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Thomas Bach
President

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The theme of this session, “Intelligent Connectivity” is of particular relevance to the International Olympic Committee, which celebrates its 125th anniversary this year.

Mobile technology and Olympic Games – these are words that one does not usually hear in the same sentence. Looking around the room, being among all the young and dynamic hi-tech leaders, I must admit I feel a little old representing an organisation that builds on the heritage of the ancient Greeks over 3,000 years ago.

You may ask, what a 125-year-old sports organisation has in common with the considerably younger mobile technology industry. At the most basic level, both the IOC and the mobile technology industry are about connecting people. The Olympic Games are the only event that brings together the entire world in peaceful competition, with all 206 National Olympic Committees taking part. From ancient times, 3,000 years ago until today, the Olympic Games have always been about connecting people. This connection has inspired billions of people around the world through the Olympic athletes and with the Olympic Values of excellence, friendship, and respect.

In fact, one could say that the Olympic Games were a social network and a kind of social media long before the internet and social media came about. The Olympic Games are always about connecting people, shared experiences and building community – the same basic elements that are at the heart of digital media and social networks.

The best expression of this is the Olympic Village, where the athletes live together during the competition. Athletes from all 206 National Olympic Committees, from every corner of the world, are living together in harmony under one roof. They compete with each other in the most important competition of their lives but at the same time, they share their meals, they share their experience and they share their emotions, they connect with each other. They are competitors in sport, but they respect each other in victory and defeat. They all have very diverse backgrounds, but they are united by these Olympic Values. In Olympic sport, everyone respects the same rules and everyone is equal, irrespective of background,



gender, race, sexual orientation or political belief. This principle of non-discrimination allows the Olympic Games to promote peace and understanding among all people. An example of this you just saw in the video, when at the recent Olympic Winter Games PyeongChang 2018 we brought the teams of North and South Korea together under one flag.

Pierre de Coubertin, the founder of the IOC, once said: “The Olympic Games are a pilgrimage to the past and an act of faith in the future.” It is exactly this faith in the future that explains why the Olympic Games have always been at the forefront of putting the latest technology into practise. The power of the Olympic Games is their universality and global appeal. So what better event to showcase the latest technology at a global scale.

To get an idea of this global appeal and scale of the Olympic Games, consider the following. Half the world’s population watched the Olympic Games Rio 2016, with more digital coverage than ever before. The Olympic Winter Games PyeongChang 2018 were the most digitally viewed Olympic Winter Games ever. And for the first time at Olympic Games, mobile phones were the most used device. Mobile usage was highest among the 20-29 year-old age group.

All this is showing us a powerful trend. People today are connecting with the Olympic Games in more ways than ever before, they are doing so digitally, and they are doing so on mobile.

It is this shared vision of a digital and connected future that brings all of us together here today.

Your vision for the future of mobile technology is our vision for the future of the Olympic Games.

This is not a challenge to overcome. This is a huge opportunity to reach even more people with the values of sport and the magic of the Olympic Games.

To seize this opportunity, the IOC has most recently joined hands with new Worldwide TOP Partners like Intel and Alibaba. And with other TOP Partners like Samsung, Visa and Omega, we have extended our long-term partnerships with an increased focus on digital technology.



The launch of our digital Olympic Channel in 2016 is another way we are shaping the digital future. Available on the web, mobile, connected TV devices, social platforms and linear channels, the rationale behind the launch is quite simple. In this digital age, we cannot wait for people to come to us. We have to go to where the people are. And people everywhere are living digital lives. This is not just a technological imperative. It is also a demographic imperative for us to reach young people, to promote the values of sport and to ensure the continued relevance of the Olympic Games.

This digital Olympic Channel is therefore our own platform to connect with the young generation digitally and engage them with Olympic sport 24 hours a day, 365 days a year. It is our way to connect directly with young people. It is our way to maintain the relevance of the Olympic Games in the time between the Games. It is our way to keep the magic of the Olympic Games and the athletes alive. With over 2 billion video views since the launch two years ago we can already build on some early results. Most importantly, over 80 per cent of the audience are below the age of 35, so clearly the content is resonating with our target audience.

This digital future also offers us the opportunity to dramatically change the way how people experience the Olympic Games. This is why we are very excited about the advent of 5G technology, because it will open up so many new and better ways to spread the joy, the emotions and the values of sport to even more people.

Thanks to the technology of many of our Worldwide TOP Partners we could already see what the digital future of the Games can look like.

The Olympic Winter Games PyeongChang 2018 marked the first time ever that 5G was used at a global event.

Our TOP Partners Intel and Samsung worked together with Korea Telecom (KT) to implement a large 5G pilot programme. This allowed for many 5G services to be used directly by visitors, including wireless broadband at gigabite speeds and ultra-low latency video distribution. With its ground-breaking technology, Intel made the first-ever live Virtual Reality broadcast of the Olympic Games possible, providing spectators a much more immersive experience.



One of my favourite applications was the use of cameras that allowed viewers to follow the competitions from the point of view of the athletes. Real-time Point-of-View cameras were fixed on bobsleds, bringing a whole new viewing experience to the viewers. From my own experience, I can only tell you that you better have very strong nerves to watch this. I guess I was not the only viewer closing my eyes at some moments of this breath-taking experience.

Just imagine for a moment what this technology can do for the spectators' experience of the Olympic Games in the future. Your adrenaline will be pumping as if you are yourself flying off the halfpipe, or duelling on the fencing piste or feeling the immense G-force on the skeleton sled.

In this respect, VR and AR offer a completely new way to experience the magic of the Olympic Games. It conveys the emotions, the energy and atmosphere of sport. It takes the fans and viewers to the heart of the sporting action and it allows you to appreciate the great performance of the athletes even more.

By the way, the opportunities that VR and AR offer to sport simulating eGames is something that we are exploring with great interest, but this is another story.

5G will also revolutionise Olympic broadcasting. Simply put, you can do more with less resources. With 5G technology, cameras on the field of play can send high quality video signals directly to the TV production units and to the Media Broadcast Centre, without requiring additional dedicated radio frequencies. This substantially reduces the time to deliver live content and it also reduces operational costs.

5G technology also holds many opportunities for host cities of the Olympic Games. As with broadcasting, it has the potential to enable them to do more with less. This is completely in line with our Olympic Agenda 2020 reforms to make the Olympic Games more sustainable and more feasible. 5G is the foundation for the use of many so-called "smart city" concepts. So very soon we may see a concrete application, for example, for a smart traffic management system during the Olympic Games, which is always one of the major challenges, considering the millions of people who participate and visit the Olympic Games.



Already at the Olympic Games Tokyo 2020, our TOP Partner Toyota will lead us into the future of mobility. Toyota will showcase the latest of its cutting-edge mobility solutions to the world, with automated driving, hydrogen-powered vehicles, robotics and many more innovations making mobility more inclusive, more efficient and more sustainable than ever before.

Another disruptive moment will come in the near future when we run the Olympic Games on the cloud. This will be greatly enhanced thanks to our TOP Partner Alibaba with its cloud technology and e-commerce platform.

Broadcasting and media coverage of the Olympic Games will be expanded with fewer resources. Cloud scalability finally solves a long-standing problem in major sport events: how to manage the continuous increase of the technological complexity. In this respect, the IOC's broadcasting arm OBS and Alibaba are already leading the way with the OBS Cloud, a ground-breaking broadcasting platform in the cloud.

Cloud technology will transform the Olympic Games and benefit fans and spectators, venues and organisers alike. Most importantly, it will also benefit the athletes' in significant ways, including the management of data to enhance the athletes' training and finally performance. This is why we are exploring innovative ways with our partners such as Alibaba, Intel and Omega to support the athletes in this way.

The technology that is driving this innovation will also help judges and referees arrive at better decisions in scoring the performance of the athletes. We may actually see digital judging in gymnastics already at the Olympic Games Tokyo 2020.

The IOC is fully committed to embrace and shape this digital future of the Olympic Games. But in order to do this, we need your advice. So maybe I can benefit from this opportunity to ask you, the industry experts, some questions.

What potential do you see for mobile technology to improve the athletes' experience? How can big data open up new opportunities for the Olympic Games? In what other ways can mobile technology transform the sporting world?



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In in all these discussions about the huge opportunity that mobile technology holds for the Olympic Games, we should never forget the one essential element. The magic of the Olympic Games is created by the people at the heart of the Olympic Games: the athletes. Together with them, our digital future will inspire us in our mission to bring the whole world together. In our fragile world that is drifting apart in so many ways, this unifying power of the Olympic Games is maybe more important than ever before.