme in 1985 in order to develop a diversified revenue base for the Olympic Games and to establish long-term corporate partnerships that would benefit the Olympic Movement as a whole. The TOP programme operates on a four-year term in line with the Olympic quadrennium.

The TOP programme generates support for the Organising Committees of the Olympic Games and Olympic Winter Games, the NOCs and the IOC.

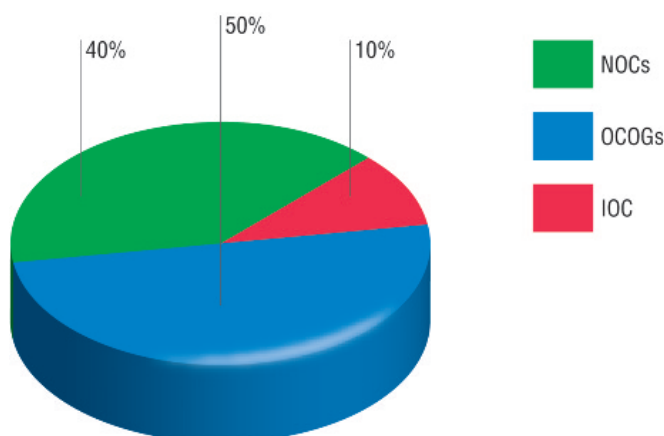
The TOP programme provides each Worldwide Olympic Partner with exclusive global marketing rights and opportunities within a designated product or service category. The global marketing rights include partnerships with the IOC, all active NOCs and their Olympic teams, and the two OCOGs and the Games of each quadrennium. The TOP Partners may exercise these rights worldwide and may activate marketing initiatives with all the members of the Olympic Movement that participate in the TOP programme.

TOP Programme Evolution

Quadrennium	Games	Partners	NOCs	Revenue
1985 – 1988	Calgary / Seoul	9	159	US\$96 million
1989 – 1992	Albertville / Barcelona	12	169	US\$172 million
1993 – 1996	Lillehammer / Atlanta	10	197	US\$279 million
1997 – 2000	Nagano / Sydney	11	199	US\$579 million
2001 – 2004	Salt Lake / Athens	11	202	US\$663 million
2005 – 2008	Torino / Beijing	12	205	US\$866 million

TOP CONTRIBUTIONS TO THE OLYMPIC MOVEMENT

The TOP Partners provide vital financial support and contributions of goods and services to the Olympic Games and the Olympic Movement. The IOC distributes TOP revenue and contributions according to the approximate formula illustrated in the chart below.



Notes on TOP Contributions of goods and services:

1. Goods and services contributions in the TOP programme occur in the form of products, services, technology, expertise and personnel deployment. These contributions are assigned a value in terms of U.S. dollars, and these values are included in the TOP revenue figures presented in this document.
2. Goods and services are essential for the daily operations of Olympic Movement organisations and for the staging of the Olympic Games. The distribution of goods and services is based on the needs of each organisation. The OCOGs traditionally receive the greatest percentage of goods and services for their operational responsibilities in staging the Games.
3. The actual distribution of TOP resources may vary, as contributions of goods and services are delivered to fulfil the specific technical and operational needs of the OCOGs for the Olympic Games and Olympic Winter Games.

TOP PROGRAMME SUPPORT FOR THE OLYMPIC GAMES

The IOC provides approximately 50% of the TOP programme's quadrennial revenue and goods and services contributions to the following organisations: (1) the OCOG for the Olympic Winter Games, (2) the OCOG for the Olympic Games, and (3) the NOCs of the Olympic Games and Olympic Winter Games host countries.

The growth of the TOP programme has enabled the IOC to deliver increased funding to the OCOGs in order to support the staging of the Games. The increased contributions of the TOP Partners have been significant in providing independent financial stability to the Olympic Movement and ensuring the viability of the Olympic Games.

Notes on TOP support for the Olympic Games:

1. The OCOGs' combined revenue share ultimately may be higher than 50%, due to certain agreements with technology partners that provide substantial additional contributions of goods and services to each OCOG for Games operations.
2. The host country NOCs are included in the OCOGs' TOP revenue share because the Olympic Games Marketing Plan Agreement requires the OCOG and the host country NOC to centralise and coordinate all marketing initiatives within the host country.

TOP PROGRAMME SUPPORT FOR NOCS

The IOC provides approximately 40% of the TOP programme's quadrennial revenue to all participating NOCs. The growth of the TOP programme has enabled the IOC to provide equitable revenue distribution throughout the Olympic Movement, delivering vital support to the NOCs to support the training and development of Olympic athletes and teams. The significant and increased contributions by the TOP Partners have helped ensure the development of sport in many nations and territories.

NOC Shares of TOP Revenue

Olympic Quadrennium	TOP Revenue Share to NOCs
TOP I (1985 – 1988)	n/a
TOP II (1989 – 1992)	US\$35 million
TOP III (1993 – 1996)	US\$57 million
TOP IV (1997 – 2000)	US\$93 million
TOP V (2001 – 2004)	US\$110 million
TOP VI (2005 – 2008)	US\$139 million*

*Estimated

Notes on TOP Support for the NOCs:

1. All active NOCs throughout the world receive funding through the TOP programme.
2. The figures presented above do not include the share provided to the NOCs within the two Olympic Games host countries for each given quadrennium – this is included in the OCOG revenue share as a result of the Joint Marketing Plan in the host country.
3. Separate accounting is conducted for the TOP revenue share provided to the United States Olympic Committee (USOC). For this reason, the figures presented above do not include TOP share provided to the USOC.

TOP VI PARTNERSHIP

Twelve corporations currently participate in the sixth generation of the TOP programme, known as TOP VI. During the 2005-2008 Olympic quadrennium, TOP VI Partners provide support for the 2006 Olympic Winter Games in Turin and the 2008 Olympic Games in Beijing. TOP VI is projected to generate approximately US\$866 million in financial and goods and services support for the Olympic Movement.

TOP VI Partners



The TOP VI Partners are:

- Worldwide Partners of the Olympic Games
- Partners of the International Olympic Committee
- Partners of the Torino 2006 Olympic Winter Games
- Partners of the Beijing 2008 Olympic Games
- Partners of all National Olympic Committees
- Partners of all Olympic teams competing in Torino 2006 and Beijing 2008

Coca-Cola



Corporate Web Address
Exclusive Category
Olympic Partnership History

www.cocacola.com
Non-alcoholic Beverages
Sponsored the 1928 Olympic Games in Amsterdam and every Olympic Games since
Longest continuous partnership with the Olympic Movement
Charter TOP Partner (TOP I)
Member of the TOP programme since 1986

TOP Partnership History

Atos Origin



Corporate Web Address
Exclusive Category
Olympic Partnership History
TOP Partnership History

www.atosorigin.com
Information Technology
Supported the 1992 Olympic Games in Barcelona as Sema
Joined the TOP programme in 2001 (TOP V) as SchlumbergerSema

GE



Corporate Web Address
Exclusive Category

www.ge.com
Select products and services from GE Energy, GE Healthcare, GE Transport, GE Infrastructure, GE Consumer & Industrial, GE Advanced Materials and GE Equipment Services.
Joined the TOP programme in 2005 (TOP VI)

TOP Partnership History

Johnson & Johnson



Corporate Web Address
Exclusive Category
TOP Partnership History

www.jnj.com
Health Care Products
Member of the TOP programme since 2006

Kodak



Corporate Web Address
Exclusive Category
TOP Partnership History

www.kodak.com
Film/Photographics and Imaging
Charter TOP Partner (TOP I)
Member of the TOP programme since 1986

Lenovo



Corporate Web Address
Exclusive Category
TOP Partnership History

www.lenovo.com
Computing Technology Equipment
Joined the TOP programme in 2005 (TOP VI)

Manulife



Corporate Web Address
Exclusive Category
Olympic Partnership History
TOP Partnership History

www.manulife.com
Life Insurance/Annuities
As John Hancock, first became a United States Olympic Committee (USOC) sponsor in 1993
Joined the TOP programme in 1994 (TOP III) as John Hancock

McDonald's



Corporate Web Address
Exclusive Category
Olympic Partnership History
TOP Partnership History

www.mcdonalds.com
Retail Food Services
Sponsored the 1976 Olympic Games in Montreal
Joined the TOP programme in 1997 (TOP IV)

Omega



Corporate Web Address
Exclusive Category
Olympic Partnership History
TOP Partnership History

www.omega.ch
 Timing, Scoring and Venue Results Services
 Timing and Scoring sponsor of 1996 Atlanta and Sydney 2000
 Longstanding IOC worldwide Olympic licensee
 Joined the TOP programme in 2003 (TOP V)

Panasonic



Corporate Web Address
Exclusive Category
TOP Partnership History

www.panasonic.com
 Audio/TV/Video Equipment
 Charter TOP Partner (TOP I)
 Member of the TOP programme since 1987

Samsung



Corporate Web Address
Exclusive Category
TOP Partnership History

www.samsung.com
 Wireless Communications Equipment
 Joined the TOP programme in 1997 (TOP IV)

Visa



Corporate Web Address
Exclusive Category
TOP Partnership History

www.visa.com
 Consumer Payment Systems
 Charter TOP Partner (TOP I)
 Member of the TOP programme since 1986

IOC SUPPLIERS

IOC Supplier programmes are designed to provide the IOC with key support and products required for operations. IOC Suppliers receive limited marketing rights and generally do not include direct support for the staging of the Games. The IOC currently maintains relationships with three Official Suppliers.

DaimlerChrysler

www.daimlerchrysler.com

Ground transport

Mizuno

www.mizuno.com

Clothing

Schenker

www.schenker.com

Freight forwarding and customs clearance services

OLYMPIC GAMES DOMESTIC SPONSORSHIP

The Olympic Games domestic sponsorship programme is managed by the OCOG within the host country under the direction of the IOC. The programmes support the operations of the OCOG, the planning and staging of the Games, the host country NOC and the host country Olympic team.

The Olympic Games domestic sponsorship programme grants marketing rights within the host country or territory only. The host country NOC and the host country Olympic team participate in the OCOG sponsorship programme because the Marketing Plan Agreement requires the OCOG and the host country NOC to centralise and coordinate all marketing initiatives within the host country.

Olympic Games: History of OCOG Sponsorship Programmes

Olympic Games	Number of Partners*	Revenue & Support
1996 Atlanta	111	US\$426 million
2000 Sydney	93	US\$492 million
2004 Athens	38	US\$302 million

Olympic Winter Games: History of OCOG Sponsorship Programmes

Olympic Winter Games	Number of Partners*	Revenue & Support
1998 Nagano	26	US\$163 million
2002 Salt Lake City	53	US\$494 million
2006 Turin	57	US\$348 million

* Domestic OCOG sponsorship programmes usually include several tiers of partnership, which may include sponsors, suppliers and providers. The figures in this column represent the total number of marketing partners from all tiers of the domestic programme.

OLYMPIC SPONSORSHIP HISTORY

Sponsorship in various forms has supported the Olympic Movement since the first modern Olympic Games in Athens 1896. The following is a brief overview of key milestones and informative anecdotes from the history of sponsorship in the modern Olympic Games.

1896 Athens	Companies including Kodak, a current TOP Partner, provide revenue through advertising during the Olympic Games.
1912 Stockholm	Approximately ten Swedish companies purchase sole-rights to take photographs and sell memorabilia of the Olympic Games.
1920 Antwerp	The official Olympic Games programme contains a great deal of corporate advertising.
1924 Paris	Advertising signage appears within view from the Olympic Games venues for the first and only time in history.
1928 Amsterdam	Current TOP Partner Coca-Cola begins the longest continuous Olympic partnership. Concessionaires are granted rights to operate restaurants on stadium grounds. Advertising continues in the official Olympic Games programme. The IOC stipulates that posters and billboards may not be displayed on the stadium grounds and buildings.
1932 Lake Placid	The OCOG solicits businesses to provide free merchandising and advertising tie-ins. Many major department stores in the eastern U.S. feature the Olympic Games marks in window displays, and many national businesses use the Games as an advertising theme.
1952 Helsinki	The first Olympic Games to launch an international marketing programme. Companies from 11 countries make contributions of goods and services ranging from food for the athletes to flowers for medallists.
1960 Rome	An extensive sponsor/supplier programme includes 46 companies that provide technical support and products such as perfume, chocolate, toothpaste and soap.
1964 Tokyo	250 companies develop marketing relationships with the Games. The new "Olympia" cigarette brand generates more than US\$1 million in revenue for the OCOG. (The tobacco sponsorship category is later banned.) Seiko creates quartz-timing technology, providing the most accurate timing system to date.
1976 Montreal	With 628 sponsors and suppliers, domestic sponsorship generates US\$7 million for the OCOG.
1984 Sarajevo	The OCOG signs 447 foreign and domestic sponsorship agreements.
1984 Los Angeles	For the first time, the domestic sponsorship programme is divided into three categories. Each category is granted designated rights and product category exclusivity. The marketing programme is limited to the host country and U.S. companies.

**1988 Calgary/
1988 Seoul** The IOC creates The Olympic Partners (TOP) worldwide sponsorship programme, in coordination with the OCOGs in Seoul and Calgary, as well as 159 NOCs. TOP is based on the 1984 Los Angeles model of product-category exclusivity. Prior to the establishment of the TOP programme, fewer than 10 NOCs in the world had a source of marketing revenue.

The OCOGs launch independent marketing programmes.

For the first time, the IOC requires the OCOG to form a joint marketing programme with the host country NOC.

**1992 Albertville/
1992 Barcelona** TOP grows from nine to 12 partners in the programme's second generation.

1994 Lillehammer Broadcast and marketing programmes generate more than US\$500 million, breaking almost every major marketing record for an Olympic Winter Games.

1996 Atlanta The Games are funded entirely via private sources.

2000 Sydney The OCOG develops the most financially successful domestic sponsorship programme to date, generating more revenue (US\$492 million) than the domestic sponsorship programme of Atlanta 1996 in a host country marketplace 15 times smaller.

A new standard for brand protection through education, legislation and advertising controls.

2002 Salt Lake The Olympic Properties of the United States (OPUS) sponsorship for 2002 breaks records for both winter and summer Games.

2004 Athens In the smallest country to host the Olympic Games to date, Athens 2004 achieved its sponsorship revenue target two years before the Games and ultimately generated revenue from national and torch relay sponsorship that was 50% higher than initial estimates.

2006 Turin Torino 2006 stands as the most lucrative and successful sponsorship programme in Italian history. The programme accounted for 6.14% of the total sponsorship spending in the market, which was significantly higher than previous Olympic Winter Games sponsorship programmes and represented nearly 1% of the total advertising spend in the Italian market, 35 times greater than that of Salt Lake 2002

CHAPTER 3: OLYMPIC BROADCASTING

This chapter provides facts and figures regarding Olympic broadcasting. Presented here is information on the IOC broadcast policy, global broadcast viewing statistics from recent history, broadcast revenue support for the Olympic Movement, and broadcast rights fees from past Olympic Games and Olympic Winter Games.

OLYMPIC BROADCAST OVERVIEW

The IOC is the owner of the broadcast rights, including television, mobile and internet, for the Olympic Games and Olympic Winter Games. The IOC is responsible for allocating Olympic broadcast rights to media companies throughout the world through the negotiation of rights agreements. The IOC manages Olympic broadcast partnerships to ensure that the long-term interests of the Olympic Movement are protected.

The fundamental IOC broadcast policy as set forth in the Olympic Charter is to ensure maximum presentation of the Olympic Games to the world:

“The IOC takes all necessary steps to ensure the fullest news coverage by the different media and the widest possible audience in the world for the Olympic Games.”

— Rule 51, Olympic Charter: September 2004

Television rights to the Olympic Games are sold principally to broadcasters that can guarantee the broadest coverage throughout their respective territories.

OLYMPIC BROADCAST PARTNERSHIPS

The long-term Olympic broadcast marketing strategy is designed to achieve the following objectives:

- To ensure the long-term financial future of the Olympic Movement and the Olympic Games.
- To establish partnerships to provide additional Olympic programming to (1) ensure improved global coverage of the Olympic Games, (2) promote the ideals of Olympism, and (3) heighten awareness of the work of the Olympic Movement throughout the world.
- To ensure that broadcast partners are experienced in providing the highest quality of Olympic programming so that a strong image of the Olympic Games is upheld.
- To allow broadcast partners to develop stronger Olympic associations and to strengthen each partner's identity as the Olympic broadcaster within its country or territory.
- To maximise exposure across all available media platforms and exploit latest media technologies.
- To forge stronger links between sponsors, broadcast partners and the Olympic Family that will promote an agenda that supports the entire Olympic Movement.
- To strengthen the continuing legacy of broadcasting support from one Olympic Games to the next, allowing future OCOGs to draw on an ever-deepening reservoir of support, experience and technology.

OLYMPIC BROADCAST: WORLDWIDE COVERAGE

The television broadcast of the Olympic Games and the Olympic Winter Games is the most significant factor in the communication of the Olympic ideals worldwide. The primary broadcasting objective of the Olympic Movement is to ensure the most television viewers possible have the opportunity to experience the Olympic Games. In pursuit of this objective, coverage of the Olympic Games has been made available in an increasing number of nations, territories and markets throughout the world.

Olympic Games: Countries Broadcasting

Olympic Games	Number of Countries/ Territories Broadcasting
1936 Berlin	1
1948 London	1
1952 Helsinki	2
1956 Melbourne	1
1960 Rome	21
1964 Tokyo	40
1968 Mexico City	n/a
1972 Munich	98
1976 Montreal	124
1980 Moscow	111
1984 Los Angeles	156
1988 Seoul	160
1992 Barcelona	193
1996 Atlanta	214
2000 Sydney	220
2004 Athens	220
2008 Beijing	220 <i>(estimate)</i>

Olympic Winter Games: Countries Broadcasting

Olympic Winter Games	Number of Countries/ Territories Broadcasting
1956 Cortina	22
1960 Squaw Valley	27
1964 Innsbruck	30
1968 Grenoble	32
1972 Sapporo	41
1976 Innsbruck	38
1980 Lake Placid	40
1984 Sarajevo	100
1988 Calgary	64
1992 Albertville	86
1994 Lillehammer	120
1998 Nagano	160
2002 Salt Lake City	160
2006 Torino	200

OLYMPIC BROADCAST: GLOBAL VIEWERSHIP

Global Olympic broadcast audience and viewer figures continue to rise as the Olympic broadcast expands to more nations and territories, as more viewers throughout the world gain access to television, and as the appeal of Olympic Games programming continues to grow.

Olympic Games: Broadcast Viewing Levels

Olympic Games	Broadcast Viewing Levels Cumulative Audience *
1988 Seoul	10.4 billion
1992 Barcelona	16.6 billion
1996 Atlanta	19.6 billion
	Total Viewer Hours **
2000 Sydney	36.1 billion
2004 Athens	34.4 billion

Olympic Winter Games: Broadcast Viewing Levels

Olympic Winter Games	Broadcast Viewing Levels Cumulative Audience *
1992 Albertville	8 billion
1994 Lillehammer	10.7 billion
1998 Nagano	10.7 billion
	Total Viewer Hours **
2002 Salt Lake City	13.1 billion
2006 Turin	10.6 billion

Note on Broadcast Viewer Measurement:

In 2000, the IOC modified its approach to measuring the global viewership of the Olympic broadcast from cumulative audience to Total Viewer Hours. This shift in methodology is designed to provide greater accuracy in determining the appeal of Olympic television programming throughout the world. The charts above reflect this revised methodology.

* Cumulative audience is a statistic derived by determining the aggregate number of times each television viewer around the world tuned in to Olympic Games television programming.

** Total Viewer Hours is a statistic that measures the number of hours of Olympic programming that have captured the attention of the global television viewing audience during the period of the Olympic Games. Viewer Hours per programme is measured by multiplying the duration of the programme by the number of viewers in the audience. Total Viewer Hours for the Olympic Games and Olympic Winter Games is the sum of all Viewer Hours per programme.

OLYMPIC BROADCAST PROGRAMMING

Olympic broadcast programming is generated by the Olympic host broadcast organisation, which captures the television and radio signal from each Olympic venue and delivers the signal to the Olympic broadcast partners to air over various media platforms throughout the world. With increased capability and technological sophistication, the host broadcaster has greatly expanded its live feed of Olympic competition and ceremonial action in recent decades. Beginning in 2009, Olympic Broadcast Services (OBS) (a company wholly owned by the IOC) will oversee the host broadcaster function for the Games. OBS was formed by the IOC to serve as the permanent Host Broadcast organisation for both the Summer and Winter Games.

From the full range of available material, each Olympic broadcast partner may select the particular events that it will include in its schedule of Olympic programming. Each Olympic broadcast partner has the opportunity to deliver those events and images that it determines to be of greatest interest to the target audience in its home country or territory. The events that are aired in the Olympic programming of one broadcast partner are not necessarily the events that are aired by another broadcast partner.

Increased host broadcast coverage has afforded the Olympic broadcast partners greater programming opportunities in more sports and enabled the broadcast partners to deliver more complete Olympic coverage to their audiences around the world. The IOC works in partnership with its broadcasters to ensure that an increasing amount of live coverage is available, and that the latest technologies, including HDTV, live coverage on the internet and coverage on mobile phones is available in as many territories as possible.

Olympic Games: Hours of Coverage from the Host Broadcaster

Olympic Games	Host Broadcast Feed Hours
1988 Seoul	2,572
1992 Barcelona	2,800
1996 Atlanta	3,000
2000 Sydney	3,500
2004 Athens	3,800

Olympic Winter Games: Hours of Coverage from the Host Broadcaster

Olympic Games	Host Broadcast Feed Hours
1992 Albertville	350
1994 Lillehammer	331
1998 Nagano	600
2002 Salt Lake City	900
2006 Turin	1,000

OLYMPIC BROADCAST REVENUE GENERATION

Olympic broadcast partnerships have provided the Olympic Movement with an unprecedented financial base and helped to ensure the future viability of the Olympic Games.

The global broadcast revenue figure for the 2004 Olympic Games represents a fivefold increase from the 1984 Los Angeles broadcast revenue two decades earlier. The global broadcast revenue figure for the 2006 Olympic Winter Games represents an eightfold increase from the 1984 Sarajevo broadcast revenue less than two decades earlier. Olympic broadcast partnerships have been the single greatest source of revenue for the Olympic Movement for more than three decades.

Broadcast Revenue History: Olympic Games

Olympic Games	Broadcast Revenue
1960 Rome	US\$1.2 million
1964 Tokyo	US\$1.6 million
1968 Mexico City	US\$9.8 million
1972 Munich	US\$17.8 million
1976 Montreal	US\$34.9 million
1980 Moscow	US\$88 million
1984 Los Angeles	US\$286.9 million
1988 Seoul	US\$402.6 million
1992 Barcelona	US\$636.1 million
1996 Atlanta	US\$898.3 million
2000 Sydney	US\$1,331.6 million
2004 Athens	US\$1,494 million
2008 Beijing	US\$1,737 million (<i>estimate to date</i>)

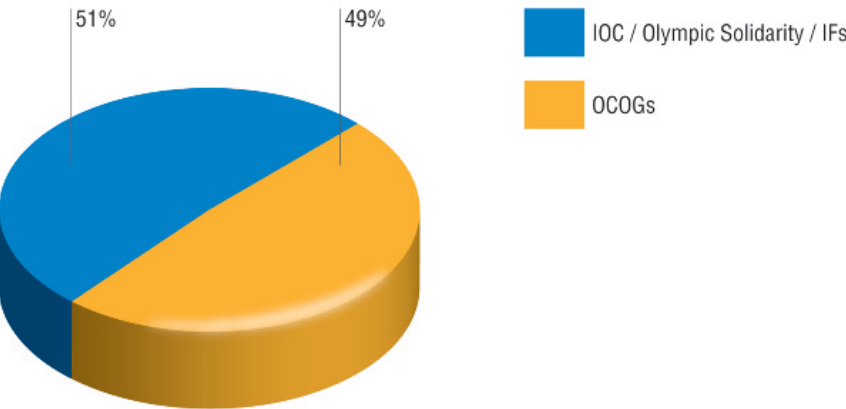
Broadcast Revenue History: Olympic Winter Games

Olympic Winter Games	Broadcast Revenue
1960 Squaw Valley	US\$50,000
1964 Innsbruck	US\$937,000
1968 Grenoble	US\$2.6 million
1972 Sapporo	US\$8.5 million
1976 Innsbruck	US\$11.6 million
1980 Lake Placid	US\$20.7 million
1984 Sarajevo	US\$102.7 million
1988 Calgary	US\$324.9 million
1992 Albertville	US\$291.9 million
1994 Lillehammer	US\$352.9 million
1998 Nagano	US\$513.5 million
2002 Salt Lake	US\$738 million
2006 Turin	US\$831 million
2010 Vancouver	US\$1,127 million (<i>estimate to date</i>)

BROADCAST REVENUE: CONTRIBUTIONS TO THE OLYMPIC MOVEMENT

Olympic broadcast revenue is distributed throughout the Olympic Family, providing financial support to the OCOGs, the NOCs, the IFs, and the IOC. The IOC distributes Olympic broadcast revenue according to the formula illustrated here. This distribution plan is designed to ensure appropriate financial support throughout the Olympic Movement.

Olympic Broadcast Revenue Distribution



Olympic Broadcast Revenue Distribution

OCOG	49% of Olympic broadcast revenue is provided to the OCOG to support the staging of the Games.
Olympic Movement	51% of Olympic broadcast is distributed throughout the Olympic Family to support the Olympic Movement worldwide. This revenue is shared among the NOCs, the IFs, and the IOC.

Note: Prior to the 2004 Olympic Games, the IOC distributed 60% of Olympic broadcast to the OCOG and 40% to the NOCs, the IFs, and the IOC. The percentage shift that resulted in the distribution formula illustrated above is designed to serve the worldwide development and progress of sport. Although the distribution formula illustrated above reflects a percentage reduction in broadcast revenue provided to the OCOGs, the real value to the OCOGs has continued to increase with rising broadcast rights fees. The current formula will be reviewed following the Beijing 2008 Olympic Games.

OLYMPIC BROADCAST CONTRIBUTIONS TO THE OCOGS

The success of the Olympic broadcast in recent decades has ensured the viability of the Olympic Games and Olympic Winter Games. IOC contributions of Olympic broadcast revenue are essential to the operations of the OCOGs and the successful staging of Games.

Olympic Games: Broadcast Contributions to the OCOGs

Olympic Games	Broadcast Revenue to OCOG
1992 Barcelona	US\$441 million
1996 Atlanta	US\$546 million
2000 Sydney	US\$797 million
2004 Athens	US\$733 million

Olympic Winter Games: Broadcast Contributions to the OCOGs

Olympic Winter Games	Broadcast Revenue to OCOG
1994 Lillehammer	US\$229 million
1998 Nagano	US\$308 million
2002 Salt Lake	US\$443 million
2006 Turin	US\$406 million

OLYMPIC BROADCAST CONTRIBUTIONS TO THE NOCS

The success of the Olympic broadcast programme has enabled the IOC to provide significantly greater support for the NOCs with each Olympic quadrennium. The IOC contributes Olympic broadcast revenue to Olympic Solidarity, an IOC organisation that provides financial support to NOCs in need. The NOCs receive financial support for the training and development of Olympic teams, Olympic athletes and Olympic hopefuls. Increased support in recent years has enabled more nations throughout the world to develop Olympic programmes and Olympic teams.

Broadcast Revenue Contributions to NOCs

Olympic Quadrennium	Broadcast Revenue via Olympic Solidarity
Albertville / Barcelona 1989 – 1992	US\$51.6 million
Lillehammer / Atlanta 1993 – 1996	US\$80.9 million
Nagano / Sydney 1997 – 2000	US\$118.7 million
Salt Lake / Athens 2001 – 2004	US\$209.5 million

OLYMPIC BROADCAST CONTRIBUTIONS TO THE IFS

The IOC contributes Olympic broadcast revenue to the 28 IFs of Olympic summer sports and the 7 IFs of Olympic winter sports to assist in the development of sport worldwide. The continued success of the Olympic broadcast has enabled the IOC to deliver substantially increased financial support to the IFs with each successive Games. The chart below identifies the financial contributions that IOC Olympic marketing programmes have made to the IFs in recent years.

Broadcast Revenue Contributions to Summer IFs

Olympic Games	Revenue to IFs
1992 Barcelona	US\$37.6 million
1996 Atlanta	US\$86.6 million
2000 Sydney	US\$190 million
2004 Athens	US\$254 million

Broadcast Revenue Contributions to Winter IFs

Olympic Winter Games	Revenue to IFs
1992 Albertville	US\$17 million
1994 Lillehammer	US\$20.3 million
1998 Nagano	US\$49.4 million
2002 Salt Lake	US\$85.8 million
2006 Turin	US\$126 million

OLYMPIC BROADCASTING HISTORY

Television broadcasting has been the most significant factor in the promotion of the Olympic ideals and the growth of the Olympic Games worldwide. The following is a brief overview of key milestones in the history of Olympic television broadcasting.

1936 Berlin	<p>The first Olympic Games to be televised, in and around Berlin only, with a total of 138 viewing hours and 162,000 viewers.</p> <p>One of three cameras is capable of live coverage – only when the sun is shining.</p>
1948 London	<p>The first Olympic Games to establish the principle of the broadcast rights fee.</p> <p>BBC agrees to pay one thousand guineas (approximately US\$3000). Concerned about financial hardship to the BBC, the OCOG does not accept payment.</p> <p>More than 500,000 viewers, most residing within a 50-mile radius of London, watch the 64 hours of Olympic programming.</p>
1952 Helsinki	<p>The OCOG conducts broadcast rights negotiations for the first time.</p>
1956 Melbourne	<p>The breakdown of negotiations prevents transmission of the Olympic broadcast to important markets including the U.S.</p>
1956 Cortina	<p>The Olympic Winter Games are broadcast live for the first time.</p> <p>During the Opening Ceremony, the final Olympic torchbearer stumbles and falls over the television cable placed on the ice surface of the stadium.</p>
1958	<p>Television rights issues are incorporated into the Olympic Charter with the introduction of Article 49: “the rights shall be sold by the Organising Committee, with the approval of the IOC, and the revenues distributed in accordance with its instructions”.</p>
1960 Rome	<p>The Olympic Games are televised live for the first time to 18 European countries, and only hours later in the United States, Canada and Japan.</p>
1964 Tokyo	<p>For the first time, satellite broadcast coverage is used to relay images overseas.</p>
1966	<p>The IOC expands revenue sharing to include NOCs and IFs for the first time.</p>
1968 Mexico City	<p>The Olympic Games are broadcast live in colour for the first time.</p> <p>Slow-motion footage is available live.</p>
1972 Sapporo	<p>Japanese network NHK provides the television feed for broadcasters to choose the coverage they want – the model for today's host broadcast organisation.</p>
1984 Los Angeles	<p>Television and radio rights acquired by 156 nations.</p> <p>More than 2.5 billion people view the Olympic Games.</p>

1992 Albertville/ 1992 Barcelona	<p>For the first time in Olympic broadcast history, a multi-tier television structure is operated in several countries.</p> <p>The main national broadcaster sub-licenses coverage of additional events to other cable and satellite broadcasters, expanding the total sports coverage.</p> <p>Surveys of the U.S., the U.K. and Spain show an average of seven out of ten people tune in to Albertville, and more than nine out of ten tune in to Barcelona.</p>
1994 Lillehammer	<p>Broadcast and marketing programmes generate more than US\$500 million, breaking almost every major Olympic Winter Games marketing record.</p> <p>More than 120 countries and territories view television coverage of the Games, compared to the 86 countries that broadcast 1992 Albertville.</p> <p>For the first time, the Winter Games are broadcast on the African continent, via M-Net and ART satellites.</p>
1996 Atlanta	<p>The Games are funded entirely via private sources, including broadcast rights.</p> <p>The IOC underwrites the cost of the transmissions to Africa.</p> <p>The broadcast reaches a record 214 countries.</p>
1998 Nagano	<p>Television coverage of the Games is provided to 180 countries and territories, compared to 120 countries for 1994 Lillehammer.</p> <p>The Olympic Winter Games are broadcast live in Australia for the first time.</p> <p>Olympic broadcasting firsts include video-on-demand and 3-D high-definition.</p>
2000 Sydney	<p>Olympic broadcast reaches 3.7 billion viewers in 220 countries.</p> <p>The IOC introduces Total Viewer Hours (TVH), a new method of measuring the Olympic television audience levels.</p> <p>The Games broadcast generates 36.1 billion Television Viewer Hours.</p> <p>The IOC and broadcast partners work to provide satellite coverage to East Timor.</p>
2002 Salt Lake	<p>2.1 billion viewers in 160 countries consume more than 13 billion TVH.</p> <p>For the first time, the host broadcaster covers all Winter events live.</p> <p>For the first time, 100 million viewers in India receive free-to-air coverage.</p>
2004 Athens	<p>More than 300 television channels provide a total of 35,000 hours of dedicated coverage, and 3.9 billion viewers in 220 countries and territories each watched an average of more than 12 hours of coverage.</p> <p>For the first time, the Olympic Games are broadcast live in Azerbaijan. Live coverage is also available on the internet in several territories for the first time.</p>
2006 Turin	<p>The Turin Olympic Broadcast Organisation provided nearly 1,000 hours of live content – the most in Olympic Winter Games history. The Olympic broadcasters also maximised opportunities in new media technology, providing viewers with more access and greater choice through the Internet, mobile phones and multiple television channels. Television coverage is offered for the first time in HDTV and coverage is available for the first time on the mobile phone.</p>

BROADCAST RIGHTS FEES HISTORY: OLYMPIC GAMES

Further financial reports are made available following the completion of each Olympic quadrennium. The last complete Olympic quadrennium (2001-2004) was completed following Athens 2004. The next quadrennium (2005-2008) will be completed on 31 December 2008.

AMERICAS

Olympic Games	Broadcaster	Rights Fee
United States		
1976 Montreal	ABC	US\$25.0 million
1980 Moscow	NBC	US\$72.3 million
1984 Los Angeles	ABC	US\$225.6 million
1988 Seoul	NBC	US\$300.0 million
1992 Barcelona	NBC	US\$401.0 million
1996 Atlanta	NBC	US\$456.0 million
2000 Sydney	NBC	US\$705.0 million
2004 Athens	NBC	US\$793.5 million
2008 Beijing	NBC	US\$893.0million
Canada		
1992 Barcelona	CTV	US\$16.5 million
1996 Atlanta	CBC	US\$20.75 million
2000 Sydney	CBC	US\$28.0 million
2004 Athens	CBC	US\$37.0 million
2008 Beijing	CBC	US\$45.0 million
Central/South America		
1992 Barcelona	OTI*	US\$3.55 million
1996 Atlanta	OTI	US\$5.5 million
2000 Sydney	OTI	US\$12.0 million
2004 Athens	OTI	US\$18.0 million
2008 Beijing	OTI	US\$28.0 million
Caribbean		
1996 Atlanta	CBU**	US\$190,000
2000 Sydney	CBU	US\$200,000
2004 Athens	CBU	US\$350,000
2008 Beijing	CBU	US\$500,000
Puerto Rico		
2000 Sydney	Teleonce	US\$1 million
2004 Athens	Telemundo	US\$1.25 million
2008 Beijing	Telemundo	US\$1.58 million

* OTI = Organización de la Televisión Iberoamericana

** CBU = Caribbean Broadcasting Union

ASIA

Olympic Games	Broadcaster	Rights Fee
Asia		
1992 Barcelona	ABU*	US\$2.2 million
1996 Atlanta	ABU	US\$5.0 million
2000 Sydney	ABU	US\$12.0 million
2004 Athens	ABU	US\$15.1 million
2008 Beijing	ABU	US\$17.5 million
Japan		
1984 Los Angeles	Japan Pool	US\$19.0 million
1988 Seoul	Japan Pool	US\$50.0 million
1992 Barcelona	Japan Pool	US\$62.5 million
1996 Atlanta	Japan Pool	US\$99.5 million
2000 Sydney	Japan Pool	US\$135.0 million
2004 Athens	Japan Pool	US\$155.0 million
2008 Beijing	Japan Pool	US\$180.0 million
Arab States		
1992 Barcelona	ASBU**	US\$550,000
1996 Atlanta	ASBU	US\$3.75 million
2000 Sydney	ASBU	US\$4.5 million
2004 Athens	ASBU	US\$5.5 million
2008 Beijing	ASBU	US\$8.5 million
Korea		
1984 Los Angeles	Korea Pool	US\$2.0 million
1988 Seoul	KBS	US\$2.85 million
1992 Barcelona	Korea Pool	US\$7.5 million
1996 Atlanta	Korea Pool	US\$9.75 million
2000 Sydney	Korea Pool	US\$13.75 million
2004 Athens	Korea Pool	US\$15.5 million
2008 Beijing	Korea Pool	US\$17.5 million

*ABU = Asia-Pacific Broadcasting Union

** ASBU = Arab States Broadcasting Union

EUROPE

Olympic Games	Broadcaster	Rights Fee
Europe		
1960 Rome	EBU*	US\$700,000
1964 Tokyo	EBU	n/a
1968 Mexico City	EBU	US\$1 million
1972 Munich	EBU	US\$2 million
1976 Montreal	EBU	US\$6.6 million
1980 Moscow	EBU	US\$7.1 million
1984 Los Angeles	EBU	US\$22 million
1988 Seoul	EBU	US\$30.2 million
1992 Barcelona	EBU	US\$94.5 million
1996 Atlanta	EBU	US\$247.5 million
2000 Sydney	EBU	US\$350 million
2004 Athens	EBU	US\$394 million
2008 Beijing	EBU	US\$443.4 million

*EBU = European Broadcasting Union

OCEANIA

Olympic Games	Broadcaster	Rights Fee
Australia		
1984 Los Angeles	Channel 10	US\$10.6 million
1988 Seoul	Channel 10	US\$7.4 million
1992 Barcelona	TV Olympics	US\$34 million
1996 Atlanta	Channel 7	US\$30 million
2000 Sydney	Channel 7	US\$45 million
2004 Athens	Channel 7	US\$50.5 million
2008 Beijing	Channel 7	AUD\$78.8 million
New Zealand		
1992 Barcelona	TVNZ	US\$5.9 million
1996 Atlanta	TVNZ	US\$5 million
2000 Sydney	TVNZ	US\$10 million
2004 Athens	TVNZ	US\$3.5 million
2008 Beijing	TVNZ	US\$4.25 million

BROADCAST RIGHTS FEES HISTORY: OLYMPIC WINTER GAMES

AMERICAS

Olympic Winter Games	Broadcaster	Rights Fee
United States		
1976 Innsbruck	ABC	US\$10.0 million
1980 Lake Placid	ABC	US\$15.5 million
1984 Sarajevo	ABC	US\$91.55 million
1988 Calgary	ABC	US\$309.0 million
1992 Albertville	CBS	US\$243.0 million
1994 Lillehammer	CBS	US\$295.0 million
1998 Nagano	CBS	US\$375.0 million
2002 Salt Lake City	NBC	US\$545.0 million
2006 Turin	NBC	US\$613.4 million
Canada		
1984 Sarajevo	CBC/CTV	US\$1.8 million
1988 Calgary	CBC/CTV	US\$3.4 million
1992 Albertville	CBC	US\$10.1 million
1994 Lillehammer	CTV	US\$12.0 million
1998 Nagano	CBC	US\$16.0 million
2002 Salt Lake City	CBC	US\$22.0 million
2006 Turin	CBC	US\$28.0 million
Central/South America		
1980 Lake Placid	Televisa	US\$100,000
1984 Sarajevo	Televisa	US\$250,000
1988 Calgary	selected countries	US\$310,000
1992 Albertville	selected countries	US\$459,000
1994 Lillehammer	selected countries	US\$501,000
1998 Nagano	OTI	US\$985,000
2002 Salt Lake City	OTI	US\$1.25 million
2006 Turin	OTI	US\$1.75 million
Caribbean		
1984 Sarajevo	Bermuda	US\$6,750
1988 Calgary	no broadcast	
1992 Albertville	Trinidad & Tobago	US\$5,000
1994 Lillehammer	selected countries	US\$13,500
1998 Nagano	Jamaica CVM	US\$12,000
2002 Salt Lake City	Jamaica CVM	US\$15,000
2006 Turin	no broadcast	

ASIA

Olympic Winter Games	Broadcaster	Rights Fee
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Asia

1984 Sarajevo	HK-TVB	US\$20,000
1988 Calgary	ABU	US\$278,000
1992 Albertville	ABU	US\$471,000
1994 Lillehammer	ABU	US\$515,000
1998 Nagano	ABU	US\$540,000
2002 Salt Lake City	ABU	US\$150,000
2006 Turin	ABU	US\$600,000

Japan

1980 Lake Placid	NHK	US\$1.05 million
1984 Sarajevo	NHK	US\$2.50 million
1988 Calgary	NHK	US\$3.90 million
1992 Albertville	Japan Pool	US\$9.0 million
1994 Lillehammer	Japan Pool	US\$12.7 million
1998 Nagano	Japan Pool	US\$37.5 million
2002 Salt Lake City	Japan Pool	US\$37.0 million
2006 Turin	Japan Pool	US\$38.5 million

Korea

1984 Sarajevo	KBS	US\$180,000
1988 Calgary	no broadcast	
1992 Albertville	no broadcast	
1994 Lillehammer	no broadcast	
1998 Nagano	KBS	US\$50,000
2002 Salt Lake City	Korea Pool	US\$750,000
2006 Turin	Korea Pool	US\$900,000

EUROPE

Olympic Winter Games	Broadcaster	Rights Fee
Europe		
1964 Innsbruck	EBU	US\$300,000
1968 Grenoble	EBU	US\$500,000
1972 Sapporo	EBU	US\$1.40 million
1976 Innsbruck	EBU	US\$1.20 million
1980 Lake Placid	EBU	US\$3.855 million
1984 Sarajevo	EBU	US\$5.6 million
1988 Calgary	EBU	US\$6.9 million
1992 Albertville	EBU	US\$20.3 million
1994 Lillehammer	EBU	US\$26.3 million
1998 Nagano	EBU	US\$72.0 million
2002 Salt Lake City	EBU	US\$120.0 million
2006 Turin	EBU	US\$135.0 million

OCEANIA

Olympic Winter Games	Broadcaster	Rights Fee
Australia		
1980 Lake Placid	ATRANSA	US\$60,000
1984 Sarajevo	Channel 7	US\$750,000
1988 Calgary	Channel 9	US\$1.14 million
1992 Albertville	Channel 9	US\$8.5 million
1994 Lillehammer	Channel 9	US\$5.0 million
1998 Nagano	Channel 7	US\$6.0 million
2002 Salt Lake City	Channel 7	US\$11.75 million
2006 Turin	Channel 7	US\$12.8 million
New Zealand		
1984 Sarajevo	BCNZ	US\$25,000
1988 Calgary	no broadcast	
1992 Albertville	TVNZ	US\$135,000
1994 Lillehammer	TVNZ	US\$500,000
1998 Nagano	TVNZ	US\$600,000
2002 Salt Lake City	TVNZ	US\$600,000
2006 Turin	TVNZ	US\$350,000

CHAPTER 4: OLYMPIC GAMES TICKETING

OLYMPIC GAMES TICKETING OVERVIEW

The Olympic Games ticketing programme is managed by the OCOG, with the approval of the IOC. The primary goal of Olympic Games ticketing programmes is to enable as many people as possible to experience Olympic Games ceremonies and competitions. The secondary goal of Olympic Games ticketing programmes is to generate necessary financial revenue to support the staging of the Olympic Games.

The OCOGs and the IOC work to ensure the availability of tickets are priced to accommodate the wide-ranging economic circumstances of the public and to establish ticket prices in accordance with the domestic market prices for major sporting events.

OLYMPIC GAMES TICKET SALES

Olympic Games and Olympic Winter Games ticketing programmes have been highly successful. In recent years, Olympic ticketing programmes have demonstrated the popularity of the Olympic Games in domestic host-country markets and around the world.

Olympic ticketing programmes continue to generate substantial revenue to support the staging of the Games. The charts below present an overview of recent Olympic Games and Olympic Winter Games ticketing programmes.

Olympic Games Ticketing Programmes

Olympic Games	Tickets Available	Tickets Sold	% of Tickets Sold	Revenue to OCOG
1984 Los Angeles	6.9 million	5.7 million	82%	US\$156 million
1988 Seoul	4.4 million	3.3 million	75%	US\$36 million
1992 Barcelona	3.9 million	3.021 million	77%	US\$79 million
1996 Atlanta	11 million	8.318 million	75%	US\$425 million
2000 Sydney	7.6 million	6.7 million	88%	US\$551 million
2004 Athens	5.3 million	3.8 million	71%	US\$228 million

Olympic Winter Games Ticketing Programmes

Olympic Winter Games	Tickets Available	Tickets Sold	% of Tickets Sold	Revenue to OCOG
1988 Calgary	1.9 million	1.6 million	84%	US\$32 million
1992 Albertville	1.2 million	900,000	75%	US\$32 million
1994 Lillehammer	1.3 million	1.207 million	92%	US\$26 million
1998 Nagano	1.434 million	1.275 million	89%	US\$74 million
2002 Salt Lake	1.605 million	1.525 million	95%	US\$183 million
2006 Turin	1.1 million	900,000	81%	US\$89 million

CHAPTER 5: OLYMPIC LICENSING

OLYMPIC LICENSING OVERVIEW

Olympic Movement organisations develop programmes to create Olympic Games-related products, merchandise and souvenirs for consumers through licensing agreements that grant the use of Olympic marks, imagery or themes to third party companies that market and manufacture the products. Olympic Games licensing includes the numismatic and philatelic programmes that create Olympic Games commemorative coins and stamps, two longstanding traditions within the Olympic Movement.

The Olympic Movement works to ensure that licensing programmes provide consumers with high-quality merchandise that suitably reflects the Olympic image and the Olympic Movement, and properly commemorates the Olympic Games and Olympic teams.

The Olympic Movement also works to ensure the authenticity and quality of Olympic Games merchandise through a comprehensive programme of trademark legislation, education, monitoring and enforcement. These efforts protect consumers from unauthorised or counterfeit goods, protect official Olympic licensees from rights infringements and protect the Olympic brand from the potential negative impact of low-quality unauthorised merchandise.

OLYMPIC GAMES LICENSING PROGRAMMES

Olympic Games licensing programmes are managed by the OCOGs under the direction of the IOC. Licensing programmes are brand driven, designed to promote the Olympic image and convey the culture of the host region within a controlled commercial environment. The charts below present an overview of recent licensing programmes and the revenue generated to support the Olympic Games and Olympic Winter Games.

Olympic Games Licensing Facts and Figures

Olympic Games	Licensees	Revenue to OCOG
1988 Seoul	62	US\$18.8 million
1992 Barcelona	61	US\$17.2 million
1996 Atlanta	125	US\$91 million
2000 Sydney	100	US\$52 million
2004 Athens	23	US\$61.5 million

Olympic Winter Games Licensing Facts and Figures

Olympic Winter Games	Licensees	Revenue to OCOG
1994 Lillehammer	36	US\$24 million
1998 Nagano	190	US\$14 million
2002 Salt Lake	70	US\$25 million
2006 Turin	32	US\$22 million

OLYMPIC NUMISMATIC PROGRAMMES

For decades, Olympic numismatic programmes have provided financial support to the Olympic Games and Olympic teams. A government that issues legal tender promises to redeem to the bearer the face value of the coin. The seigniorage (i.e. the difference between the coin's retail value and the production cost) remains as a profit to the issuing government. Governments that issue Olympic coins have often contributed some or all of the seigniorage to the cost of staging the Olympic Games or developing the nation's Olympic team.

Olympic Numismatic Programmes: Basic Facts

- Olympic coins date back to 425 BC, when tetra drachmas were struck by the competition victors to commemorate success in the Ancient Olympic Games.
- Olympic coins were first struck in modern times to commemorate the 1952 Helsinki Olympic Games. Issued at face value, legal-tender Olympic coins provided a means of raising funds without resorting to increased government taxation.
- Since 1951 more than 350 million Olympic coins have been sold, raising more than US\$1.1 billion for the issuing authorities and the Olympic Family.
- Olympic coin programmes throughout modern times have provided an estimated US\$700 million for the OCOGs, US\$20 million for the NOCs, and US\$21 million for the IOC.

OLYMPIC PHILATELIC PROGRAMMES

Since the first modern Olympic Games in 1896, Olympic philatelic programmes have raised awareness of the Olympic Games throughout the world, heightened interest in the history of the Olympic Movement and generated revenue for the Olympic Games and Olympic teams.

Olympic Philatelic Programmes: Basic Facts

- The partnership between the Olympic Games and philately, the collection and study of stamps, dates back to the first modern Olympic Games in 1896.
- More than 50 million Olympic stamp series have been issued by countries since the first modern Olympic Games.
- Since 1920, OCOGs have received revenue from philately and postal services either through a surcharge on stamps or through a gross sum on the sale of stamps.
- Olympic philatelic brochures are distributed by a series of agents throughout the world. By 2000, agents covered the globe, making Olympic stamps and brochures readily available.

OLYMPIC LICENSING, NUMISMATIC AND PHILATELIC HISTORY

1896 Athens	<p>A Greek philatelist proposes the issue of commemorative Olympic stamps.</p> <p>Olympic philatelic revenue helps to finance the building of Olympic venues including the rifle range in Kallathea and the cycle track in New Phaliron.</p> <p>A series of 12 stamps is issued on the inaugural day of the first modern Games.</p>
1912 Stockholm	<p>Approximately ten Swedish companies purchase sole-rights to take photographs and sell memorabilia of the Games.</p>
1928 Amsterdam	<p>The OCOG covers 1.5% of expenditures with philatelic programme revenue.</p> <p>Portugal issues stamps to finance its Olympic team's participation in the Amsterdam Games. The stamp is obligatory in Portugal for three days.</p>
1932 Lake Placid	<p>The OCOG solicits business organisations and retail stores to provide free merchandising and advertising tie-ins.</p>
1952 Helsinki	<p>The first Modern Olympic coin is struck. Finland began what was soon to become a tradition by issuing a 500 Markkaa circulating coin.</p>
1972 Munich	<p>The first Olympic coin programme dedicated to raising revenues to offset the cost of the Olympic Games. An extraordinary cooperation between the Ministry of Finance and the Bundesbank in Germany gave birth to a combined circulating and numismatic coin programme from which all revenues were directed to the OCOG. Over US\$300 million was raised from the market thereby allowing the government to avoid increased taxation to pay for the cost of the Games.</p> <p>An advertising agency acts as the Olympic licensing agent for the first time.</p> <p>Rights to use the official Olympic Games emblem are sold.</p> <p>Several types of licensing and advertising agreements are available.</p> <p>The image of the first official Olympic Games mascot, "Waldi," is licensed.</p>
1992	<p>137 countries issue 1,230,000 stamp series bearing the Olympic rings.</p> <p>The IOC introduces an Olympic coin programme to commemorate the centennial of the Olympic Movement. Five countries symbolising the five Olympic rings issued coins over a five year period. Managed by the IOC and with the cooperation of these partner countries a total of 94,000 gold and 530,000 silver coins were issued representing a sales value of US\$49 million making this the most successful coin programme of that time.</p>

1994 Lillehammer	<p>Broadcast and marketing programmes generate more than US\$500 million, breaking almost every major Olympic Winter Games marketing record.</p> <p>The licensing programme results in three times the forecast revenue and sets new standards of organisation and quality for future OCOGs.</p>
1994	Four albums of stamps commemorate the Olympic Movement centennial.
1996	More than 150 countries issue a total of 15 million Olympic stamps.
1998 Nagano	Three albums of Olympic stamps commemorate the Games.
2000 Sydney	<p>A large and very successful coin programme was introduced with the cooperation of the federal mint in Canberra and the state mint in Perth Australia. This coin programme used modern marketing strategies and offered the first coloured Olympic coin.</p> <p>Merchandise is coded with the DNA of renowned Olympic athletes to ensure product authenticity.</p> <p>On-line retailing is available for the first time.</p> <p>The concept of the Olympic Store is implemented for the first time, including the Olympic Superstore in Sydney Olympic Park.</p>
2004 Athens	<p>The Bank of Greece and the Ministry of Finance understood the potential of using seignorage as a source of revenue for the Olympic Games. Greece successfully issues 24 million 500 drachma Olympic coins into circulation and followed this up with 50 million 2 Euro Olympic coins.</p> <p>Athens 2004 launched an Olympic philatelic programme in November 2000 in cooperation with Elta, the Hellenic Post. A series of six non-royalty-bearing stamps were issued to commemorate the Athens 2004 Olympic Games, with new stamp designs released each year up to the commencement of the Games.</p>
2006 Turin	Italy had a modest numismatic coin programme but the experience of Greece was not lost on the Ministry of Finance. 40 million 2 Euro circulating Olympic coins were issued by La Zecca, the mint of Italy. The Torino 2006 philatelic programme included a series of seven stamps. One stamp was dedicated to the Torino 2006 mascots, while the others celebrated the cities hosting Torino 2006 competitions. At the commencement of the XX Olympic Winter Games, nine additional stamps were issued, with eight depicting the Olympic winter sports and one dedicated to the Paralympics.

APPENDIX

FUNDAMENTAL PRINCIPLES OF OLYMPISM

Modern Olympism was conceived by Pierre de Coubertin, on whose initiative the International Athletic Congress of Paris was held in June 1894. The International Olympic Committee (IOC) constituted itself on 23 June 1894.

The Olympic Charter is the codification of the Fundamental Principles, Rules and Bye-laws adopted by the IOC. It governs the organisation and operation of the Olympic Movement and stipulates the conditions for the celebration of the Olympic Games. The following are Fundamental Principles of the Olympic Movement, as stated in the Olympic Charter, in force as from 1 September 2004:

- Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.
- The goal of Olympism is to place everywhere sport at the service of the harmonious development of man, with a view to encouraging the establishment of a peaceful society concerned with the preservation of human dignity.
- The Olympic Movement is the concerted, organised, universal permanent action, carried out under the supreme authority of the IOC, or all individuals and entities who are inspired by the values of Olympism. It covers the five continents. It reaches its peak with the bringing together of the world's athletes at the great sport festival, the Olympic Games. Its symbol is five interlaced rings.
- The practise of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play. The organisation, administration and management of sport must be controlled by independent sports organisations.
- Any form of discrimination with regard to a country or person on grounds of race, religion, politics, gender or otherwise is incompatible with belonging to the Olympic Movement.
- Belonging to the Olympic Movement requires compliance with the Olympic Charter and recognition by the IOC.

THE OLYMPIC MOVEMENT AND COMMERCIAL PARTNERSHIPS

Olympic marketing programmes have contributed significantly to the growth of the Olympic Movement, the Olympic Games, and sport worldwide.

The IOC, in accordance with the Olympic Charter, continues to ensure the priority of sport in a commercial environment. The IOC maintains the following policy objectives with regard to the commercial initiatives related to the Olympic Movement and the Olympic Games:

- To ensure that no advertising or other commercial message in or near the Olympic venues is visible to the Olympic Games venue spectators or to the Olympic Games broadcast audience. No advertising or commercial messages are permitted in the Olympic stadia, on the person of venue spectators, or on the uniforms of the Olympic athletes, coaches, officials, or judges.
- To ensure a clean telecast by all Olympic Games broadcasters. Images of Olympic events are not allowed to be broadcast with any kind of commercial association.
- To control sponsorship programmes and the number of major corporate sponsorships. The IOC constructs and manages programmes in which only a small number of corporations participate. The TOP VI worldwide sponsorship programme today has twelve Partners, each with global category exclusivity. OCOG programmes are also designed to maximise support for the Games through the minimum number of partnerships.
- To control sponsorship programmes to ensure that partnerships are compatible with the Olympic ideals. The IOC does not accept commercial associations with tobacco products, alcoholic beverages (other than beer and wine), or other products that may conflict with or be considered inappropriate to the mission of the IOC or to the spirit of Olympism.

THE IOC EXECUTIVE BOARD

President Jacques Rogge

The Executive Board, founded in 1921, consists of the IOC President, four Vice-Presidents and ten other members. All the members of the Executive Board are elected by the Session, by secret ballot, by a majority of votes cast, for a four-year term. Among many responsibilities, the IOC Executive Board oversees and approves the marketing policy developed and proposed by the IOC Marketing Commission at the IOC Session.

For more information:

http://www.olympic.org/uk/organisation/ioc/executive/index_uk.asp

IOC MARKETING COMMISSION

Chairman Gerhard Heiberg

The IOC Marketing Commission was established as the IOC New Sources of Financing Commission in 1983 to ensure the financial stability of the Olympic Movement. The New Sources of Financing Commission became the IOC Marketing Commission in 1997.

IOC Marketing Commission: Mission

Olympic marketing should help perpetuate the work of the Olympic Movement, by providing resources, programmes and financial support. All programmes and actions of a partner should be designed to enhance and protect the Olympic image and Olympic values.

IOC Marketing Commission: Mandate

- To review and study possible sources of financing and revenue for the International Olympic Committee (IOC) and the Olympic Movement, whilst ensuring that control of sport rests with sports authorities.
- To make recommendations to the IOC Executive Board regarding marketing and related programmes.
- To monitor the implementation of the IOC's marketing and related programmes, and report thereon to the IOC Executive Board.
- To seek means of maximising the potential benefits to the Olympic Movement available through association with marketing partners.

For further information:

http://www.olympic.org/uk/organisation/commissions/marketing/members_uk.asp

TV RIGHTS AND NEW MEDIA COMMISSION

Chairman Jacques Rogge

Mission

The TV Rights and New Media Commission is responsible for preparing and implementing the overall IOC strategy for future broadcast rights negotiations.

To this end, the Commission collects marketing intelligence and consults with experts, determines the rights and benefits packages to be sold, and organises the tender and negotiation process. The Commission also deals with issues pertaining to the current broadcast rights agreements. The IOC has signed long-term broadcast agreements for the Olympic Games in all major markets, up to 2008.

For further information:

http://www.olympic.org/uk/organisation/commissions/tv_and_internet/members_uk.asp

IOC TELEVISION & MARKETING SERVICES SA

Gerhard Heiberg

Chairman, IOC Marketing Commission

Timo Lumme

Managing Director, IOC Television & Marketing Services

IOC Television and Marketing Services SA was established by the IOC in 2005 following the acquisition of its exclusive marketing agency, Meridian Management SA, and the centralisation of Olympic broadcasting and marketing responsibilities.

Led by Managing Director Timo Lumme, IOC Television and Marketing Services is a wholly owned company of the IOC.



IOC
TELEVISION & MARKETING
SERVICES SA
SWITZERLAND

2008 BEIJING: BOCOG BASIC FACTS

The Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG) is responsible for the staging of the 2008 Olympic Games and for the management of the domestic marketing programmes that support the 2008 Olympic Games.



Beijing 2008

Election 2008 Host City: 13 July 2001
112th Session of the IOC
Moscow, Russia

Official 2008 Beijing
Web Site: <http://en.beijing2008.com/>

2010 VANCOUVER: VANOC BASIC FACTS

The Vancouver Organising Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) is responsible for the staging of the 2010 Olympic Winter Games and for the management of the domestic marketing programmes that support the 2010 Olympic Winter Games.



Vancouver 2010

Election 2010 Host City: 2 July 2003
115th Session of the IOC
Prague, Czech Republic

2010 Vancouver Web Site: www.vancouver2010.com

2012 LONDON: LOCOG BASIC FACTS

The London Organising Committee for the 2012 Olympic and Paralympic Games (LOCOG) is responsible for the staging of the 2012 Olympic Games and for the management of the domestic marketing programmes that support the 2012 Olympic Summer Games.



London 2012

Election 2012 Host City: 6 July 2005
117th Session of the IOC
Singapore

London 2012 Web Site: www.london2012.org/en/

2014 SOCHI: SOCHI BASIC FACTS

The Sochi 2014 Organising Committee is responsible for the staging of the 2014 Olympic Winter Games and for the management of the domestic marketing programmes that support the 2014 Olympic Winter Games.



Sochi 2014

Election 2014 Host City: 4 July 2007
119th Session of
the IOC Guatemala

Sochi 2014 Website: <http://sochi2014.com/>

CONTACTS

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