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The Olympic Marketing Newsletter  
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# MARKETING matters

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## SYDNEY 2000: MARKETING SUMMARY

The Games of the XXVII Olympiad will benefit from what is expected to be the most successful Olympic marketing effort to date, as the Sydney 2000 Olympic Games marketing programmes are projected to break a number of key records.

### Olympic Broadcast to Set Global Records

Global unduplicated audience and total viewer hours are expected to be the highest of any sports event to date.

#### Sydney Broadcast Projections

*Global unduplicated audience:*

3.7 billion

*Total viewer hours:*

over 40 billion

Olympic Broadcasters around the world plan significant programming enhancements, increasing the duration of Olympic coverage to record-levels and broadening the sports coverage.

- Broadcast coverage will increase significantly in most countries.
- The Olympic Games will be broadcast live for the first time in at least seven countries.

### Sponsors Enhance the Olympic Experience

The 24 Team Millennium Olympic Partner (TMOP) sponsors will provide a greater level of support for operations and the Olympic athletes at Sydney 2000 than at any previous Olympic Games.

TMOP includes 13 local Olympic Games sponsors and 11 worldwide TOP Partners.

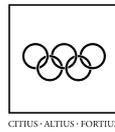
Sponsors have introduced new programmes to support the Olympic athletes, to support media activities, and to enhance the spectators' Olympic experience.

*"I believe that Sydney 2000 will set a new benchmark for strong partnerships between the Olympic Movement and the business community. Olympic Partners enhance the Olympic Games experience for all, while they promote the Olympic ideals of peace, friendship, and solidarity. Never has this been more true than with the Sydney 2000 Olympic Games."*

— Juan Antonio Samaranch, IOC President

*"Sydney has helped to set new standards in Olympic Marketing. The coordination of programmes that reflect the special nature of the Olympics and the support of marketing rights granted to the Olympic partners will establish new benchmarks for future marketing programmes."*

— Richard W. Pound, IOC First Vice President



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**Sydney 2000:  
A Financial Success**

In many respects, the Sydney 2000 Olympic Games have already made a surplus:

- US\$125 million (A\$179 million) has been provided in support and legacy funds to the Australian Olympic Committee.
- US\$367.5 million (A\$525 million) has been repaid to the New South Wales government for venue support and construction.

**The IOC will provide more than 60% of the SOCOG budget, contributing US\$1.1 billion in broadcast rights and worldwide sponsorship revenue.**

Broadcast and press facilities to support media at Sydney 2000 will be provided at a cost of more than US\$300 million.

Travel grants, with an estimated total value of US\$25 million, will be provided to all Olympic athletes for the first time at Sydney 2000.

Accommodation in the Olympic Village, will be free for all Olympic athletes and officials, a further estimated subsidy value of US\$20 million.

**Positive Economic Impact of the Olympic Games**

A 1999 Arthur Andersen/Center for Regional Economic Analysis report states that preparing for and hosting the Sydney 2000 Olympic Games will contribute US\$4 – \$5 billion and tens of thousands of full-time jobs to the Australian economy:

The Australian Tourist Commission (ATC) predicts that the Sydney 2000 Olympic Games will have a very positive effect on the local economy.

<i>International visitors attending the Games:</i>	250,000
<i>Olympic-induced visitors from 1997– 2004:</i>	1.6 million
<i>Economic benefit to Australia:</i>	A\$6.1 billion (US\$4.27 billion)

**From Atlanta to Sydney: 4 Years On**

Sydney 2000 is expected to set a new standard for major sports events in managing the overall look of the Games, in curtailing unauthorised commercial activity, and in protecting partner exclusivity. Important measures have been introduced to address some of the issues that caused concern in Atlanta during the Centennial Olympic Games.

- The Olympics Arrangement Act allows the New South Wales government to prohibit unauthorised advertising, presence marketing, and street vending during the Olympic Games.
- SOCOG, the New South Wales government, and the city of Sydney have implemented a co-ordinated Olympic Image programme throughout the Host City, which will include a series of Olympic Festival Programmes.
- SOCOG has managed a limited, quality-controlled Olympic merchandise licensing programme.
- The IOC has worked with members of the World Federation of the Sporting Goods Industry (WFSGI) on a marketing code of conduct that establishes guidelines on creating Olympic associations.

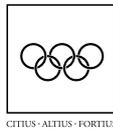
*“The Olympic sponsors have played a greater role than ever, not only in terms of technological support of the key operational systems, by making the entire Olympic Games experience unique for the athletes and the spectators alike.”*

— Dr. Jacques Rogge, Chairman,  
Co-ordination Commission for Sydney 2000

<b>Atlanta to Sydney</b>		
<b>Olympic Games Comparison</b>		
	ATLANTA 1996	SYDNEY 2000
<i>Participating Athletes:</i>	10,788	10,300
<i>Participating NOCs:</i>	196	199
<i>Sports:</i>	26	28
<i>Countries Televising:</i>	214	220
<i>Hours in Host</i>		
<i>Broadcast Feed:</i>	3,000	3,400
<i>Broadcast Revenue:</i>	\$898.2 million	\$1331.6 million
<i>Tickets Available:</i>	11.0 million	9.2 million
<i>Olympic Stadium Seats:</i>	83,100	110,000

<b>Melbourne to Sydney</b>		
<b>Olympic Games Comparison:</b>		
	MELBOURNE 1956	SYDNEY 2000
<i>Countries:</i>	67	199
<i>Athletes:</i>	3,178	10,300
<i>Sports:</i>	16	28
<i>Events:</i>	151	640 +



# SYDNEY BROADCAST: BREAKING OLYMPIC RECORDS

The Sydney 2000 Olympic Games broadcast is expected to shatter the marks set by the Atlanta 1996 Olympic broadcast in nearly all areas.

The Sydney 2000 Olympic Games will be broadcast in more countries and territories than any Olympic Games in history.

The total hours of Olympic host broadcaster coverage (i.e., the duration of live coverage of Olympic sporting action that the host broadcast organisation feeds to the Olympic broadcasters) is expected to increase more than 13% from Atlanta, from 3,000 hours to 3,400 hours.

Olympic Games	# of Countries Televising	# of Host Broadcast Hours
Barcelona 1992	193	2,700
Atlanta 1996	214	3,000
Sydney 2000	220	3,400

Sydney 2000 will be the largest and most-watched sport event broadcast in history.

- Olympic coverage will be broadcast to practically the entire world, reaching 3.7 billion people of the 3.9 billion people in the world who have access to television.
- Total Viewer Hours are expected to eclipse 40 billion viewer hours as a result of increased coverage, reach, and interest in the Olympic Games.
- The duration of broadcast coverage will break all records, with nearly half of the broadcasters increasing coverage.

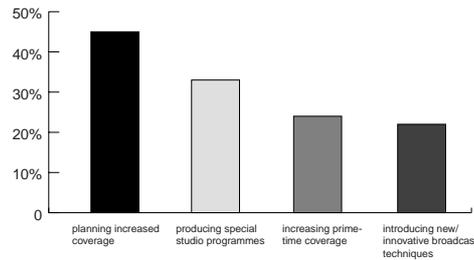
### Potential Audience Increase

3.9 billion of the world's 6 billion people now have access to television. An estimated 3.7 billion will watch some part of the Olympic Games, an increase of 700 million people over the broadcast reach of Atlanta 1996.

<i>Global Population</i>	6,000,000,000
<i>Potential Audience</i>	3,900,000,000
<i>Broadcast Reach</i>	3,700,000,000

### Coverage Enhancements

Two-thirds of all broadcasters intend to enhance coverage of the Sydney 2000 Olympic Games compared to Atlanta 1996 coverage.



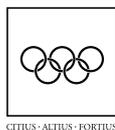
- More than 45% of all responding broadcasters are planning increased coverage.
- More than 33% will produce special studio programmes.
- More than 25% will increase prime-time coverage.
- Approximately 25% will introduce innovative broadcast techniques specifically for Sydney 2000.

In many countries, Olympic broadcasters will expand the number of hours of Sydney 2000 coverage over Atlanta 1996 coverage.

Country	Sydney	Atlanta	Increase
Australia	1,207	308	292%
Canada	1,039	244	326%
South Africa	930	174	434%
China	740	204	263%
Greece	452	161	181%
United States	442	169	162%
Japan	558	333	68%
Argentina	435	298	46%
South Korea	940	884	6%
Brazil	754	678	11%
U.K.	332	297	11%
Italy	340	282	21%
Russia	233	196	19%

Country	Hours
<i>Austria</i>	200
<i>France</i>	285
<i>Germany</i>	408
<i>Mexico</i>	200
<i>New Zealand</i>	220
<i>Poland</i>	284
<i>Spain</i>	416
<i>Switzerland</i>	668



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### Broadcasters Plan First-Ever Live Coverage

Broadcasters in several countries plan to air live Olympic Games coverage for the first time, including: Belarus, Gambia, Lithuania, Malta, Sri Lanka.

### The Seven Network: Broadcast Plans

The Seven Network, the official Olympic broadcast rights holder in Australia, plans to air 23 hours of free-to-air Olympic-related programming each day for the 17 days of the Sydney 2000 Olympic Games. In addition, Seven will provide two dedicated cable-television channels for 24 hours each day.

The Seven Network Programming hours:

- 391 hours of free-to-air programming
- 816 hours of cable television programming
- 1,207 hours total Olympic programming

The Seven Network's total coverage amounts to over 1,000 hours more coverage than NBC was able to provide in the U.S. for Atlanta 1996

*Seven Network Media Contact:* Shane Wood  
Tel: (Aus) + 61 2 9967 7901

### ABU Expands Coverage with Six Channels to Air Every Medal from Every Event

The Asia-Pacific Broadcasting Union (ABU) and TV New Zealand (TVNZ) Satellite Services have joined forces to provide a unique and highly-flexible satellite delivery service from Sydney 2000 — ensuring maximum exposure for the Olympic Games in the region.

ABU will provide rights holders with six channels of continuous live event coverage and two channels dedicated to providing unilateral feeds of news material and special features made by members in Sydney. This will allow ABU to schedule live coverage of most events and to show every medal from every event.

A total of 21 television and 3 radio networks in 17 countries will take the ABU feed.

*"The major benefit is the sheer volume of choice. It allows all receiving broadcasters to customise their broadcasts to suit their own unique audience, so interest in the Games is going to increase: ipso facto, sponsors and advertisers get more penetration. Providing the full six-channel service and letting the viewer make the choice is the ultimate in Olympic Games delivery."*

— Patrick Furlong, Senior Officer, Sports, ABU  
Tel: (Malaysia) + 60 3 282 1946  
Fax: (Malaysia) + 60 3 282 5292

### NBC Expands Coverage, Expects Profit

Olympic broadcaster NBC is expecting high viewership, excellent ratings, and a profit. NBC's target for the sale of advertising was \$780 million, \$100 million more than for the Atlanta Olympic Games in 1996. NBC paid \$705 million for the broadcast rights to Sydney 2000.

*"We are already assured of a small profit. We are still selling, and we anticipate closing up [in early September] at just over \$900 million."*

— Dick Ebersol, Chairman, NBC Sports

NBC will air a total of 441.5 hours: 162.5 hours on NBC, plus 279 on cable properties. This is more than twice the duration of the NBC coverage of Atlanta 1996.

*NBC Media Contact:* Gary Zenkel  
Tel: (U.S.) + 212 664 7200

### Total Viewer Hours: A New Audience Measurement

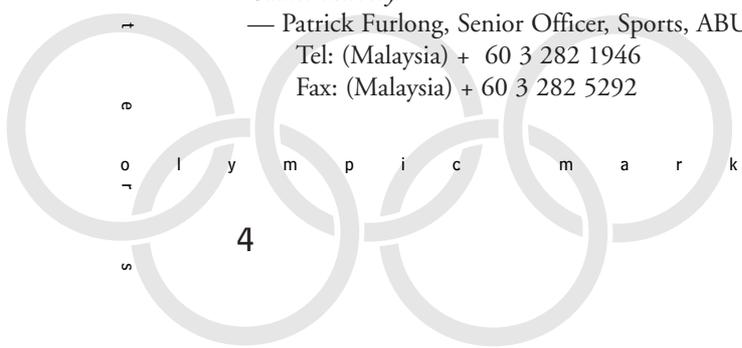
The IOC, with Sports Marketing Surveys, has developed a new broadcast audience measurement methodology called Total Viewer Hours (TVH), which measures the number of programming hours that have captured viewers' attention.

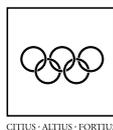
TVH uses the duration of the programme multiplied by the programme audience to provide the total viewer hours per programme. The sum of all the viewer hours per programme create the total viewer hours. The TVH formula measures the total number of hours watched by all viewers, allowing for comparison between events of different durations.

The previous measurement, cumulative audience (i.e., the sum of all audiences of all programmes broadcast), proved insufficient in that it gave equal value to each viewer without consideration of the duration of the programme or the viewing.

*"This new methodology for global audience measurement will provide a far more accurate analysis for tracking the broadcast — and provide for a clearer comparison with other programmes. It is far more important to understand the true unduplicated audience number, the true global reach, and the average viewing hours per market than some global cumulative audience that actually tells you very little."*

— Michael Payne, IOC Marketing Director





## Broadcast Increases Support for the Olympic Movement

The IOC has generated a record \$US 1.331 billion in revenue from the Sydney 2000 Olympic broadcast. This revenue represents significant growth from the Atlanta 1996 broadcast revenue total, as the Sydney 2000 broadcast generated marked increases in revenue from each country.

### Olympic Broadcast: Where the Revenue Goes

The IOC distributes broadcast revenue throughout the Olympic Movement, providing more than half of the broadcast rights to SOCOG for the staging of the Olympic Games.

### Broadcast Rights Revenue by Country: Games Comparison

Country	Network	2000*	1996*	1992*
United States	NBC	705.00	456.00	401.00
Canada	CBC	28.00	20.75	16.50
<i>Centl</i>				
So. America	OTI	12.00	5.50	3.55
Caribbean	CBU	0.20	.19	—
Europe	EBU	350.00	247.50	94.50
Africa	URTNA	10.50	7.00	—
Asia	ABU	12.00	5.00	2.20
Japan	Japan Pool	135.00	99.50	62.50
Arab States	ASBU	4.50	3.75	.55
Chinese Taipei	CTSP	3.00	1.90	—
Korea	Korea Pool	13.80	9.75	—
Philippines	PTNI	1.60	1.00	—
Australia	Channel 7	45.00	30.00	34.00
New Zealand	TVNZ	10.00	5.00	5.90
Puerto Rico	TELEONCE	1.00	—	—
<b>Total</b>		<b>1331.6</b>	<b>898.2</b>	<b>636.00</b>

\* Rights Fees in US\$ millions

### Sydney 2000 Broadcast Contributions:

Contribution	Revenue
To SOCOG	US\$798 million
To Olympic Family	US\$533 million

SOCOG will receive more broadcast revenue support than any previous OCOG.

### Broadcast Revenue Support for the OCOG: Olympic Games Comparison

#### Contribution to the OCOG

Barcelona 1992	US\$440 million
Atlanta 1996	US\$568 million
Sydney 2000	US\$798 million

SOCOG's share of Olympic broadcast revenue is:

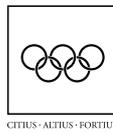
- 60% of the Olympic broadcast revenue total
- 33% of SOCOG's total budget
- US\$230 million more than Atlanta received

The IOC will distribute the remainder of Olympic broadcast revenue to:

- Olympic Solidarity, for sport development aid programmes for NOCs (2001 – 2004)
- International Federations (IFs)
- World Anti-Doping Agency (WADA)
- the IOC

### Sydney 2000 Broadcast: Population, Olympic Audience Reach, and Viewer Hours

Continent	Population	Olympic Audience Reach	Penetration Reach vs. Population	Estimated Viewer Hours 2000	Avg. Hours Watched Per Viewer
Africa	778,187,384	207,555,524	27%	1,411,357,796	6.80
<i>Central &amp;</i>					
South America	515,362,052	357,407,691	69%	5,472,530,384	15.31
North America	303,645,955	282,105,233	93%	4,568,131,161	16.19
Asia	3,568,868,139	2,180,334,578	61%	22,444,822,044	10.29
Europe	783,449,295	652,528,723	83%	7,383,245,380	11.31
Oceania	29,959,819	22,215,782	74%	585,324,250	26.35
<b>Totals</b>	<b>5,979,472,644</b>	<b>3,702,147,531</b>	<b>62%</b>	<b>41,865,411,014</b>	<b>11.31</b>



## SOBO: The Host Broadcaster

Sydney Olympic Broadcast Organisation (SOBO) is the host broadcaster for the Sydney 2000 Olympic Games. SOBO will provide to Olympic broadcasters the live feed of coverage of all Olympic competitions.

### Host Broadcaster Information:

#### **The Largest Sport Broadcast Ever**

- 3,400 hours of live coverage
- Coverage of 300 Olympic events
- 70,000 square-metre International Broadcast Centre (IBC) facility.
- 900 SOBO cameras, plus unilateral cameras from Olympic broadcasters
- 1,600 commentary positions
- 3,500 SOBO personnel
- 12,000 accredited rights holding personnel
- 400 videotape machines
- 58 control rooms and outside broadcast units

### International Broadcast Centre (IBC) Facts:

At the Sydney 2000 Olympic Games, the International Broadcast Centre (IBC) will include:

- 35 rights holder studios
- 1,600 broadcaster rooms
- a 402-monitor video wall
- 350 tons of electrical, video, communications, technical earth and power cables
- a 22-metre Skytower
- 300 kilometres of power cable

### *SOBO Media Contact:*

Melissa Fleming

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email: [Melissa\\_Fleming@SOBO.com.au](mailto:Melissa_Fleming@SOBO.com.au)

## Advertising & Sponsor Support for the Sydney Broadcast

While increasing profits, several broadcasters (including US and Australia) are reducing the number of advertising minutes by about 10% during their normal prime-time broadcasts. This will help reinforce the special nature of the Olympic broadcast, which is one of the last remaining events to forbid any form of commercial overlay over the actual sports or ceremonial coverage.

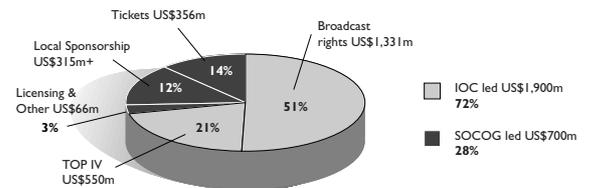
In the major markets, 75% of the advertising inventory has been purchased by Olympic sponsors — up from 20% less than ten years ago — meaning that most of the ads viewed during Olympic telecasts also will carry integrated Olympic-themed content.

## **SYDNEY EXCEEDS ALL REVENUE TARGETS**

The marketing rights for the Sydney 2000 Olympic Games will generate an estimated US\$2.6 billion in revenue for the Olympic Movement.

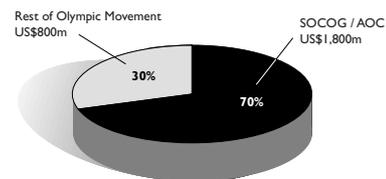
- 72% of the revenue total is generated by the IOC.
- 28% of the revenue total is generated by SOCOG.

The chart illustrates the percentages and the amount of revenue generated by IOC-led marketing programmes and by SOCOG-led marketing programmes.



SOCOG will receive the greatest percentage of Olympic marketing revenue to support the staging of the Sydney 2000 Olympic Games:

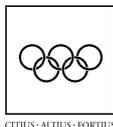
- 70% of Olympic marketing revenue will be contributed to SOCOG
- 30% of Olympic marketing revenue will be distributed by the IOC throughout the Olympic Family.



## Sydney Revenue Surpasses All Bid Projections

SOCOG has reached and surpassed its original revenue target from each revenue source.

At the time of Sydney's candidacy for the 2000 Olympic Games, the bid committee projected the amount of revenue that would be generated from each Olympic marketing programme. Today, SOCOG is supported by revenue that has far surpassed these projections in all areas.



**SOCOG Budget Comparison: Actual v. Bid**

IOC Programme Revenue Source	Revenue to SOCOG*	Sydney Bid Projection*
Broadcast rights	798	488
TOP	221	90
<b>SOCOG Programme Revenue Source</b>		
Local sponsorship	315	207
Tickets	356	139
Licensing & Other	66	51
<b>TOTAL</b>	<b>1,756</b>	<b>975</b>

\* in US\$ millions

Please note: TOP and Broadcast rights revenue comes directly from the IOC. The IOC also grants the Olympic marketing rights to enable SOCOG to generate revenue from local programmes.

**Olympic Marketing Fact – TV Sydney**

Sydney 2000 will be the largest broadcast ever. The Sydney Olympic Broadcast Organisation will provide 3,400 hours of sports coverage (204,000 minutes). It would take a broadcaster more than 144 days to air every moment of this coverage, without allowing any time for commercial breaks, interviews, or background programming.

## SPONSORS ENHANCE THE OLYMPIC EXPERIENCE

The IOC and SOCOG have worked with each of the official Olympic sponsors to develop programmes and initiatives that support the Olympic athletes, the media, and the spectators at the Sydney 2000 Olympic Games.

**The Athletes' Games: Sponsor Support**

SOCOG has given the Sydney 2000 Olympic Games the theme of "The Athletes' Games". The sponsors have taken this opportunity to develop new and innovative programmes to enhance the athletes' Olympic experience:

- *A rendezvous centre, sponsored by Samsung*, has been created for the first time at the Games, allowing athletes to meet with friends and family at Sydney Olympic Park.
- *A unique reunion and hospitality centre, sponsored by Visa*, has been created for all Olympians attending the Games. Expected to visit the reunion centre are Olympians from the past half century, including Mervyn Wood, who at 80 years of age is the oldest living Australian gold medalist (Rowing, 1948). Special events will be held to commemorate athletes from various Games in various sports.
- *An athlete family host programme, sponsored by Samsung*, will allow the families of Olympians stay in Sydney as guests of Australian families.
- *Enhanced systems from IBM and Kodak have simplified accreditation procedures* (e.g., the Olympic Identity Card and the Games Accreditation Card are now one item), helping to make the Olympians' entry into Australia quicker and more efficient.
- *Coca-Cola is expected to serve more than 6 million free drinks* to Olympic athletes and officials.

**SOCOG Receives Record Revenue from IOC**

SOCOG will receive US\$1.9 billion from the Olympic marketing programmes managed by the IOC and SOCOG combined.

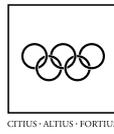
Approximately US\$1.1 billion, or approximately 60% of SOCOG's total budget, will come from IOC-managed marketing programmes.

The IOC has contributed US\$300 million more to SOCOG for Sydney 2000 than it did to the Atlanta Organising Committee for the staging of the Centennial Olympic Games.

**Olympic Revenue: Generation & Distribution Facts: An Olympic Games Comparison**

	SYDNEY 2000	ATLANTA 1996
OCOG-Generated Revenue*	700	800
IOC-Generated Revenue*	1,900	1,245
IOC-Generated Revenue distributed to the OCOG*	1,100	800

\* in US\$ millions



- *The IBM Surf Shack* in the Olympic Village will provide 50 personal computers for Olympians to communicate with fans via e-mail.
- *Kodak Digital medical imaging technology*: Enabling athletes' doctors to send x-ray images to off-site medical facilities.
- *The Physio Sport Massage Centre*, provided by IOC licensee Unilever, will provide sport massages and Physio Sport body care products to all Olympians — a first in the Olympic Village.

**Sponsor Support for Media:**

Media from around the world will benefit from the products, services, and technology of TOP Partners.

- *IBM puts information and results* at the media's fingertips with the most comprehensive results and INFO systems ever developed.
- *Kodak digital technology* allows the media to send photos from the Games around the world in seconds.
- *Xerox provides digital results documentation* and more than 2,000 pieces of document management equipment.
- *UPS works with Harley Davidson on an express film transfer service* from the Olympic venues to the Kodak film processing centre.

**Olympic Sponsors & Educational Programmes**

Sponsors have developed programmes to enhance the educational agenda of the Olympic Movement.

- *Visa Olympics of the Imagination*: Hosting 33 art contest winners aged 9 through 13 from 23 countries at the Olympic Games.
- *Coca-Cola Olympic Club Sydney & the Powerade Aquarius Training Camp*: Providing 300 children from 12 countries the opportunity to experience the Olympic Games.
- *Sydney 2000 Olympic Youth Camp*: McDonald's worked with NOCs around the world to select 400 young men and women from 191 countries to engage in cultural exchange at the Olympic Games.
- *Westpac Olympic Youth Programme*: Teaching Olympic ideals to Australia's 3.1 million school students, and allowing Olympic Ideals team project winners to attend the Games.
- *The Olympic Journey, presented by Westfield*: An Australia-wide memorabilia tour promoting Olympic history and ideals.

**Sponsor Support for Spectator Programmes**

Olympic sponsors enhance the Olympic experience for spectators and all Australians.

- *Coca-Cola RedFest*: Celebrations at venues

throughout Australia, enabling 90,000 people to view the Olympic Games Opening Ceremony on giant screens.

- *Olympic Expo at Sydney Olympic Park*: A series of sponsor activities designed to complement the visitors' experience at Sydney Olympic Park.
- *IBM Surf Shacks*: A Darling Harbour facility providing 20-30 personal computers for public use in sending fan-mail to Olympic athletes via e-mail.
- *"104 Years of Modern Olympic Games"*: A CD Rom file of memorable Olympic Images to be distributed to all spectators at the Opening Ceremonies, produced by Kodak to commemorate 104 years of Olympic association.
- *Kodak digital technology*: Allowing spectators to send photos from the Games around the world in seconds.

**Sponsors Advance Olympic Technology**

- Xerox will make Sydney 2000 *the first digitally documented Olympic Games in history*, with 1,000 compact discs comprising the digital "Official Results Book."
- Kodak will operate *the world's largest photo lab*, a facility of 21,000 square feet that will process more than 200,000 rolls of film for more than 1,000 photojournalists at an estimated rate of 15,000 photos per hour.
- IBM will power and operate [www.olympics.com](http://www.olympics.com), which is expected to *register the greatest number of hits of any site over a two-week period*.

**Sponsors Support Olympic Aid:**

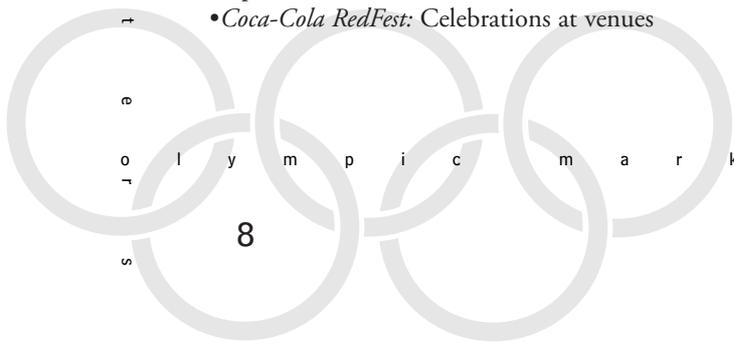
Several Sydney 2000 Olympic marketing partners have developed promotional activities to support Olympic Aid.

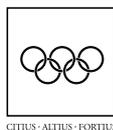
Olympic Aid is an athlete-driven initiative to raise funds for and awareness of refugee children and other children in situations of disadvantage in the lead up to and during Sydney 2000. Olympic Aid beneficiaries include several sports-related programmes in conjunction with the United Nations High Commissioner for Refugees.

Olympic Aid was established by four-time Olympic gold medalist and IOC Member Johann Olav Koss.

For more information on Olympic Aid, contact:

Carl Solomon  
Tel: (Aus) + 61 2 9245 2011  
Mobile: + 61 411 277 089  
e-mail: [carl@olympicaid.com](mailto:carl@olympicaid.com).

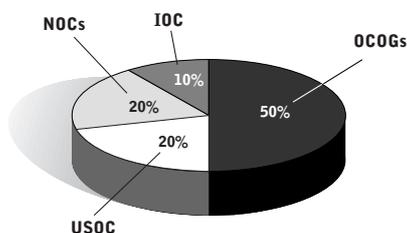




### The TOP Programme

TOP (The Olympic Partners) is the worldwide sponsorship programme of the IOC. TOP Partners provide the Olympic Movement and the Games with finances as well as value-in-kind contributions (VIK) of products, services, technology, and personnel in exchange for worldwide Olympic marketing rights.

The current generation of the TOP programme is estimated to generate US\$550 million in revenue for the 1997 – 2000 quadrennium. The IOC distributes TOP revenue throughout the Olympic Family based on a formula for revenue distribution presented in the chart.



\* The OCOGs' combined revenue share is actually higher than 50%, due to certain technology agreements providing substantial additional VIK contributions each OCOG for overall Olympic Games operations.

### The TOP Partners – Worldwide Olympic Sponsors:



Non-Alcoholic Beverages  
www.cocacola.com

#### Corporate Contact Information:

**Scott McCune**  
Vice President, Coca-Cola Marketing & Director,  
Worldwide Sports  
Tel: (U.S.) + 1 404 676 8176

**Scott Jacobsen**  
Manager, Global Sports Communications  
Tel: (U.S.) + 1 404 676 7059

In 1928 Coca-Cola was a sponsor of the Amsterdam Olympic Games. Coca-Cola has sponsored every Olympic Games since.

Coca-Cola became a charter member of the TOP programme in 1986. Coca-Cola has agreed to participate in TOP programme through 2008.

#### Coca-Cola's Sydney 2000 Contributions:

- Products of The Coca-Cola Company and The Minute Maid Company refresh athletes, officials, and spectators.
- Coca-Cola Olympic Club Sydney & the POWERaDE Training Camp: Programmes offering 300 teenagers with the opportunity to experience the Olympic Games.
- Coca-Cola Radio: Providing fully-equipped broadcast booths to nearly 60 top-rated radio stations from 12 countries.
- Coca-Cola Pin Trading Centre: Located in Darling Harbour, the Pin Trading Centre will serve pin enthusiasts and collectors.
- RedFest: A series several high-profile festival events at special venues in the state capitals of Adelaide, Brisbane, Melbourne, Perth and Sydney will give Australians the Olympic experience of their lives.

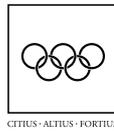
#### Olympic Sponsorship Revenue Figures:

TOP Revenue 1997–2000: US\$550 million  
 TOP Revenue to SOCOG: US\$221 million  
 Local Sponsorship Revenue: US\$315 million

#### TOP Partners:

#### Long-term Commitments to Support the Olympic Movement

Company	Product Category	First Olympic Association
Coca-Cola	Non-Alcoholic Beverages	1928
IBM	Information Technology	1960
John Hancock	Life Insurance/Annuities	1994
Kodak	Film/Photographics & Imaging	1896
McDonald's	Retail Food Services	1976
Matsushita (Panasonic)	Audio/TV/Video Equipment	1988
Samsung	Wireless Communications Equipment	1998
Sports Illustrated/Time	Periodicals/Newspapers/Magazines	1980
UPS	Express Mail/Package Delivery Service	1994
Visa	Consumer Payment Systems	1988
Xerox	Document Publishing & Supplies	1964



Information Technology  
[www.ibm.com](http://www.ibm.com)

*Corporate Contact Information:*

**Eli Primrose-Smith**

*Vice President, Worldwide Olympic Sponsorship*

Tel: (U.S.) + 1 914 765 4700

**Craig Lowder**

*Director, Communications*

Tel: + (U.S.) + 1 914 766 3275

IBM began its support for the Olympic Movement in 1960. The company joined the TOP programme in 1993 as a member of TOP III.

IBM is providing the Sydney Organising Committee for the Olympic Games with a technology solution to deliver real-time results from each event, as well as information to athletes, officials, media, and fans around the world.

#### **IBM's Sydney 2000 Contributions**

- Three core information systems are integral to the IBM solution: (a) the Games Management Systems; (b) the Results System; and (c) INFO, an intranet-based information resource for the 260,000 members of the media and the Olympic Family.
- IBM is powering and maintaining [www.olympics.com](http://www.olympics.com)
- IBM FanMail web site ([www.ibm.com/fanmail](http://www.ibm.com/fanmail)) allows fans to send messages to athletes.
- IBM Surf Shacks, located in the Olympic Village for athletes and in Darling Harbour for the public.
- More than 850 IBM technology specialists will work on the Olympic information technology systems.
- More than 200 IBM specialists and volunteers will run the technology at Stadium Australia alone.
- Approximately 7,000 IBM Personal Computers and ThinkPads will be connected to the Olympic Games IT network to provide access to critical data within the venues and to communicate with the Central Results System.
- More than 2,000 INFO workstations and kiosks will be located throughout the Olympic venues.



Life Insurance/Annuities  
[www.jhancock.com](http://www.jhancock.com)

*Corporate Contact Information:*

Becky Collet

*Manager, Sports Marketing, Public Relations*

Tel: (U.S.) + 1 617 572 6435

[rcollet@jhancock.com](mailto:rcollet@jhancock.com)

In 1993 John Hancock became a sponsor of the Centennial Olympic Games and the United States Olympic Committee.

In 1994 John Hancock joined the TOP programme as a member of TOP III. John Hancock has signed an agreement to participate in the TOP programme through 2004.

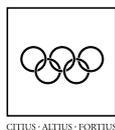
John Hancock offers a broad range of financial products and services worldwide. John Hancock's Olympic involvement focuses on athlete support and grass-roots community support. The company has developed a tradition of powerful and moving Olympic advertising and promotional programmes that spread the Olympic messages of fair play, friendship, unity and peace.

#### **Olympic Marketing Fact – Internet**

During the Sydney 2000 Olympic Games, the official Games website, [www.olympics.com](http://www.olympics.com), is expected to register the greatest number of hits of any site over a two-week period. The IOC, together with other members of the Olympic Family, jointly filed a civil suit in a U.S. federal court on 20 June 2000 to shut down more than 1,800 unauthorised websites that misuse official Olympic trademarks.

#### **Olympic Marketing Fact – Technology**

The Sydney 2000 Olympic Games will feature the world's largest photo lab, a facility of 21,000 sq. ft. Kodak will process 200,000 rolls of film in support of the more than 1,000 photojournalists who will cover the Olympic Games



## Kodak

Film/Photographics and Imaging  
[www.kodak.com](http://www.kodak.com)

### *Corporate Contact Information:*

**Manuel Rivera**

*Director, Corporate Partnerships*

Tel: (U.S.) + 1 770 522 2816

**Charlie Smith**

*Director, Corporate Media Relations*

Tel: (U.S.) + 1 716 724 4513

In 1896 Kodak supported the Olympic Movement at the first modern Olympic Games in Athens. Kodak became a charter member of the TOP programme in 1986. Kodak has signed an agreement to participate in the TOP programme through 2008.

At the first modern Olympic Games in 1896, Kodak ran an advertisement in the Book of Official Results. Most recently, the Kodak Image Center processed more than 135,000 rolls of Kodak film at the Centennial Olympic Games in Atlanta.

Kodak has played a major role in capturing and presenting the most memorable images in Olympic history. Over the past 25 Olympiads, virtually every moment has been recorded on Kodak film.

### Kodak's Sydney 2000 Contributions:

- For the duration of the Games, the Kodak Imaging Center is the largest commercial photo lab in the world, developing an estimated 15,000 pictures an hour in support of the more than 1,000 photojournalists on-site in Sydney.
- Kodak provides its digital technology to assist in the accreditation process and will provide more than 20,000 identification badges to Olympic athletes, officials, and staff.
- Kodak will provide all x-ray film and diagnostics imaging software for the Sydney medical centers. Kodak Digital medical imaging will enable athletes' doctors to send x-ray images to off-site medical facilities for on-the-spot consultations.
- Kodak digital technology will allow consumers and the media to send photos from the Olympics around the world in seconds.



Retail Food Services  
[www.mcdonalds.com](http://www.mcdonalds.com)

### *Games-time Media Contact:*

**McDonald's Media Information Hotline:**

(Aus) + 61 133 623

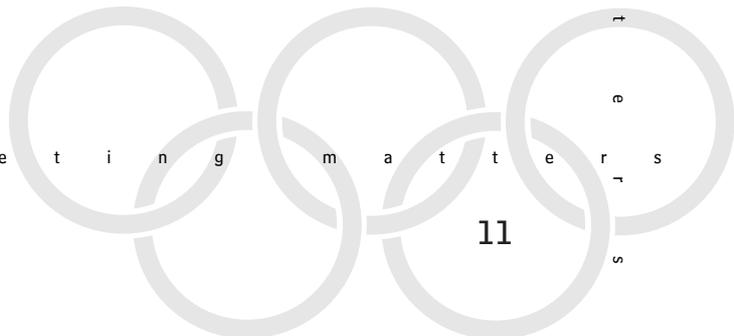
In 1976 McDonald's first served as an official sponsor of the Olympic Games in Montreal.

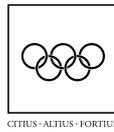
McDonald's joined the TOP programme in 1997 as a member of TOP IV. McDonald's has signed an agreement to participate in the TOP programme through 2004.

McDonald's will provide food service for athletes and their families, coaches, officials, and spectators at the Sydney 2000 Olympic Games.

### McDonald's Sydney 2000 Contributions:

- McDonald's will operate seven restaurants in Sydney Olympic Park: one at the International Broadcast Centre, one at the Main Press Centre, two at the Athletes Village, and three at other public venues in Sydney Olympic Park. The main McDonald's restaurant in the Olympic Village will be open 24 hours a day from September 2 through the Olympic Games. The main restaurant in Sydney Olympic Park will be the largest temporary freestanding store ever built in Australia, featuring 30 registers. This restaurant will challenge McDonald's single-day world sales record, expecting 23,000 burgers to be sold each day.
- McDonald's will employ 1,100 crew to staff its Olympic venue restaurants.
- McDonald's Olympic Achievers: working with NOCs to select more than 400 outstanding young men and women for the Sydney 2000 Olympic Youth Camp, which provides the opportunity to share in two weeks of cultural exchange at Sydney 2000.
- McDonald's will host outstanding crew members from 19 countries as part of a special global recognition programme.





## Panasonic

Audio/TV/Video Equipment  
[www.panasonic.co.jp](http://www.panasonic.co.jp)

### *Corporate Contact Information:*

**Ned Itani**

*General Manager / Manager, Olympic Project*  
Tel: (Japan) + 81 6 949 2029

**Yumi Kitamura**

*Dentsu, Inc.*  
Tel: (Japan) + 81 3 5551 5847

In 1987 Matsushita became a charter member of the TOP programme.

Under the Panasonic label, Matsushita Electrical Industrial Co., Ltd., supplies the Olympic Movement with state-of-the-art television, audio, and video technology equipment for operation at the Olympic Games.

As the Official Host Broadcast Equipment Supplier, Panasonic provides a huge selection of digital cameras, video equipment, monitors, and editing equipment for the International Broadcast Centre (IBC) to help broadcasters capture the highest quality pictures and produce the best possible Olympic coverage.

Astrovision, the company's giant-screen video display unit, has been a part of the Olympic Games since Atlanta 1996.

### Panasonic's Sydney 2000 Contributions:

- Two 135 sq. m. Astrovision units have been installed in Stadium Australia, the main stadium at Sydney Olympic Park.
- Astrovision will be an important component at nine other competition venues and six urban domain sites throughout the city of Sydney during the Olympic Games.
- Panasonic also supports the Sydney 2000 Olympic Games by providing RAMSA professional audio equipment and systems for 34 major competition venues. The new technology of DLP Projectors will bring additional screens to indoor Olympic venues.
- Panasonic provides the television equipment necessary for the successful running of the host broadcaster (SOBO) operations.



Wireless Communications Equipment  
[www.samsung.com](http://www.samsung.com)

### *Games-time Media Contacts:*

**Jay Kim**

Tel: (Aus) + 61 2 8119 5276-8  
Mobile: (Aus) + 61 407 002 057  
e-mail: [scouts@samsung.co.kr](mailto:scouts@samsung.co.kr)

**Maria Evangeli** (Cohn & Wolfe)

Tel: (Aus) + 61 2 9931 6181  
Fax: (Aus) + 61 2 9966 1504  
Mobile: (Aus) + 61 412 194 138

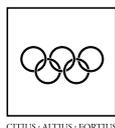
In 1997 Samsung joined the TOP programme as a member of TOP IV.

Samsung Electronics, a Korea-based company, has operations in approximately 50 countries, with 54,000 employees worldwide. The company consists of three main business units: Digital Media, Semiconductors, and Information & Communications Businesses.

For the Sydney 2000 Olympic Games, Samsung will provide officials, athletes, staff, volunteers and visitors with fast and reliable communications.

### Samsung's Sydney 2000 Contributions:

- Samsung will supply all the wireless communications needed to stage the Olympic Games, including approximately 25,000 units of wireless communications equipment including mobile phones and technical experts.
- "Olympic Rendezvous @ Samsung" will provide a hospitality area exclusively for athletes and their families to meet in private at Sydney Olympic Park to share the experience of participating in the Olympic Games.
- Samsung is the presenting sponsor of the "Samsung Athletes Family Host 2000," a programme that provides free accommodations to the families of Olympic athletes who would not otherwise be able to attend the Olympic Games.
- "Samsung Share the Moment Call" provides Olympic Games visitors and participants with opportunities to use Samsung's mobile phones to share the excitement and memorable moments of the Olympic Games with their families and friends.



Periodicals/Newspapers/Magazines  
www.cnnsi.com

*Corporate Contact Information:*

**Blaise Cashen**

*Olympic Director*

Tel: (U.S.) + 1 212 522 2482

**Joe Assad**

*Director, Public Relations*

Tel: (U.S.) + 1 212 522 6905

In 1980 Sports Illustrated served as an official sponsor of the Olympic Winter Games in Lake Placid.

Sports Illustrated/Time became a charter member of the TOP programme in 1987. The company has signed an agreement to participate in the TOP programme through 2004.

Sports Illustrated/Time Inc., along with Time International and Time Australia, is the official publishing sponsor of the Sydney 2000 Olympic Games.

**Sports Illustrated's Sydney Contributions:**

- Sports Illustrated/Time Inc. has produced the Official Souvenir Programme
- Sports Illustrated/Time Inc. has published a special advertising section supported by the TOP Partners
- Sports Illustrated/Time Inc. will create an Olympic Viewer's Guide.

**Olympic Marketing Fact – TV Viewership**

Of the 3.9 billion people on the planet who have access to television, it is estimated that 3.7 billion will watch the Sydney 2000 Olympic Games broadcast, amassing a total of more than 40 billion viewer hours and making this the largest broadcast ever for any event.



Express Mail/Package Delivery Service  
www.ups.com

*Corporate Contact Information:*

**Susan Rosenberg**

*Public Relations Manager*

Tel: (U.S.) + 1 404 828 8720

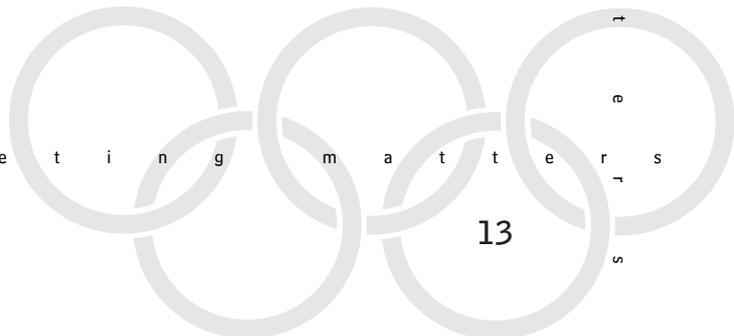
In 1994 UPS joined the TOP programme as a member of TOP IV.

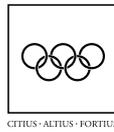
During the Sydney 2000 Olympic Games, UPS will provide shipping counters at key non-competition venues such as the Main Press Center, the International Broadcast Center, the Olympic Village, and the IOC headquarters hotel.

UPS has developed a number of Olympic-themed programmes that unite a workforce of nearly 344,000 employees around the world.

**UPS's Sydney 2000 Contributions:**

- UPS shipped the official invitations to each NOC for the Sydney 2000 Olympic Games.
- UPS shipped the event tickets allocated to each NOC for the Sydney 2000 Olympic Games.
- UPS Athlete Training Assistance Program (ATAP): allowing qualified employee-athletes time and financial assistance to work toward Olympic competition. One of the 13 UPS employee-athletes who trained for Sydney 2000 will compete at the Games.
- The UPS Olympic Sports Legacy programme: providing more than 600,000 pieces of new sports equipment to youth recreation organizations in 34 cities around the world
- Olympic Sports Legacy Awards: Recognising outstanding young people in the UPS Olympic Sports Legacy programme.
- The UPS Film Transport Service will coordinate the distribution of nearly 200,000 rolls of film to and from all venues during the Olympic Games and Paralympic Games.





Consumer Payment Systems  
[www.visa.com](http://www.visa.com)

*Corporate Contact Information:*

**Scot Smythe**  
*Vice President, International Event Marketing*  
Tel: (U.S.) + 1 650 432 2114

**Mike Sherman**  
*Vice President, Corporate Communications*  
Tel: (U.S.) + 1 650 432 3923

In 1986 Visa International became charter member of the TOP programme. Visa has signed an agreement to participate in the TOP programme through 2004.

Visa, a worldwide association of 21,000 Member financial institutions, organises cultural and educational programmes, including the Visa Olympics of the Imagination.

Visa's Member financial institutions make financial contributions to Olympic hopefuls around the world. These donations, totaling tens of millions of dollars, provide athletes with better training opportunities and facilities.

**Visa's Sydney 2000 Contributions:**

- The Olympics of the Imagination art contest: established by Visa in 1994, allowing 36 contest winners from 25 countries to attend the Sydney 2000 Olympic Games.
- Visitors to the Olympic Games benefit from Visa's ubiquitous acceptance and global ATM network with more than 500,000 ATMs in 120 countries.
- Visa contributes to the host country market by developing business alliances with destination marketing partners. Visa's current partnerships with the Australian Tourist Commission, Sydney Convention and Visitors Bureau and Tourism New South Wales have generated more than US\$30 million in marketing value to the Olympic host country since 1996.

## XEROX

Document Publishing and Supplies  
[www.xerox.com](http://www.xerox.com)

*Games-time Media Contact:*

**Karen Green**  
Mobile: (Aus) + 61 416 224 487  
[Karen.Green@aus.xerox.com](mailto:Karen.Green@aus.xerox.com)

Xerox first supported the Olympic Movement at the 1964 Innsbruck Olympic Winter Games. Xerox joined the TOP programme in 1993 as a member of TOP III and has signed an agreement to participate in the TOP programme through 2004.

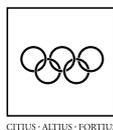
Over the years, Xerox has facilitated a constant flow of accurate information during the Olympic Games for the press, officials, athletes and spectators.

**Xerox's Sydney 2000 Contributions:**

- The Sydney 2000 Olympic Games will be the first digitally documented Olympic Games in history: Approximately 1,000 CDs will comprise the digital "Official Results Book" to be distributed to the accredited media, the IOC, the NOCs, and IFs
- Xerox will manage results reporting with a fleet of Document Centre machines and other high-speed equipment.
- Xerox will print, collate, and bind more than 50,000 official Olympic results books..
- The Xerox d-Print Centre provides publishing and printing services to SOCOG. Xerox acts as an in-house production and publishing centre for SOCOG. At the time of the Olympic Games, the d-Print Centre will transform into a Results Book Printing Centre.
- 170 million pages of documentation
- More than 200 results printers
- 800 digital copiers and fax machines
- 200 desktop printers and 8 Docutechs
- 150 engineers

**Olympic Marketing Fact – Technology**

The Sydney 2000 Olympic Games will be the first digitally documented Olympic Games in history: Approximately 1,000 compact discs will comprise the digital "Official Results Book," which will be distributed to the accredited media, the IOC, the NOCs, and IFs.



## Team Millennium Olympic Partnership

The Sydney 2000 Olympic Games sponsorship programme has been the most successful in Olympic history, surpassing its original revenue target by more than 150%.

Team Millennium Olympic Partners (TMOP) is the premium level of support in the local Sydney 2000 Olympic Games sponsorship programme.

The sponsorship programme has generated far more revenue per capita than the Atlanta 1996 Olympic Games sponsorship programme managed by the Atlanta Organising Committee for the Olympic Games (ACOG).

The total sponsorship revenue contribution to SOCOG will exceed US\$530 million, surpassing the projected revenue in the Sydney bid by more than US\$240 million.

**Sydney 2000 Sponsorship Revenue Bid Projection:**  
US\$207 million

**Sydney 2000 Olympic Games Sponsorship Revenue to Date:**  
US\$315 million

- 150% percent of original sponsorship revenue target
- 43% of SOCOG-generated revenue total

**Per Capita Comparison:**  
Combined IOC & OCOG Sponsorship Revenue

<u>Sydney 2000</u>	<u>Atlanta 1996</u>
US\$25 per Australian	US\$1.60 per American

**Olympic Marketing Fact – Olympic Village**  
Sydney 2000 will be the first Olympic Games in history to provide the 15,000 athletes and team officials with free travel to the Games as well as free accommodations in the Olympic Village throughout the Games, at an estimated cost of more than US\$45 million.

## The Team Millennium Olympic Partners

### **Ansett**

#### *Airline*

Media Contact: Mike Rolnick  
Tel: 61 2 9272 8294

Ansett Australia and its partners in the Official Airline Team connect thousands to Australia from across a worldwide network. For the Olympic Torch Relay, the Olympic flame was transported by air more than 39,000km on Ansett en route to Australia and 9,500km within Australia on Ansett regional airlines.

### **Telstra**

#### *Telecommunication Services*

Media Contact: Karen Barrett  
Tel: 61 417 253 102

Olympic media hotline: 1 800 262 222

Telstra provides Sydney 2000 with one of the largest and most comprehensive telecommunications networks in Olympic history.

### **Holden**

#### *Automobiles*

Media contact: Tristan Everett  
Tel: 61 2 9855 6300  
e-mail: tristan.everett@holden.com.au

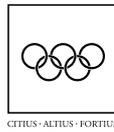
Holden supplies vehicles and transport for Sydney 2000 officials, athletes, and support staff, and supports various programmes including the Olympic Arts Festival.

### **EnergyAustralia**

#### *Energy Management*

Media Contact: Sandra Olsen  
Tel: 61 2 9269 2114

EnergyAustralia has led the largest electrical infrastructure project ever undertaken in Australia to meet the power demands of Sydney 2000. In support of the environmental Games, Stadium Australia is provided with 100% renewable energy, such as solar, hydro, landfill and wind energy — saving more than 12,500 tons of carbon dioxide from being released into the atmosphere from coal-burning operations each year.



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### **Pacific Dunlop**

*Cable, bedding, casual uniforms, vehicle batteries and tires*

Media Contact: Kelvin Aldred

Tel: 0412 108 994

Olympic media hotline: 0412 108 994

Pacific Dunlop will provide more than 1.1 million items of Bonds product for the Olympic Games workforce; more than 24,000 sleepmaker beds; Ansell personal products and medical gloves; Berlei intimate apparel for the Australian Women's team; and tires for the 3,500 Olympic buses and coaches.

### **Fairfax**

*Media*

Media Contact: Marion Baker

Mobile: 61 418 406 400

e-mail: mbaker@mail.fairfax.com.au

Millennium Marquee Tel: 61 2 8114 2939

Fairfax provides educational and historic Olympic information for its readers and offers various promotional campaigns to enable readers of the *Sydney Morning Herald* and the *Sun Herald* to win privileged Olympic passes and packages. Fairfax has also presented the Olympic Arts Festival and supported the National Olympic Educational Programme and other programmes.

### **Seven Network**

*Broadcast Network*

Media Contact: Shane Wood

Tel: 61 2 9967 7901

As the official Olympic broadcast network in Australia, the Seven Network will broadcast 1,207 hours of Olympic programming during the Sydney 2000 Olympic Games.

### **Westpac**

*Banking Services*

Media Contacts:

Tracie Walker

Tel: 61 2 9226 1081 or 61 419 984 964

David Lording

Tel: 61 2 9226 3510 or 61 419 683 4112

Westpac has supported the Olympic Movement with support for several educational, youth-oriented Olympic programmes, including the Westpac Olympic Youth Program, the Olympic Journey, the National Olympic Education Program, and the 2000 Pacific School Games.

### **Swatch**

*Timing & Time pieces*

Media Contact: Linda Smith

Tel: 61 2 9327 5420

e-mail: linda.smith@swatchgroup.com.au

Swatch Timing will have more than 250 timekeeping specialists and technicians on the ground at Sydney 2000. Swatch Timing will provide more than 300 tons of state-of-art equipment, including scoreboards, computers, cameras, photocells, and starting blocks.

### **Westfield**

*Shopping Centres*

Westfield spreads the Olympic message, providing cultural, educational and sporting benefits to customers and retailers through a range of Olympic-related activities, especially for children, including the Olympic Journey, Hosting the Kids 2000 Olympic Arena, and other programmes.

### **News, Ltd.**

*Media*

News Ltd. embarked on the biggest single publishing effort in Australia's history with the distribution of six million ticket booklets to Australian households. The ticket book drop resulted in an Olympic Games record of 319,000 applications for tickets.

### **BHP**

*Steel Products*

Media Contact: Michael Spencer

Melbourne Tel: 61 3 9009 2982

Mobile: 61 148 352 154

e-mail: spencer.michael.mf@bhp.com.au

BHP provides steel for the construction of the Olympic Games venues, facilities, and infrastructure. More than 130,000 tons of BHP steel has been used in the construction of new Olympic venues and related infrastructure. BHP's Cannington Mine is providing more than one ton of silver.

### **AMP**

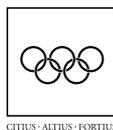
*Insurance*

Media Contact: Carden Calder

Tel: + 61 2 9257 5574

Mobile: + 61 412 275 574

AMP is the sole Presenting Partner of the Sydney 2000 Olympic Torch Relay. The AMP Chatstage and Superscreen, a custom built giant screen and stage that travelled with the Torch Relay, formed an integral part of the official proceedings and community entertainment at all of the 187 celebrations along the Relay route.



**Sydney 2000 Supporters**

Adecco-Lyncroft  
Arthur Andersen  
Bonds  
Bonlac Foods Limited  
Boral Limited  
Carlton & United Breweries  
Dunlop and Goodyear Tyres  
Goodman Fielder Limited

Nike  
Olex Cables  
Perth Mint  
Radio 2UE & Affiliates  
Royal Australian Mint  
Shell  
Streets Ice Cream  
TAFE NSW  
Traveland (travel agency)  
Tyco

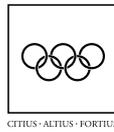
**Sydney 2000 Providers**

Avis Australia  
Berkerly Challenge  
Housekeeping Services  
Buspak  
Cadbury  
Citysearch.com.au  
Cleanevent  
Clipsal  
Crown Equipment  
Diamond Press  
Frazer-Nash  
Garrett Metal Detectors  
GE Medical Australia  
Generale Location  
George Weston Foods  
Great White Shark Enterprises  
Halas Dental Limited  
Hamilton Laboratories  
Harley-Davidson  
Hyro.com  
Lifeminders.com  
Southcorp Wines  
Linfox  
Looksmart  
Mistral  
Pacific Waste Management  
Ramler Furniture  
Rogen Australia  
Saunders Design  
Schenker Australia  
Showpower  
Sonic Healthcare  
Speedo Australia  
Surveyor-General's  
Department of NSW  
Val Morgan Cinema Advertising  
Visy  
Waste Services NSW  
Woolcott Research  
Woolmark

Staffing Services  
Financial, Taxation and Business Consulting  
Casual Uniform Outfitting  
Dairy  
Building Products  
Beer  
Automotive Vehicle Tyres  
Breakfast Cereals, Nutritious Snacks, Bread, Pasta, Poultry, Oils, and Dressings  
Outfitting, Australian Team Competition Wear  
Cables  
Coin Collectibles  
Radio Network  
Coin Collectibles  
Fuel, Oils  
Ice Cream  
Training  
Retail Travel Agent  
Fire Protection Products and Electronic Security Systems

Rental Vehicles  
Housekeeping Services  
Bus Advertising  
Confections  
Official online city guide of [www.olympics.com](http://www.olympics.com)  
Cleaning Management Services  
Electrical accessories and building automation  
Material Handling Equipment  
Web Offset Printer  
Golf Carts  
Metal Detectors  
Radiology Equipment  
Temporary structure  
Biscuits  
Services  
Dental Services  
Sunscreen  
Motorcycles  
IPIX Technology  
Electronic newsletters to [olympics.com](http://olympics.com)  
Lindemans Wine  
Integrated Logistics Services  
Search Engine & Directory Provider of [www.olympics.com](http://www.olympics.com)  
Small electrical appliances and heating  
Solid Waste Collection Services  
Furniture  
Communication Skills Services  
Retail Advice  
Freight Forwarding  
Temporary High Voltage Air Conditioning  
Medical Services  
Swimwear  
Map and Geographic Information  
Cinema Advertising  
Packaging and recycling Services  
Waste Management Services  
Research Services  
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## SYDNEY 2000 OLYMPIC MERCHANDISING SUCCESS

Sydney 2000 Olympic Games merchandise has been available in retail channels since 1997. SOCOG licensees cover 3,000 products sold across 2,000 retail outlets throughout Australia. SOCOG has approved all retail outlets to ensure that the quality of the brand is upheld in the market.

### Sydney Licensing: Record-Breaking Revenue

The Sydney 2000 Olympic Games licensing programme continues to exceed target revenue projections, and has generated far more revenue per capita than the Atlanta 1996 Olympic Games licensing programme managed by the Atlanta Organising Committee for the Olympic Games (ACOG).

#### Estimated Revenue from Licensing Royalties:

US\$50 – \$60 million

#### Per Capita Comparison of Olympic Games Licensing Revenue

*Sydney 2000 Licensing:* Approximately US\$2.50 per Australian

*Atlanta 1996 Licensing:* Approximately US\$0.32 per American

### Innovations in Olympic Merchandising

#### The Olympic Store

For the first time in Olympic merchandising history, Olympic Stores will sell the Olympic Games merchandise range throughout the host country and several International airports throughout the world.

*Store Locations:* Centrepont, Parramatta, Sydney International Airport, Brisbane International Airport, and Darling Harbour.

Olympic merchandise is also available on-line and by catalogue.

## THE OLYMPIC GAMES & THE INTERNET

The Sydney 2000 Olympic Games are expected to write a new chapter in Internet history.

Official Olympic web sites are expected to attract more than 35 million individual users over the course of the Olympic Games. (Nagano 1998 set records two years ago in attracting 2.5 million visitors.)

### www.olympics.com

The official Sydney 2000 Olympic Games web site, [www.olympics.com](http://www.olympics.com), produced by SOCOG and IBM, is expected to break all records in terms of page views and individual visitors. The site includes:

- real-time official results in every event categorized by every athlete, sport, and participating NOC
- real-time desktop scoreboard applets for 11 sports
- biographies, statistics, and rankings for all 10,300 athletes competing in the Games

*For information on [www.olympics.com](http://www.olympics.com)*

Craig Lowder – IBM

Tel: (U.S.) + 1 914 766 3275

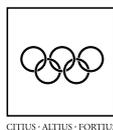
### IOC World Conference: Future of New Media & Sport

The IOC World Conference on Sport and New Media will be held on 4 – 5 December 2000, in Lausanne, Switzerland. The conference, presented by Dow Jones and *Sport Business*, a leading industry trade magazine, will focus on:

- how sport and new media industries can find partnerships to maximise opportunities;
- how sport can push new media development, and vice versa;
- how sports governing bodies can manage and protect their rights.

#### Olympic Marketing Fact – TV Melbourne

Forty years ago, footage of the 1956 Melbourne Olympic Games often was not aired in countries outside Australia until after the film had made a three- to five- day journey overseas. This could be understood to be an earlier meaning of the phrase *delayed coverage*.



*“The Internet is moving extremely fast, and Sydney is shaping up to be a turning point in the young history of sports on the Internet. We look forward to inviting the world to learn from our experience in Sydney and to work together to shape the future of sport in the digital age.”*

— Richard W. Pound, IOC First Vice President

Attending the conference will be global leaders of the sport, telecommunications, information technology, and new media industries.

The full conference and speaker programme will be published in early September. The conference will be opened by President Adolf Ogi of Switzerland, and will include various addresses presented from the global industry leaders who are driving the growth of this medium.

For applications and more information on the conference, contact:

Matt Broom - mattbr@sportbusiness.com

Tel: (U.K.) + 44 (0)20 7721 7231

Fax: (U.K.) + 44 (0)20 7721 7162

www.iocnewmedia.com

### Protecting the Web

#### Cybersquatting Lawsuit Filed:

The IOC, the United States Olympic Committee (USOC), and the Salt Lake Organizing Committee (SLOC) have filed a joint lawsuit in U.S. Federal Court against more than 1,800 registered Internet domain names misusing Olympic trademarks.

The suit represents the largest action by far brought under the recently enacted Anticybersquatting Consumer Protection Act of 1999 (ACPA).

*“The revenues generated from the marketing of Olympic properties and trademarks are used to support the Olympic Games and the athletes who compete in them. These cybersquatters are out there using Olympic properties for their own benefit with no return to the Olympic Movement and are damaging the value of those properties.”*

— Richard W. Pound, IOC First Vice President

#### Internet Monitoring

The IOC will operate a global Internet monitoring and research programme during the Sydney 2000 Olympic Games to:

- Monitor and research the both complementary and competitive nature of the relationship between the Internet and other media

- Learn how to embrace the new medium to broaden the sportsfan’s experience
- Track approved use of moving images on the web (i.e., athlete interview and controlled territorial coverage)

Monitoring services will be provided by Datops and NetResults, with further research by Harris Interactive.

*“The IOC has embraced the Internet as an new medium to promote the Olympic Movement and expand the sportsfan’s experience. We are still, however, in the very early stages of this medium’s growth. There will be 3.7 billion people following the Olympic Games on television, while fewer than 35 million will logon to official to official Olympic web sites. By 2004 the medium clearly will be playing a much greater role.”*

— Michael Payne, IOC Marketing Director

## OLYMPIC NOTES

### A Key Media Information Source:

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

IOC institutional web site, [www.olympic.org](http://www.olympic.org) offers the following:

- an archive of past and current *Marketing Matters* newsletters as well as the Olympic Marketing Fact File
- IOC news and press releases
- comprehensive information on all IOC programmes and activities

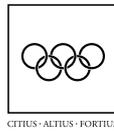
Datops, an information tracking and measurement company, offers worldwide press coverage, providing a link to a selection of must-read articles each day on [www.olympic.org](http://www.olympic.org). The service tracks the number of articles per day and allows users to search articles by topic.

#### **Olympic Marketing Fact – Internet**

During the Sydney 2000 Olympic Games, the official Games web site, [www.olympics.com](http://www.olympics.com), is expected to register the greatest number of hits of any site over a two-week period.

#### **Olympic Marketing Fact – Commercialisation**

The Olympic Games are now the only major sporting event in the world that allow no form of stadium advertising, no form of advertising or commercial non-sports brands marks on athlete bibs, and no product placement on the field of play. Global free-to-air broadcast is protected, and broadcasters may not place any form of commercial messages over the coverage of Olympic sport and ceremonial action.



**IOC Marketing Operations  
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September 4 – October 2  
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**Olympic Marketing Fact File**

The 2000 Olympic Marketing Fact File has been published.

The Fact File:

- provides a comprehensive overview of current and past Olympic marketing programmes.
- is a key reference document on Olympic marketing for media, academic institutions, and Olympic marketing partners.

The 2000 Olympic Marketing Fact File can be sourced from:

- the IOC web site, [www.olympic.org](http://www.olympic.org).
- Hard copies of the 2000 Olympic Marketing Fact File can be ordered on-line at [iocfactfile@meridianmgt.com](mailto:iocfactfile@meridianmgt.com)
- the SOCOG Main Press Center (MPC) from Sept. 4



**SOCOG contact information**

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 Fax: (61.2) 9297.2062

Michael Bushell – *General Manager, Marketing & Communications*

Rod Read – *General Manager, Marketing & Communications*

**Marketing Media Office**

The Marketing Media Office (MMO) represents the public relations and media activities of the Olympic Partners. The MMO will operate at the MPC from September 1 through the end of the Games.

**MMO Contact Information**

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*Rowena McNeil:* + 61 419 750 319  
*Emma Van de Aa:* + 61 418 463 165

**In the Next Issue**

*Marketing Matters #18* will be published in December 2000 and will provide a complete marketing overview of Sydney 2000, including:

- Sydney Games-time research results
- Sydney 2000 broadcast analysis
- SOCOG marketing programme results
- Sydney sponsorship information

**FOR MORE INFORMATION CONTACT**

 <a href="http://www.olympic.org">www.olympic.org</a>	 <a href="http://www.slc2002.org">www.slc2002.org</a>	 <a href="http://www.athens.olympic.org">www.athens.olympic.org</a>	 <a href="http://www.torino2006.it">www.torino2006.it</a>
<p><b>INTERNATIONAL OLYMPIC COMMITTEE</b>                      Château de Vidy                      1007 Lausanne, Switzerland                      Tel: (41.21) 621.6111                      Fax: (41.21) 621.6216</p> <p>Michael Payne  <i>Marketing Director</i></p> <p>Franklin Servan-Schreiber  <i>Director of Communications</i></p> <p>Elizabeth McMahon  <i>Marketing Services</i></p>	<p><b>SALT LAKE ORGANISING COMMITTEE FOR THE OLYMPIC GAMES</b>                      Salt Lake City                      USA                      Tel: (1.801) 212.2002                      Fax: (1.801) 364.7644</p> <p>Mark Lewis  <i>President and CEO, OPUS</i></p> <p>Frank Zang  <i>Director of Communications and Media</i></p>	<p><b>ATHENS ORGANISING COMMITTEE FOR THE OLYMPIC GAMES</b>                      Athens                      Greece                      Tel: (30.1) 20 04 000                      Fax: (30.1) 20 04 004</p> <p>Marton Simitek  <i>Executive Committee</i></p> <p>George Bolos  <i>Director General for Marketing and Communication</i></p>	<p><b>TORINO ORGANISING COMMITTEE FOR THE OLYMPIC GAMES</b>                      Torino                      Italy                      Tel: (39.011) 63 10 511                      Fax: (39.011) 63 10 500</p>

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