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New Zealand	Television New Zealand (TVNZ)
Europe	European Broadcasting Union (EBU)
Asia	Asia-Pacific Broadcasting Union (ABU)
Japan	Japan Consortium (JC)
Chinese Taipei	Chinese Taipei Sydney Pool (CTSP)
Korea	Korea Pool (KP)
Philippines	People's Television Network, Inc. (PTNI)
Middle East	Arab States Broadcasting Union (ASBU)
Africa	Union of Radio & Television Nations of Africa (URTNA)

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THE
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Ipsos-Reid Corporation**McCann-Erickson WorldGroup****Sports Marketing Surveys****Harris Interactive**

The International Olympic Committee has for the past few Olympiads carried out market research with the aim of understanding attitudes and opinions towards the Olympic Games, the image of the Olympic Movement and towards sponsorship and marketing involvement. The Sydney 2000 Olympic Games produced an extensive portfolio of market research, much of which is presented in this report. Further Olympic marketing research data is available from the IOC Marketing Department.



Global Broadcast Research was conducted by Sports Marketing Surveys (SMS). Based in the UK, SMS is a leading international and independent sports research organisation. A Global TV and Audience Report was conducted with detail, in-depth surveys of 21 countries analysing commercial activity and individual sport coverage. SMS's Olympic Television Research Centre also undertook a Broadcast Infringement Study tracking worldwide TV broadcasts for infringements to code and contracts.



Games-Time Research – Conducted on-site in Sydney during the two weeks of the Olympic Games. Research was conducted face-to-face with Spectators, Corporate Guests, Athletes, Media and Chefs de Missions.



Internet Interest Study – Carried out by Harris Interactive to determine how respondents experienced the 2000 Olympic Games and to understand how the Internet has changed the way Olympic fans experience the Games.



Youth Survey Study – Harris Interactive's brief was to understand teen attitudes towards and interest in the Olympic Movement. The study was conducted over the Internet; all respondents were members of the Harris Interactive panel of over seven million co-operative respondents.



Olympic Brand / Image Tracking – The IOC commissioned an objective, third party global brand assessment in 1998 to develop a strategy to protect, build and leverage the Olympic Movement and Brand Olympic. In 2000, the brand image was again tracked, as part of Ipsos Reid's Global Express Omnibus. Interviews were conducted in 10 countries around the world with 600 interviews per country.

International Olympic Committee

Karen Webb

Meridian Management, SA

Stephen Eden

Christopher Redgate

T.J. Geordecink

Allsport

T.J. Geordecink

International Olympic Committee

Marketing Department

Château de Vidy

CH-1007 Lausanne

Switzerland

Tel: + 41 21 621 6111

Fax: + 41 21 621 6216

www.olympic.org

WRITING,
DESIGN AND
PRODUCTION

PHOTOGRAPHY

FOR
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INFORMATION





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