Olympic Games
Paris 2024
Paris 2024 OCOG proposal on new sports

OLYMPIC PROGRAMME COMMISSION REPORT
Olympic Games Paris 2024

Paris 2024 OCOG proposal on new sports

Olympic Programme Commission Report – June 2019
OLYMPIC GAMES PARIS 2024

NEW SPORTS
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INTRODUCTION

Olympic Agenda 2020 introduced new flexibility to the Olympic programme which is reflected in Rule 45 of the Olympic Charter. The Olympic Games Paris 2024 is the second edition of the Games of the Olympiad for which the OCOG has had the possibility to propose additional sports.

The process of the OCOG proposal has evolved with the preparation for Paris 2024.

Following discussions with 19 IOC Recognised International Federations, Paris 2024 submitted its proposal to include breaking, sport climbing, skateboarding and surfing on the Olympic programme to the IOC on 21 February 2019.

This proposal, which was discussed and fully supported by the Olympic Programme Commission and further endorsed by the IOC Executive Board, is presented here to the IOC Session for review and consideration.

This report outlines the process taking place to define the Olympic programme for the Olympic Games Paris 2024 and further explores the proposed sports and the value they bring to Paris 2024 and the Olympic Movement.
This report is divided into four sections:

1. THE PROCESS

This section summarises the process the IOC and Paris 2024 are adopting to determine the Olympic programme.

2. THE FOUR SPORTS

This section reviews the four sports being proposed by Paris 2024.

3. VALUE PROPOSITION

This section highlights the value the additional four sports will bring to Paris 2024 and the Olympic Movement.

4. FEEDBACK

This section gathers feedback from a range of stakeholders on the four sports being proposed by Paris 2024.
1. THE PROCESS

**PAST EVENTS**

1. **APPROVAL OF OLYMPIC AGENDA 2020**
   - 8 – 10 December 2014, IOC Session

2. **APPROVAL OF PARIS 2024 OCOG PROPOSAL PRINCIPLES**
   - 18 – 20 July 2018, IOC EB

**FUTURE EVENTS**

3. **IOC SESSION DECISION ON PROVISIONAL INCLUSION OF THE FOUR SPORTS ON THE OLYMPIC PROGRAMME**
   - 25 June 2019, IOC Session

4. **IOC EB REVIEWED AND SUPPORTED THE OLYMPIC PROGRAMME COMMISSION RECOMMENDATION**
   - 27 March 2019, IOC EB

5. **CONTINUED OBSERVATION AND MONITORING OF THE PROPOSED SPORTS**
   - July 2019 – November 2020, Paris 2024 and Olympic Programme Commission

6. **OFFICIAL JOINT OBSERVATION AT TOKYO 2020**
Olympic Agenda 2020 enabled the creation of a new process for an OCOG to propose additional events for their edition of the Olympic Games. The Olympic Games Paris 2024 is the second edition of the Games of the Olympiad for which the OCOG has had the possibility to propose additional sports. Below is a summary of the Paris 2024 proposal timeline.
THE OCOG PROPOSAL PROCESS

KEY PRINCIPLES FOR PARIS 2024:

1. Any new sports included in the OCOG proposal must be included in the overall 10,500-athlete quota.
2. Any new sports included in the OCOG proposal must not require any new permanent venues.
3. Paris 2024 could only consider the sports of IOC Recognised International Federations in making their proposal for inclusion on the Olympic Programme to the IOC.
4. Once submitted by Paris 2024 to the IOC Session, additional new sports cannot be included in the OCOG proposal.
5. A two-phase approach will be implemented to allow events and athlete quotas for all sports (existing and additional) to be finalised at the same time at the IOC Executive Board meeting in December 2020.
6. The selection and inclusion of any additional events in new sports for Paris 2024 are separate and independent from the review process for Olympic sports event programmes for Paris 2024.
7. The new sports will not be included in the Games revenue distribution to Olympic International Federations.
8. The International Federations of the new sports and events will enjoy the benefits of NOC affiliation and similar benefits only for the period of the Paris 2024 Olympiad.
9. As a proposal from the OCOG, costs associated with the proposal and the inclusion of the package of new sports proposed will be borne by Paris 2024.
10. Any new sports should embody the Paris 2024 vision, aligning with key criteria of promoting a Games which is sustainable, inclusive, urban, youth oriented, spectacular and gender-equal.
11. The process for the Tokyo 2020 and the LA 2028 OCOG proposal are completely separate from the Paris 2024 proposal.
12. In no way should the Paris 2024 proposal be taken as a precedent, and future cities may choose sports that are relevant to them from any IOC Recognised International Federations and should not feel constrained by previous proposals and decisions.
1

STEP ONE: APPROVAL OF OLYMPIC AGENDA 2020

December 2014

At the 127th IOC Session in Monaco, the full membership of the IOC unanimously approved the 40 recommendations that make up Olympic Agenda 2020, the strategic roadmap for the future of the Olympic Movement.

Recommendation 10 stipulated that the IOC would allow OCOGs to make a proposal for the inclusion of one or more additional events on the Olympic programme for that edition of the Olympic Games, and this was subsequently reflected in the Olympic Charter (Rule 45, Bye-law 3.3).

2

STEP TWO: APPROVAL OF PARIS 2024 OCOG PROPOSAL PRINCIPLES

July 2018

The IOC Executive Board approved the initial principles for the process to add events in new sports to the Paris 2024 programme. These principles include:

- Paris 2024 will contact IOC Recognised International Federations whose sport has been assessed as fitting within the existing Paris 2024 venue master plan, reflecting Paris’ vision to host youthful, innovative, spectacular Games showcasing France’s most iconic landmarks, and in line with the Paris 2024 global sports concept.

- Any new sports included in the OCOG proposal must be included within the overall 10,500-athlete quota. Reflected in the Olympic Charter (Rule 45, Bye-law 3.3).
STEP THREE: PARIS 2024 CONDUCTED OBSERVATIONS AT YOG BUENOS AIRES 2018

October 2018

In October 2018, the Paris 2024 OCOG conducted observations at the Youth Olympic Games Buenos Aires 2018.

STEP FOUR: PARIS 2024 CONDUCTED AN INVITATIONAL APPLICATION PROCESS

October 2018 – February 2019

The Paris 2024 Organising Committee conducted interviews with sports which were interested in applying to be included in the programme of the Olympic Games Paris 2024.

• Paris 2024 ran an invitational application process in which it invited 19 IFs to engage in discussions and present their proposals for events.
• Paris 2024 then selected the package of IFs which it felt best embodied its vision, aligning with key criteria of promoting a Games that are sustainable, inclusive, urban, youth oriented, spectacular and gender-equal.
STEP FIVE: PARIS 2024 ANNOUNCED THE FOUR SPORTS BEING PROPOSED TO THE IOC FOR INCLUSION ON THE OLYMPIC PROGRAMME

February 2019

Paris 2024 announces the four sports that would be proposed to the IOC to be included on the Olympic programme – breaking, skateboarding, sport climbing and surfing.

STEP SIX: OLYMPIC PROGRAMME COMMISSION REVIEWED THE OCOG PROPOSAL

March 2019

Based on the assessment carried out by the Olympic Programme Commission, it was recommended that the IOC Executive Board propose to the IOC Session the approval of Paris 2024’s proposal and the provisional inclusion of four additional sports, namely breaking, skateboarding, sport climbing and surfing, on the programme of the Olympic Games Paris 2024.

STEP SEVEN: IOC EB REVIEWED AND SUPPORTED THE OLYMPIC PROGRAMME COMMISSION RECOMMENDATION

March 2019

The IOC Executive Board supported the recommendation of the Olympic Programme Commission to put forward Paris 2024’s proposal for new sports to the IOC Session in June.

The framework for consideration included fitting into the Paris 2024 venue master plan; reflecting Paris’ vision to host youthful, urban, gender-balanced, innovative and spectacular Games; and being in line with the Paris 2024 global sports concept to include dynamic, inclusive and accessible events.

Following the IOC Executive Board’s decision, no additional sports can be considered for inclusion on the programme of the Olympic Games Paris 2024.

STEP EIGHT: IOC SESSION DECISION ON PROVISIONAL INCLUSION OF THE FOUR SPORTS ON THE OLYMPIC PROGRAMME

June 2019

The IOC Session will further review the four sports and take a decision on the provisional inclusion on the Olympic programme at the Olympic Games Paris 2024.
STEP NINE: CONTINUED OBSERVATION AND MONITORING OF THE PROPOSED SPORTS, INCLUDING OFFICIAL OBSERVATION AT TOKYO 2020

July 2019 – November 2020

If the proposal is approved at the IOC Session, the IOC and Olympic Programme Commission will continue its own analysis and observation of the four sports proposed by Paris 2024.

Joint official observations of the three sports will take place at the Olympic Games Tokyo 2020 with the Paris 2024 OCOG and the Olympic Programme Commission. As breaking is not on the Tokyo 2020 programme, specific observation for breaking will take place outside the Games.

October 2020

The reports on the Games-time data, including TV data and other popularity indicators, collected at Tokyo 2020 for the various sports and events will be used in the review.

STEP TEN: OLYMPIC PROGRAMME COMMISSION RECOMMENDS FINAL EVENT PROGRAMME TO THE IOC EB

November 2020

Based on observations from Tokyo 2020 and additional monitoring, the Olympic Programme Commission will provide final recommendations on the existing events and proposed new events for the Olympic Games Paris 2024 to the IOC Executive Board.

STEP ELEVEN: FINAL DECISION ON EVENT PROGRAMME BY IOC EXECUTIVE BOARD ON THE PARIS 2024 EVENT PROGRAMME

December 2020

Under the mandate of the IOC Session, the IOC Executive Board will make the final decision on the existing events, proposed new events and related athlete quotas for the Olympic Games Paris 2024.
Breaking has been proposed by Paris 2024 for inclusion in the 2024 Olympic programme. The sport appeared as a medal event at the YOG Buenos Aires 2018 and if approved will make its Olympic debut at Paris 2024.
2. THE FOUR SPORTS BREAKING
OLYMPIC GAMES PARIS 2024 NEW SPORTS

OLYMPIC PROPOSAL

NUMBER OF EVENTS:

2

- MEN’S EVENT
  B-BOYS
- WOMEN’S EVENT
  B-GIRLS

EVENT HELD OVER TWO DAYS
(Route robin phase on day 1 / knock-out phase on day 2)

32

ATHLETES*

16/16 MALE/ FEMALE SPLIT

PARTICIPATION OF BEST ATHLETES

6

NATIONAL OFFICIALS*

12

INTERNATIONAL OFFICIALS*

COMPETITION FORMAT

Qualifying rounds / quarter-finals, semi-finals, finals.

* Refers to quota numbers
2. THE FOUR SPORTS BREAKING

POPULARITY

- Ticket Sales: 4,000
- Spectators in Attendance: 4,500

TV COVERAGE

- 80 Territories where coverage was broadcast

MEDIA ACCREDITATIONS GRANTED: 45

SOCIAL MEDIA Data up to May 2019

WDSF closely collaborates with the Breaking Community. These social media stats are the cumulative totals of the main breaking platform figures.

- Facebook: 4,439,927 fans
- Twitter: 90,866 followers
- YouTube: 863,190 subscribers
- Instagram: 800,652 followers

The data relates to the WDSF World Breaking Championship 2018, Tokyo.
WORLD DANCESPORT FEDERATION – WDSF

YEAR OF ESTABLISHMENT OF THE IF | YEAR OF IOC RECOGNITION | 128
--- | --- | ---
1957 | 1995 | WORLD CHAMPIONSHIPS HELD TO DATE
With couples in different dance styles.

20 MAY 2018
TOKYO, JAPAN
DATE AND LOCATION OF LAST WORLD CHAMPIONSHIPS

92 NATIONAL FEDERATIONS (NFS) CORRESPONDING TO NOCS

INCLUSION IN OTHER MULTI SPORT EVENTS
1 YOG
7 World Games
8 Continental Games
5 Other

81 NFS THAT TOOK PART IN THE LAST WORLD CHAMPIONSHIPS

284 MEN
87 WOMEN
2. THE FOUR SPORTS BREAKING
NFS PER CONTINENT THAT MEDALLED AT THE LAST WORLD CHAMPIONSHIPS (last five years all disciplines)

- 0 Africa
- 5 Asia
- 4 America
- 88 Europe
- 0 Oceania

87% OF NFS THAT ORGANISE NATIONAL CHAMPIONSHIPS (all disciplines)

8 MEN 5 WOMEN

42% GENDER EQUALITY IN EXECUTIVE BOARD

OTHER DISCIPLINES MANAGED BY THE IF THAT ARE NOT PART OF THE OLYMPIC PROPOSAL (all disciplines)

- Latin
- Standard
- Rock ‘n’ Roll
- Salsa
- Hip Hop

FINANCE

17% Share of the WDSF's total income generated by marketing/broadcasting.
KEY TOPICS

ANTI-DOPING
Compliant – 0 anti-doping rule violations in the last two years.

CAS
The WDSF confirms that it uses the Court of Arbitration for Sport (CAS) for all disputes that cannot be settled amicably or through local arbitration or mediation.

COMPETITION MANIPULATION
The WDSF confirms it is currently in the process of adopting the ASOIF Model Rules of Betting and Anti-Corruption.

CODE OF ETHICS
The WDSF has developed and implemented its Code of Ethics.

ATHLETES’ COMMISSION
The WDSF has an Athletes’ Commission whose chairwoman sits on the Executive Board with voting rights.

ENTOURAGE COMMISSION
Yes.

WOMEN AND SPORT COMMISSION
Yes.

MEDICAL COMMISSION
Yes.

HEALTH, SAFETY AND SECURITY
The WDSF monitors and controls all athletes’ health, safety and security at all WDSF World Championships.
SPORT CLIMBING

Sport climbing has been proposed by Paris 2024 for inclusion in the 2024 Olympic programme. The sport appeared as a medal event at the YOG Buenos Aires 2018 and will make its Olympic debut at Tokyo 2020.

HOST COUNTRY

PARTICIPANTS

Approximate overall number of participants 1.3 million
Registered participants 101,572 (license holders 2017-2018)

PERFORMANCE
(Results at the last two World Championships)

Men senior (2 best results) 2016: 3rd – 3rd / 2018: 2nd – 7th
Men junior (2 best results) 2017: 2nd – 3rd / 2018: 3rd – 4th
Women senior (2 best results) 2016: 2nd – 8th / 2018: 4th – 14th
Women junior (2 best results) 2017: 3rd – 6th / 2018: 2nd – 4th
OLYMPIC PROPOSAL

NUMBER OF EVENTS:

4

2 MEN’S EVENT
Combined Bouldering and Lead, Speed

2 WOMEN’S EVENT
Combined Bouldering and Lead, Speed

EVENT HELD OVER FOUR DAYS

PARTICIPATION OF BEST ATHLETES

72

20

Men and women for the Combined Bouldering and Lead event

16

Men and women for the Speed event

36/36 MALE/ FEMALE SPLIT

ATHLETES*

NATIONAL OFFICIALS*

INTERNATIONAL OFFICIALS*

7

11

COMPETITION FORMAT
Each round would start with the presentation of the athletes, followed by an observation of the routes. In Lead they have one attempt to reach the top of a 15m high wall counting on their tactics and endurance, while they have to complete several 4.5m high routes made of spectacular movements in Bouldering. In Speed, athletes race against each other, and the world record time, on a standardised wall.

* Refers to quota numbers
2. THE FOUR SPORTS: SPORT CLIMBING

This data relates to the IFSC Climbing World Championships Innsbruck (AUT) 2018.

POPOPULARITY

TICKET SALES

40,600

SPECTATORS IN ATTENDANCE

61,700

DIGITAL MEDIA

168,723

WEBSITE USERS

(during the last World Championship)

MEDIA ACCREDITATIONS GRANTED

309

(9 Americas 0 Africa 244 Europe 38 Asia 0 Oceania 18 Unknown)

TV COVERAGE

144

TERRITORIES where coverage was broadcast

170+ million

TV AUDIENCE possible reach

SOCIAL MEDIA Data up to May 2019

Facebook: @sportclimbing / Twitter: @IFSClimbing / YouTube: International Federation of Sport Climbing

90,303 fans

21,978 followers

103,702 subscribers
# International Federation of Sport Climbing – IFSC

<table>
<thead>
<tr>
<th>Year of Establishment of the IF</th>
<th>Year of IOC Recognition</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>2007</td>
<td>16</td>
<td>16</td>
</tr>
</tbody>
</table>

**World Championships Held to Date**

- **46 Men**
- **38 Women**

NFS that took part in the last World Championships

**National Federations (NFS) Corresponding to NOCS**

91
2. THE FOUR SPORTS SPORT CLIMBING

INCLUSION IN OTHER MULTI SPORT EVENTS

1 Continental Games (Asian Games)
4 World Games

Others:
- Military World Games
- World Masters Games
- University World Championships
- World School Championships
- ANOC Beach Games
- FISE
- YOG
NFS PER CONTINENT THAT MEDALLED AT THE LAST WORLD CHAMPIONSHIPS

<table>
<thead>
<tr>
<th>Continent</th>
<th>NFS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>0</td>
</tr>
<tr>
<td>Asia</td>
<td>8</td>
</tr>
<tr>
<td>America</td>
<td>0</td>
</tr>
<tr>
<td>Europe</td>
<td>17</td>
</tr>
<tr>
<td>Oceania</td>
<td>0</td>
</tr>
</tbody>
</table>

7 MEN
2 WOMEN

96% OF NFS THAT ORGANISE NATIONAL CHAMPIONSHIPS

23% GENDER EQUALITY IN EXECUTIVE BOARD

OTHER DISCIPLINES MANAGED BY THE IF THAT ARE NOT PART OF THE OLYMPIC PROPOSAL

None

FINANCE

60% Share of the IFSC’s total income generated by marketing/broadcasting.
KEY TOPICS

ANTI-DOPING
Compliant.

CAS
The IFSC has confirmed that it uses the Court of Arbitration (CAS) for all disputes that cannot be settled amicably or through local arbitration or mediation.

COMPETITION MANIPULATION

CODE OF ETHICS
An Ethics Commission was created and activated in early 2015.

ATHLETES’ COMMISSION
Yes, 12 members, elected by their peers. The chair of the commission is a member of the IFSC Executive Board.

ENTOURAGE COMMISSION
Yes.

WOMEN AND SPORT COMMISSION
No.

MEDICAL COMMISSION
Yes.

HEALTH, SAFETY AND SECURITY
The IFSC monitors and controls athletes’ health, safety and security at events. It also requires an athlete to be licensed internationally, which is provided by the respective national federation.
SKATEBOARDING

Skateboarding has been proposed by Paris 2024 for inclusion in the 2024 Olympic programme. The sport appeared at the YOG Buenos Aires 2018 and will make its Olympic debut in Tokyo 2020.

HOST COUNTRY

PARTICIPANTS

Approximate overall number of participants 300,000
Registered participants 2,500

PERFORMANCE
(Results at the last two World Championships)

Men 4th Street, 15th Park
Women 20th Street, 17th Park
2. THE FOUR SPORTS

SKATEBOARDING
OLYMPIC PROPOSAL

NUMBER OF EVENTS:

- 2 MEN’S EVENT
  Street and Park

- 2 WOMEN’S EVENT
  Street and Park

EVENT HELD OVER FOUR DAYS

96 ATHLETES*
48/48 MALE/FEMALE SPLIT

PARTICIPATION OF BEST ATHLETES

14-16 INTERNATIONAL OFFICIALS*

4-6 NATIONAL OFFICIALS*

COMPETITION FORMAT
Athletes will compete in a series of runs/tricks to discern the best run that qualifies them to the finals.

* Refers to quota numbers
2. THE FOUR SPORTS  SKATEBOARDING

**POPULARITY**

The data below relates to all World Skate/Street League Series events in 2018.

<table>
<thead>
<tr>
<th>Ticket Sales</th>
<th>Spectators in Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;30,000</td>
<td>&gt;30,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital Media</th>
<th>Media Accreditations Granted</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,768 Daily Average</td>
<td>210 STREET ONLY</td>
</tr>
</tbody>
</table>

visitors on official website (max 20,569 during events)

**Spectators in Attendance**

>30,000

**Social Media**

WSK social media data up to May 2019

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Subscribers/Total Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>42,434 fans/1,377 subscribers/15,600 followers</td>
</tr>
<tr>
<td>Twitter</td>
<td>3,959 followers</td>
</tr>
<tr>
<td>YouTube</td>
<td>1,377 subscribers</td>
</tr>
<tr>
<td>Instagram</td>
<td>15,600 followers</td>
</tr>
</tbody>
</table>

Street League Series/WSK social media data up to May 2019

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Subscribers/Total Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2.3m fans/430,128 subscribers/1.8m followers</td>
</tr>
<tr>
<td>Twitter</td>
<td>357,632 followers</td>
</tr>
<tr>
<td>YouTube</td>
<td>430,128 subscribers</td>
</tr>
<tr>
<td>Instagram</td>
<td>1.8m followers</td>
</tr>
</tbody>
</table>
WORLD SKATE – WSK

YEAR OF ESTABLISHMENT OF THE IF: 1924
YEAR OF IOC RECOGNITION: 1977

WORLD CHAMPIONSHIPS HELD TO DATE (during the last five years, all disciplines):

- 67 MALE
- 68 FEMALE

- MEN PARK: 18
- MEN STREET: 36
- WOMEN PARK: 13
- WOMEN STREET: 28

NFS THAT TOOK PART IN THE LAST WORLD CHAMPIONSHIPS (Skateboarding Street & Park)
2. THE FOUR SPORTS: SKATEBOARDING

INCLUSION IN OTHER MULTI SPORT EVENTS (all disciplines)

- 6 World Games
- 3 Pan American Games
- 3 Asian Games
- 1 Other
- 2 YOG

72 NATIONAL FEDERATIONS (NFS) CORRESPONDING TO NOCS
**NEW SPORTS**

**NFS PER CONTINENT THAT MEDALLED AT THE LAST WORLD CHAMPIONSHIPS**
(last five years, all disciplines)

<table>
<thead>
<tr>
<th>Continent</th>
<th>NFS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>0</td>
</tr>
<tr>
<td>Asia</td>
<td>4</td>
</tr>
<tr>
<td>America</td>
<td>6</td>
</tr>
<tr>
<td>Europe</td>
<td>12</td>
</tr>
<tr>
<td>Oceania</td>
<td>1</td>
</tr>
</tbody>
</table>

**OTHER DISCIPLINES MANAGED BY THE IF THAT ARE NOT PART OF THE OLYMPIC PROPOSAL**
(all disciplines)

- Artistic skating
- Rink hockey
- Roller derby
- Roller freestyle
- Inline hockey
- Inline freestyle
- Inline downhill
- Inline alpine
- Speed skating
- Scooter

**FINANCE**

- **10%**
  Share of the WSK’s total income generated by marketing/broadcasting.

- **20%**
  Share of the WSK’s total expenditure allocated to development.
2. THE FOUR SPORTS  SKATEBOARDING

KEY TOPICS

ANTI-DOPING
Compliant – 5 anti-doping rule violations in the last two years (3 skateboarding, 1 inline hockey, 1 speed skating).

CAS
The WSK has confirmed that it uses the Court of Arbitration for Sport (CAS) for all disputes that cannot be settled amicably or through local arbitration or mediation.

COMPETITION MANIPULATION
Under development.

CODE OF ETHICS
Under final revision, first release 3 July 2019.

ATHLETES’ COMMISSION
Yes, with a seat on the board and a voting right.

ENTOURAGE COMMISSION
No.

WOMEN AND SPORT COMMISSION
No.

MEDICAL COMMISSION
Yes.

HEALTH, SAFETY AND SECURITY
The WSK has established a medical commission, which is composed of three doctors, and which monitors athletes’ health. The commission monitors athletes’ health at national level through national federations and at World Championships.
SURFING

Surfing has been proposed by Paris 2024 for inclusion in the 2024 Olympic programme and will make its Olympic debut in Tokyo 2020.

HOST COUNTRY

PARTICIPANTS

Approximate overall number of participants 680,000
Registered participants 80,000

PERFORMANCE
(Results at the last two World Championships)

Men 2017: 2nd, 7th, 9th, 9th / 2018: 7th, 33rd, 41st
Women 2017: 1st, 2nd / 2018: 7th, 8th, 25th
Team 2017: 1st / 2018: 6th
2. THE FOUR SPORTS SURFING
OLYMPIC GAMES PARIS 2024 NEW SPORTS

OLYMPIC PROPOSAL

NUMBER OF EVENTS:

2

MEN’S EVENT
Short Board

WOMEN’S EVENT
Short Board

EVENT HELD OVER FOUR OR MORE DAYS
Depending on wave conditions

ATHLETES*
48

24/24 MALE/FEMALE SPLIT

INTERNATIONAL OFFICIALS*
20

COMPETITION FORMAT
Qualifying rounds, semi-finals, finals.

PARTICIPATION OF BEST ATHLETES
16

NATIONAL OFFICIALS*

* Refers to quota numbers
The data below relates to the 2018 ISA World Championship Series.

## 2. THE FOUR SPORTS

### SURFING

<table>
<thead>
<tr>
<th>DIGITAL MEDIA</th>
<th>POPULARITY</th>
<th>3.2m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total live stream views across the 2018 ISA World Championship Series.</td>
<td><strong>SOCIAL MEDIA</strong></td>
<td>3.6m</td>
</tr>
<tr>
<td><strong>MEDIA ACCREDITATIONS GRANTED</strong></td>
<td><strong>TV COVERAGE</strong></td>
<td><strong>&gt;100m</strong></td>
</tr>
<tr>
<td>239</td>
<td><strong>TERRITORIES</strong></td>
<td>136</td>
</tr>
<tr>
<td>where coverage was broadcast</td>
<td><strong>TV AUDIENCE</strong></td>
<td>estimated reach, exact audience numbers are not available</td>
</tr>
<tr>
<td><strong>136</strong></td>
<td><strong>&gt;100m</strong></td>
<td></td>
</tr>
<tr>
<td><strong>MEDIA ACCREDITATIONS GRANTED</strong></td>
<td><strong>SOCIAL MEDIA</strong></td>
<td><strong>3.6m</strong></td>
</tr>
<tr>
<td>239</td>
<td><strong>SOCIAL MEDIA</strong></td>
<td><strong>3.6m</strong></td>
</tr>
<tr>
<td><strong>3.6m</strong></td>
<td>Total social media interactions (likes, comments, shares, etc.) across 2018 ISA events.</td>
<td><strong>TV AUDIENCE</strong></td>
</tr>
<tr>
<td><strong>TV AUDIENCE</strong></td>
<td><strong>SOCIAL MEDIA</strong></td>
<td><strong>3.6m</strong></td>
</tr>
<tr>
<td><strong>136</strong></td>
<td><strong>fans</strong></td>
<td><strong>99,283</strong></td>
</tr>
<tr>
<td><strong>&gt;100m</strong></td>
<td><strong>followers</strong></td>
<td><strong>12,087</strong></td>
</tr>
<tr>
<td><strong>9,364</strong></td>
<td><strong>subscribers</strong></td>
<td><strong>54,966</strong></td>
</tr>
<tr>
<td><strong>54,966</strong></td>
<td><strong>followers</strong></td>
<td><strong>54,966</strong></td>
</tr>
</tbody>
</table>
### INTERNATIONAL SURFING ASSOCIATION – ISA

<table>
<thead>
<tr>
<th></th>
<th>YEAR OF ESTABLISHMENT OF THE IF</th>
<th>YEAR OF IOC RECOGNITION</th>
<th>WORLD CHAMPIONSHIPS HELD TO DATE</th>
<th>NFS THAT TOOK PART IN THE LAST WORLD CHAMPIONSHIPS</th>
<th>INCLUSION IN OTHER MULTI SPORT EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1964</td>
<td>1997</td>
<td>80 MALE</td>
<td>80 FEMALE</td>
<td>100 NATIONAL FEDERATIONS (NFS) CORRESPONDING TO NOCS</td>
</tr>
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</table>
2. THE FOUR SPORTS

SURFING
NUMBER OF NFS PER CONTINENT THAT MEDALLED AT THE LAST WORLD CHAMPIONSHIPS

- 1 Africa
- 1 Asia
- 3 America
- 0 Europe
- 2 Oceania

80% PERCENTAGE OF NFS THAT ORGANISE NATIONAL CHAMPIONSHIPS

6 MEN
3 WOMEN

33% GENDER EQUALITY IN EXECUTIVE BOARD

OTHER DISCIPLINES MANAGED BY THE IF THAT ARE NOT PART OF THE OLYMPIC PROPOSAL

- Adaptive surfing
- Bodyboarding
- Body surfing
- Kneeboarding
- Longboarding
- StandUp paddle racing
- StandUp paddle surfing
- Tandem surfing
- Wake surfing

FINANCE

73% Share of the ISA’s total income generated by marketing/broadcasting.

12% Share of the ISA’s total expenditure allocated to development.
KEY TOPICS

ANTI-DOPING
Compliant – 0 anti-doping rule violations in the last two years.

CAS
The ISA has confirmed that it uses the Court of Arbitration for Sport (CAS) for all disputes that cannot be settled amicably or through local arbitration or mediation.

COMPETITION MANIPULATION
The ISA is currently in the process of adopting its own set of rules that integrate the Olympic Movement Code on the Prevention of the Manipulation of Competitions.

CODE OF ETHICS
The ISA has adopted the IOC Code of Ethics.

ATHLETES’ COMMISSION
The ISA has an Athletes’ Commission whose Chair is Justine Dupont (FRA), and sits on the Executive Committee as a full voting member.

ENTOURAGE COMMISSION
No.

WOMEN AND SPORT COMMISSION
No.

MEDICAL COMMISSION
The ISA is in the process of forming a medical commission.

HEALTH, SAFETY AND SECURITY
The ISA monitors and controls athletes’ health, safety and security at all ISA World Championships through specific protocols and processes including anti-doping controls, water patrol, beach lifeguards, on-site medical personnel and security.
The IOC’s vision for the future of the Olympic Games programme is focused on more women, more urban, more youth, building on Olympic Agenda 2020 and the key steps made in this direction for Tokyo 2020.

Paris 2024 has taken the opportunity presented by the IOC through Olympic Agenda 2020 to propose additional sports in the programme of its edition of the Olympic Games to enhance and strengthen its overall Games concept. The proposed package of sports strongly reflects Paris 2024’s vision of an urban, youth-focused and inclusive Games. It focuses on sports that are easy to practise with the direct aim of inspiring as many young people as possible to take on a sports activity, wherever they are in the world.
Paris 2024 chose its proposed additional sports in keeping with three principles that seek to deliver:

1. **Sustainable and socially-responsible Games** in line with Olympic Agenda 2020 and the IOC’s New Norm, which includes sports that are freely accessible and do not require permanent facilities.

2. Games that are in keeping with the times and **inspire new audiences and attract young people**, through sports that allow for engagement on social media, that are both a means of expression and a way of life, and which can be played anywhere and anytime in urban and other environments.

3. **Games that reflect the identity of Paris 2024**, through spectacular sports that are culturally relevant, gender equal, engaging, accessible, inclusive, and which can be played outside conventional arenas and inspire creativity.

By suggesting the package of four sports to the IOC, complementing the 28 sports already on the programme, Paris 2024 has emphasised its goal of creating spectacular, urban and sustainable Games. These will not only provide a fitting showcase for athletic performance, but also engage young people and the wider public through lifestyle sports.
4. FEEDBACK

On 21 February 2019, Paris 2024 organisers announced the four sports that would be proposed to the IOC to be included on the Olympic programme – breaking, skateboarding, sport climbing and surfing.

This feedback report has been produced with Sysomos, a social media management and analytics software platform. The following pages illustrate the feedback and strong support for the Paris 2024 OCOG proposal.
OVERALL POPULARITY

The announcement resulted in 4,900 online news articles and 30,800 tweets (in the period from 10 to 25 February 2019).

This data was generated by a general search query on Paris 2024.
GEOGRAPHY

The top three markets that covered the announcement were the United States (24.2%), United Kingdom (20.2%) and France (19.5%).

TOP 10 HASHTAGS

Hashtags on breaking were dominant in Twitter conversations on the proposed sports. All together, these hashtags totalled 40.3%.

The #marathon and #avousdejouer were also used in Tweets about the mass participation events that are being proposed by Paris 2024.
#paris2024 27.7%
#breaking2024 14.3%
#breakingolympics 12.3%
#breakingolympics2024 12.3%
#marathon 3.1%
#avousdejouer 1.9%
#squash2024 1.7%
#squash 1.6%
#breakdancing 1.4%
#squashgoesgold 1.4%
NEWS ARTICLES

Most news articles were devoted to breaking. Breaking was considered by part of the media coverage to be the only new sport to be proposed, since the three others are already present on the Tokyo 2020 Olympic programme.

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>HEADLINE</th>
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<tbody>
<tr>
<td>BBC SPORT</td>
<td>“Olympic Games: Paris organisers propose breakdancing to IOC as a new sport for 2024.”</td>
</tr>
<tr>
<td>CNN</td>
<td>“Breakdancing proposed as new Olympic sport for Paris 2024.”</td>
</tr>
<tr>
<td>Wire Sports</td>
<td>“Breaking: not bad, all good for 2024.”</td>
</tr>
<tr>
<td>NEWS</td>
<td>“Breakdancing being considered for 2024 Olympics.”</td>
</tr>
<tr>
<td>METRO</td>
<td>“Paris 2024 organisers put forward breakdancing to become new Olympic sport.”</td>
</tr>
</tbody>
</table>
...‘breaking’ was one of the major success stories of the Games and it plays perfectly into the IOC’s drive to boost the ‘youth’ appeal of the senior Olympics.

I spent several days at their ‘urban park’ in Argentina, which was the venue for a host of ‘new’ sports such as breaking, sport climbing, freestyle BMX and 3v3 basketball - and every day was a sellout.

People voted in their thousands there and given what I witnessed I’ve no doubts that ‘breaking’ will be a huge success in Paris.”

– Nick Hope, BBC Sport Olympic reporter

...breakdancing was an “obvious choice” for inclusion given France has the second-highest number of participants in the discipline behind the United States. Following the presentation of the proposals, the French Institute of Public Opinion conducted an opinion survey on behalf of Paris 2024. According to the survey, 79 per cent of French people have a positive opinion of the four proposed sports, which increases to 89 per cent among 15 to 25-year-olds.”

– Paris 2024, French Institute of Public Opinion survey conducted on behalf of Paris 2024
“it is official, “breakin’” will be an event at the 2024 Olympics in Paris. **congrats to crazy legs, cros one, and all the bboys n bgirls** from day one who lead to this moment. hopefully this goes well, **it is in the right hands. it’s just begun...**”

– @DJJS1, Twitter