



INTERNATIONAL
OLYMPIC
COMMITTEE

FACTSHEET

LONDON 2012 FACTS & FIGURES

UPDATE - JULY 2013

HEADLINES

- All 204 NOCs competed at the Games
- More NOCs with media at the Games than during any previous edition
 - Record-breaking broadcast coverage
 - Large increases in social media followers
- All NOCs have now sent women to an edition of the Olympic Games
 - Strong legacies from the Games

The Games of the XXX Olympiad were filled with inspirational athletic achievements and set new standards for legacy planning. As a result, the London Games will deliver positive and long-lasting benefits for sport, the Olympic Movement, and the host city and nation.

LONDON 2012 PERFORMANCE

- 10,568 athletes (5,892 male / 4,676 female) competed.
- Competitors set 38 world records and 99 Olympic records.
- Michael Phelps (USA) became the most decorated Olympian after earning his 22nd medal.
- Ben Ainslee (UK) became the most decorated Olympic sailor after earning his fourth gold medal.
- Usain Bolt (Jamaica) secured his second straight Olympic sprinting double (100m and 200m).

UNIVERSALITY AND GENDER EQUALITY

- All 204 NOCs competed.
- 657 Olympic Solidarity athletes competed and 72 won medals.
- 85 NOCs had medal-winners, including seven first-time medals for Bahrain, Botswana, Cyprus, Gabon, Grenada, Guatemala and Montenegro.
- An athlete from South Sudan and three athletes from the former Netherlands Antilles competed under the Olympic flag.
- London 2012 saw record participation from women, who made up approximately 44 per cent of Games competitors.

- With the addition of women's boxing, women competed in all sports on the Olympic Programme for the first time.
- With the inclusion of female athletes in NOC delegations from Saudi Arabia, Qatar and Brunei Darussalam, all NOCs had sent women to the Games by 2012.
- Women athletes outnumbered men on 35 NOC delegations, from some of the smallest teams to the largest.

SHARING OLYMPIC VALUES

The London Games heralded a new era in Olympic broadcasting, with more traditional broadcast coverage than ever before, supplemented by unprecedented digital coverage that let fans access the Games anytime, anywhere. The 2012 Games were the first to fully embrace online and social media. The widespread media coverage brought Olympic values to life for audiences around the world.

- More National Olympic Committees (NOCs) had a media presence at London 2012 than at previous Games; journalists focusing on 172 NOCs were on site to cover the events.
- The combination of conventional broadcast media, and online and mobile platforms, made the Games available to a record potential global audience of 4.8 billion people in every corner of the world.
- Ninety per cent of the UK population watched BBC coverage of the Olympics, with 52 million people tuning in for at least 15 minutes.



- London 2012 was the most watched television event in American history, according to NBC, with more than 219 million viewers.
- For the first time, the IOC provided live broadcast of the Games via its YouTube channel. It recorded 59.5 million video views in 64 territories in Asia and Sub-Saharan Africa. Almost 60 per cent of the views were for live streams, with the remainder for video on demand services. The number of subscribers to the channel increased tenfold during the Games.
- Olympic broadcasters provided a record combined total of more than 100,000 hours of Games coverage, far exceeding the 61,000 hours that were available during the 2008 Games.
- For the first time, digital coverage exceeded traditional broadcast coverage. Every sport was available online, in real time, for US and British audiences. NBC, the US rights-holder, provided more than 5,500 hours of live coverage.
- London 2012 was the first Olympics to feature 3D broadcasts, with over 300 hours of 3D coverage.

OLYMPIC WEBSITES

- The London Organising Committee (LOCOG)'s website, london2012.com, became the world's most popular sports website, with 431 million visits from 109 million unique users.
- The IOC's website, olympic.org, attracted more than 16 million unique visitors during the Games, breaking the previous record of 10.6 million during the 2008 Games.

SOCIAL MEDIA

- London 2012's social media sites, including Facebook, Twitter and Google+, attracted 4.7 million followers.
- LOCOG reported that there were 150 million tweets about the Games – the most for any event ever according to Twitter - including 1.55 million "support

your team" tweets recorded for all 204 NOCs.

- The IOC's Facebook page added 700,000 Olympic fans during the Games, for a total of 4 million.
- The IOC's followers across all of its social platforms increased by 4.1 million during London 2012. The IOC now has about 20 million fans in total on its various online communities.
- The IOC's new Olympic Athletes' Hub brought together more than 3,000 athletes and nearly 300,000 Olympic fans to meet and interact online. Olympians participated in online chats and provided an inside view of life in the Olympic Village by sharing photographs, Twitter feeds and Facebook messages.

ECONOMIC IMPACT

- LOCOG broke even at GBP 2.41 billion.
- VISA projects that the economic impact of the Games will total GBP 5.3 billion by 2015, not including pre-Games impacts.
- Factoring in pre-Games construction and other early Games-related economic activity, an Oxford Economics study commissioned by the Lloyds banking group estimates that the Games will generate GBP 16.5 billion for the British economy from 2005 to 2017.

SPORTS LEGACY

INSPIRING A GENERATION

At the heart of the 2012 Games was a commitment to help people connect to sport by focusing the world's attention on sports' greatest athletes and giving today's young people better access to sports facilities, competition, coaching and sporting events.

- The British Government has appointed Seb Coe as its Games legacy chief working directly out of the Cabinet Office.



- A new youth sport strategy for the UK will invest GBP 1 billion in youth sport over the next five years and create 6,000 new community sports clubs.
- Sport England's GBP 135 million Places People Play initiative will fund upgrades for sports venues and support a regional network of sport and leisure facilities.
- 12,000 schools across England participated in the 2012 School Games, an initiative launched in 2010 to share the excitement of sport through intra- and inter-school matches, regional sports festivals and the first-ever national School Games at Olympic venues.
- The UK Government will invest an annual GBP 150 million in school sport in England.
- The Department of Education provided GBP 65 million to encourage efforts by physical education teachers to organise competitive sports, embed best practice and train primary school teachers.
- The Join In Trust project, supported by a government grant, is encouraging people to try out sport or volunteer, as a legacy of the Games. The first Join In weekend, in August 2012, featured over 6,000 events. There are plans for another one in 2013 and possibly beyond.
- Sported, a charity inspired by London 2012, is supporting over 2,000 grassroots community sports and clubs.
- International Inspiration, an ambitious plan to share the joy of sport with young people all over the world, engaged 12 million young people in 21 countries. Many participated in sport for the first time.
- The programme inspired over 35 new government policies, strategies or legislative changes that will make sport more accessible to young people.
- London 2012 also demonstrated the inspirational value of the Youth Olympic Games (YOG), which debuted in Singapore in 2010. The London Games

featured 156 athletes who participated in the first YOG. They represented 80 National Olympic Committees (NOCs), and 21 of the YOG veterans earned medals. Twelve of the medallists were young women.

DEVELOPING GRASSROOTS SPORT

- Places People Play invested GBP 20 million in grassroots sports clubs to benefit 377 community sports projects across England.
- Sport England will give GBP 493 million to grassroots sport between 2013 and 2017.
- In December 2012, Sport England's Active People Survey said that 750,000 more people were playing sport more than once a week than in December 2011, with women's participation up over 500,000.
- 100,000 adults were expected to participate in Olympic or Paralympic sports by the end of 2012 thanks to Sportivate, a nationwide campaign that encourages young people to try new sports by offering six-week coaching sessions.
- As many as 200,000 people are expected to benefit from the London Mayor's Participation Programme, which is upgrading sports facilities throughout the city.
- The annual RideLondon event – a two-day world class festival of cycling for amateur, club and elite cyclists - will be held in August 2013.
- Most Olympic venues will be available for both elite and community sporting events after the Games:
 - The Olympic Stadium will be home to English Premier League team West Ham United, host cultural and community events, as well as the 2017 Athletics Championships, and the 2017 Paralympic World Championships.



- The Aquatics Centre will be open to clubs, schools and the general public, as well as elite athletes.
- The Copper Box will become a multi-use sports centre for the community, and a venue for elite training and competition.
- Eton Manor will become a major community sports centre, featuring football pitches, tennis courts and a hockey centre.
- The Olympic Park will also host the 2015 European Hockey Championships
- Weymouth and Portland will offer state-of-the-art sailing facilities for community use and elite competition.
- The Lee Valley White Water Centre will be open to the public in addition to hosting world-class competition.

KNOWLEDGE TRANSFER

Organising Committees for future host cities of the Olympic Games, as well as Candidate Cities, took advantage of the IOC's Observer Programme to learn from London's experience.

- Observers participated in 50 visits to approximately 15 competition venues and 37 non-competition sites, in addition to five roundtables. The London 2012 Observer Programme involved:
 - Three Organising Committees for the Olympic Games:
 - 196 observers from Sochi 2014
 - 135 observers from Rio 2016
 - 45 from PyeongChang 2018
 - 3 Candidate Cities for 2020
 - 27 observers from Istanbul, Tokyo and Madrid

URBAN LEGACY

Locating the Games in East London revitalised an industrial wasteland and set the stage for future economic growth in what had been a struggling section of London. Work on the Olympic Park became the largest construction

project in Europe, delivering sports infrastructure, parkland and an Olympic Village that is designed to become a vibrant residential community after the Games – work is already underway in this regard.

- 75 pence of every pound spent on the Olympics went towards providing a lasting legacy to East London residents.
- Prior to construction, the Olympic Delivery Authority (ODA) excavated and cleaned more than 2.3 million cubic metres of contaminated soil.
- The UK government will invest GBP 300 million to transform the Olympic site into the "Queen Elizabeth Olympic Park", which will include housing, new schools, health centres, business space and sports venues.
- The Olympic Village is being converted into more than 2,800 flats in 11 residential plots, with spacious courtyards, gardens and balconies.
- Five new neighbourhoods will be established around the park to include 11,000 residences, one third of which will be affordable housing.
- All eight Park venues now have legacy tenants.
- The Aquatics Centre and the Copper Box will be operated by Greenwich Leisure Limited (GLL) for 10 years, starting in 2013. The Centre will be open to the local community and schools, and will host a range of swimming programmes, in addition to major national and European events. The Copper Box will serve as a multi-use sports and entertainment arena, hosting a variety of indoor sports at all levels.
- The VeloPark, which will be owned and managed by the Lee Valley Regional Park Authority, will be a world-class cycling facility where professional and recreational cyclists alike can train, supporting the continued development of competitive and non-competitive cycling across the UK. Lee Valley will also own and operate a Hockey Centre and a Tennis Centre, formerly the Eton



Manor Sports Complex, with four indoor and six outdoor tennis courts. The Hockey Centre will become England Hockey's national events venue and regional performance centre and has already been named as the venue for the 2015 European Hockey Championships.

- The IBC will have British Telecom's new sports television channel as an anchor tenant.

TRANSPORT

- Transport for London invested GBP 6.5 billion in transport infrastructure in preparation for the 2012 Games.
- Ten railway lines and 30 new bridges will continue to connect London communities after the Games.
- The UK's Home Office invested GBP 40 million in communications upgrades for London's Underground, doubling radio capacity at key stations to help authorities deal with any emergency.
- At least 60 Games-related projects promoted greener travel, including a GBP 10 million investment to upgrade pedestrian and cycling routes across London.
- A fleet of 200 electric vehicles transported Olympians, supported by 120 charging stations that created the UK's largest network of recharging points. The charging stations will support emission-free travel long after the Games.
- The transport centre set-up for the Games was used to help handle the end-of-year Christmas getaway in the UK last year.
- 86% of Olympic Park visitors travelled by rail.
- There was a 29% increase in the number of cyclists in central London during the Games compared with the previous year.
- London 2012 won the sustainable transport award at the Sustainability Leaders Awards.

CONSTRUCTION TRADES

- In the run-up to the Games, employment and training programmes helped women and black, Asian and minority ethnic (BAME) people develop skills and find jobs in the construction industry and other industries where these groups have traditionally been under-represented. BAME people found employment through "action on inclusion," LOCOG's minority recruitment programme, and ODA figures indicate that levels of employment for women and BAME workers exceeded the UK manual construction average.
- The Women into Construction project, funded by the London Development Agency and ConstructionSkills, recruited and placed 266 women directly into jobs with Olympic Park contractors, arranged over 362 training opportunities and provided employment support to 580 women to encourage them to continue working in the industry following the Games.

ENVIRONMENTAL LEGACY

The London Games set new standards for sustainable construction and development practices by integrating sustainability goals into all aspects of Games preparations.

- For the first time, an independent commission was established to monitor and publicly evaluate sustainability efforts. The Commission for a Sustainable London 2012 rated the overall effort "a great success".
- To reduce the environmental impact of the massive construction project, workers dredged the River Lea to create a canal network that was used to transport construction materials to the site.
- More than 98 per cent of the demolition waste from decrepit buildings that were torn down was recycled.



- Organisers are also developing 45 hectares of habitat, with a 10-year ecological management plan to encourage biodiversity.
- 300,000 plants were planted in the Olympic Park's wetlands area. Over 1,000 new trees were planted in East London.
- London 2012 generated 28% less carbon dioxide emissions than forecast.
- 62% of Games operational waste was reused, recycled, or composted.
- The London Olympic Athletes' Village is the largest sustainable homes project in the UK.
- The top ring of the Olympic Stadium was constructed from surplus gas supply pipes.
- The Basketball Arena, one of the largest temporary venues for any Games, was wrapped in 20,000 square metres of recyclable PVC fabric.
- The BMX Track incorporated 14,000 cubic metres of soil that was excavated, cleaned and reused from other Olympic Park construction sites.
- The Copper Box was covered with recycled copper and reduces water use by 40 per cent by recycling rainwater.
- The Velodrome was built with 100 per cent sustainably sourced timber. A unique mesh system holds the roof in place with a third less steel than in a conventional structure. The building is naturally ventilated, eliminating the need for air conditioning.
- The 29,000-m² Main Press Centre featured a "brown" roof made of moss, logs and other materials to create a wildlife habitat. It is to be converted to commercial office space.
- The Energy Centre employed innovative biomass boilers that burned woodchips and other sustainable fuels to supply heating and cooling to buildings throughout the Olympic Park. It will continue to serve the community now the Games are over.
- 99% of waste from installing and decommissioning Games venues was reused or recycled.
- 100% of Games operation waste was diverted from landfill.
- DOW Chemical will partner with UK building and development charity Article 25 and Axion Recycling to repurpose the wrap surrounding the Olympic stadium. The companies plan to use the textile wrap panels for reuse projects in the UK and for shelter solutions for at-risk children in Uganda and Rio.
- London 2012 won gold in the Environmental and Sustainability Sports Event Management awards.
- London 2012 was the inspiration for BS 8901, which led to ISO 20121, the first fully certifiable international Sustainability Management System standard.
- LOCOG's Food Legacy Pledge and several of the Changing Places projects will continue in legacy.

SOCIAL LEGACY

EDUCATION

- The Olympic and Paralympic Games inspired over 2,000 community projects designed to educate young people in the UK about sport, health & fitness, art and Olympic values.
- The official London 2012 education programme "Get Set" operated over a four-year period across the UK providing flexible teaching resources for over 25,000 schools and 6.5 million young people to assist them in learning more about the London 2012 Games, the Olympic and Paralympic values and global citizenship. An impressive 85 per cent of UK schools signed up to this programme.
- The "Get Set" programme is to be continued under the auspices of the British Olympic Association and the British Paralympic Association.



VOLUNTEERS

The 2012 Games compelled many UK citizens to make or renew a commitment to community involvement and volunteerism.

- 70,000 people served as Games Maker volunteers – 40 per cent of whom volunteered for the first time ever.
- In the run-up to the Games, Trailblazer volunteers performed a wide range of administrative duties one day a week, for a minimum of four months.
- Over 28,000 people served as Local Leaders, hosting events in their homes, gardens, streets and community centres to spread the Olympic spirit.
- 100 young people participated in the Young Leaders Programme, a BP-funded programme designed to help disadvantaged young people improve their interpersonal and communication skills. Participants worked on community service projects and volunteered at the Games.

THE CULTURAL OLYMPIAD

- The London 2012 Cultural Olympiad was the largest celebration of culture and the arts in the history of the modern Olympic and Paralympic Games, spanning four years.
- In the years leading up to the Games, more than 14 million people participated in or attended cultural events across the UK.
- Nearly 170,000 people attended 8,300 cultural workshops on various art forms.
- The Cultural Olympiad drew the participation of 25,000 artists representing all 204 NOCs.
- The Cultural Olympiad culminated with the 12-week London 2012 Festival, which drew 19.5 million people including 16.5 million attendances at free events.
- More than 3 million people paid to participate in London 2012 Festival events, including more than 1,450,000 who attended museum and gallery exhibitions and over 600,000 people who attended events, performances and

exhibitions as part of the World Shakespeare Festival.

- Performances included 130 world premieres and 85 UK premieres.
- The Olympic Park plays host to the Wireless and Hard Rock Calling festivals in July 2013.
- 54% of the Cultural Olympiad projects would not have taken place otherwise.

PUBLIC HEALTH

- GBP 30 million will be invested in a National Sports and Exercise Medicine Centre of Excellence to promote sport and physical activity within healthcare.
- A GBP 10 million “phenome” research centre, funded by the Medical Research Council and the Department of Health's National Institute for Health Research, will replace the London Olympic Games drug-testing laboratories. The research centre will help the UK better understand genetic data and disease and develop new drugs and patient treatments.
- Sportswear company adidas invested GBP 1 million in five giant multi-sport outdoor venues called adiZones to encourage Londoners to participate in sport.
- GE Healthcare provided a legacy gift of GBP 4.7 million of medical equipment for neonatal care to Homerton University Hospital in the London Borough of Hackney, an inner-city area with a high rate of premature birth.

DIVERSITY

The London Games supported diversity in sport and in the workplace with policies that promoted equal treatment regardless of gender, race, disabilities or age.

- Oscar Pistorius became the first double amputee to compete in the Olympic Games.
- The London 2012 Paralympic Games were the biggest ever, featuring over 4,000 athletes from 160 countries who competed in 20 sports.



- The Places People Play initiative included an GBP 8 million investment in helping people with disabilities break down the barriers to participation in sport.
- The Olympic Park was designed to be accessible to people with disabilities and included elements such as gentle gradients, wider aisles and entrances, and tactile surfaces and contrasting colours to help those with visual impairments move around. Designers also used computer modelling to ensure that spectators with disabilities had good sightlines to enjoy the events.
- More than 10,000 business opportunities were offered on CompeteFor, a brokerage service that made contracts available to a diverse range of suppliers, including minority-owned businesses and small- and medium-sized enterprises. The service is now used for other major projects.

ECONOMIC LEGACY

Games-related projects generated thousands of jobs during the worst global recession in more than 60 years, and economists expect continued economic benefits long after the Games.

BUSINESS OPPORTUNITIES AND JOBS

- Independent experts said Games preparations were a major factor behind a 1.2 per cent reduction in London's unemployment rate in early 2012.
- The 2012 Games are expected to create 17,900 additional jobs per year between 2012 and 2015.
- More than 46,000 people worked on the Olympic Park and Olympic Village, 10 per cent of whom were previously unemployed.
- For example, the Host Borough of Newham had 4,364 residents employed by LOCOG or by their contractors and a further 5,518 employed indirectly on the Games in the lead-up and at Games time.
- The Westfield Stratford shopping centre houses 250 retailers, 70 dining establishments and represents a GBP 1.4 billion investment in East London. The centre created 10,000 permanent new jobs from day one, including 2,000 for local people who were previously unemployed.
- Workers who found construction jobs as a result of London 2012 are estimated to earn, on average, GBP 40,000 each.
- About 98 per cent of the GBP 7 billion worth of contracts went to UK-based companies. About 94 per cent of LOCOG's GBP 1 billion worth of contracts went to UK businesses.
- At the close of London 2012, GBP 14 billion in new business deals had been announced, further strengthening the UK's international business legacy.
- The success of 2012 has created opportunities for UK companies to help deliver the Rio 2016 and Sochi 2014 Olympic Games, as well as the Qatar 2022 World Cup. Aecom UK has won an international competition to work on the Rio 2016 Olympic Park Master Plan, Populous designed the stadium for Sochi 2014, and a number of British companies have won around GBP 600 million-worth of contracts for Qatar 2022.
- The National Audit Office estimates that Games-related employment and skills programmes helped 34,500 people into employment by the end of 2010-11.
- 70% of LOCOG's suppliers were SMEs.
- 23.5% of staff directly employed by LOCOG during the Games and 21% of contractors were residents in the six host boroughs.
- Companies in every nation and region of the UK were awarded contracts.
- At the peak of the Games workforce, 39% of staff directly employed by LOCOG and 34% of contractors newly employed for the event had been previously unemployed.



- A survey of 600 large private and public sector organisations by British Telecom showed that four out of five predicted a post-Olympic boost in 2013.
- In agreement with the National Lottery, LOCOG gave GBP 1.3 million for the benefit of sport in the UK.
- LOCOG also donated GBP 7.4 million to UK Sport over its lifecycle.

TOURISM

The increase in tourism, attributable to a growing perception of London as a travel destination during and following the Games, will add as many as 14,000 new tourism jobs over the next three years.

- As a result of the Games, the UK is expected to welcome 4 million additional visitors by 2015.
- International visitors are expected to spend GBP 2.7 billion in the three-year period following the Games, resulting in a GBP 1.4 billion increase in economic output, on average, each year.
- The Orbit, the UK's tallest sculpture, is expected to become one of London's top tourist attractions, generating up to GBP 10 million a year.
- Over 31 million international tourists represent a 1% increase on 2011 and 2012 was the best year since 2008.
- London & Partners reported that visits to London were up 8% during September to December 2012.
- Visitor spending increased by 9 % during August 2012.
- A Visit Britain analysis shows that GBP 925 million was spent by foreign visitors during the Games, with many of them staying at least part of the time outside of London.

FIGHT AGAINST DOPING

The London 2012 Games had the most comprehensive testing programme of any Olympic Games in history.

- More than 5,000 tests - 4,005 urine and 1,057 blood – were conducted during the Games, after extensive pre-Games testing by NOCs and IFs. Games tests were conducted on the top five competitors, plus two at random in each race.
- The WADA-accredited laboratory, located in Harlow, used state-of-the-art technologies. The facilities were operating 24 hours a day, seven days a week with a team of more than 150 anti-doping scientists from several countries.
- The IOC will keep all samples for eight years to enable further testing when new technologies become available

ATTITUDES

It is easy to see the value of new sports venues, transport infrastructure and other tangible Games-related assets, however, the Games also provide other lasting benefits that are harder to see and measure.

- According to a poll by Freeview for the British Pride Index, three-quarters of UK residents felt proud to be British at the end of the Games. Many speculated that the UK's success at the Olympics – which 88 per cent of the UK's population is thought to have watched – is responsible for the surge of national pride.
- Research shows that 74 per cent of UK adults agree that the Paralympic Games has shown the world how to treat people with disabilities with respect and equality. This is an improvement on the 52 per cent expectation set in June 2010.
- 44% of respondents from 11 key overseas economies to a British Council survey in December 2012 thought that the UK's influence over world affairs had improved, 36% were more likely to visit the UK, and 35% were more tempted to study or do business in the UK.



- In a Guardian/ICM poll from December 2012, 78% of voters believed that London 2012 “did a valuable job in cheering up a country in hard times” and 79% of men and 77% of women said the Games were “well worth the cost”.
- LOCOG polling during the Games showed that 70% of children were more positive about sport, while over 80% of respondents also said that the Games were impressive, that the country can be proud, and that they improved London and the UK’s global image.

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