

# marketingMATTERS

THE OLYMPIC MARKETING NEWSLETTER

MAY 2001

PUBLISHED BY THE INTERNATIONAL OLYMPIC COMMITTEE

## Final Sydney 2000 Marketing Overview

The Sydney 2000 marketing effort was the most successful in the history of the Olympic Games. Final results from all marketing programmes have been calculated.

Sydney has established records in tickets sales, broadcast audience and Internet traffic. Sydney 2000 exceeded Bid revenue targets for all marketing programmes, including broadcast, sponsorship, ticketing and

licensing. Final results from marketing programmes are presented in the *Sydney 2000 Marketing Report*, which was published the first week of May.

*"For the past two decades, the Olympic Games have increasingly inspired peace, and the Olympic athletes have continued to provide us with examples of human dignity, goodwill and fair play. The partnership between the Olympic Movement and the international business community has contributed significantly to these achievements by providing the stage for athletes from all countries to compete in the Olympic Games and by helping to make the Olympic Games the world's greatest event."*

— IOC President Juan Antonio Samaranch

This issue of *Marketing Matters* highlights Olympic marketing records and the key statistics and figures from Sydney 2000 Olympic marketing programmes.

This issue includes:

- final official revenue figures for all Sydney 2000 Olympic marketing programmes, including Olympic broadcasting, sponsorship, ticketing and licensing
- analysis of the scope and success of Sydney 2000 Olympic marketing programmes
- results from research conducted during and after the Games on the Olympic Image, broadcast and marketing

The *Sydney 2000 Marketing Report* is a testament to the marketing programmes that made the 2000 Olympic Games possible. The Report presents the breadth and quality of the programmes developed by the Olympic partners to support the Olympic ideal, as well as analysis of the return that the partners earned on their Olympic investments. For a copy of the *Sydney 2000 Marketing Report*, contact the IOC Marketing Department.

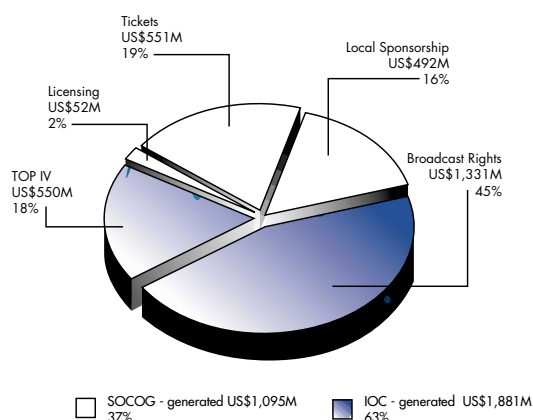


## Sydney 2000 Marketing at a Glance

### Sydney 2000 Marketing Revenue

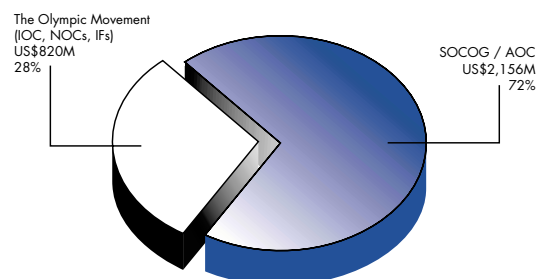
#### Revenue Generation 1997 – 2000

Sydney 2000 and the Olympic Movement



#### Revenue Distribution 1997 – 2000

Related to Sydney 2000



## Olympic Marketing Records

### Ticketing

- 92.4% of Olympic tickets sold

### Broadcast

- 3.7 billion viewers
- 36.1 billion total viewer hours

- 220 countries televising
- 3,500 hours of host broadcaster feed
- 29,600 hours of global coverage

### Internet

- 1.2 million peak hits per minute

## Contributions to the Olympic Movement, Athletes and the Games

- During the 1997 – 2000 Olympic quadrennium, the IOC's Olympic Solidarity and TOP programmes generated more than US\$200 million in support of the 199 NOCs.
- The 28 IFs of summer sports will receive a total of more than US\$160 million from the IOC in broadcast revenue allocations and marketing remuneration.
- For the first time, revenue from marketing partners provided Olympic athletes and officials with free travel and accommodation for Sydney 2000, at a combined value of more than US\$45 million.
- The Sydney local marketing programmes generated nearly US\$1.1 billion from local sponsorship, ticket sales, and licensing combined — more than doubling the total Sydney Bid revenue target of US\$379 million.
- The IOC contributed approximately US\$1.1 billion dollars in broadcast and TOP sponsorship revenue to Sydney for the staging of the Games, accounting for nearly 60% of SOCOG's budget.

## At a Glance: Olympic Marketing Research

### The Impact on Australia:

- The Australian Tourist Commission reported an 11% increase in visitors to Australia in 2000 and a 15% increase in visitors to Sydney during the month of September.
- Over the next four years, the Olympic Games promotional impact will drive an additional 1.1 million visitors to Australia.
- An additional US\$56 million in export earnings is expected in 2001 for Australia off the back of the Games.

- Research indicated that 88% of the 110,000 international visitors who came to Australia specifically for the Olympic Games are likely to return as tourists.

*[from the Australian Tourist Commission]*

### Spectator & Athlete Research:

- 96% of spectators and 89% of corporate guests at Sydney 2000 agreed that the Games would positively impact the image of Australia.
- 92% of Olympic athletes at Sydney 2000 agreed that "the Olympic Games is an experience of a lifetime".

- 86% of Olympic athletes and 80% of spectators at the Sydney 2000 Olympic Games believed that sponsorship contributes greatly to the staging of the Games.

### Global Marketing Research:

- 72% of survey respondents in 10 countries agreed that Olympic sponsors help support sport development throughout the world.
- 68% of survey respondents in 10 countries welcome commercial associations with the Olympics if it helps keep the Olympics going.

## At a Glance: Facts On Staging the Games

### Games Operations

- All venues were completed nine months before the Games (a new Olympic record)
- largest stadium in the history of the modern Games (110,000 seats)
- 1.1 million articles of clothing (outfitting Olympic and Paralympic staff)
- 1 million hours of training for the Games work force (110,000 people)
- 5 million hours of volunteer service

- 5 million pieces of furniture used
- 130,000 tons of steel used (supplied by BHP)
- 1 million simultaneous e-mails from Olympic venues provided by telecommunications network (Telstra)
- 500,000 mobile phone calls connected in Sydney Olympic Park during the afternoon and evening of the Opening Ceremony (most concentrated mobile coverage ever)

- 7,000 television broadcast images per second
- nearly 300 companies involved in staging the Games

### Athletes' Village

- largest single dining facility ever
- 50,000 meals per day
- 6,000 meals per hour

### Green Games

- Water recycling and management set an international benchmark for the use of reclaimed water by saving up to 850 million litres annually
- 400 tonnes of contaminated soil destroyed on site
- 30,000 tonnes of greenhouse gases saved at Games time
- 65% reduction in energy use in the Sydney Super Dome
- 80% cut in normal PVC use in Athletes' Village
- the world's largest solar-powered suburb (50% of normal energy consumption)

- 830 hectares of new parklands and open space created
- 16 million more sheets of paper saved compared to the Atlanta Games

### Olympic Arts Festival

- 4,000 artists
- 53 major productions
- 50 exhibitions
- 45 venues

### Olympic Transport

- The largest integrated transport system ever in Australia

- 24 hours a day for 19 days
- more than 30 million passenger trips
- a fleet of 3,500 vehicles
- more than 150,000 passengers from 900 aircraft per day used the newly built rail link from Sydney Airport
- 50,000 passengers per hour through the Olympic Park Railway station

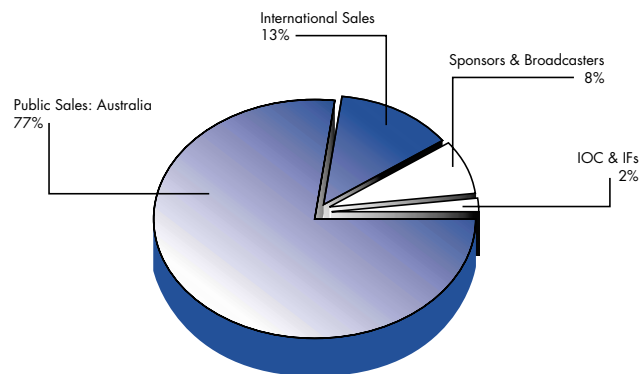
(Source: Reflection, an Initiative of the Australian Trade Commission)

## Sydney 2000 Tickets Set New Record











More than 92.4% of Sydney 2000 tickets were sold for Olympic events held in Sydney, far exceeding the previous record of 82.3% that had been set at the 1996 Atlanta Olympic Games. Including interstate football matches that were held in stadiums throughout Australia, 88% of Sydney 2000 tickets were sold overall.

- More than 6.7 million Sydney 2000 tickets were sold, out of 7.6 million available.
- The sale of tickets generated US\$551 million, more than tripling Sydney's original Bid forecast.
- 90% of Sydney 2000 tickets were purchased via public sale (77% in Australia; 13% internationally).

### Sydney 2000 Ticket Distribution



### Sydney 2000 Tickets: Top Sales Percentages by Sport

opening ceremony		99.77%
closing ceremony		99.73%
athletics		99.70%
triathlon		99.38%
gymnastics - rhythmic		99.32%
taekwondo		98.94%
swimming		98.83%
handball		98.78%
tennis		98.14%
cycling - track		97.82%

## Sydney 2000 Sponsorship

### Tremendous Support Commensurate with Return on Investment

Sydney 2000 was an exercise in sport sponsorship at its best. Partners contributed to the full scope of the Olympic festival and thrived with tangible business results. From the TOP Partners to the domestic Sydney 2000 sponsors, from corporate world leaders to growing Australian companies, Olympic

partners built upon the Olympic Games platform to ensure that the partnership delivered a strong return on the investment.

#### Return on the Olympic Marketing Investment:

- 92% of corporate guests at Sydney 2000 stated that Olympic Games sponsorship had a significant positive impact on a company's image.
- 84% of corporate guests stated that the

Olympic Games hospitality provided a valuable opportunity for corporate networking.

- 78% of corporate guests stated that Olympic Games sponsorship had a significant positive impact on corporate sales.
- 63% of corporate guests stated that the Olympic Games are a good place to showcase sponsor products and technology.

*"The Olympic Games have been an unmatched marketing platform for showcasing IBM technology on a global stage."*

— Eli Primrose-Smith, Vice President, Worldwide Olympic and Sports Sponsorships, IBM

*"If a company that's global wants to be associated with the absolute best, the crown jewel, in the sports world, the Olympics is what it is."*

— Mark McCormack, Chairman, IMG

## TOP Contributions (1997 – 2000)

The TOP IV programme generated more than US\$550 million in revenue between 1997 and 2000, distributed between the Sydney and Nagano Organising Committees, the 199 National Olympic Committees, and the IOC.

TOP directly contributed more than US\$200 million in revenue and technology support to SOCOG to stage the 2000 Olympic Games.

## TOP: One of the Highest Renewal Rates in Sport

The strength of the TOP sponsorship programme is evident in the fact that the programme enjoys one of the highest sponsorship renewal rates of any sports property. Many of the TOP Partners have participated in the programme since its inception in 1985. In the lead up to the Sydney 2000 Olympic Games, nine partners renewed their commitment to the Olympic Movement on a long-term basis.

*"[The Olympic Games] gives Xerox a chance to showcase our technology in front of a world body, and it also gives us a chance to showcase our people and our services and the solutions that we can bring to the world's premier sporting event."*

— Terry Dillman, Manager, Worldwide Olympic Marketing, Xerox

*"Sponsorship of the Sydney 2000 Olympic Games as Worldwide Partner has proved to be a powerful marketing tool for Samsung. Through our programmes we demonstrated our leadership in wireless communications technology globally, and leveraged our key business strategies for the twenty-first century."*

— Il-Hyung Chang, Vice President & Head of Olympic Projects, Samsung Electronics

*"The breadth and scope of humanity...the Olympics communicate that to everyone. The Olympics are special. They are about much more than sport — they are about human values."*

— Chuck Fruit, Vice President and Marketing Chief of Staff, The Coca-Cola Company

Two out of every three Olympic athletes at Sydney 2000 indicated that Olympic marketing was their sole source of financial support for training and development.

## Sydney 2000: Local Sponsorship Success

The Sydney 2000 Olympic Games local sponsorship programme was the most financially successful domestic programme in Olympic history, generating US\$492 million in revenue. The programme more than doubled the Sydney Bid revenue target and generated more revenue than the Atlanta 1996

domestic sponsorship programme in a marketplace that is nearly 15 times smaller.

*“Through our Bonds business we will generate in excess of 50 million dollars worth of incremental business.”*

— Kelvin Aldred, Corporate Manager Marketing & Olympic Programmes, Pacific Dunlop

*“The Lindemans sponsorship investment was recouped by September 1999, one year before the Games. Lindemans experienced a 58-percent increase in incremental sales — 32 percent within Australia, and 75 percent overseas.”*

— Christy McLeod, Olympic Sponsorship Manager, Southcorp Wines

## Olympic Sponsorship Research

- 80% of Sydney 2000 spectators agreed that without sponsorship, the Games could not be held these days.
- 84% of Sydney 2000 spectators agreed that sponsorship does help make it possible for national teams to attend the Olympic Games.
- 75% of Sydney 2000 spectators agreed that they welcomed sponsor support of the Olympic Games if it helps keep them viable.

## Ambush Marketing Research

- 66% of spectators at Sydney 2000 felt strongly that only companies that actually sponsor the Games should be allowed to use an Olympic message in their advertising.
- 90% of corporate guests at Sydney 2000 agreed that it is wrong for companies to deliberately avoid paying for Olympic rights.
- 71% of spectators at Sydney 2000 agreed that it is wrong for a company to deliberately avoid paying for Olympic rights.

## The Success of Sydney 2000 Licensing

The Sydney 2000 licensing programme generated nearly US\$500 million in retail sales of Olympic merchandise, becoming a retail phenomenon by the time of the Games and one of the most powerful brands in the Australian marketplace.

Royalties generated more than US\$52 million in direct revenue, surpassing the Sydney Bid target of US\$33 million by more than 55%.

## Sydney 2000 Licensing

Total Retail Sales	US\$490 million
Total Revenue	US\$52 million
Year 2000 Sales Revenue	US\$34.1 million
Total Revenue Projection	US\$33 million

This is unprecedented Olympic licensing success, especially considering the population of the host country. Sydney 2000 licensed merchandise generated royalty revenue of approximately US\$2.50 (US\$30 at retail)

from every man, woman and child in Australia — a great achievement compared to the previous Games, which delivered 32 cents for every person in the host country.

## The Olympic Stores

- More than 5 million people visited The Olympic Store in Centrepont Sydney.
- An average of 45,000 customers per day entered the Superstore in Sydney Olympic Park, and the Superstore surpassed its budget of US\$7 million by Day 9 of the Games.

## Sydney 2000 Sets Global TV Records

The Sydney 2000 Olympic Games are the most watched sport event ever. More than 3.7 billion people tuned in to watch. This represents a 20% increase over the 1996 Atlanta Olympic Games. Sydney 2000 was broadcast in 220 countries and generated more than 36.1 billion television viewing hours.

Nine out of every 10 individuals on the planet with access to television watched some part of the Olympics. In major markets, an average of 19 hours of airtime every day was dedicated to coverage of the Sydney 2000 Olympic Games.

### Sydney 2000 Broadcast Audience

Global Viewers	3.7 billion
Possible Viewers*	3.8 billion
Total Viewer Hours**	36.1 billion

\*Possible Viewers is the United Nations estimate of the number of individuals worldwide over the age of four who have access to television.

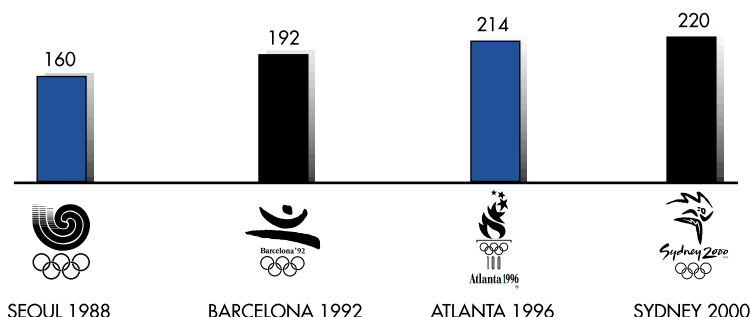
\*\* Viewer hours per programme is the duration of a programme multiplied by the programme audience. The sum of viewer hours for all Olympic Games programmes is the Total Viewer Hours.

*“The success of the Olympic Games in Sydney is clear. These record-breaking results are a strong indicator of the worldwide exposure afforded to the Olympics and shows the importance of this sporting event to billions of fans in every part of the globe.”*

— Richard W. Pound, Chairman, IOC Marketing Commission

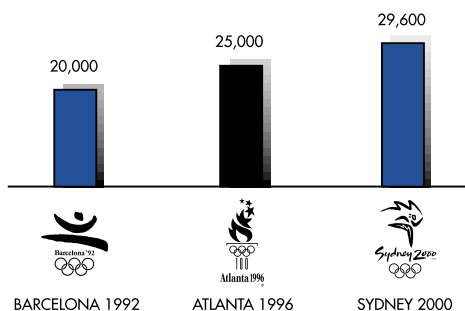
The 2000 Olympic Games was televised in 220 countries and territories, with 90 percent of coverage broadcast on channels available to the entire population of each country.

### Countries Televising the Olympic Games



Television coverage of the Sydney 2000 Olympic Games totaled 29,600 hours — equal to 1,220 days or nearly three and a half years of continuous 24-hour per day programming.

### Countries Televising the Olympic Games



## Sydney 2000 Broadcast Research:

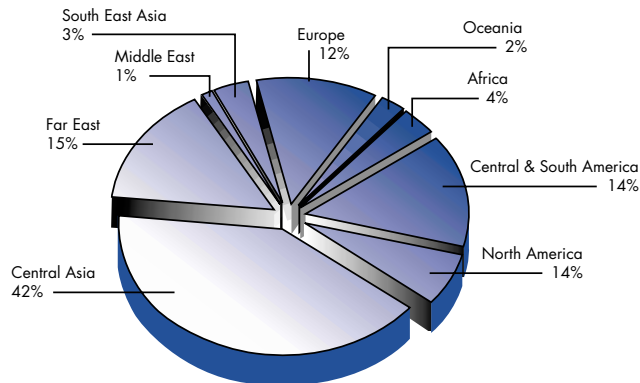
- 95% of Olympic spectators in Sydney stated that they also watched the Olympic Games on television.
- 47% of Olympic spectators in Sydney said that they watched the Olympic Games on television for three or more hours per day — equal to a minimum of 51 hours throughout course of the Games.

## Sydney 2000 Broadcast: Across the Continents

Sydney 2000 set a new standard in Olympic Games broadcasting. In many markets around the world, the Olympic Games broadcast enjoyed unprecedented ratings success and reached new highs in coverage hours, viewership and average viewing hours.

### Percentage of Viewer Hours by Region:

36.1 billion Total Viewer Hours



### Oceania

#### Australia

**Records:** Sydney 2000 broke all known broadcast records

**Coverage:** More than 400 network hours; 816 cable hours

**Average viewing:** 49 hours per viewer

**Success:** The Closing Ceremony broadcast earned a 92.4% market share, a 51 rating, and an audience of 8.7 million home viewers

#### New Zealand

**Average viewing:** 49 hours per viewer (more than double the previous Games)

*"Seven's coverage of the Games of the XXVII Olympiad established new records in audience delivery, with peak audience of 10.4 million viewers for the Opening Ceremony, and 93 percent of all Australians watching the network's Games coverage. In all, each of the 17 days of the Sydney Games established new viewing records."*

— Kerry Stokes, Chairman, Seven Network Australia

### Americas

#### United States

**Coverage:** 440 hours (double the coverage of Atlanta 1996)

**Viewers:** 228 million

**Success:** 70% increase over NBC's norm for prime time

#### Canada

**Coverage:** Approximately 800 hours (300% increase over previous Games)

**Average viewing:** 20 hours per viewer

### Africa

**Success:** 20% increase in average viewing over previous Games

#### East Timor

**Coverage:** The IOC and Olympic broadcast partners worked to deliver satellite coverage

**Success:** 1,000 viewers often turned up to watch the Olympic Games on a single television; crowds of 600 viewers gathered regularly at eight Olympic Games video projector sites

#### South America

**Average viewing:** 23 hours per viewer in Brazil

**Average viewing:** 18 hours per viewer in Mexico

**Coverage:** 400 hours in each country



## Asia

### Japan

**Coverage:** More than 980 hours across six network channels and two satellites

**Viewers:** 94 million

**Average viewing:** 42 hours per viewer (2.5 hours per day)

### China

**Viewers:** More than 900 million

**Average viewing:** 11 hours per viewer

## Europe

### Great Britain

**Coverage:** 318 hours

**Viewers:** More than 49 million

**Average viewing:** 10 hours per viewer

### Greece

**Coverage:** 360 hours (double previous Games)

**Success:** Audience shares across all channels reached 85%

### Germany

**Coverage:** More than 380 hours

**Success:** The Opening and Closing Ceremonies pulled audiences 10 times greater than 1996 Atlanta, and an audience share in excess of 50%

### Korea

**Coverage:** More than 360 hours

**Average viewing:** 19 hours per viewer

**Success:** Men's Soccer earned a 25.9 rating and 36% audience share

### Denmark

**Success:** Sydney 2000 Handball final match was the number one television sports programme of the year, with 1.5 million viewers and a record-breaking 93.8 audience share

### France

**Coverage:** 488 hours (increase of 100 hours over previous Games)

### Switzerland

**Coverage:** 730 hours

**Average viewing:** More than 11 hours per viewer

### Scandinavia

**Average viewing:** 13 hours per viewer

*"The BBC's Olympic coverage has helped it to the highest daytime audiences this year."*

— *The Times (United Kingdom)*

*"The Olympic ideals of peace, fraternity and noble contest resonated throughout the world... As in previous Games, this millennium's first Olympiad attracted the attention of countless people worldwide, again proving that the Olympics are the world's supreme sports festival."*

— *The Korea Herald*

*"I invite you to suggest a more successful event anywhere in the peacetime history of mankind."*

— *The Times (United Kingdom)*

*"One way to look at the Olympic Games is that they offer a unique opportunity for many people to observe in a natural way what is going on elsewhere in the world."*

— *Asahi Shinbum (Japan)*

*"Milestones in technology are falling like world records during the 2000 Olympic Games. Cutting-edge advances in Internet publishing, telecommunications, material sciences and medicine all are on display in Sydney, allowing the Games themselves to go higher, faster and stronger than ever before. Advance technology is so embedded in Olympic culture, in fact, that the event would die without it."*

— *The Salt Lake Tribune (United States)*



## The Internet and Sydney 2000

The Internet helped to provide the world with access to specific news, results and information about the Sydney 2000 Olympic Games.

- More than 8.7 million unique visitors logged on to Olympics.com.

- Olympics.com handled unprecedented Internet traffic of more than 11.3 billion hits and more than 230 million page views during the 16 days of the Olympic Games.

- Establishing a record for a sports event web site, Olympics.com peaked at 1.2 million hits per minute at 3:19 p.m. (Australian EDT) on September 27.

Although the Internet and Olympics.com proved to be a powerful tool in providing news and data to a record 8.7 million people around the world, the Sydney 2000 television broadcast, with 3.7 billion viewers globally, reached an audience more than 425 times greater.

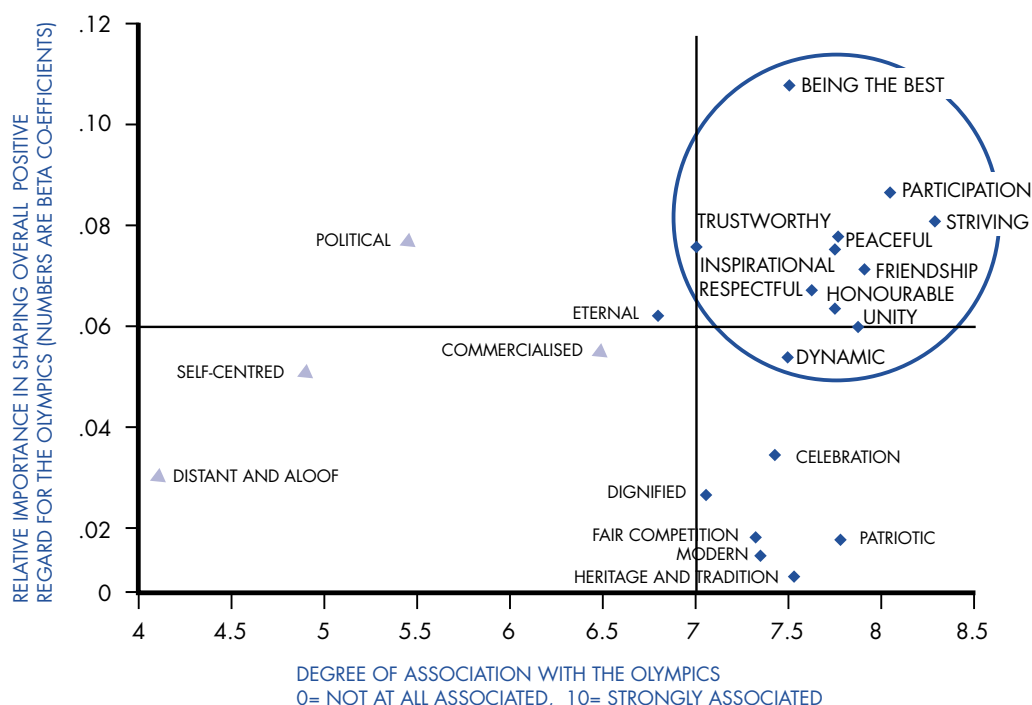
### Internet Traffic: Olympic Games Comparison

	Sydney 2000	Nagano 1998
Hits	11.3 billion	646 million
Peak Hits Per Minute	1.2 million	103,429

## Sydney 2000: Olympic Image Tracking Research

Olympic Image research was conducted in 10 countries in the fall of 2000, following the Sydney 2000 Olympic Games. At least 600 interviews were conducted in each country, with 100 interviews in each country being conducted with youth aged 12 – 17.

The attributes most closely associated with the Olympic Image are still positive, emotional and aspirational.



## Sydney 2000: Olympic Image Tracking Research – Continued

The Olympic Image research shows positive momentum on some of the most positive attributes of the Olympic Image.

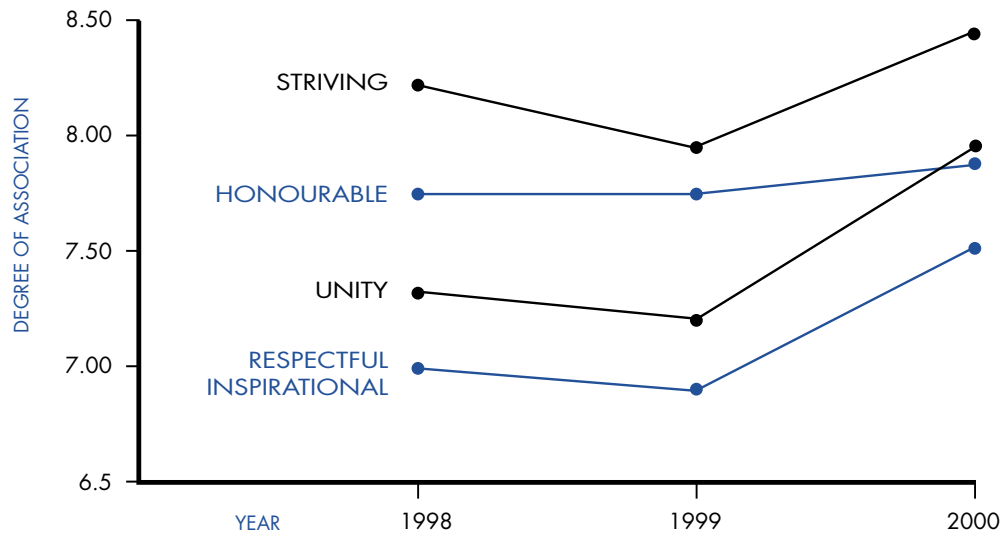


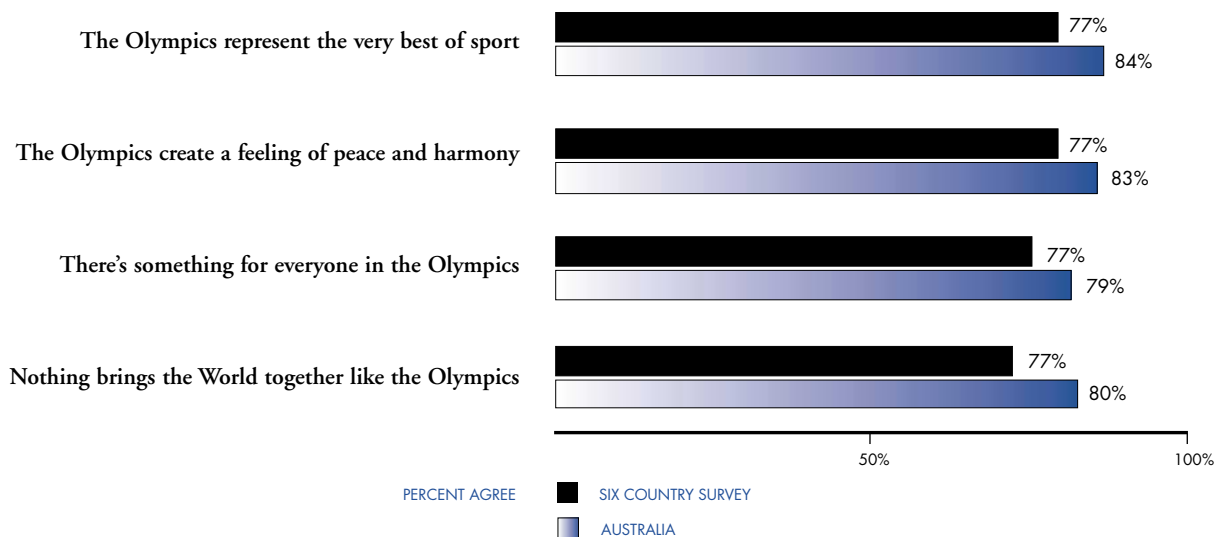
FIGURE TRACKS RESULTS AMONG THOSE AGED 16 – 49 IN BRAZIL, CHINA, FRANCE, RUSSIA, SENEGAL AND U.S.A.  
(2000 STUDY ALSO INCLUDED RESEARCH IN THE 12-17 DEMOGRAPHIC)

Positive regard for the Olympic Games is consistent across all age groups, but youth stand out as having an even more positive perception of the Games.

### Respondents aged 12 – 19:

- hold the Olympic Games in higher overall regard
- more closely associate the Olympics with the positive attributes of “friendship”, “fair competition”, and being “trustworthy”
- less closely associate the Olympic Games with potential negative attributes such as “commercialism” and being “political”

Results from the full survey illustrate that the Olympic Games possess a positive image throughout the world.



SIX COUNTRY SURVEY CONSISTS OF BRAZIL, CHINA, FRANCE, RUSSIA, SENEGAL AND U.S.A.

## Olympic Notes

### Next Issue: *Marketing Matters 19*



The next issue of *Marketing Matters* will be published at the end of June 2001. *Marketing Matters 19* will provide a comprehensive overview of Olympic marketing from 1980 to the present, covering the evolution of and highlights from the Olympic marketing agenda throughout the tenure of IOC

President Juan Antonio Samaranch. The issue will also focus on the key marketing issues confronting the 2008 Candidate Cities and the steps that already have been taken to develop the marketing plans for the 2008 Olympic Games.

### “Celebrate Humanity” Winter 2002

Following the success of the 2000 summer campaign, the IOC has reappointed TBWA/Chiat Day to develop a Winter version of the campaign, counting down to Salt Lake 2002. The new campaign will be launched at the IOC Session in Moscow this July.



**CELEBRATE HUMANITY.**

The summer campaign received more than \$150 million of coverage around the world:

- Broadcasters around the world aired the six television spots, providing extensive coverage for “Celebrate Humanity”. In Australia alone, media partners provided more than US\$10 million in media support

to the campaign, and CNN International aired the campaign around the world for more than eight months at a rate of 30 times per day.

- More than 100 countries aired the audio campaign on radio. “Celebrate Humanity” aired on 203 radio stations in 25 markets in

the United States.

- Global print versions of the campaign appeared in more than 30 U.S. and international publications.
- More than 30 international airlines aired “Celebrate Humanity” in the lead up to and during the Olympic Games.

*‘Sydney restored something to the Olympics you can’t measure on a balance sheet: Humanity.’*

— *Observer (United Kingdom)*

### Athens 2004 Sponsorship Success



The Organising Committee for the Olympic Games “Athens 2004” (ATHOC) has succeeded in developing key partnerships for the Games. In February 2001, ATHOC designated the Major National Sponsors for banking and brewery. Alpha Bank is contributing almost US\$70 million to the Athens 2004 Games, the largest sum ever given by a national sponsor to an Organising

Committee. Athinaiki Brewery has committed to support the Athens 2004 Games with a cash sponsorship of US\$16.5 million dollars.

In April, Greek companies Delta and Fage formed a joint venture to become the Major National Sponsor for the dairy products. ATHOC’s Sponsorship Programme has met 84% of its financial target, with only four of the foreseen sponsors, 40 months before the Games.

*“This is a phenomenal result for ATHOC and clear evidence of the confidence that the business community has about the Athens 2004 Games.”*

— *Michael Payne, IOC Marketing Director*

## Athens 2004 Sponsorship Success – Continued

ATHOC's national sponsorship programme is divided into three levels: Major National Sponsor, Official Supporter and Official Supplier. ATHOC expects 10 Major National Sponsorships.

ATHOC Major National Sponsorships to date:

<b>Alpha Bank</b>	Banking
<b>Athinaiki Brewery</b>	Alcoholic beverages
<b>Delta-Fage</b>	Dairy Products
<b>OTE</b>	Telecommunications
<b>Swatch</b>	Timing

## Torino 2006 Design Conference



Torino 2006 held their first design conference to begin the development of the new logo, look and identity for the 2006 Winter Olympic Games. More than 300 designers from the Italian design community attended the conference to understand the importance and impact of strong Olympic

Games identity. Guest speakers from the 1994 Lillehammer Winter Olympics, the Sydney 2000 Olympic Games and the upcoming 2002 Salt Lake City and 2004 Athens Olympic Games presented the identity plans and graphics for each of the Games. The Torino 2006 logo competition is expected to be announced in May, with responses due in July.

## Olympic Marketing Research Projects: Sydney 2000

- Global Broadcast Research: Analysis by Sports Marketing Surveys (SMS) in 21 countries
- Games-Time Research: Conducted on-site during Sydney 2000 by SMS
- Internet Interest Study: Conducted by Harris Interactive in the U.S.
- Youth Survey Study: Conducted by Harris Interactive in the U.S. with 7 million respondents
- Olympic Brand / Image Tracking: Conducted by Ipsos Reid in 10 countries after Sydney 2000

## FOR MORE INFORMATION

## PLEASE CONTACT



INTERNATIONAL OLYMPIC  
COMMITTEE

[www.olympic.org](http://www.olympic.org)

Château de Vidy  
1007 Lausanne  
Switzerland  
Tel: 41.21.621.6111  
Fax: 41.21.621.6216

François Carrard  
*Director General and  
Director of Communications*

Michael Payne  
*Marketing Director*

Karen Webb  
*Group Manager, Marketing  
Communications*



SALT LAKE 2002  
OLYMPIC

SALT LAKE ORGANISING  
COMMITTEE FOR THE  
OLYMPIC WINTER GAMES

[www.saltlake2002.com](http://www.saltlake2002.com)

Salt Lake City, UT  
USA  
Tel: 1.801.212.2002  
Fax: 1.801.364.7644

Mark Lewis  
*President and CEO, OPUS*

Caroline Shaw  
*Chief Communications Officer*



ATHENS 2004  
OLYMPIC

ATHENS ORGANISING  
COMMITTEE FOR THE  
OLYMPIC GAMES

[www.athens.olympic.org](http://www.athens.olympic.org)

Athens  
Greece  
Tel: (30.1) 20 04 000  
Fax: (30.1) 20 04 004

Marton Simitsek  
*Executive Director*

Serafim Kotrotsos  
*Head of Communications and  
Media*



TORINO ORGANISING  
COMMITTEE FOR THE  
OLYMPIC GAMES

[www.torino2006.it](http://www.torino2006.it)

Torino  
Italy  
Tel: (39.011) 63 10 511  
Fax: (39.011) 63 10 500

Fabio Fortina  
*Marketing Director*

Carl Drexler  
*Sponsorship Director*