

Nagano



Olympic Winter Games

1997-2000



Facts and Figures

Facts and Figures



Index

2	Sport program
3	Participation
4	Accreditation
4	Ticketing
6	TV Coverage
6	TV Revenues
7	TOP Marketing Program Revenues

Statistics on the 1998 Olympic Winter Games in Nagano

You will find a number of key facts and statistics of the 1998 Nagano Games with comparisons of Lillehammer 1994 on the following charts.

1. Sport program

Program of the XVIII Olympic Winter Games, Nagano 1998

Sports	Men's events	Women's events
Biathlon	10 km 20 km 4 x 7.5 km relay	7,5 km 15 km 4 x 7.5 km relay
Bobsleigh	two-man four-man	
Curling	* tournament	* tournament
Ice-Hockey	** tournament (14 teams)	* tournament (6 teams)
Luge	single double	single
Skating		
- Speed skating	500 m 1 000 m 1 500 m 5 000 m 10 000 m	500 m 1 000 m 1 500 m 3 000 m 5 000 m
- Short-track	500 m 1 000 m 5 000 m relay	500 m 1 000 m 3 000 m relay
- Figure skating mixed events	men single pairs and ice dancing	women single
Skiing		
- Cross country	10 km classical 15 km pursuit/free ** 30 km classical ** 50 km free 4 x 10 km relay/ free-classical	5 km classical 10 km pursuit/free ** 15 km classical ** 30 km free 4 x 5 km relay/ free-classical
- Jumping	90 m individual 120 m individual 120 team	
- Nordic combined	ind.: jumping 90 m + 15 km ** team: jumping 90 m + 4 x 5km relay	
- Alpine	downhill slalom giant slalom super giant slalom alpine combination	downhill slalom giant slalom super giant slalom alpine combination
- Freestyle	moguls aerials	moguls aerials
- Snowboard	* half-pipe * giant slalom	* half-pipe * giant slalom
TOTAL (7 sports)	37 (+ 2 pairs events)	29

* New events /

** Modifications

Total number of sports/disciplines/events

	Lillehammer 1994	Nagano 1998
Number of sports	6	7
Number of men events	34	37
Number of women events	25	29
Number of mixed events	2	2
Total number of events	61	68

Modification of the sport program in Nagano as compared to Lillehammer

- Sports:
 - New sport : Curling (men and women);
- Disciplines :
 - New discipline : Snowboard (men and women giant slalom and half-pipe);
 - New discipline : Women Ice Hockey tournament (6 teams);
- Events :
 - Number of teams in the men Ice Hockey Tournament : 14 (12 in Lillehammer);
 - Nordic combined : 4 x 5 km relay (3 x 10 km in Lillehammer);
- Cross-country skiing:
 - Men : 30 km classical and 50 km free (30 km free and 50 km classical in Lillehammer);
 - Women : 15 km classical and 30 km free (15 km free and 30 km classical in Lillehammer).

2. Participation

Participation by sport discipline and by gender

Sport	Lillehammer 1994			Nagano 1998		
	MEN	WOMEN	TOTAL	MEN	WOMEN	TOTAL
Biathlon	99	94	193	96	87	183
Bobsleigh	154	-	154	156	-	156
Curling	-	-	-	40	40	80
Figure skating	63	66	129	73	72	145
Ice hockey	268	-	268	304	118	422
Luge	67	25	92	64	29	93
Alpine skiing	140	110	250	141	108	249
Cross country	117	80	197	126	102	228
Freestyle	52	45	97	58	52	110
Jumping	68	-	68	68	-	68
Nordic combined	53	-	53	53	-	53
Snowboard	-	-	-	69	56	125
Speed skating	89	61	150	92	79	171
Short track	46	41	87	49	45	94
Total starters	1 216	522 (30%)	1 738	1 389	788 (36,2 %)	2 177 (+ 25 %)

Number of participating NOCs by continent

	<u>Lillehammer 1994</u>	<u>Nagano 1998</u>
Europe	42	45
America	11	12
Asia	7	11
Oceania	4	2
Africa	2	2
TOTAL	66	72

3. Accreditation

	<u>Lillehammer 1994</u>	<u>Nagano 1998</u>	
Total accredited athletes (Aa)	1 821	2 302	(+ 25%)
Accredited team officials (Ao/Ac/Am)	1 095	1 464	(+ 36%)
Accredited extra officials (As)	726	869	(+ 20%)
Accredited broadcasters	5 209	8 822	(+ 69%)
Accredited press	2 679	2 586	(- 3%)
Total accredited people	42 163	84 367	

4. Ticketing

Number of tickets sold

	<u>Lillehammer 1994</u>	<u>Nagano 1998</u>
Opening ceremonies	26 568	48 937
Closing ceremonies	15 397	49 257
Total number of tickets sold (including ceremonies)	1 233 000	1 275 529
% of tickets sold	87,3%	88,9 %

5. TV Coverage

Olympic Broadcasts

	Lillehammer 1994	Nagano 1998	
Number of countries televising	120	180	(+ 50%)
Cumulative Global Audience	10,7 billion	10,5 billion	(- 1,9%)

Major market cumulative audience (in millions)

	Lillehammer 1994	Nagano 1998	Difference
Japan	759,8	1 780,3	+ 134%
Canada	87,2	192,7	+ 121%
Australia	21,2	49,1	+ 132%
South Korea	122,6	574,6	+ 368%
South Africa	1,5	7,2	+ 380%
Brazil	24,7	97	+ 293%
Mexico	21,1	95,5	+ 352%
United States	1 668	1 261,8	- 24%
Spain	16,2	19,9	+ 23%
France	435,4	299,2	- 31%
Norway	66,2	49,3	- 26%
Eurosport	60	205,7	+ 243%

Global television coverage

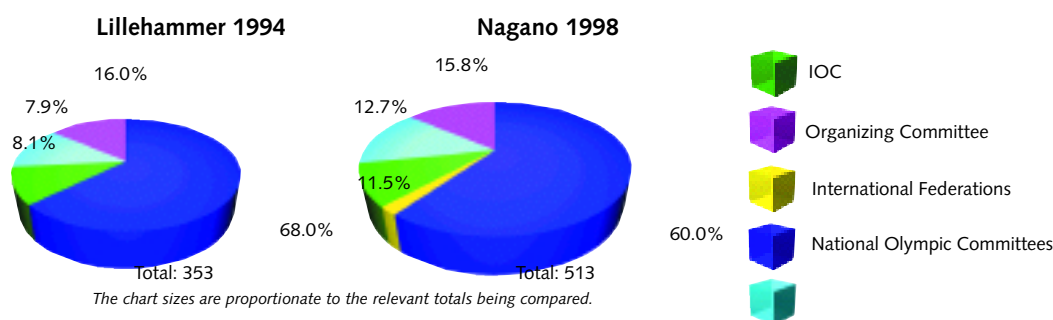
	Lillehammer 1994 (total hours)	Nagano 1998 (total hours)	Difference
Asia-Pacific	336	1 449	+ 331%
South America	18	242	+ 1 244%
North America	321	812	+ 153%
South Africa	29	276	+ 852%
Europe	3 239	3 362	+ 4%
Total	3 943	6 141	+ 55%

6.TV Revenues

Source and distribution of broadcasting rights revenues for the Olympic Winter Games

(In millions of US\$)

	<u>Lillehammer 1994</u>		<u>Nagano 1998</u>	
Source of Rights revenues by Continent				
America	307.5		392.0	
Europe	26.3		72.1	
Africa	0.4		1.5	
Asia	13.2		38.1	
Oceania	5.5	352.9	9.8	513.5
Distribution of Rights revenues				
Allocation to the Organizing Committee of the Olympic Winter Games	<u>(239.8)</u>	(239.8)	<u>(308.2)</u>	(308.2)
The International Olympic Committee (IOC)				
- Allocation to the IOC	(20.3)		(30.0)	
- Games related costs and funds earmarked to finance special projects during the following Olympiad period	<u>(8.4)</u>	(28.7)	<u>(28.8)</u>	(58.8)
International Federations (IFs)				
- Allocations to International Federations	(20.3)		(30.0)	
- Marketing allocation to IFs	-		(20.3)	
- Games related costs and funds earmarked to support IFs during the following Olympiad period	<u>(7.5)</u>	(27.8)	<u>(15.1)</u>	(65.4)
National Olympic Committees (NOCs)				
- Allocation to the Olympic Solidarity Program	(20.3)		(30.0)	
- Allocation to the United States Olympic Committee	(29.5)		(37.5)	
- Games related costs and funds earmarked to support NOCs during the following Olympiad period	<u>(6.8)</u>	<u>(56.6)</u>	<u>(13.6)</u>	<u>(81.1)</u>
		<u>-</u>		<u>-</u>



7. TOP Marketing Program Revenues

Source and distribution of TOP program sponsorship revenues for the period of the Olympiad

(In millions of US\$)	1993 - 1996 <u>TOP III</u>	1997 - 2000 <u>TOP IV</u>
<u>Source of Sponsorship revenues</u>		
Number of sponsor partners participating in the program	<u>10</u>	<u>11</u>
Cash proceeds from partners	191	303
Contracted Value in Kind from Partners	<u>185</u>	<u>276</u>
Total Gross proceeds	<u>376</u>	<u>579</u>
<u>Distribution of Sponsorship revenues</u>		
Gross Share of beneficiaries		
Organizing Committee of the Games of the Olympiad	(169)	(221)
Organizing Committee of the Olympic Winter Games	(65)	(132)
National Olympic Committees (Excluding USOC)	(62)	(93)
United States Olympic Committee (USOC)	(52)	(85)
International Olympic Committee	<u>(28)</u>	<u>(48)</u>
	<u>-</u>	<u>-</u>

Technical support from TOP partners to organizing Committees has increased considerably over the past quadriennial. Such support which is principally provided in the form of goods and services may be subject to differing evaluation methods.

