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Olympic Updates

NEW TECHNOLOGY AND MARKETING OPPORTUNITIES

The IOC is continuing its efforts to make the Olympic Movement as publicly accessible as possible, and 1999 will be marked by initiatives and projects that employ state-of-the-art technology to broaden the public's experience of Olympism. With these new initiatives, the IOC seeks to achieve the following goals:

- to raise public awareness of all aspects of the Olympic Movement
- to make the Olympic Games and Movement accessible year round
- to promote the ideals of Olympism

These programmes include more comprehensive use of the Internet by the Olympic Family and two new projects – a large-format film and a visitor attraction – that will bring the Olympic Games to the public.

INTERNET

www.olympic.org

The Internet is a broad-based medium that reaches millions of people. The IOC recognises the Internet's ability to deepen the Olympic Games experience by complementing other core traditional media such as television, radio, and print.

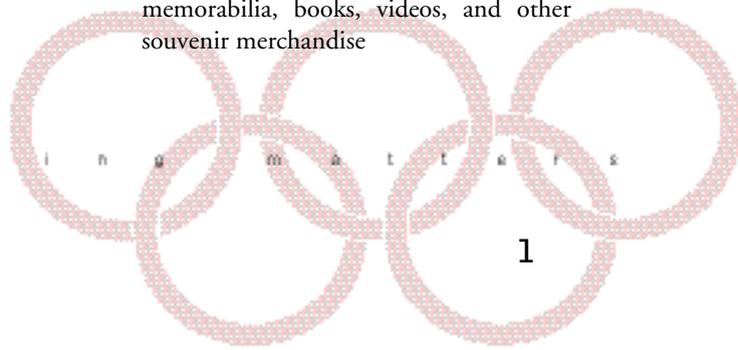
The Internet will help enable the IOC to fulfill its educational mandate and to improve communication within the Olympic Family worldwide. There are several Olympic-related Websites, including the sites for the IOC, for the existing OCOGs, for more than forty NOCs, and for each International Sports Federation.

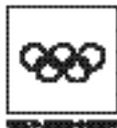
Beginning with its first site in 1995, the IOC has grown in its understanding of Internet technologies and the communication potential. The IOC is planning a third iteration of its evolving Internet content production for June 1999.

The Role of the Internet for the Olympic Movement

The Internet will help broaden the public's experience of the Olympic Games. The purpose of the Olympic Websites will be:

- to raise public awareness of Olympism and the workings of the IOC
- to unite the Olympic Family through constant worldwide electronic communication
- to promote the Games and to provide an archive of their history
- to provide updates on Olympic athletes and foster a relationship with the public
- to electronically sell Olympic memorabilia, books, videos, and other souvenir merchandise





“While opening the Olympic Movement to the world,” says IOC President Juan Antonio Samaranch, “the Internet site will also allow the IOC, the International Sports Federations, the National Olympic Committees, and the Olympic Games Organising Committees to share and exchange information in a new and dynamic way.”

As a medium, the Internet complements rather than competes with television in deepening the Olympic experience. For the time being, however, the Internet will not be used for the same purposes as television. The IOC has determined that it will not allow the display of Olympic-related moving images on the Internet during the time of the Olympic Games for two main reasons:

1. Image quality: Existing Internet technology does not provide video that is satisfactory in quality to portray the full emotional impact of the Olympic drama.
2. Rights issues: It is not possible today to control Internet content by geographical boundaries. Television rights to broadcast the Olympic Games, however, are defined by geographical boundaries. The IOC will continue to ensure these exclusive rights of broadcast partners, who maintain long-term relationships with the Olympic Family. Some broadcast rights holders now are developing ways to use the Internet to complement their broadcast programming.

The IOC has recently appointed Franklin Servan Schreiber, Deputy Director, New Media Section. Mr. Servan Schreiber can be contacted via e-mail at: franklin.servan_schreiber@olympic.org

Since 1996, Olympic Games Websites have provided a valuable communications tool for Organising Committees and have provided the public with valuable information on the Games. Worldwide Olympic Partner IBM has been instrumental in developing and maintaining Games Websites in Atlanta, Nagano, and Sydney – before, during, and after the Games.

Past Olympic Games Websites have been highly successful, and the Sydney Organising Committee (SOCOG) recently enhanced olympic.sydney.org to include information on: the Olympic Torch Relay, the Olympic Arts Festival, products from the “Share the Spirit”

Programme, the Games volunteer programme, and the Fifth IOC Congress on Sport Sciences.

OLYMPIC GAMES WEBSITES

	Atlanta 1996	Nagano 1998
Total number of hits (16 days)	185,800,800	646,000,000
Number of hits per day	11,000,000	39,700,000
Maximum hits per minute	N/A	103,429

Olympic Websites

THE INTERNATIONAL OLYMPIC COMMITTEE WEBSITE

www.olympic.org

ORGANISING COMMITTEE WEBSITES

SYDNEY (SOCOG)

www.sydney.olympic.org

SALT LAKE (SLOC)

www.slc2002.org

NATIONAL OLYMPIC COMMITTEE WEBSITES

Forty-two NOCs have Websites, which can be reached through www.olympic.org/family/index.html via a hyperlink on an NOC's introductory page.

OLYMPIC EDUCATIONAL PROGRAMMES WEBSITES

Canadian Olympic Association – Youth Programme

www.youtholympic.coa.ca

Australian Olympic Committee – Education Kits

www.australian.olympic.org

British Olympic Association – Olympic Issues

www.olympics.org.uk

Amateur Athletic Foundation of Los Angeles

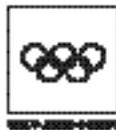
www.aafla.org/OlympicInformationCenter/OlympicPrimer

U.S. Olympics PBS cyberschool

www.ibm.pbscyberschool.org/

The Olympic Studies Centre, Barcelona

www.blues.uab.es/olympic.studies/campus/



TECHNOLOGY BRINGS THE GAMES TO LIFE IN 1999

Early in the new year, two major programme introductions will mark a major thrust in the IOC's effort to provide the public with a broader perspective on the Olympic Movement and the Olympic Games.

OLYMPIC GLORY: FIRST-EVER LARGE-FORMAT SPORTS FILM



The IOC has licensed the production of the first large-format film about a sports event ever to be produced. *Olympic Glory* – which will premiere in New York City on 21 January 1999, with openings to follow in cities around the world – brings the excitement of the Olympic Games, the athletes, and the competition to the public. *Olympic Glory* also is intended to be educational, profiling various scientific aspects and cultural elements of sport and the Olympic Games.

Olympic Glory's executive producers are two of the motion-picture industry's most respected filmmakers, Frank Marshall and Kathleen Kennedy, who produced the acclaimed films *Raiders of the Lost Ark*, *The Color Purple*, *E.T.*, and *Jurassic Park*. *Olympic Glory* is written by Tom Keneally, the prolific novelist and author of *Schindler's Ark* (the novel that was adapted into the Steven Spielberg film *Schindler's List*).

The film has been produced and will be distributed by Megamotion Pictures, a subsidiary of MegaSystems, Inc. The company also has been awarded the rights to produce a large-format film of the Sydney 2000 Games.



The Home Depot®, the presenting sponsor of *Olympic Glory* in North America, has announced a multi-million-dollar promotional campaign – the first of its kind in the large-format film industry – that includes a combination of Website and national print promotions, in-store signage, and personnel support for *Olympic Glory*.



Kodak, a Worldwide Olympic Partner, is also a participating sponsor of the film.

For more information on *Olympic Glory*, please contact:

Ms. Cathy Neifeld
Senior Vice President
MegaSystems, Inc.
435 Devon Park Drive
Building 500
Wayne, PA 19087 USA
Tel: 1-610-225-7200
Fax: 1-610-225-1840

The Large-Format Film Industry

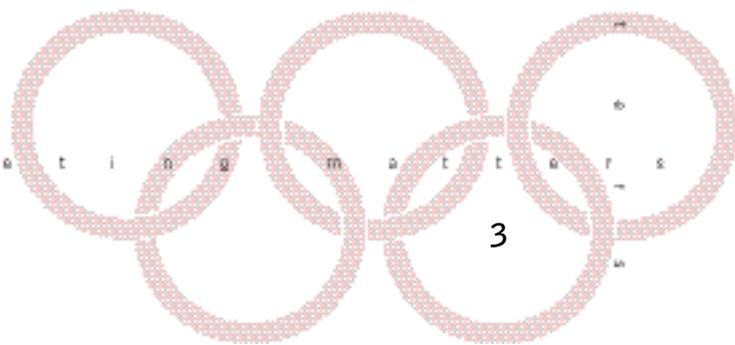
Film attendance: More than 440 million people worldwide have experienced large-format films since their introduction twenty-five years ago.

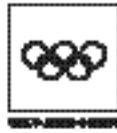
Film life: Large-format films usually run in various theatres for three to five years, and some have had lives of more than twenty years. Host theatres show large-format films for an average of six months.

Annual growth: The large-format film theatre industry has an annual growth rate of more than sixteen percent. This growth is especially strong in commercial-entertainment settings. By the time *Olympic Glory* opens, there are likely to be more than 300 large-format film theatres in the world.

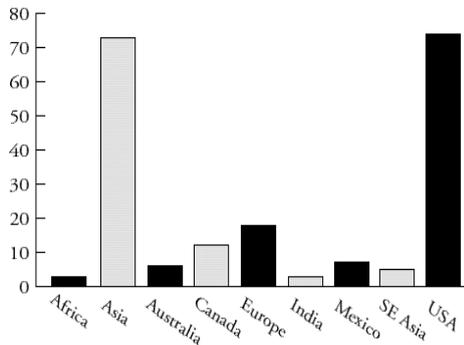
Audience: Large-format film theatre-goers offer a profile that is highly valuable. Overall it is a well-educated, family-oriented audience.

- *adults*—primary ages 25-49, secondary ages 18-24
- *families with children*
- *kids aged 5-14*
- *household income* = US\$50,000 or more
- *highly educated adults*—seventy percent have at least a four-year college degree





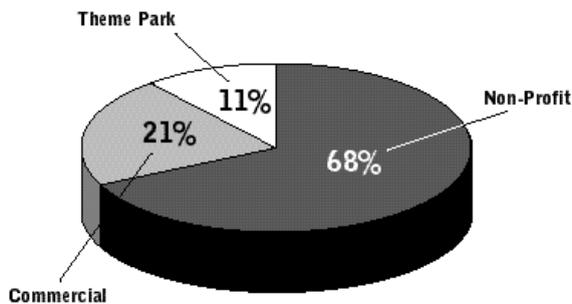
NUMBER OF LARGE-FORMAT FILM THEATRES BY REGION



Large-format film theatres are the most prevalent in the US and Asia, and the industry currently is experiencing rapid growth in Europe.

Currently, sixty-eight percent of all large-format theatres are located in non-profit, high-profile museums. Twenty-one percent are located in commercial centres. Eleven percent are associated with theme parks.

NUMBER OF LARGE-FORMAT FILM THEATRES BY TYPE



OLYMPIC SPIRIT MÜNCHEN



Olympic Spirit München is expected to be the largest and most important visitor attraction to open to the European public in 1999. This educational visitor attraction – which is located at Olympiapark, the site of the 1972 Olympic Games in Munich – employs state-of-

the-art film and computer technology to educate and entertain visitors with simulated experiences of Olympic training and competition.

Olympic Spirit München is the first attraction of its kind. Using the latest technology, it brings the educational value of the Olympic Museum and a deeper understanding of the Olympic Games to the public. Through interactive technology in a virtual-reality environment, visitors will learn about sport and the intense dedication and training that is required for success in Olympic competition.

The features of the attraction cover the full range of sports, disciplines, and events of the Olympic Games. **Olympic Spirit München** offers an array of features and activities:

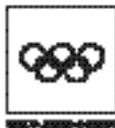
- high-tech sports simulation
- interactive, virtual sports participation
- judging Olympic competitions
- broadcasting Olympic events
- watching Olympic competition in “action cinema”
- exhibitions and displays of Olympic history

The open-space attraction also includes a coaching hall for sport demonstration, Olympic history quizzes, a retail shop, a sports café, and action simulators that allow visitors to feel as though they are participating in Olympic competition – testing their strength, speed, and skill against top athletes.

The interior of the velodrome at Olympiapark has been refurbished and reconstructed to house **Olympic Spirit München**. The floor plan covers a total area of 10,000 square meters on two floors. The concept of the educational visitor attraction was developed by the International Spirit Development Corporation and by Grant Leisure Developments, who have more than twenty years of experience in the visitor attraction industry.

For more information on **Olympic Spirit München**, please contact:

Ms. Kirsten Boos
Marketing Director
 OS Sports and Entertainment
 Center GmbH
 Toni-Merkens-Weg 4
 80809 Munich, Germany
 Tel: 49-89-3063-8620
 Fax: 49-89-3067-2052



OLYMPIC MARKETING **SUPPORT FOR IOC** **MEDICAL PROGRAMMES**

The IOC Medical Commission is making an impact on science and human health that extends far beyond the Olympic Family. A number of programmes have been implemented to provide support for the IOC Medical Commission.

THE OLYMPIC PRIZE FOR SPORTS MEDICINE

In 1994 the International Olympic Committee established the IOC Olympic Prize, the highest honour given in the field of sport sciences. Parke-Davis, a division of Warner-Lambert Company, endows the IOC Olympic Prize and has established a long-term plan to support IOC Medical Commission programmes beyond the year 2000.

With this award the IOC acknowledges the contributions of sports medicine to: (a) the medical field's understanding of the healthy development of the body; (b) the treatment and rehabilitation of musculo-skeletal injuries; and (c) improved physical performance.

The goals of the IOC Olympic Prize are:

- to support and encourage science applied to human movement, exercise, and sport
- to attract scientists to study the different facets of sports medicine
- to interest scientists in improving the way in which sports medicine is perceived
- to promote physical exercise and sport in general among people of all ages

The Prize – a medal, a diploma, and US\$500,000 – is awarded every two years at the Olympic Games and the Olympic Winter Games. The Prize was awarded for the first time at the 1996 Olympic Games in Atlanta and more recently at the 1998 Olympic Winter Games in Nagano.

RECIPIENTS OF THE IOC OLYMPIC PRIZE

1996

Jeremy N. Morris, M.D., D.Sc., D.P.H.
Ralph S. Paffenbarger, Jr., M.D., Dr. P.H.
For research that demonstrated how physical activity reduces the risk of coronary heart disease.

1998

Savio Lau-Yuen Woo, PhD.
For research and investigations in biomechanics that led to advancements in the surgical treatment and rehabilitation of injuries.

For more information on Parke-Davis, please contact:

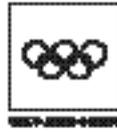
Ms. Carla Thomas
Olympic Coordination
Parke-Davis Marketing Operations
201 Tabor Road
Morris Plains, NJ 07950 USA
Tel: 1-973-540-6805
Fax: 1-973-540-4196

PHYSIO SPORT

The IOC Medical Commission has approved Physio Sport, the first-ever line of body-care products developed exclusively to meet the needs of world-class athletes. Unilever, a global consumer products company, has developed Physio Sport in conjunction with the IOC after conducting more than three years of research on the specific physical impact of training programmes and competition on elite athletes.



For the development of Physio Sport, Unilever conducted a series of interviews with hundreds of elite athletes, from which it was concluded that intense athletic training may: (a) rob the body of essential amino acids, (b) dehydrate the body, and (c) cause muscle strain as well as skin damage and irritation. Physio Sport products are designed to replenish vital body resources and to reduce the risk of irritation and strain.



Through significant public relations and marketing efforts as well as activities with athletes and coaches (e.g., a preparation and recovery manual, which contains training techniques based on the latest research from the IOC Medical Commission), Physio Sport will raise awareness of the IOC Medical Commission and its mission, and will support research and funding projects to benefit the health of athletes.

Royalties from the sale of Physio Sport products will be used to support the NOCs' medical programmes. The IOC will also invest royalties in medical programmes, contributing directly to continuing projects in biomechanical and medical research and to IOC scholarships for promising students in the field of sports medicine.

THE WORLD CONFERENCE ON DOPING IN SPORT

Increased attention to the problem of doping in sport has led the IOC to convene the World Conference on Doping in Sport, 2-4 February 1999, in Lausanne, Switzerland. The conference agenda will address these themes: (a) the protection of athletes, (b) legal and political aspects, (c) ethics and preventive education, (d) defining the proposed international agency and related financial considerations. Richard W Pound, IOC vice president and chair of the IOC Marketing Commission, will lead the group at work on financial considerations. This group will review how the IOC can broaden financial support of a campaign for drug-free sport by channeling funds from Olympic television and marketing initiatives and by seeking support from the sporting goods and pharmaceutical industries.

OLYMPIC UPDATES

Nagano Profits



The Nagano Olympic Organising Committee (NAOC) will donate ninety percent of its US\$36.87 million profit from the 1998 Olympic Winter Games to the Nagano prefectural government.

According to NAOC spokesman Jin-o Matsuo, the remaining ten percent will be donated to the Japanese Olympic Committee.

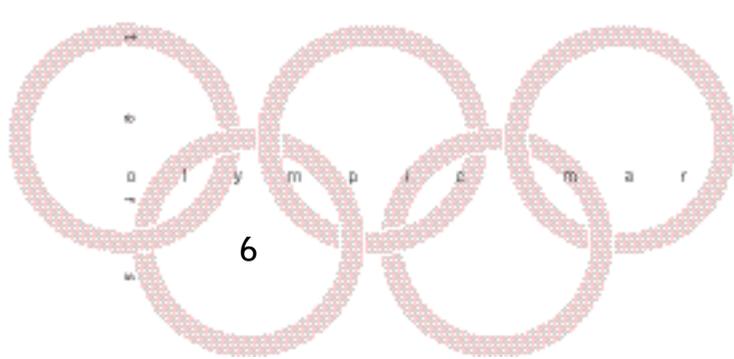
This surplus will be used: (a) to assist athletes who aspire to compete in future Games, and (b) for sport development in Japan, focusing mostly on winter sports.

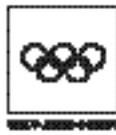
Higher than expected sales of Olympic tickets and favourable currency exchange rates contributed to the surplus, which was first announced in early July 1998. Total operating costs for the Nagano Games amounted to US\$932.8 million.

Sydney 2000 Tickets

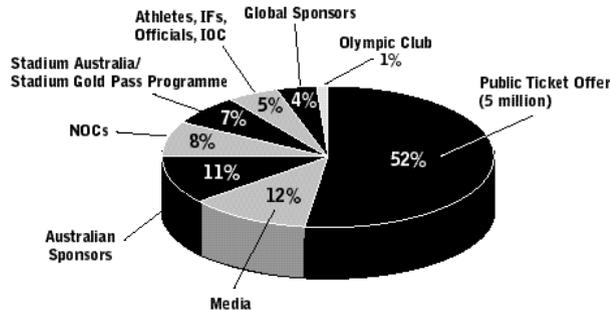


The recent ticket announcement from the Sydney Organising Committee (SOCOG) confirmed wide availability of tickets to the public. In response to public concern that many Australian citizens would be unable to attend the Olympic Games, SOCOG worked to ensure that affordable tickets would be available for competitions. Five million tickets (fifty-three percent of all available tickets) will go on sale to the Australian public. Seventy percent will be sold for A\$60 or less. In addition, SOCOG has implemented a system of easy accessibility to tickets.





SYDNEY 2000 GAMES TICKET ALLOCATION



TV Rights

The IOC has reached an agreement with a pool of broadcasters to provide coverage of the Olympic Games in Chinese Taipei. The following broadcast fees have been agreed upon:

BROADCAST FEES: CHINESE TAIPEI

2000 Sydney Olympic Games	\$3.0 million
2004 Athens Olympic Games	\$3.65 million
2008 ? Olympic Games	\$4.4 million

IOC Appoints SEMA Group to Head Technology Partnership for 2002 - 2008 Games

The IOC has announced an agreement with the SEMA Group, a leading global information technology (IT) company, to provide services in the areas of systems integration, operations management, and applications delivery for the Olympic Movement from 2001 to 2008, encompassing the 2004 and 2008 Olympic Games and the 2002 and 2006 Olympic Winter Games. SEMA will become a Partner in the TOP Programme as of 1 January 2001. This represents the largest sports-related information technology contract ever awarded.

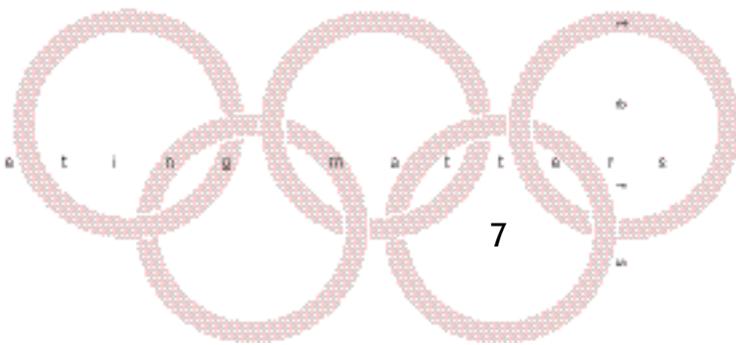
The current information technology provider, IBM, will continue to provide all support and services through the Sydney 2000 Olympic Games. IBM has been a TOP Partner

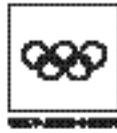
since 1993 and has played a key role in providing state-of-the-art information technology for Olympic Games Organising Committees.

SEMA Group is a leading European-based systems integration company, with extensive experience and proven skills in event management, having provided successful IT systems to the 1992 Olympic Games in Barcelona and other major sporting events.

SEMA will be a key participant in the new Olympic Information Technology Group. This group will provide and operate a comprehensive, cost-efficient IT solution to support the preparation and staging of the Olympic Games.

Worldwide Olympic Partner	Category
The Coca-Cola Company	Non-Alcoholic Beverages
IBM	Information Technology/Computers
John Hancock	Life Insurance/Annuities
Kodak	Film/Photographics and Imaging
McDonald's	Retail Food Services
Panasonic	TV/Video/Audio Equipment
Samsung	Wireless Communications Equipment
Sports Illustrated/Time	Publications
UPS	Express Mail/Package Delivery Services
Visa	Consumer Payment Systems (credit cards, etc.)
Xerox	Document Processing





The First Olympic Games Design Conference is Held in Athens



The visual appeal of the Games directly relates to the success of the Games and the power of the Olympic brand. The Athens Organising Committee for the Olympic Games (ATHOC), with the support of the IOC, organised the first-ever Olympic Games Design Conference. The Athens Olympic Games Design Conference, which was held on 11 November 1998, introduced the Athens design community to the fundamental principles of Olympic design, stressed their importance to Olympic marketing efforts, and invited the local design community to contribute to this effort.

More than two hundred people attended the conference, which was chaired by ATHOC Managing Director C. Bakouris. IOC Marketing Director Michael Payne and representatives of previous Olympic Games Organising Committees and design consultancies provided details on the history and application of design to the Olympic Games image.

For the past two decades, the IOC has supported and encouraged a co-ordinated approach to Olympic design that enhances the image of the Olympic Games while communicating a sense of the history, the heritage, and the culture of the host city or country. This is the first time, however, that such a focused event has been held.

FOR MORE INFORMATION CONTACT

INTERNATIONAL OLYMPIC COMMITTEE	SYDNEY ORGANISING COMMITTEE FOR THE OLYMPIC GAMES	SALT LAKE ORGANISING COMMITTEE FOR THE OLYMPIC GAMES	ATHENS ORGANISING COMMITTEE FOR THE OLYMPIC GAMES
<p>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>Fékrou Kidane <i>Director, Department of International Cooperation and Public Information</i></p> <p>Elizabeth McMahon <i>Marketing Services</i></p>	<p>Sydney NSW Australia Tel: (61.2) 9297.2000 Fax: (61.2) 9297.2020</p> <p>John Moore <i>Group General Manager, Marketing and Image</i></p> <p>Karen Webb <i>Marketing Communications</i></p>	<p>Salt Lake City USA Tel: (1.801) 212.2002 Fax: (1.801) 364.7644</p> <p>Shelley Thomas <i>Senior Vice President of Communications</i></p> <p>Don Stirling <i>Marketing Director</i></p> <p>OPUS / USOC John Krinsky <i>Deputy Secretary General and Managing Director Business Affairs</i></p> <p>Tel: (1.719) 578.4640 Fax: (1.719) 319.9683</p>	<p>Athens Greece Tel: (30.1) 324.0004 Fax: (30.1) 323.2004</p> <p>Costas Bakouris <i>Managing Director</i></p>

Internet Sites



IOC
www.olympic.org



Salt Lake
www.SLC2002.org



Sydney
www.sydney.olympic.org



Athens
www.athens2004.gr

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