



INTERNATIONAL
OLYMPIC
COMMITTEE

IOC Marketing: Media Guide

Olympic Games Rio 2016



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The financial figures contained in this document are provided for general information purposes, are estimates and are not intended to represent formal accounting reports of the IOC, the Organising Committees for the Olympic Games (OCOGs) or other organisations within the Olympic Movement. For further information, visit <https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/Documents/IOC-Marketing-and-Broadcasting-General-Files/Olympic-Marketing-Fact-File-2016.pdf>



Olympic Marketing Overview



“Long-term partnerships are the backbone of our commercial programmes and they enable the financial security of the entire Olympic Movement”

Tsunekazu Takeda, IOC Marketing Commission Chairman

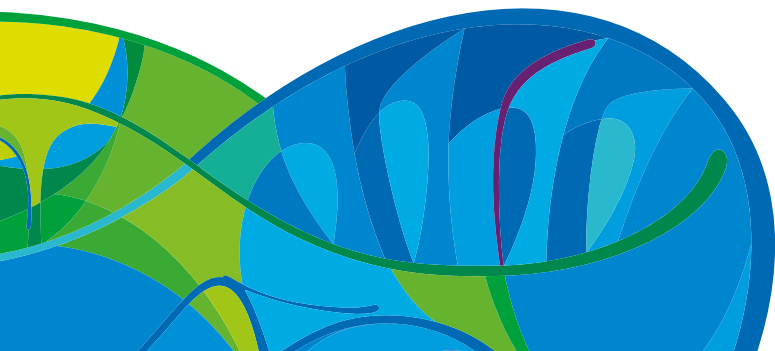
The International Olympic Committee is entirely privately funded and ever since the first modern Olympic Games in Athens in 1896, it has relied upon contributions from commercial partners in order to stage the Games and support the Olympic Movement.

Today, the success of the IOC’s multi-faceted Olympic marketing programme – which includes global media and sponsorship agreements – continues to ensure the financial security of both the Olympic Movement and the Olympic Games, with the revenue that is generated being redistributed to support National Olympic Committees (NOCs), International Federations (IFs), Organising Committees for the Olympic Games (OCGOs), the Olympic Solidarity scholarship programme and other sports organisations around the world.

Through the sale of global media rights, the Olympic marketing programme also ensures that the Olympic Games can be enjoyed by the maximum number of people possible throughout the world.

At a Glance

- Commercial partnerships are crucial to the continued success of the Olympic Games and the operations of every organisation within the Olympic Movement
- Revenue is generated through several major programmes, including the sale of global media rights and sponsorship
- 90 per cent of Olympic marketing revenue is redistributed to the wider sporting movement



Olympic Revenue Sources (2013-2016)

The Olympic Movement generates revenue through a number of programmes:

- The IOC manages the sale of media rights to the Olympic Games, The Olympic Partner (TOP) worldwide sponsorship programme and the IOC's official supplier and licensing programme.
- OCOGs manage domestic sponsorship, ticketing and licensing programmes within the host country, under the direction of the IOC.
- NOCs generate revenue through their own complementary commercial programmes.

Olympic Revenue Distribution

The IOC redistributes 90 per cent of its revenue to the wider sporting movement, in order to support the staging of the Olympic Games and to promote the worldwide development of sport.

This means that every day the IOC distributes the equivalent of USD 3.25 million to help athletes and sports organisations at all levels around the world, including direct funding to:

- the Organising Committee of each Olympic Games;
- NOCs to help them support their athletes at national and local levels;
- IFs to run and promote their sports globally;
- individual athletes and coaches, via Olympic Solidarity funding, to support sport around the world.

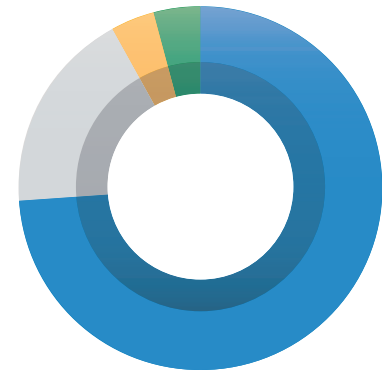
To generate and manage these resources, and all of the IOC's sport-related programmes, the IOC retains less than 10 per cent of the revenue it generates.

Did You Know?

The IOC's forecast total revenues of USD 5.6 billion from 2013-2016 have increased by 6.2 per cent compared with the 2009-2012 revenues. The main driver of this increase is TV broadcasting rights and the TOP programme marketing rights.

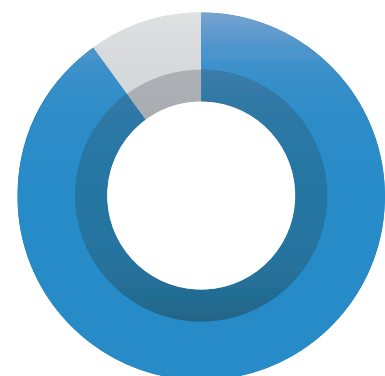


Olympic Revenue Sources (2013-2016)



● Broadcast rights	74%
● TOP programme marketing rights	18%
● Other rights	4%
● Other revenue	4%

Olympic Revenue Distribution



● Distributed to NOCs/IFs/OCOGs	90%
● IOC activities to develop sport and operations of the IOC	10%



Olympic Broadcasting



“Our Olympic broadcast partners support us in conveying the magic of the Olympic Games and the values of the Olympic Movement to billions of people around the world.”

Thomas Bach, IOC President

The IOC is the owner of the global broadcast rights for the Olympic Games – including broadcasts on television, radio, mobile and internet platforms – and is responsible for negotiating Olympic broadcast rights agreements with media companies throughout the world, ensuring the Games are available to the highest number of people and have the widest global audience possible.

Broadcast rights agreements are the single greatest source of revenue for the Olympic Movement and have been essential in the growth of the global popularity of the Olympic Games and the worldwide promotion of the Olympic values.

Broadcast of the Olympic Games Rio 2016

Broadcast coverage of the Olympic Games Rio 2016 will be produced by Olympic Broadcasting Services (OBS, www.obs.tv), which is responsible for providing the international television and radio signals from the Games to all Rights Holding Broadcasters (RHBs) around the world.

The IOC established OBS in 2001 to serve as the permanent host broadcaster for the Olympic Games, ensuring that the high standards of Olympic broadcasting are consistently maintained from one edition of the Games to the next.

For Rio 2016, OBS will use more than 1,000 cameras to produce over 7,000 hours of High Definition coverage, more than ever before, which will include live sport; the Opening and Closing Ceremonies; the Olympic News Channel; and other additional production material. The Olympic Games Rio 2016 will be a truly global event, as the RHBs will bring these images to a potential TV audience of more than five billion people in over 200 countries and territories around the world.

Rio 2016 Broadcast Highlights

OBS will feature a number of innovations as part of its broadcast plan for the Olympic Games Rio 2016, including:

8K Super High Vision – OBS will work with Japanese broadcast partner NHK to provide broadcasters with live coverage of selected Olympic events in 8K Super High Vision (SHV), which is 16 times the resolution of High Definition. In total, OBS will provide approximately 130 hours of live 8K SHV coverage from the Opening and Closing Ceremonies, swimming, judo, athletics, basketball and football.

Virtual Reality (VR) – For the first time in Olympic broadcasting history, viewers from around the world will be able to enjoy the excitement of the Games in High-Definition Virtual Reality (VR), providing a truly unique viewing experience. Using a compatible headset, viewers will be virtually transported to the heart of the Olympic action with VR coverage including the Opening and Closing Ceremonies and one key event per day. Live 360-degree Olympic content and highlights packages will be available through VR technologies and Video on Demand (VOD) and can also be viewed without a VR headset. Currently, 12 RHBs have subscribed to the service, with additional agreements still pending, which in the end could result in VR coverage being available in up to 31 territories.

Olympic Video Player (OVP) – the OVP is an advanced multi-platform video player for desktop computers, tablets and smartphones, offering live streaming and on-demand video of every competition session at Rio 2016. It is designed to enhance and complement the enjoyment of the Olympic viewing experience, and will be provided to RHBs to enable them to meet the increasing demand for digital coverage from their audiences. The OVP will be made available in 56 territories, with 15 separate platforms under development.

“This summer in Rio de Janeiro, OBS will be producing an unprecedented number of hours of content. But in addition to this offering, OBS will use the Rio Games as an accelerated laboratory for exploring some of the new technologies that will shape the future of sports broadcasting, such as Ultra-HD and Virtual Reality.”

Yiannis Exarchos, OBS CEO

At a Glance

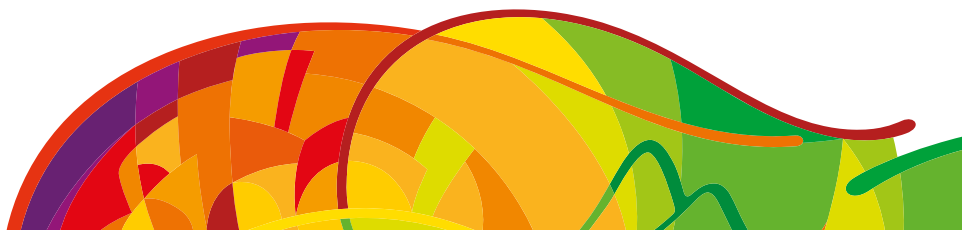
- Potential audience reach of more than 5bn is the largest ever for the Olympic Games
- More coverage will be available than any previous Olympic Games, with a record number of hours on both TV and digital platforms
- Rio 2016 is expected to be the first Olympic Summer Games to have more coverage on digital platforms than on TV

Did You Know?



Olympic broadcast revenues for 2013-2016 are forecast to be USD 4.1 billion – a 7.1 per cent increase compared with the period from 2009-2012

For more information about Olympic broadcasting, please visit the IOC's official website (www.olympic.org/broadcasters).





Rio 2016 Broadcast: Key Stats



More than
5bn
potential viewers



200+
countries and
territories will
offer coverage



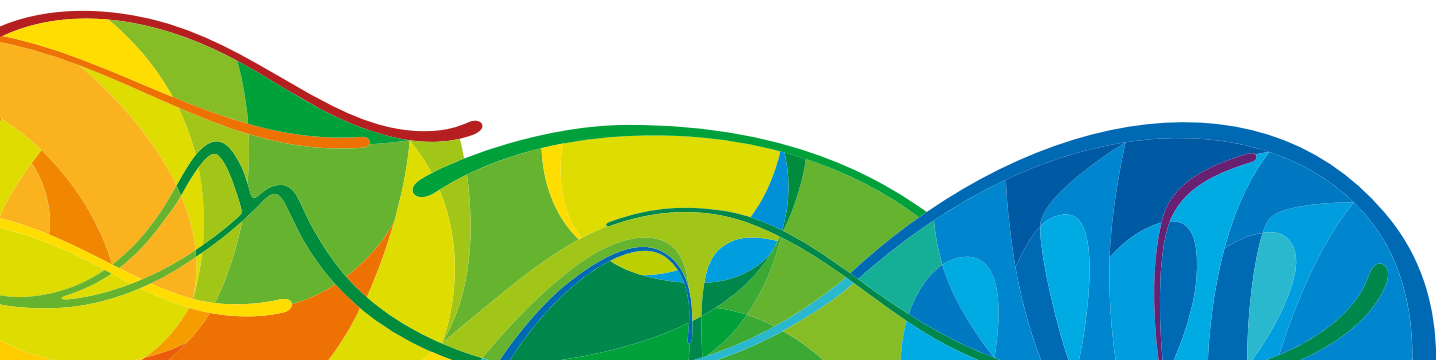
Global Coverage

Brazil

Olympic fans in Brazil will have a huge range of options when deciding how to follow the Games, with Rio 2016 coverage being offered by Globo, Sport TV, Bandeirantes, Record, ESPN, and Fox Sports.

Globo will air 1,000 hours of coverage across free-to-air TV, mobile and online platforms, while Sport TV will broadcast 7,543 hours across 16 channels.

Free-to-air channel Bandeirantes will show 270 hours of live dedicated coverage, as well as 539 hours across its pay TV Bandsports channel and its website. Fox Sports will broadcast 1,200 hours across two pay-TV channels and its online Fox Play platform, while ESPN will air over 1,500 hours on pay-TV and mobile platforms. Record will air 335 hours on Rede Record and Rede Mulher (Record News).



“Our primary broadcasting objective has always been to ensure that as many viewers as possible are able to experience the Games. Recent Games have demonstrated that through our partnerships with the world’s leading broadcast organisations, we can successfully use new technology and media platforms to reach more people with more coverage than ever before.”

Timo Lumme, Managing Director, IOC Television and Marketing Services

United States of America

NBCUniversal will show a record 6,755 hours of action on TV and digital networks. There will be a total of 2,084 hours of content across 11 NBCUniversal television networks including two specialty channels for basketball and football – in addition to 4,500 hours online on its NBC Sports Live Extra mobile app and website, which will also be made available on in its X1 video service. Viewers will be able to view live TV, online and on-demand content, with the option to search events through categories such as athletes and countries, as well as access real-time updates and statistics. For the first time in Olympic history, NBCUniversal will also distribute 4K Ultra HD content on a one-day delay and virtual reality programming, while it has also partnered with Snapchat to present “Live Stories” and an NBC Rio Olympic Discover channel on the social media platform.

Great Britain

In Great Britain, the BBC will offer 4,233 hours of live sporting action from Rio 2016 across TV, radio, online and digital. Free-to-air channels BBC1, BBC2 and BBC4 will broadcast 496 hours of action alongside extensive coverage on BBC Radio 5 Live and the BBC Sport website. Up to 24 HD streams will also deliver every moment to fans whenever they want, wherever they are across mobile, tablet, desktop, connected TV and gaming devices, with 3,737 hours of live action.





Canada

Canadian viewers will have access to more than 1,275 hours of television coverage from the Olympic Games Rio 2016 across CBC-TV, ICI Radio-Canada Télé, and broadcast partners TSN, Sportsnet and RDS. CBC/Radio-Canada will also provide more than 4,000 hours of live streaming sport coverage across web and mobile platforms, including an enhanced Rio 2016 app.

China

CCTV will offer Chinese fans a wide choice of viewing options, with more than 3,600 hours of Rio 2016 coverage available across four free-to-air channels and its online and mobile platforms.

Germany

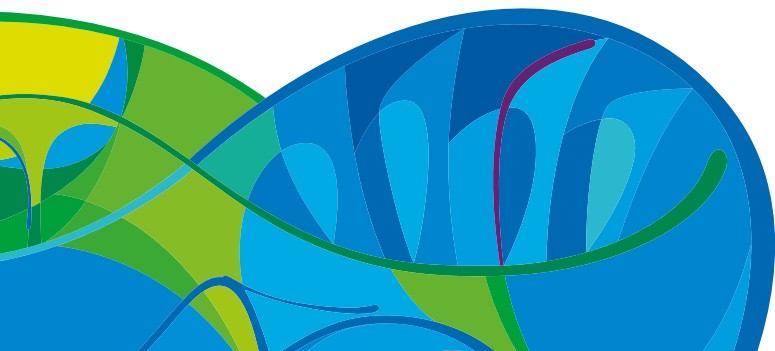
Free-to-air broadcasters ZDF and ARD will show a combined 350 hours of dedicated Games coverage. Each broadcaster will also offer extensive live event broadcasts via online, mobile, video-on-demand and connected TV platforms.

Italy

Italian fans will be able to enjoy more than 1,100 hours of Rio 2016 coverage across RAI's three free-to-air channels, as well as 2,400 hours of live event broadcasts via online, mobile and video-on-demand.

France

Fans in France will be able to follow the Games on four free-to-air France Télévisions channels, which will show a combined 700 hours of coverage, while 2,400 hours of live event coverage will be available online and on mobile, and 1,200 hours will be shown on connected TV platforms. Canal+ will also air 1,178 hours of coverage across six pay-TV channels, with additional coverage also available online. Specialist broadcaster Equidia, meanwhile, will also provide coverage of the equestrian events.



The Olympic Channel

The creation of an Olympic Channel was one of the key recommendations of Olympic Agenda 2020, aiming to provide a new way to engage young people and core fans in the Olympic Movement, while also promoting the Olympic values on a consistent basis.

The Olympic Channel will broadcast live sports events, news and athlete stories, as well as historical Olympic footage and official films from the IOC's archives. There will also be a focus on educational and youth-oriented programming, sustainability, sports science and nutrition, and promoting a healthy and active lifestyle.



At launch, the Olympic Channel will be a digital platform, with on-demand content available across the web, mobile, tablet and other connected devices where fans can experience the power of sport and Olympism 24 hours per day, 365 days a year. Audiences will also be able to access content and engage through a variety of social media platforms as part of the Olympic Channel network.

With the broadcast partners (RHBs), the Olympic Channel is looking into enhancing the long-term relationship that they have with the IOC and optimising the investment that the RHBs have already made by creating localised Olympic television offerings in certain territories.

The Olympic Channel will also offer Worldwide TOP Partners the opportunity to connect, create relationships and engage with large numbers of Olympic fans, as well as to create a massive scale platform where Partners will be able to create their own content and narrative and associate their brand with the Olympic values, reaching wider audiences all year round.

Ultimately the Olympic Channel will serve as the primary means for the IOC to continuously promote the Olympic Movement and achieve a more sustainable and long-term vision for the future.

“The Olympic Channel will mark a major shift in how the Olympic Movement connects with young people all year round.”

Thomas Bach, IOC President





Olympic Sponsorship



“The funding generated by the TOP programme directly supports the staging of every Olympic Games, as well as every one of the National Olympic Committees, enabling athletes from all over the world to prepare for and compete at each Games.”

Thomas Bach, IOC President

Olympic sponsors are vital to the staging of the Olympic Games and the operations of every organisation within the Olympic Movement.

In addition to providing valuable financial resources to the Olympic Family, official partners also play a significant role both before and during the Games by providing direct assistance to organisers through products, services, technology, expertise and staff. Through their Olympic marketing campaigns, partners also help to promote both the Games and the Olympic values, and increase support for the Olympic athletes.

In return for their support, Worldwide Olympic Partners enjoy exceptional global exposure through an association with the Olympic Games, which, as the world’s biggest sporting event, provides a highly effective international marketing platform. By aligning themselves with the Olympic symbol, Worldwide Olympic Partners also benefit from an association with one of the most widely recognised symbols in the world, which is associated with a set of ideals and values that resonate strongly across the globe.

Through marketing programmes, showcasing, internal reward schemes and community outreach initiatives, the Olympic Games also offer partners an unparalleled opportunity to develop innovative ways to build their brands, increase sales, connect with the public, build customer relationships, motivate their employees, enhance their corporate reputation and leave a lasting company legacy in the communities where they do business.



The Olympic Partners (TOP) Programme

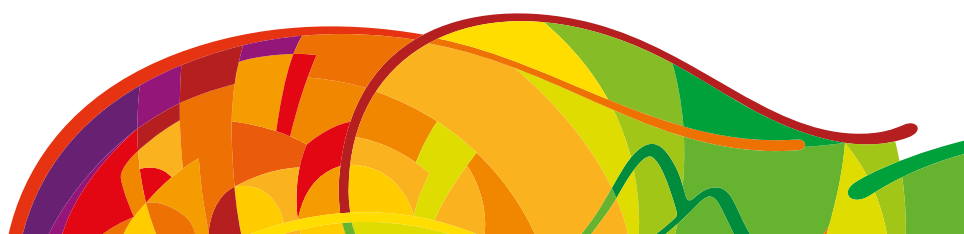
The Olympic Partners (TOP) programme is the highest level of Olympic sponsorship, granting category-exclusive marketing rights to the Summer, Winter and Youth Olympic Games to a select group of global partners.

The programme – which was created by the IOC in 1985 – attracts some of the best-known multinational companies in the world. Through their support, Olympic partners provide the foundation for the staging of the Olympic Games and help more athletes from more countries participate on the world’s biggest sporting stage.

Operating on a four-year term in line with each Olympiad, the TOP programme is now in its eighth generation (TOP VIII), with revenues having grown from USD 95 million in TOP I to more than USD 1 billion in TOP VIII. This revenue is subsequently distributed by the IOC to all NOCs, IFs and OCOGs, to support the development of sport around the world.

The Worldwide Olympic Partners are very experienced in Olympic Games operations and delivery, and have become a major support to the OCOGs’ operations and an integral part of staging the Games.

In 2015, the IOC announced that the Toyota Motor Corporation (Toyota) will join the TOP programme in 2017 (TOP IX), becoming the 12th member of the TOP programme in the newly-created mobility category (marketing rights in Japan with immediate effect).



The mobility category is designed to support the sustainability goals of the Olympic Movement, ensuring it adopts the most sustainable, efficient mobility solutions. In line with Olympic Agenda 2020, with sustainability as one of its key pillars, the IOC and Toyota will work with the Organising Committees and National Olympic Committees from 2017 through to 2024 to support sustainable mobility solutions for the Games and the Olympic Movement's operations. The aim is to help with safer, more efficient mobility, including intelligent transport systems, urban traffic systems and vehicle-to-vehicle communications systems. The partnership will also help deliver a mobility legacy in the host cities and countries.

The following pages outline the essential contributions that the Worldwide Olympic Partners have made to Rio 2016, and highlight the innovative programmes that they have developed to support athletes and share the universal values of the Olympic Movement with billions of people around the world.

“You can't be a successful Olympic sponsor by being passive. It is always a dynamic process and the important thing is that this dynamism leads to a creative edge which has always kept the Olympic Games special and at the leading edge of sports marketing.”

Timo Lumme, Managing Director, IOC Television and Marketing Services

For more information about Olympic sponsorship, please visit the IOC's official website (www.olympic.org/sponsors).

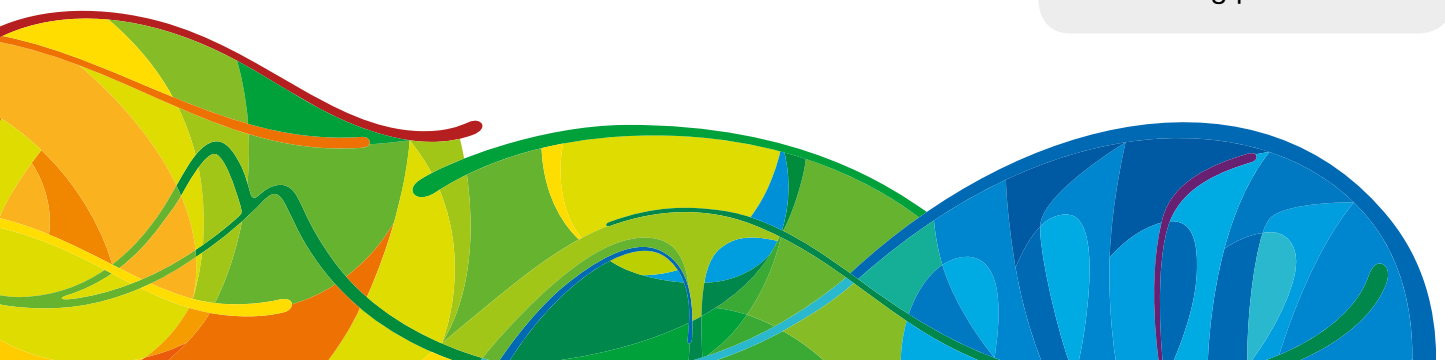
Did You Know?

Revenues for the eighth edition of the TOP programme (TOP VIII), covering the 2013-2016 Olympiad, have increased to over USD 1 billion, which represents a 7.6 per cent increase compared with TOP VII



At a Glance

- Sponsorship is crucial to the successful staging of the Olympic Games
- The TOP programme is the highest level of Olympic sponsorship
- Official partners receive exclusive marketing rights and an association with the Olympic brand
- The Olympic Games provide a highly effective international marketing platform



THANKS TO OUR OLYMPIC PARTNERS MILLIONS OF PEOPLE ARE

REFRESHED



INFORMED



TRAVELLING



SUSTAINABLE



HEALTHY



WELCOMED



TIMED



ENTERTAINED



SUPPORTED



CONNECTED



EVERYWHERE



THE WORLDWIDE OLYMPIC PARTNERS

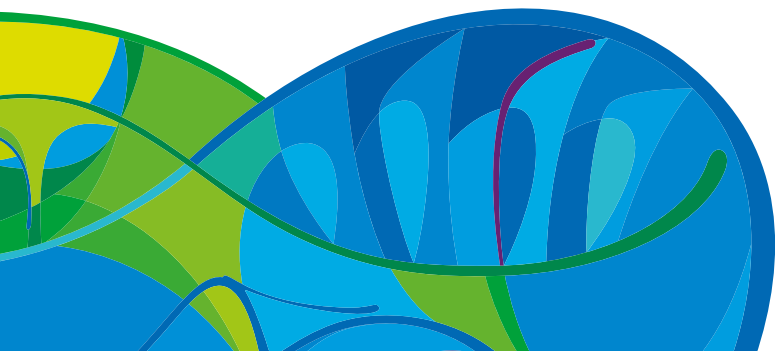


Coca-Cola



“As the longest continuous partner of the Olympic Games, we are honoured to be a part of the first Games to be held in South America. Through the Olympic Torch Relay, we have had the chance to showcase the rich and diverse culture of Brazil to fans around the world. Now, we look forward to bringing the Olympic Games experience to life for teens in Rio de Janeiro and across the globe through our Coca-Cola activations.”

Thierry Borra, Director, Olympic Games Management, The Coca-Cola Company



Coca-Cola has supported every Olympic Games since 1928 and will refresh Olympic athletes, officials and spectators with its beverages during the Olympic Games Rio 2016.

Coke Lounge

In the Rio 2016 Olympic Village, Coca-Cola will host the Coke Lounge – a place where athletes will be able to relax and unwind while enjoying an ice-cold Coca-Cola. The Coke Lounge will be a hub of celebration, giving all athletes the chance to create and share golden moments beyond the podium. In the Coke Lounge, limited edition gold aluminium bottles will be available to help athletes celebrate being part of the Olympic Games Rio 2016.

Olympic Park Showcase

Within the Olympic Park, Coca-Cola will once again create an engaging showcasing experience for guests of all ages. The experience will include the sampling of commemorative aluminium bottles, a celebration of the Olympic Torch Relay (including photo opportunities with the torch), an area highlighting the long-standing partnership between Coca-Cola and the Olympic Games, and a pin trading and retail experience. A visually stunning activation, celebrating athletes from the Olympic Games, the area will be brought to life by Coca-Cola brand ambassadors.

Coca-Cola Station

Coca-Cola will create a hangout space designed to give teens the best experience of the Olympic Games outside the Olympic Park. Located at the official Olympic Games Rio 2016 Live Site in the Praca Maua area of Rio de Janeiro, the location will act as a real-time digital hub for the company and will feature a space for teens to have their photo taken with the Olympic torch, challenge one another to a dance competition and enjoy an ice-cold Coca-Cola.

Coletivo Coca-Cola project


The Olympic Games Rio 2016 will also see the Coletivo Coca-Cola project extended further through Coletivo Events – a training programme for young people from Rio de Janeiro's *favelas* that aims to empower people from these communities through work. During the Olympic Games, Coca-Cola will employ young people from the initiative and train them to work within hospitality, venue operations and experiential roles, giving them valuable work experience and a once-in-a-lifetime chance to be part of the Olympic Games Rio 2016 in their home city.



At a Glance

- Coca-Cola has supported every Olympic Games since 1928
- During Rio 2016, Coca-Cola will refresh Olympic athletes, officials and spectators with its beverages
- Coca-Cola will also host the Coke Lounge for athletes in the Olympic Village, an engaging Coca-Cola showcase in the Olympic Park, and an Olympic themed hangout space at the official Olympic Games Rio 2016 Live Site in the Praca Maua area of Rio de Janeiro

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For more information, visit
www.coca-colacompany.com

Atos



“We are particularly proud of our long-term partnership with the International Olympic Committee – a relationship based on enduring trust and shared values. Together with the IOC we enable a secure digital transformation, turning the Olympic Games into a fully connected global experience.”

Patrick Adiba, Group Executive Vice President, Chief Commercial Officer and CEO for the Olympic and Paralympic Games

Atos has been a key technology provider for the Olympic Movement since 1989 and, as the Worldwide IT Partner since 2001, Atos is striving to make breakthrough moments for technology possible, ensuring the Olympic Games Rio 2016 are fully connected, secure and the most digitally-enabled Games to date through the use of new technologies for cloud, data analytics and cyber-security.

Trusted Partner for the Digital Journey of the Olympic Games

A vast amount of underlying digital technology is required to make this possible, including:

- the systems that beam the results around the world in less than a second;
- real-time data analytics for safe-keeping the Games – neutralising 200 IT security events per second – with zero impact;
- the portal to support the recruitment and training of the 45,000 volunteers; and
- the solution that processes 300,000 accreditations for those involved in the Games, serving as a visa to enter Brazil.

The cloud will also be utilised by Atos for the first time at a Summer Games, with the move from a ‘build each time’ to a ‘build once’ model where critical systems are provided over the cloud for greater consistency, efficiency and effectiveness in IT delivery.

As Worldwide IT Partner and lead integrator, Atos is at the centre of the digital transformation for the Olympic Games and is providing the massive and complex IT systems and solutions that are vital to the success of the Games.

A Showcase for Atos Digital Transformation Capabilities

The Olympic Games are the best known Atos case study. Before, during and after the Games, Atos will host its clients in its Business Technology Innovation Centres worldwide and in the Technology Operations Centre in Rio. Through its ‘breakthrough moment’ marketing campaign, Atos will explain how it is turning the Olympic Games Rio 2016 into the most connected, secure and digitally-enabled Games yet through the use of new technologies for cloud, complex data and cyber-security.



At a Glance

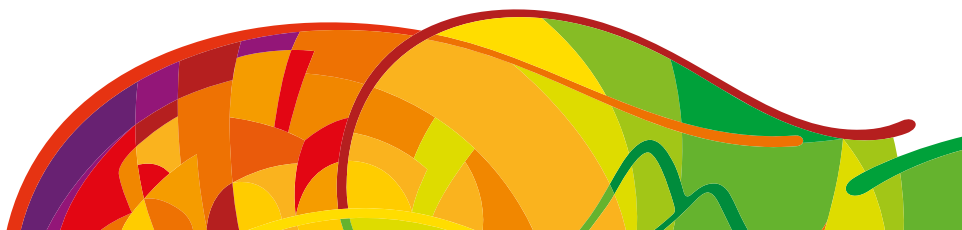
- Atos has been a key technology provider for the Olympic Movement since 1989 and the Worldwide IT Partner since 2001
- Atos will ensure the Olympic Games Rio 2016 are fully connected, secure and the most digitally-enabled Games to date
- The company will utilise new technologies for cloud, data analytics and cyber-security

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For more information, visit <http://atos.net/en-us/home/olympic-games.html>

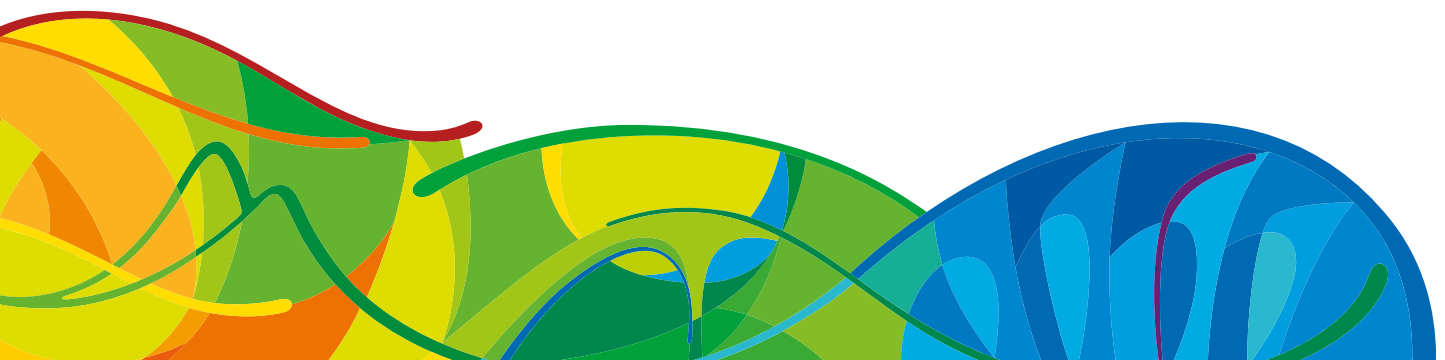


Bridgestone



“With the International Olympic Committee’s continuing focus on environmental stewardship, good governance and transparency, we continue to see great synergy between the Olympic values and those of the Bridgestone brand. As Bridgestone enters the third year of its 10-year partnership, we are encouraged by the efforts the IOC is taking in implementing new processes and procedures to ensure long-term and positive impact on the Olympic Games and the continued strength of the Olympic Movement. Bridgestone is proud to partner with the IOC and to support the Olympic Movement.”

Masaaki Tsuya, Member of the Board, CEO and Representative Executive Officer
Concurrently Chairman of the Board, Bridgestone



Bridgestone, the world's largest tyre and rubber company, signed on as an official Worldwide Olympic Partner on 13 June 2014.

The 10-year relationship marks a long-term commitment to the Olympic Movement and, as one of just 12 global partners, connects Bridgestone to one of the biggest and most respected events in the world.

It also furthers Bridgestone's proud sporting heritage and history of innovation, which extends more than 100 years, and provides an unparalleled opportunity to showcase the company's commitment to community service, environmental stewardship, and sustainability – all tenets of the Olympic Charter that mirror Bridgestone's core values.

Bridgestone will serve as the Official Tyre of the Olympic Games Rio 2016. Through 2024, the company will also work in partnership with the IOC to support the Olympic Games and more than 200 National Olympic Committees and their Olympic teams around the world.

Performance is at the heart of Bridgestone culture, just like in the world of sports. Its people and products demonstrate the company's passion for performance while never sacrificing safety and quality. Bridgestone is driven to be the best and its products are built to perform, just like the elite athletes who are training for and competing in the Olympic Games.

Bridgestone at the Olympic Games Rio 2016

The Olympic Games Rio 2016 hold a special significance for Bridgestone, not only as its first Olympic Games as an official partner, but also as the first-ever Olympic Games in South America. Bridgestone has been a citizen of the region and Brazil in particular, where the company has more than 90 years of history.

Bridgestone's activation plans for Rio 2016 include global and national advertising, retail marketing and digital campaigns that will share its Olympic message, as well as Olympic-themed consumer promotions that will bring the Olympic spirit to life at Bridgestone's retail locations.

In addition, Bridgestone has partnered with Transforma, the official education programme of Rio 2016, to help bring sports festivals and education courses to communities in Brazil. Bridgestone is also presenting an interactive fan experience at the Olympic Golf Course that includes equipment that will be donated after the Olympic Games to help grow the sport in the country.

At a Glance

- Bridgestone became an official Worldwide Olympic Partner in June 2014
- Bridgestone's activation plans for Rio 2016 include public relations, advertising, retail marketing, digital campaigns and employee engagement
- Bridgestone's marketing rights are limited to Brazil, the Republic of Korea, Japan and the USA until the end of 2016, and will be worldwide from 2017

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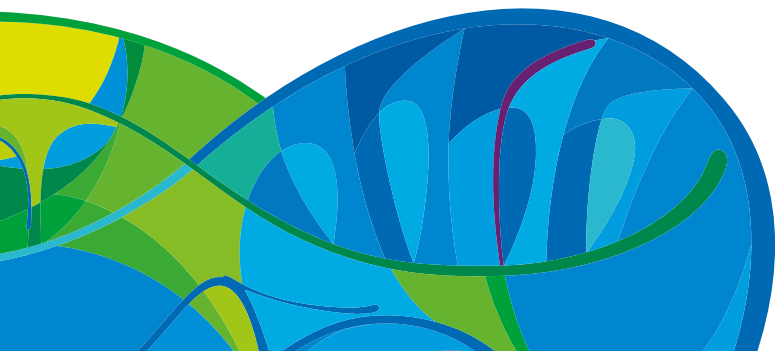
Dow



“As the Official Chemistry Company of the Olympic Games, Dow is demonstrating how science and technology can enable the world of sport. Dow is an unmatched industry leader, providing tailor-made solutions for the most challenging needs of the world and is proud to support the Olympic Movement by bringing our technologies, expertise and knowledge in sustainability to the Games.”

Louis A. Vega, Global Vice President of Olympic & Sports Solutions and Chief of Staff of the Office of the CEO at Dow

Dow combines the power of science and technology to drive innovation and provide science-based solutions to help address many of the world’s most challenging issues. With 49,500 employees worldwide, Dow manufactures more than 6,000 products at 179 sites in 35 countries across the globe for customers in approximately 180 countries, with annual sales of nearly USD 49 billion in 2015.



Dow has a legacy of innovation and leadership in sustainability, redefining the role of business in society by pushing the boundaries of its current capabilities and products to cultivate a more sustainable society and planet. With a focus on helping to make mega sports events more sustainable by reducing the environmental impact associated with hosting these events, Dow leverages the Olympic platform to go beyond business as usual and offer innovative and tailor-made programmes to help Olympic cities achieve a long-lasting sustainability legacy.

Collaborating for a More Sustainable Future

Building on the success of the Sochi 2014 carbon mitigation programme, Dow was selected by the Rio 2016 Organising Committee as the Official Carbon Partner of the first Olympic Games in South America. Together, Dow and Rio 2016 are using the Olympic Games as an opportunity to implement energy efficient and low-carbon technologies across major sectors of the Brazilian economy, to demonstrate the power of innovation to reduce carbon emissions.

As the company celebrates 60 years of presence in Brazil, Dow is working beyond Rio de Janeiro boundaries to address the mitigation of the Games' carbon footprint and has committed to delivering third-party verified primary climate benefits of 500,000 tons of CO₂ equivalents. Through work with customers in Brazil and across Latin America, Dow is implementing projects in food packaging, agriculture, industrial processes and building and construction that will achieve this goal and continue to deliver climate benefits well beyond the Games.

Technologies On and Off the Field

Dow has been a supplier of technologies for the Games since 1980, becoming a Worldwide Olympic Partner in 2010, and its solutions are used to help optimise the staging of the Games, improve the overall experience for athletes and spectators and lessen the impact on the environment in host regions. Dow is involved in nearly 20 projects connected to the Rio 2016 Olympic and Paralympic Games, spanning from field-of-play technologies to venue construction, transportation and extended infrastructure. Dow technologies are being used in Deodoro Park, Maracanã Stadium, the Athletes' Village in Barra as well as the Olympic Tennis Centre, Olympic Aquatics Stadium and the Main Press Centre/International Broadcast Centre (MPC/IBC) complex. Dow solutions also provided enhancements to infrastructure at the Viracopos International Airport in Campinas and for Rodovia Presidente Dutra, the most important road connecting Rio to São Paulo. Through its expertise in science and technology, Dow is helping to deliver an unforgettable Games in Rio and around the world.



At a Glance

- Dow and Rio 2016 are using the Olympic Games as an opportunity to implement energy efficient and low-carbon technologies across major sectors of the Brazilian economy, to demonstrate the power of innovation to reduce carbon emissions
- As the Official Carbon Partner of Rio 2016, Dow has committed to delivering third-party verified primary climate benefits of 500,000 tons of CO₂ equivalents
- Dow is involved in nearly 20 projects connected to the Rio 2016 Olympic and Paralympic Games, spanning from field-of-play technologies to venue construction, transportation and extended infrastructure

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GE



“We are committed to working with the IOC and the local Organising Committees to deliver world-class infrastructure solutions and a sustainable legacy to future generations.”

Jeff Immelt, GE Chairman & CEO

As a Worldwide Olympic Partner, GE supports the Olympic Games with digital industrial technology that delivers critical infrastructure and peak performance for host cities, athletes and spectators across the world.

GE’s Olympic Games partnership was launched in January 2005 and continues through the Olympic Games 2020. GE is a TOP Partner of the Games of the XXXI Olympiad Rio 2016, the Olympic Winter Games PyeongChang 2018 and the Olympic Games Tokyo 2020.

GE and Rio 2016

For Rio 2016, GE is involved in over 130 infrastructure projects that will bring the Games to life for athletes, spectators and viewers worldwide.

Its leading edge technology is in every venue and the company is providing a variety of critical services, from lighting the fields of play and venues including the famous Maracanã Stadium for the Opening Ceremony, to ensuring power connectivity and continuity for the International Broadcast Centre, which will provide live coverage of the Games on site and for billions of spectators around the world.

In the field of healthcare and sports medicine, GE provides access to healthcare and medical imaging technologies to help clinicians predict, diagnose, treat and monitor health issues and sports injuries earlier when intervention is more effective and efficient.

In 2016, for the first time, all athletes at the Olympic Games will have access to Electronic Medical Records powered by GE to further enable more efficient care for today's Olympians.

Peak Performance Through Digital Industrial Technology

For the first time, GE is also putting its digital industrial technology to work with the Brazilian Canoe/Kayak Federation to provide real-time training performance data and analysis to strengthen the teams' medal prospects.

A Lasting Legacy for Rio de Janeiro

As part of GE's commitment to the Games and their host cities, its legacy gifts to Rio de Janeiro include better, more efficient lighting for critical public spaces including Flamengo Park, Rio's largest public park and the venue for sailing and cycling events at the Olympic Games Rio 2016, and the Central Business District (CBD) or Lapa Area. Its LED floodlighting and roadway fixtures with telemanagement technology will decrease power consumption with between 50-78 per cent energy savings, save Rio City Hall maintenance expenditure, increase the sense of security and improve lighting quality for the enjoyment and benefit of Rio's inhabitants and visitors.

In addition to this lighting gift, GE is transforming the technology at Souza Aguiar Hospital, based in the city of Rio de Janeiro. To improve the efficiency, number of surgeries and patient safety through lower radiation dosage, GE will replace the dated installed base of Surgery/Diagnostic Imaging equipment with more advanced technology and provide radiology imaging systems (PACS) for the renovated Radiology clinic. This equipment will mean more patients can be treated faster with a potential increase in surgeries performed of 30 per cent.

At a Glance

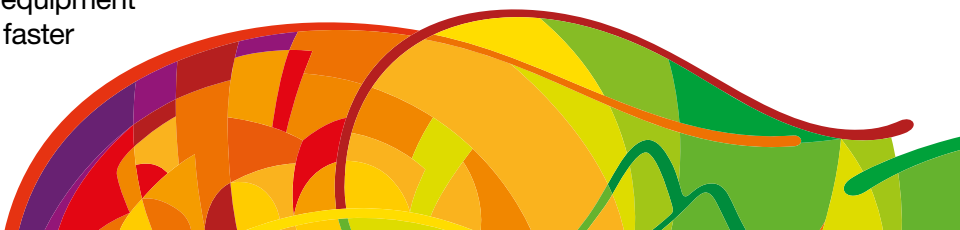
- GE is in every venue of the Games with over 132 infrastructure projects for Rio 2016
- For the first time, all athletes at the Games will have access to Electronic Medical Records via GE data and record management
- GE will also provide the latest in diagnostic imaging equipment to the Games Polyclinics

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For more information, visit www.ge.com



McDonald's

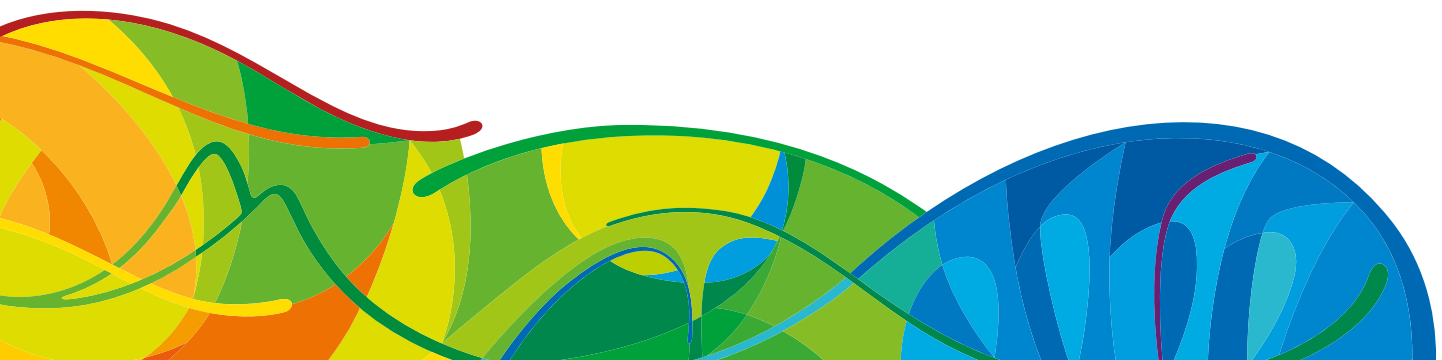


“The Olympic Games represent a positive ideal that McDonald’s is proud to share with Olympians, fans and our customers around the world. We are proud to celebrate 40 years of partnership between McDonald’s and the Olympic Movement in 2016.”

Steve Easterbrook, President and Chief Executive Officer, McDonald’s Corporation

McDonald’s support of the Olympic Moment began with the 1968 Olympic Winter Games in Grenoble, France, when the company airlifted hamburgers to USA athletes after they reported being homesick for McDonald’s food. Rio marks the company’s 11th consecutive Games as the Official Restaurant and McDonald’s will celebrate the spirit of the Games with everyone around the world.

McDonald’s Olympic activities will create opportunities for connections between fans, athletes and customers through the power of friendship as part of its #FriendsWin digital initiative, which will celebrate the spirit of friendship that is at the heart of the Olympic values.



Quality Food During the Olympic Games

McDonald's continues its role in feeding the coaches, officials, athletes and their family and friends onsite at the Games in its International Zone Restaurant. It will also provide a Dessert Kiosk for spectators in the Olympic Park in the Barra Region. In addition, with more than 100 restaurants in the greater Rio area, operated by Arcos Dorados, McDonald's will welcome guests from around the world.

McDonald's will feature local Brazilian favorites like Pao de Queijo, as well as the Egg, Cheese & Bacon Sandwich, which will be served all day in the International Zone Restaurant. It will also serve its iconic menu items like the Big Mac and Chicken McNuggets, and a selection of grilled chicken, burgers, salads, McCafe items, and, of course, its world famous fries.

McDonald's participation at the Olympic Games will also uphold and advance the Rio 2016 Food Vision and Olympic Agenda 2020. It will be serving Filet-O-Fish sandwiches made with Marine Stewardship Council (MSC) certified fish, as well as Rainforest Alliance (RFA) certified coffee in Forest Stewardship Association (FSA) verified hot cups, both of which support McDonald's commitments to sustainable sourcing and deforestation.

McDonald's Olympics Kids

McDonald's is planning to bring children from all around the world to Rio to experience a once-in-a-lifetime opportunity at the Olympic Games. For the first time ever, McDonald's Olympics Kids will participate in the Opening Ceremony, which they will attend live at the famed Maracanã Stadium in front of 80,000 spectators and billions of television viewers worldwide. They will also have the opportunity to attend Olympic events, meet athletes, make new friends and experience special Olympic moments with behind-the-scenes access at the Games. In addition, the children will share the sights and sounds of the Games through their eyes with their hometown press, family, friends and their communities.

McDonald's Olympic Crew

McDonald's onsite locations will be staffed during the Games by nearly 200 crew members from Brazil, Japan, Korea, China and the United States. McDonald's Olympic Crew has been part of McDonald's sponsorship activity since the Olympic Games Sydney 2000. They will serve athletes, officials, media and spectators at the Games.



At a Glance

- McDonald's is giving 100 children from around the world the opportunity to experience the Olympic Games Rio 2016 and participate in the Opening Ceremonies as part of the McDonald's Olympics Kids programme
- Nearly 200 Olympic Crew members from McDonald's Brazil, Japan, Korea, China and the United States will serve at McDonald's onsite restaurant in the International Zone and Dessert Kiosk in the Olympic Park in the Barra Region
- McDonald's participation at the Olympic Games will uphold and advance the Rio 2016 Food Vision and Olympic Agenda 2020

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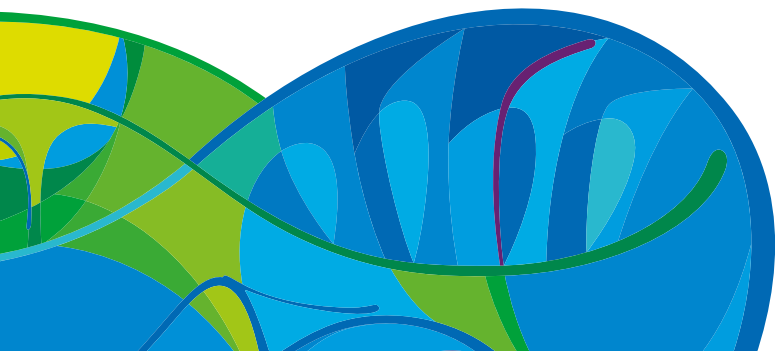
For more information, visit www.news.mcdonalds.com

Omega



“Since 1932, Omega has served as the Official Timekeeper of the Olympic Games on 26 occasions. As the event reaches Brazil, we are poised to continue that role and provide our expertise once again. Not only are we looking forward to recording the greatest athletic performances, but we are also thrilled to be amongst the culture and dynamic spirit of Rio. Our 27th Olympic Games as Official Timekeeper is sure to be a memorable one.”

Raynald Aeschlimann, President and CEO of OMEGA



Rio 2016 Timekeeping Technology

Over the past 84 years, Omega has continually evolved and developed the timekeeping technologies that athletes depend on. At the Olympic Games Rio 2016, the standard will be raised again.

In athletics, a new photofinish camera, known as the Omega Scan'O'Vision MYRIA, will capture 10,000 images per second. Used on the finish line, the data from this camera will officially determine the champion of each race.

The next generation of photocell technology will also be introduced in athletics, with this year's improved version able to detect even more body patterns as athletes cross the finish line. The false start detection system has also been enhanced by new software, sensors and communication technology.

In archery, Omega will use a built-in scanning system for the first time to revolutionise the accuracy of measurements.

High-resolution scoreboards have been designed to display text, live information, animations, athlete pictures and visual imagery, while scoreboards in golf will be placed on four dedicated tees, displaying information such as current scores, stroke speed, distance and height.

Omega's Rio 2016 Timepieces

To celebrate the Olympic Games taking place in Rio, Omega has created three unique timepieces that capture the spirit and glory of the event. The Seamaster Diver 300M "Rio 2016" Limited Edition is a watch inspired by the host city itself, with a pattern on the dial that has been influenced by Copacabana's sidewalks. The Seamaster Bullhead "Rio 2016" Limited Edition uses the colours of the iconic Olympic rings, while the Speedmaster Mark II "Rio 2016" has sub-dials that are decorated with bronze, silver and 18K yellow gold. On all three watches, the Rio 2016 logo has been proudly stamped to commemorate the occasion.



At a Glance

- Omega is the Official Timekeeper for Rio 2016 and will introduce new timekeeping technology in athletics and archery, as well as improved scoreboards for stadiums and golf competitions
- For Rio 2016, Omega will bring 450 tonnes of equipment, 480 timekeepers, 335 sport-specific scoreboards, 79 public scoreboards, and 200km of cables and optical fibre
- To celebrate the Olympic Games taking place in Rio, Omega has created three unique timepieces that capture the spirit and glory of the event

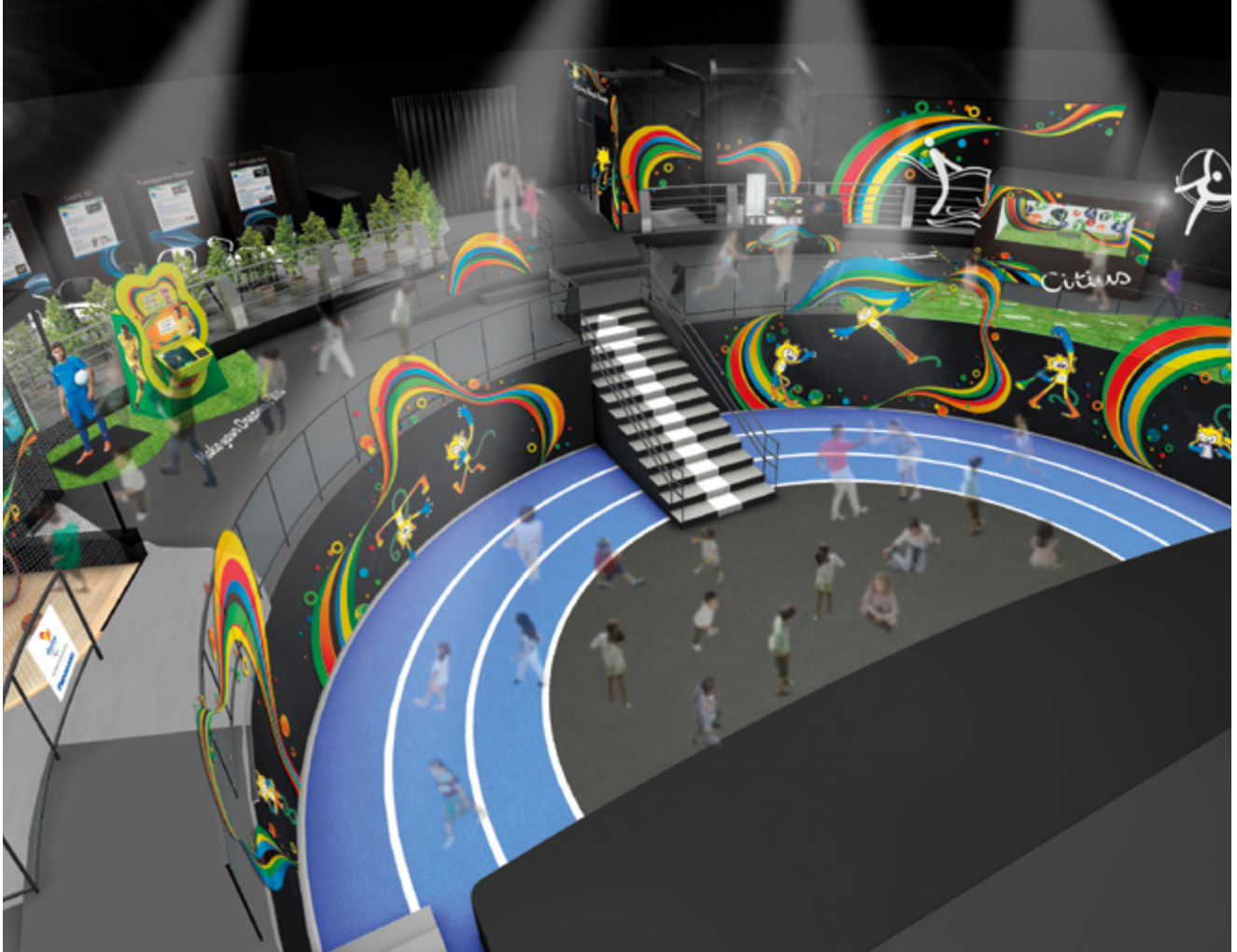
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OMEGA

For more information,
visit www.omegawatches.com

Panasonic



“It is our great honour to host the corporate pavilion, ‘Stadium of Wonders’, at the historic Sugarloaf Mountain, showcasing Panasonic’s cutting-edge technologies and Olympic Games video content to entertain visitors. We hope everyone can experience the exciting exhibits at the pavilion.”

Koji Hosokawa, General Manager of the Corporate Advertising Division at Panasonic Corporation

Panasonic has been contributing to the Olympic Games with its cutting-edge AV technology for more than a quarter of a century. For Rio 2016, Panasonic has also signed a partnership with the Organising Committee to become an “Official Ceremony Partner”, providing turnkey visual solutions including full system design to projection mapping and technical operations to the Olympic Games Ceremonies project.

Panasonic will supply around 110 units of its high brightness compact 20,000 lumens projectors (PT-DZ21K2), Broadcast Grade 2-M/E Live Switcher (AV-HS6000 Series), and other full line-up visual systems to bring the Opening and Closing Ceremonies to a whole new level of entertainment with impressive images for the spectators at Brazil’s iconic Maracanã Stadium and the audiences around the globe.

Panasonic will also operate its corporate pavilion, called ‘Stadium of Wonders,’ from 7-21 August to welcome visitors at Sugarloaf Mountain, located in the Copacabana district of Rio de Janeiro, during the Games. The pavilion will screen visual content accumulated over Panasonic’s 25-plus-year support of the Olympic Games and will feature a spatial presentation employing the company’s proprietary technology, such as transparent displays, as well as interactive exhibits to experience Olympic events through the athletes’ eyes.

For Rio 2016, Panasonic has also become a “Technical Partner of the Olympic Torch Relay” for the first time in its sponsorship history. Panasonic will exhibit the torch and present information and video content pertaining to the Torch Relay of the Olympic Games Rio 2016 in the Stadium of Wonders.

In addition, in partnership with Rio 2016, Panasonic will supply LED Large-Screen Display Systems to the Live Site, an outdoor entertainment area in Rio de Janeiro, where spectators can share the excitement and emotion of the competition.



At a Glance

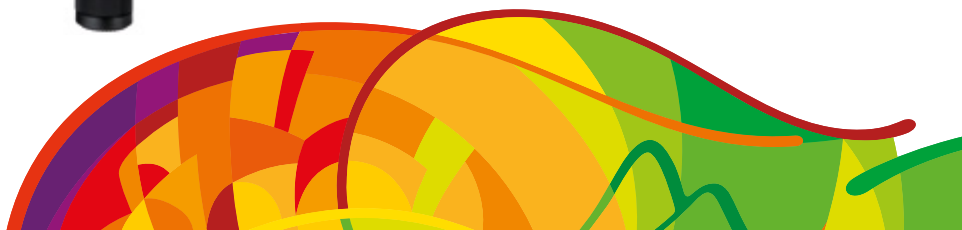
- For Rio 2016, Panasonic has partnered with the Organising Committee as an “Official Ceremony Partner”, providing turnkey visual solutions to the Opening and Closing Ceremonies
- Panasonic will operate its corporate pavilion, called ‘Stadium of Wonders,’ from 7-21 August to welcome visitors at Sugarloaf Mountain
- Panasonic will supply LED Large-Screen Display Systems to the Rio 2016 Live Site

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Panasonic

For more information, visit www.panasonic.com/global/olympic.html



Procter & Gamble

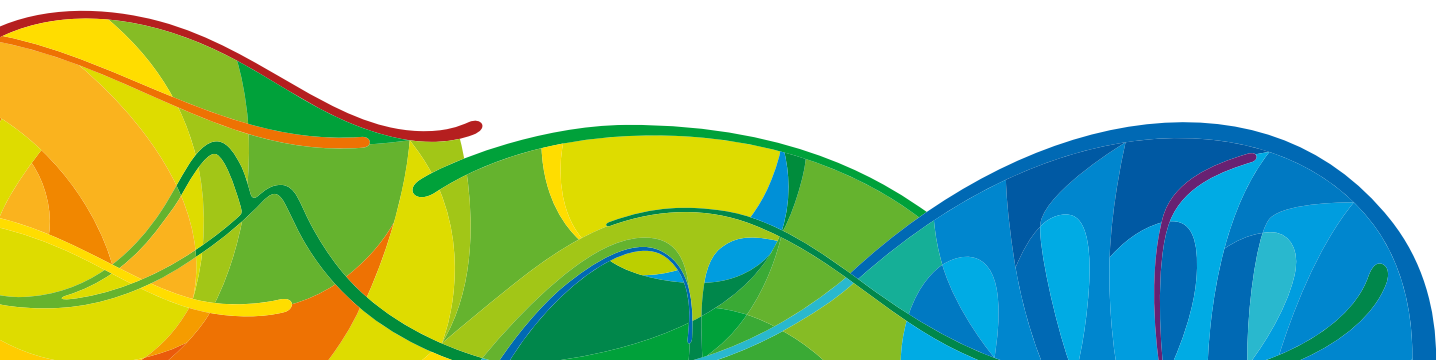


“P&G is proud to be a Worldwide Olympic Partner. As a company, we are committed to giving moms the best, so we celebrate the role they play in raising Olympians. From the beginning of our journey in Vancouver, through London, Sochi and on the road to Rio, our partnership has helped P&G brands improve the lives of moms, athletes and families around the world.”

Marc Pritchard, Global Brand Building Officer, P&G

For the Olympic Games Rio 2016, Procter & Gamble, maker of Tide®, Pampers® and Head & Shoulders®, is continuing the company’s commitment as the Proud Sponsor of Moms with the newest installment of its award-winning “Thank You, Mom” campaign, recognizing that a mother’s strength inspires her children to achieve their dreams.

P&G is partnering with athletes and moms on their journey to the Olympic Games in more than 21 countries around the world including Canada, China, France, Germany, Japan, Great Britain, the United States, and the host country, Brazil. This year, 18 P&G brands in more than 35 countries are activating the company’s Olympic Games campaign through TV and digital content, in-store displays, public relations and social media.



The Strength of Everyday Moms is P&G's Inspiration

Each year, P&G's Olympic Games campaign is inspired by the research brands like Pantene® and Bounty® do to create products that work better for moms and families. The latest campaign video, "Strong", explores the simple human truth that the daily courage moms show echoes at critical times throughout their kids' lives.

Building on the critically acclaimed films from P&G's previous Olympic Games campaigns, "Pick Them Back Up", "Kids" and "Best Job", "Strong" follows the Olympic Games journeys of four moms and their kids, showing the moments, both large and small, when a mother's strength makes all the difference, and building to the moment each child summons their own courage on the world's biggest stage – the Olympic Games. To view "Strong" please visit: www.youtube.com/watch?v=MQ3k6BFX2uw

Supporting and Serving Athletes and Moms at the Olympic Games Rio 2016

In celebration of the strength it takes to compete on the world's biggest stage, P&G brands will support athletes, moms and families on the final stage of their Olympic Games Rio 2016 journey through two activations onsite in Rio – the P&G Family Home and the P&G Salon in the Olympic Village Plaza.

The P&G Family Home

The P&G Family Home at the Royal Tulip Hotel in Sao Conrado will provide a home away from home for athletes and families, including beauty and grooming treatments from brands like Pantene®, Aussie® and Gillette®, Tide® laundry services, as well as a beachside oasis to relax and watch the Games with families. If you are interested in attending an event at the P&G Family Home or taking a guided tour, please contact Elizabeth Kinney.

The P&G Salon in the Olympic Village Plaza

The P&G Salon, located in the Rio 2016 Olympic Village Plaza, will help athletes confidently step out onto the world's stage looking their best. The exclusive salon will include customised services for both male and female Olympians including hair wash and styles from Pantene®, Aussie® and Head & Shoulders®, hot shaves from Gillette® and manicures and facial makeovers by COVERGIRL® and Olay®. Media interested in visiting the salon should contact Elizabeth Kinney.

At a Glance

- For Rio 2016, P&G is continuing the company's commitment as the Proud Sponsor of Moms with the newest installment of its award-winning "Thank You, Mom" campaign
- P&G has partnered with athletes and moms on their journey to the Olympic Games in more than 21 countries around the world
- P&G brands will support athletes, moms and families during the Games through two activations onsite in Rio – the P&G Family Home and the P&G Salon in the Olympic Village Plaza

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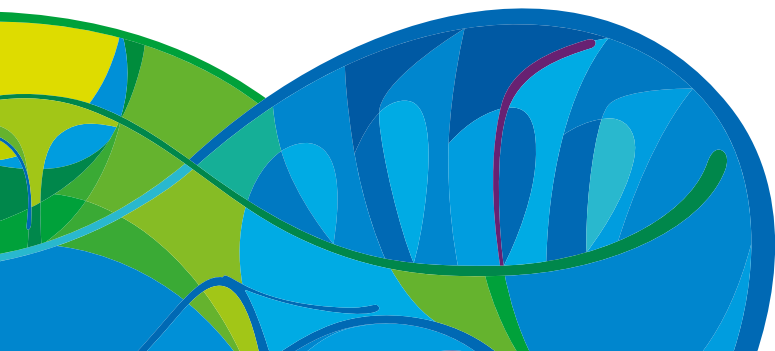
*For more information,
visit www.pg.com*

Samsung



“Samsung believes that meaningful human progress is fuelled by those daring to defy barriers and, as a Worldwide Olympic Partner, we celebrate this spirit that is within all athletes. In collaboration with the IOC, Samsung aims to create breakthrough experiences for athletes, consumers, and fans by bringing the most advanced mobile products to the Olympic Games Rio 2016.”

Younghee Lee, Executive Vice President of Global Marketing,
Samsung Mobile Communications Business



As the Worldwide Olympic Partner in the Wireless Communications Equipment category, Samsung will bring the most advanced mobile products to the Olympic Games Rio 2016 to make this the most connected Olympic Games ever.

Galaxy S7 edge Olympic Games Limited Edition

To help capture, communicate, and share information in a smarter way, Samsung and the IOC will provide all athletes and IOC officials with Samsung's latest flagship, the Galaxy S7 edge, as the Official Olympic Games Mobile Device for Rio 2016. For the first-time ever, the Rio 2016-inspired edition will incorporate an Olympic Games design into the phone, featuring a custom colorway including the five official colours of the Olympic rings.

Official Rio 2016 Application

Samsung plays a crucial role in ensuring smarter communications and smoother wireless operations during the Olympic Games. For Rio 2016, Samsung will power the custom Olympic Games Rio 2016 mobile application, previously referred to as the WOW (Wireless Olympic Works) app. In joint partnership with the IOC, the app will continue to provide users with up-to-the-minute notifications about the latest results, athlete information, medal standings and Olympic Games records.

Samsung Galaxy Studio

The Samsung Galaxy Studio will provide entertainment for consumers, athletes and fans with a variety of interactive experiences. Visitors will engage with Samsung's latest mobile products and Gear VR technology. A unique 4D VR (virtual reality) offering will allow studio visitors to feel the exhilaration of Olympic sports such as mountain biking and kayaking. Three Samsung Galaxy Studios will be at the Games, stationed in the Olympic Park, Athletes' Village and Main Press Centre (MPC). Studio activations will also take place throughout key cities in Brazil and will be customised to meet local needs. The Samsung Galaxy Studios will allow visitors to connect with the Olympic Games by creating and sharing their own experiences.

Defying Barriers

Samsung, in collaboration with Academy Award® winning director Morgan Neville, has created "A Fighting Chance" – a documentary short that tells the untold stories of four athletes on their quest to overcome remarkable odds to compete at the Olympic Games Rio 2016. Samsung has also released two TVC/digital spots. "The Chant" tells a compelling story of personal progress and celebrates a nation's first Olympic Games, while the "International Anthem" celebrates the collective progress of those breaking down boundaries to express unity and harmony.

At a Glance

- Samsung will bring the most advanced mobile products to the Olympic Games Rio 2016 to make this the most connected Olympic Games ever
- The Official Rio 2016 app, developed by Samsung, will provide all of the latest news, schedules and results, allowing users to keep up-to-date with the latest action live across all Olympic sports
- The Samsung Galaxy Studio will present consumers and spectators with interactive product experiences and events at the Olympic Park and Athletes' Village
- Samsung has teamed up with Academy Award® -winning director Morgan Neville to create "A Fighting Chance," an Olympic Games documentary short

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For more information, visit
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Visa



“Since 1986, Visa has been committed to supporting National Olympic Committees, teams and athletes in their quest to achieve Olympic greatness. In 2016 we will go even further, bringing the latest payment innovations and digital experiences to the Olympic Games Rio 2016. Our goal is to enable athletes, fans, cardholders and clients to get more out of their Olympic experience, and be part of a movement that inspires and unites us all to do great things.”

Charlie Scharf, CEO, Visa Inc.

Since 1986, Visa has been a proud Worldwide Olympic Partner of the Olympic Games and will be the exclusive payment services sponsor and the only card accepted at the Olympic Games through 2020. This includes the Olympic Games Rio 2016, the Olympic Winter Games PyeongChang 2018 and the Olympic Games Tokyo 2020.

Team Visa

Over the last three decades, Visa has supported more than 1,000 Olympic and Paralympic hopefuls by providing them with financial and marketing exposure in the run-up to and during the Games. Within its Rio 2016 sponsorship, Visa is continuing to support a team of more than 60 athletes from around the world, all of whom are members of Team Visa Rio 2016. These athletes are selected based on criteria including one's personal journey to the Games, athletic achievements and community involvement.

Rio 2016 Payment Systems

Visa will implement and manage 4,000 near-field communication (NFC)-enabled point-of-sale (POS) terminals capable of accepting mobile and wearable payments across key Olympic venues, the United States Olympic Committee's USA House and the Copacabana Megastore. As the world's leading payment brand, Visa has unsurpassed acceptance in more than 150 countries and plays a pivotal role in developing innovative payment products and technologies to benefit its 21,000 member financial institutions and their cardholders.

Visa will use the Olympic Games Rio 2016 as a showcase for acceptance and payment innovation, transforming the way Olympic fans pay for their purchases regardless of payment preference – whether they swipe, dip, tap or click – using Visa.

At a Glance

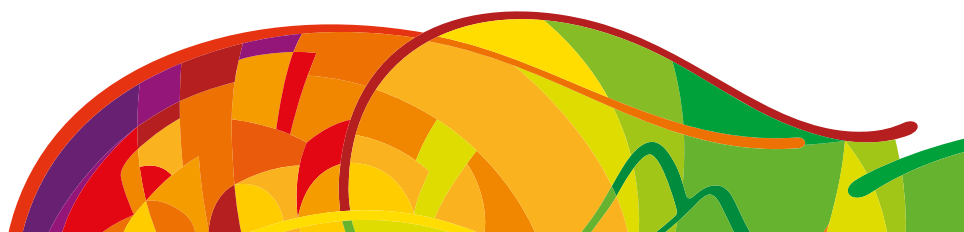
- Visa is the exclusive payment services sponsor of Rio 2016 and the only card accepted at the Olympic Games
- Visa is supporting a team of more than 60 athletes from around the world, all of whom are members of Team Visa Rio 2016
- Visa will implement and manage the payment system infrastructure network throughout all Rio 2016 venues

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For more information,
visit www.visa.com



Domestic Sponsorship

“It is with the partners’ vital support that our objectives will be met and Brazil will deliver a successful and memorable Games.”

Renato Ciuchini, Executive Director Commercial, Rio 2016

In addition to the funding and support offered by the Worldwide Olympic Partners, the Olympic Games Rio 2016 have also benefited from a domestic sponsorship programme – managed by the Rio 2016 Organising Committee – which has granted exclusive marketing rights within the host country to further help fund and stage the Games.

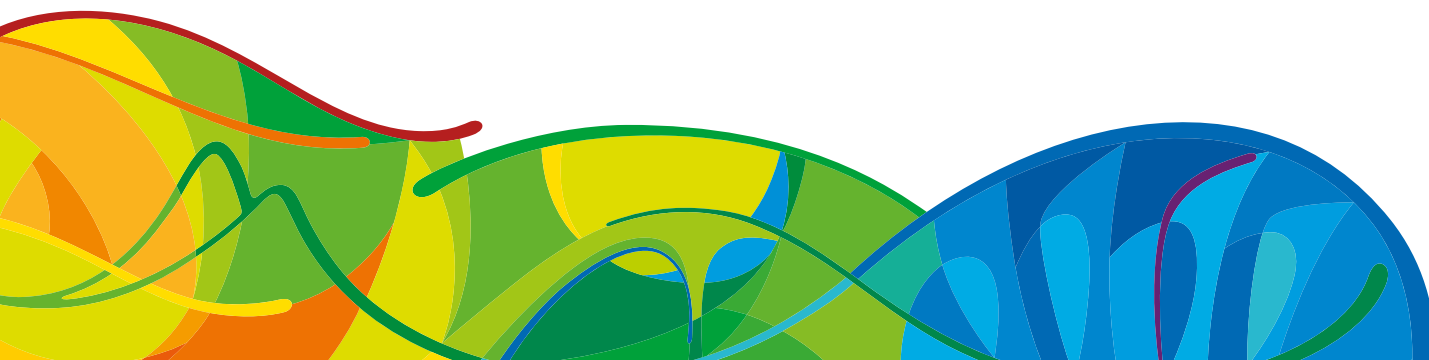
For more information about domestic sponsorship, please visit the IOC’s official website (www.olympic.org/sponsors/local-sponsorship).

We thank our partners

Worldwide Olympic Partners



Official Sponsors of Olympic Games Rio 2016





Bradesco

Bradesco became the first national sponsor of the Olympic Games Rio 2016 in November 2010, with exclusive rights in the Finance and Insurance Services categories. The Bradesco bank has an impressive track record as a Brazilian sports sponsor and, in addition to being an official sponsor of Rio 2016, is also handling financial and insurance services for Team Brazil and the Olympic Torch Relay. In addition to sponsoring the Games, Bradesco also supports six national sports confederations – judo, basketball, aquatic sports, rugby, sailing and rowing – underlining its commitment to Brazilian sport.

Bradesco Seguros

Bradesco Seguros Group, a member of the Bradesco Organisation, is the largest conglomerate in the Brazilian insurance, capitalisation, and open pension funds market. The group is present in all 5,570 Brazilian municipalities, with more than 4,700 branches of the Banco Bradesco network, working in complete synergy with the bank, and with over 400 venues – including customer services, offices, and branches. In addition to supporting Rio 2016, Bradesco Seguros Group is also providing products and services to the Brazilian Olympic Committee (COB) and the country’s Olympic team.

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Correios

The Brazilian post office, known as Correios, became an official sponsor of Rio 2016 in January 2014, when it was chosen as the Official Logistics Operator. The company will play a key role in the first Olympic Games in South America by delivering more than 30 million items for the event, including athletes' equipment and all the furniture for the Olympic venues. The company was also responsible for logistics operations during the Rio 2007 Pan American Games, when it was in charge of all the transportation and assembly of structures for the competitions. Correios has a long-standing partnership with Brazilian sport. The company has been investing in the development of Olympic athletes and sports for more than 20 years. Besides Rio 2016, the company also supports the Brazilian Olympic Committee (COB) and the Brazilian aquatic sports, tennis and handball confederations.

Claro

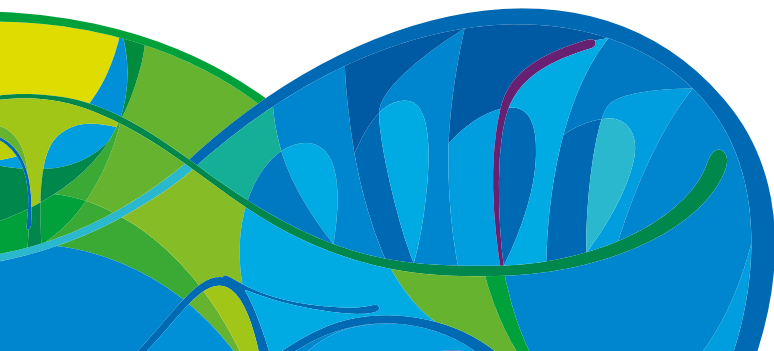
Claro is the Official Mobile Telecommunications Services Partner of Rio 2016 and one of the largest mobile operators in Brazil, serving more than 65 million customers nationwide. The company is controlled by the América Móvil Group, the leading telecom service provider in Latin America and one of the biggest mobile telecommunications brands in the world. Claro will contribute to making Rio 2016 the most connected Games ever and has been improving its mobile network infrastructure in order to meet the demand of over one million visitors and all the requests and data generated by its users during the Games. These will also be important investments that will serve as a legacy for the Brazilian public long after the Games.

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Embratel

Embratel is the Official Provider and Sponsor in the category of Telecommunications Services for the Olympic Games Rio 2016. The company will be responsible for delivering world-class telecommunications infrastructure for use during the Games. This will include a dedicated network with 358 kilometres of optical fibres, 60,000 LAN network access points for voice and data services, 80,000 Internet access points, 19,000 3G and 4G lines for mobile phone services, 9,000 IP phone lines, 8,000 Wi-Fi access points and 11,000 points for CATV (Cable Television, or Community Antenna Television), as well as two dedicated Data Centres with TIER III international certification. To develop the project, which began in 2011, Embratel will actively work with a multidisciplinary team of engineers, technicians and experts in the Technology Operational Centre (TOC) and in the venues (including both competition and non-competition sites).





NET

NET is the leading provider for broadband and cable TV in Brazil and offers service packages which also include fixed and mobile telephony. As an official sponsor of Rio 2016, the company will be present throughout the Olympic Games, using its nationwide infrastructure to ensure connection throughout the country and all 145 locations related to the Games and competition coverage.





Nissan

Nissan, one of the world's biggest vehicle manufacturers, set up in Brazil in 2000 and now has over 160 dealerships throughout the country. As an official sponsor of the Olympic Games Rio 2016, the company is supplying around 4,200 vehicles of different types to meet the Games' needs. It will also develop several activations during the event and promote a social responsibility project, "Caju: um novo olhar" ("Caju: a new look"). In addition to partnering with the Games, Nissan also sponsors the Rio 2016 Olympic Torch Relay. Nissan's role in the Olympic Games Rio 2016 also includes Team Nissan, an initiative providing support for 31 Brazilian athletes and Paralympic athletes whose aim is to qualify for and bring their best performance to the first ever Olympic and Paralympic Games hosted by Brazil.

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Ticketing and the Spectator Experience

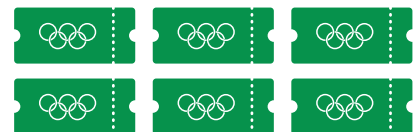


Rio 2016 Ticketing Programme

The Rio 2016 ticket sales programme was launched for the Brazilian public on 31 March 2015. Residents of Brazil were able to apply to buy tickets in two draws directly from the official Rio 2016 website (www.rio2016.com), first in March and August 2015, and then in October 2015, with no random draw stage.

Within the first 24 hours of tickets going on sale, fans from across Brazil applied for 750,000 tickets, while more than 5.2 million requests had been made by the end of the first sales phase. The most sought-after tickets were for volleyball, followed by football and basketball, with the men's volleyball final proving most popular. At that time, there were 220 applications for each ticket available for the big game.

Following the two initial sales phases, further tickets were made available as seating plans in Olympic venues were finalised. From April 2016, new batches of tickets have been released every Thursday, some for events that were previously unavailable. Any remaining tickets will also be available at the ticket box offices located in the four competition zones and football cities from June 2016 until the end of the Games.

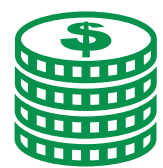


6 million

tickets available for
around 700 sessions

R\$40

Cheapest
tickets cost
(about USD 13)



50%

of the tickets
are priced R\$70
(about USD 22
USD) or less



“For the first time in history, the biggest sporting event on the planet will be held in Brazil. We count on your presence to create an unforgettable event and to participate in this party.”

Donovan Ferreti, Ticketing Director, Rio 2016

Overseas Ticket Sales

Fans outside Brazil are able to buy tickets from Authorised Ticket Resellers (ATRs), appointed by their country’s National Olympic Committee (NOC). A complete list of the Authorised Ticket Resellers appointed by each country’s NOC is available on the official Rio website. In addition to the tickets purchased through their ATRs, from 1 June 2016 international spectators who do not reside in Brazil were also given the opportunity to buy tickets on the Rio 2016 ticketing website.

Ticket Prices

To ensure that all sections of Brazilian society will be able to attend the Games, more than half of the tickets (3.8 million) will be available for R\$70 (about USD 22) or less, and the cheapest tickets will be R\$40 (about USD 13). There will also be some half-price tickets available to senior citizens, students and people with a disability or reduced mobility, all of whom must have Brazilian residency.

Ticket Resale Programme

Rio 2016 launched an official ticket resale programme in October 2015, enabling those who can no longer use tickets they have bought via the official Rio 2016 website to resell them in a secure manner.

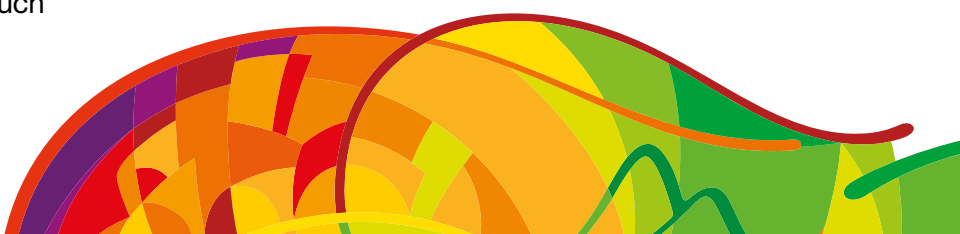
The online service is the only official resale facility and seeks to ensure that unwanted tickets will be resold to genuine fans at a fair price. As well as combating the illegal sale of tickets on the black market, the service will provide new opportunities for fans to buy tickets for events that are no longer available. Once a ticket is resold through the programme, the seller will receive a full refund via the same format through which they paid. Any ticket bought on the official Rio 2016 ticketing site is eligible for the ticket resale programme.

Ticketing Partners

Visa – In recognition of Visa’s longstanding support of the Olympic Games, Visa is the only card accepted at the Olympic Games Rio 2016 and the only card accepted in the ticket sales process for Brazilian residents.

CTS Eventim – CTS Eventim is the exclusive Ticketing Services Provider for the Olympic Games Rio 2016. The company won the bid, based on technical and financial expertise, to provide operational solutions for the ticketing programme, to help Rio 2016 Organising Committee provide a transparent ticket distribution system for the Games.

LATAM Viagens – LATAM Viagens is the Supporter of the Olympic Games Rio 2016 Official TRIP Hospitality Programme. LATAM Viagens will provide a complete Olympic experience, with tickets for sporting events and hospitality passes, land transport services and more. The company is the only one authorised to provide such packages in the Brazilian territory.





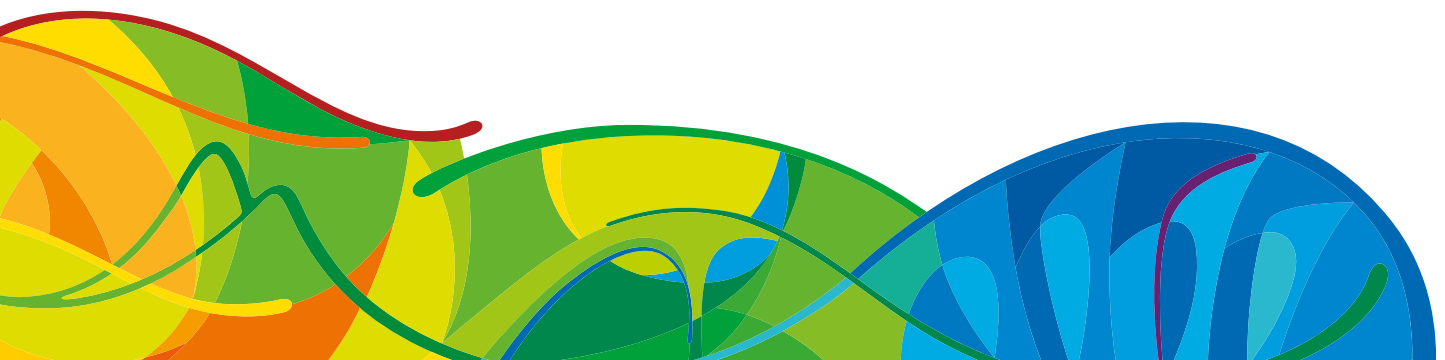
Rio 2016 Spectator Experience

“In order to create the most amazing experience for all those who come to Rio to enjoy the Olympic Games, our team has worked hard in order to engage, inspire and influence everyone to provide services that are based on a high level of quality and that are aligned with the spectators’ expectations.”

Helio Cabral, Rio 2016 Spectator Experience Manager

The Rio 2016 Spectator Experience Vision

“A celebration of passion and transformation that will provide a memorable experience for a young territory”



Olympic Parks

Rio 2016 will offer spectators two Olympic Parks – one in Deodoro and one in Barra. Barra is considered to be the heart of the Games, hosting 16 Olympic sports, with spectators able to experience Brazilian culture through traditional food, music, artistic performances and a range of other activities. Deodoro, meanwhile, will host 11 different Olympic disciplines and will also be home to Rio's first extreme sports park, the X-Park, which will remain as a legacy to the city's youth after the Games.

Live Sites

Olympic fans in Rio will be able to watch live coverage of Olympic events at specially equipped Live Sites during the Games, located in the Barra and Deodoro Olympic Parks and Rio city.

In Barra Olympic Park, the 26,000m² live site will welcome up to 250,000 visitors each day, who will be able to follow events on big screens while enjoying live music and other attractions. The outdoor area will also be home to a programme of cultural events and will be open to anyone with a ticket to Barra Olympic Park. The city has also implemented other Live Sites in iconic spots throughout Rio, including the popular Madureira Park and the newly renovated Porto Maravilha.

“Every spectator at the Games will have, without doubt, an unforgettable experience.”

Carlos Arthur Nuzman, Rio 2016 President

Olympic Boulevard

Porto Maravilha – the newly renovated port district in the heart of Rio's historic centre – will be the location for a new 'Olympic Boulevard' during the Games that will stretch some 3km (1.9 miles) along the dock side. Visitors will be able to watch all the Olympic action on big screens, while listening to musicians from Brazil and beyond and enjoying the produce of a wide variety of food trucks and bars.

From 4 August until the end of the Paralympic Games in September there will be more than 100 concerts on the Boulevard, with appearances by well-known Brazilian and international stars as well as up-and-coming names. Artists, street performers, fireworks and light shows will keep the crowds entertained by night and day. There will also be a hot air balloon tethered near the waterfront, taking passengers 150m (nearly 500ft) into the air for breathtaking views across the Olympic city.

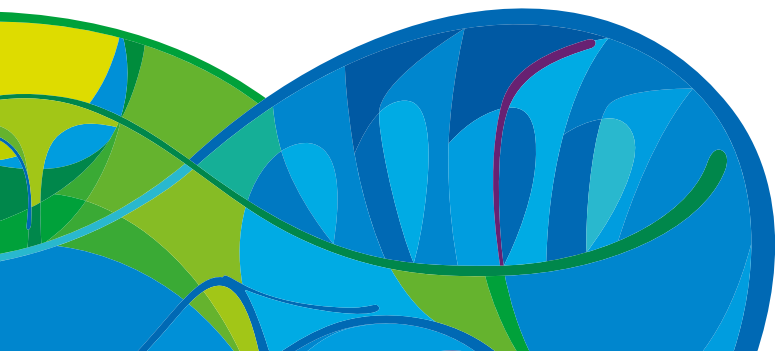
A special Olympic Exhibition will also tell the story of the Games over the years, while the Olympic flame will be located on the Olympic Boulevard for the duration of the Games. The Olympic Boulevard will be free to enter and will be open from 9am to around 10pm every day.

Licensing and Merchandise



“The Olympic Games Rio 2016 are an excellent opportunity to bring excitement to the market and leave a legacy of new business opportunities for many companies. More than increasing the Rio 2016 Organising Committee revenue, licensed products are considered one of the most important ways to engage the population with this big event. Through these products it will be possible to take home a piece of this historic moment.”

Sylmara Multini, Director of Licensing and Retail, Rio 2016





The Rio 2016 Licensing Programme was launched in February 2012. In addition to bringing in part of the revenues required to stage the Olympic Games Rio 2016, the Licensing Programme gives people the chance to be part of the event through official products, and provides an opportunity to generate business for a wide range of companies.

As part of the Licensing Programme, contracts with approximately 70 licensed companies have been signed to provide official products in categories such as apparel and footwear, sporting goods, house-hold goods, accessories, stationery, souvenirs, toys and many others. A complete list of Rio 2016 licensees is available here: www.rio2016.com/licenciamento

In total, more than 8,000 different products will be available to purchase at independent retailers across Brazil, in addition to the 150 official Rio 2016 stores located at airports, shopping centres, hotels, the Athletes' Village, and all Olympic venues, including the Superstores located at the Maracanã Stadium, the Olympic Park in Barra and on Copacabana Beach. An official online store (www.en.lojario2016.com.br) is also available for Brazilian customers.

The IOC has supported the Rio 2016 Licensing Programme by cooperating with NOCs around the world to proactively drive international market presence, as well as developing a framework to implement a global licensing strategy in 189 territories.

In particular, the IOC secured international deals on behalf of Rio 2016 with: MDM (coins distributed in 13 markets), Honav (exporting multiple categories in China), Havaianas (sandals sold in 20 territories); and Som Livre (music exported in 12 countries).



At a Glance

- Rio 2016 will generate significant revenue in Brazilian retail sales through official merchandising
- Approximately 8,000 different products will be available by Games-time
- Olympic merchandise will be available at 150 official Rio 2016 stores and at more than 40,000 sales points across Brazil
- Rio 2016 expects 70 per cent of the products to be bought by Brazilians and 30 per cent by foreign visitors for the Games



Official Products

Official products are those that feature the Rio 2016 brand (including the Games mascot) and are divided into three categories: collectables (coins, stamps, publications and pins); softlines (clothing and accessories); and hardlines (toys, home features, cars, games and stationery, among others).

For the first time in the history of the Olympic Games, Lego has been licensed to create building blocks of the Rio 2016 mascots. Other favourites include branded beach accessories (including Havaianas sandals), and an illustrated sticker album, which is expected to sell more than one million copies in Brazil and features Brazilian athletes who will be competing at Rio 2016, plus other Brazilians who made their mark at previous Games.

“Licensed products are yet another way to enable all Brazilians to take part in the event.”

Carlos Arthur Nuzman, Rio 2016 President



Rio 2016 Philatelic Programme

The Olympic host country has issued commemorative postage stamps to accompany every modern Olympic Games since 1896.

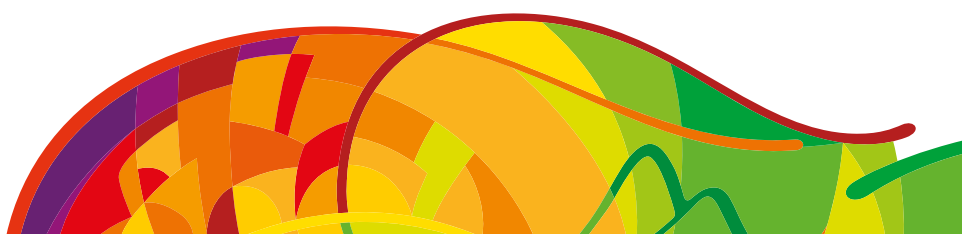
The first Rio 2016 commemorative postal stamps were launched in March 2015 as part of celebrations to mark 500 days until the Olympic Games, with designs that featured nine Olympic sports.

In total, three batches of stamps were released, featuring 31 different designs to reflect the fact that Rio 2016 will be the Games of the XXXI Olympiad.

The final batch included designs celebrating the Olympic Torch, the Opening and Closing Ceremonies, and the official Games mascots. Stamps in this batch were also the first Olympic and Paralympic Games commemorative stamps to be inscribed in Braille.

“Stamps are part of the history of the Games and help construct the memory of the biggest sporting event on the planet. We hope that our stamps will take a little of the Games spirit to the public.”

Sylmara Multini, Director of Licensing and Retail, Rio 2016



Rio 2016 Coin Programme

The Rio 2016 Coin Programme continues a long tradition of issuing coins to celebrate the Olympic Games, with the first modern Olympic coin issued for the Olympic Games Helsinki 1952.

The Brazilian Central Bank launched the first collection of Rio 2016 commemorative coins in November 2014, featuring nine coins – one gold, four silver and four for ordinary circulation.

Over 320 million coins will be produced ahead of the Games, featuring 36 different designs depicting Olympic sports, Rio landmarks, Brazilian cultural icons and the official Games mascots.

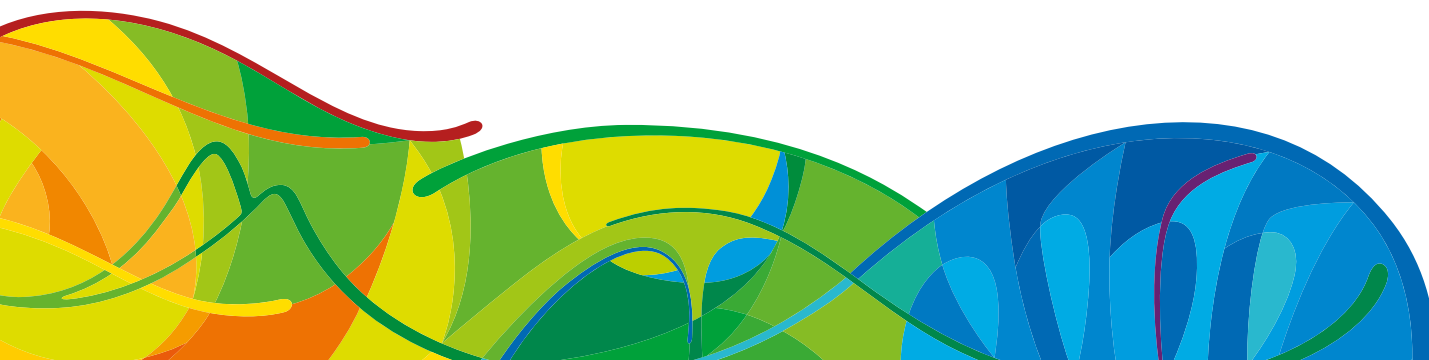
“Coins have been a part of the Games since Helsinki 1952 and it’s a great honour to launch the Rio 2016 coins in partnership with the Brazilian Central Bank. Every Brazilian will have the chance to have a small part of the Games, and of their own country, in their hands.”

Carlos Arthur Nuzman, Rio 2016 President

Official Memorabilia Auction

From July to December 2016, fans around the world are being given the opportunity to bid on thousands of items of Rio 2016 competition-used equipment and other unique Games artefacts through the Official Memorabilia Auction.

These highly collectable items – ranging from authentic medal presentation trays and ceremony flags to equipment used during Olympic events such as basketballs, tennis balls and football nets – will be offered via the Memorabilia Auction Platform, which forms part of the IOC’s new e-commerce strategy.





IOC Licensing Programme

In addition to the Rio 2016 Licensing Programme, the IOC manages its own licensing programme, which includes global initiatives such as the hugely popular official video game, 'Mario & Sonic at the Rio 2016 Olympic Games'. The game was launched for the Nintendo 3DS in February 2016, while the Nintendo Wii U version was released in June 2016.

Following the approval of Olympic Agenda 2020, the IOC has also developed a global licensing programme, with a strategy focused on promoting sport and the Olympic values in society and creating a tangible connection to the Olympic Games and Olympism.

This global licensing strategy consists of three programmes: an Olympic Heritage collection, focused on merchandise related to past Games; an Olympic Games collection, featuring products linked to future editions of the Games; and an Olympic collection, which aims to communicate the essence of the Olympic brand.

For more information about licensing, please visit the IOC's official website (www.olympic.org/licensing).

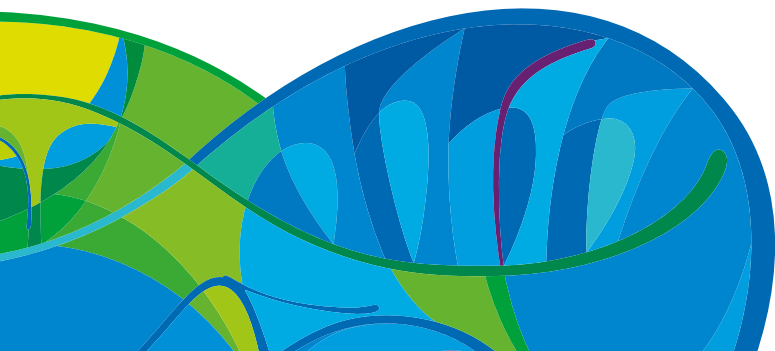
The Olympic and Rio 2016 Brands



The Olympic Brand

The Olympic rings are the symbol of the Olympic Movement and the visual representation of Olympism, which aims to show how sport can make us all better citizens through the combination of mind, body and spirit.

This philosophy is powerfully conveyed to a huge global audience during each edition of the Olympic Games, when athletes from around the world embody the Olympic values of Excellence, Friendship and Respect as they compete under the Olympic symbol.





These positive, universal values help give the Olympic symbol a unique, powerful and timeless identity, which transcends sport and makes it “more than a brand”.

Indeed, according to research commissioned by the IOC, 93 per cent of people globally can correctly identify the Olympic symbol – making it the most widely recognised of all the symbols surveyed.

In addition, there was almost equal recognition not only across geographies, but also among men and women, as well as age ranges. Respondents also strongly associated the Olympic symbol with values such as “global”, “inspirational”, “friendship”, “diversity”, “peace” and “excellence”.

The wide-ranging activities of the IOC ensure that the Olympic symbol spreads far beyond the Olympic Games, with its various initiatives aiming to build a better world by educating youth through sport and focusing on fundamental principles such as sustainability, gender equality, peace, development and education and ensuring that everyone has equal access to sport.

At a Glance

- The Olympic symbol is one of the most widely recognised in the world, with 93 per cent of people globally able to correctly identify it
- The IOC launched a global promotional campaign in the build-up to Rio 2016 to communicate the Olympic Movement’s vision of building a better world through sport
- Each Olympic host city creates a unique brand for their Games, with the Rio 2016 brand inspired by the passion and transformation seen in the city

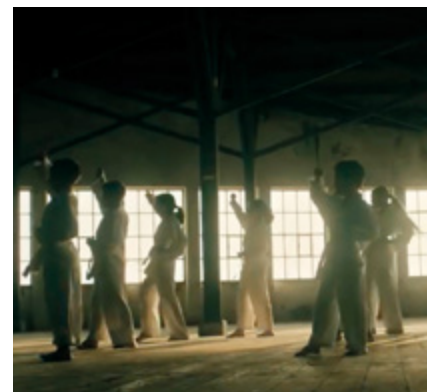
IOC Global Brand Campaign

In April 2016, the IOC launched a global promotional campaign to promote the Olympic brand and communicate the Olympic Movement's vision of building a better world through sport. With the aim of inspiring the spirit of unity, hope and peace for a better tomorrow, the campaign is entitled "Together we can change the world".

The launch of the campaign coincided with the Olympic flame lighting ceremony for the Olympic Games Rio 2016, at which the IOC President, Thomas Bach, said: "Like no other human activity, sport is about bringing people together in the spirit of friendship and respect. Sport always builds bridges; it never erects walls. In a world shaken by crises, the message that our shared humanity is greater than the forces that divide us is more relevant than ever before. By coming together in unity to celebrate the rich diversity of our shared humanity, the Olympic Games give us all hope that a better world is possible. Together, we can change the world."

The first phase of the campaign consists of four films: 'Together', 'Breath', 'Respect' and 'Counting Stars'. Each tells the story of the core Olympic values of Excellence, Friendship and Respect, and their role in enhancing a united world through sport. The spots have been aired by the Olympic broadcast partners around the world in the build-up to the Olympic Games Rio 2016.

The second phase features the #OlympicPeace digital campaign, which gives audiences around the world the chance to create their own unique "peace dove" with a customised message at www.olympic.org/peace and then share it on their personal social media feed. The IOC has also shared a series of stories across social media platforms and on www.olympic.org/peace that bring to life how sport can foster peace and hope in the world.



"By coming together in unity to celebrate the rich diversity of our shared humanity, the Olympic Games give us all hope that a better world is possible. Together, we can change the world."

Thomas Bach, IOC President



The Rio 2016 Brand

The emblem of the Olympic Games Rio 2016 was unveiled as part of the New Year celebrations on Copacabana beach on 31 December 2010.

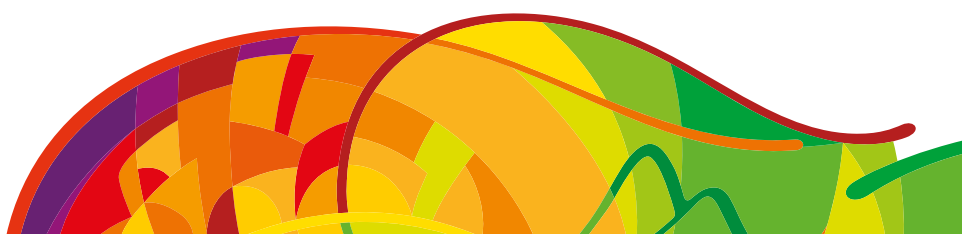
Composed of multi-coloured figures holding hands over the Olympic symbol and the words “Rio 2016”, the logo forms the centrepiece of the Games brand, which is inspired by the Organising Committee’s vision: “All Brazilians uniting to deliver the greatest festival on earth and proudly advancing our national promise of progress.”

The brand was based on the concepts of passion and transformation, which reflect both the Olympic Games Rio 2016 and modern-day Brazil – a country full of passion that is in the process of transforming itself into a world leader.

Four pillars – harmonious diversity, contagious energy, exuberant nature and the Olympic spirit – support the brand positioning. These are all combined to give Rio 2016 its colourful identity.

“The Olympic Games Rio 2016 brand communicates passion and transformation. The passion cariocas and Brazilians, in general, have for sport and celebration. And the transformation the Games are already bringing to Rio and Brazil.”

Carlos Arthur Nuzman, Rio 2016 President



Look of the Games

The Rio 2016 ‘Look of the Games’ – the design used for all the event’s visual communications – was launched in August 2014.

This visual identity, which celebrates the vibrancy of the host city, was inspired by the rich landscapes of Rio and includes illustrations depicting the city’s best-loved icons, including Sugarloaf Mountain and Corcovado. It aims to be a source of inspiration, bringing people and cultures together at the Olympic Games, and will be on display in all the sporting venues and across the city during Rio 2016, as well as on tickets, uniforms and licensed products. The goal is to create a celebratory atmosphere and a unique experience for all visitors.

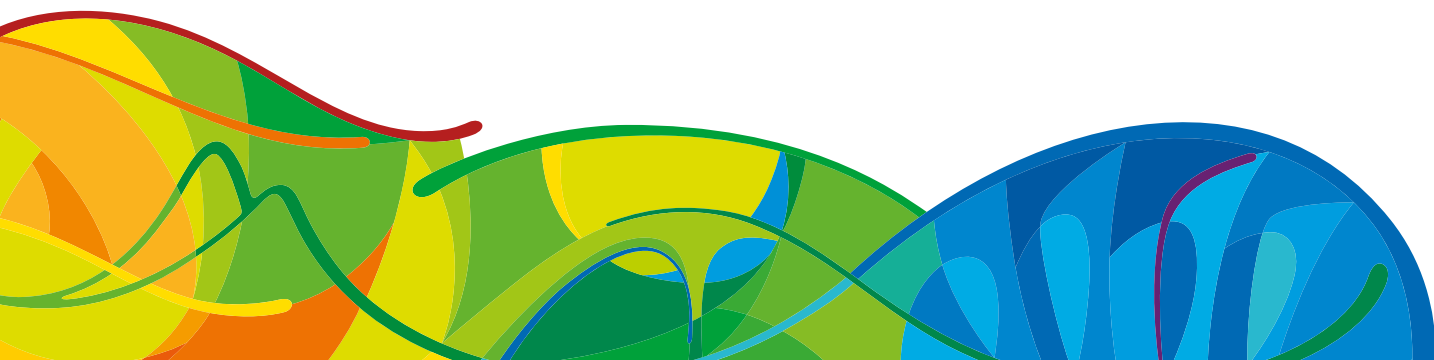
Developed by the Rio 2016 Organising Committee’s in-house design and branding teams, the visual identity for the Olympic Games uses images of Rio that are easily recognised throughout the world. The project took around a year to complete following studies of Brazil’s historical and cultural identity, as well as a photographic immersion in the region’s landscapes. Four football host cities – Belo Horizonte, São Paulo, Brasília and Salvador – are also represented.

Sport Pictograms

Since the Olympic Games Tokyo 1964, each edition of the Olympic Games has depicted the sports on its programme through iconic graphic symbols – or pictograms – that reflect the culture of the host nation.

For Rio 2016, every Olympic discipline will be represented by its own pictogram for the first time in Olympic Games history. These symbols will be used to guide and inform the public during the Olympic Games – for example on venue signposts and tickets – allowing people from all over the world to immediately identify each of the different sports.

Rio 2016’s 41 Olympic pictograms were inspired by the word ‘pictogram’, which means ‘painted word’. The designs were based on the Rio 2016 font, which was launched in July 2012 and forms an integral part of the Rio 2016 brand. The athlete bodies and sports equipment depicted in the pictograms were built from the font’s characters, or part of them, in a continuous stroke, with variations in thickness in order to give the impression of depth. The pebble shapes, which enclose each pictogram, are a characteristic of Rio 2016’s visual language and alter their shape according to the athletes’ different movements, while the pictograms themselves can be produced in a variety of colours.





Mascot

Vinicius, the official mascot for Rio 2016, was named after one of Brazil's most prominent 20th century cultural icons, Vinicius de Moraes, and constitutes a blend of animals native to Brazil, while also symbolising the energy exuded by the Brazilian people.

When creating the mascot, the designers drew inspiration from pop culture as well as video game and cartoon characters. The Rio 2016 Organising Committee held a public poll to choose the mascot's name, with 320,000 fans casting their votes.

Olympic Torch

The innovative design of the Rio 2016 Olympic Torch, which is inspired by the warmth of the Brazilian people, features moveable segments that expand vertically to reveal the colours of Brazil when the Olympic flame is passed from one torchbearer to another.

The triangular shape of the torch, meanwhile, alludes to the three Olympic values of Excellence, Friendship and Respect, while the floating effect of its different segments represents the efforts of the athletes.

Each torch – crafted from recycled aluminium and resin with a satin finish – weighs between 1kg and 1.5kg and stands 63.5cm high when contracted and 69cm when expanded.

These were carried by approximately 12,000 torchbearers during the Rio 2016 Olympic Torch Relay – presented by Coca-Cola, Nissan, and Bradesco – which visited around 300 cities and towns across Brazil ahead of the Olympic Games.

Protecting the Olympic Brand

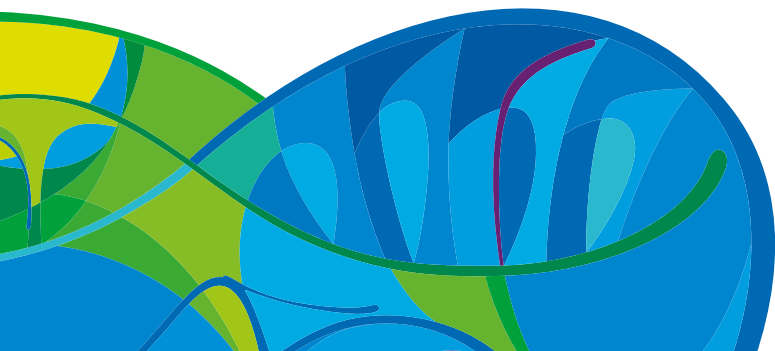


“Our marketing partners are the pillars on which the Olympic Movement is funded and we therefore need to ensure that their exclusive commercial rights are protected. Ambush marketing is a serious threat that can impact not only the success of the Olympic Games, but also the essential support offered to athletes and the development of sport throughout the world.”

Timo Lumme, Managing Director, IOC Television and Marketing Services

The Olympic symbol is one of the most universally recognised brands, representing the Olympic values of Excellence, Friendship and Respect. It is also one of the most valuable assets of the International Olympic Committee’s marketing programmes, which rely on offering official partners an exclusive association with this brand.

Any attempt to use the Olympic symbol without permission reduces the value and integrity of the brand. This directly impacts the Olympic marketing programmes, diminishing their ability to generate revenue that is redistributed by the IOC to support athletes and sports organisations at all levels around the world.





Ambush Marketing

The IOC and its partners in the Olympic Movement take the threat of ambush marketing¹ very seriously. Its aim is to protect the integrity of the Olympic properties marks (including the Olympic symbol), the Olympic Games, and the investment of its official partners. Without the revenue and support of Olympic broadcasters and marketing partners, the Olympic Games would simply not happen.

The IOC works on a market-by-market basis with the National Olympic Committees and Organising Committee before each Games to educate each market and companies about who the official partners are and why ambush marketing is detrimental to the Olympic Games.

Where there is an infringement, the IOC takes a pragmatic approach to ensure there is an appropriate response. When there is a concerted effort to create an unauthorised commercial association with the Olympic Games or the Olympic properties marks then it will take swift action.

Rio 2016 Brand Protection Programme

In order to support marketing activities and stop any unauthorised association with the Olympic Games Rio 2016 and/or the official brands, the Rio 2016 Organising Committee has implemented an extensive brand protection programme, involving the following measures:

Education and Engagement

Rio 2016 has developed a series of practical and operational brand protection guides designed to educate all stakeholders regarding the brand protection rules. It has also held various training courses and workshops for different target audiences, and it maintains a relationship and service channel to answer people's queries (protecaoasmarcas@rio2016.com).

Activation of Marketing Rights

The Olympic marketing partners have the right to communicate their association with the Olympic Games Rio 2016 by using the Olympic symbol and the Rio 2016 brand. However, they must follow certain rules in order to guarantee its appropriate usage and preserve the value and integrity of the official brand. The IOC and Rio 2016 therefore review all activation materials produced by official partners in order to ensure that they comply with usage policies and rules.



¹ *Direct and/or indirect unauthorised association with, exploitation or promotion of, the Olympic Properties and/or the Games*

Monitoring Programme

Implemented to guarantee protection for the rights of official Rio 2016 marketing partners and licensees, the monitoring programme aims to identify any ambush marketing or piracy activities.

Licensed Products

One of the success factors of the Rio 2016 Licensing Programme is the monitoring programme implemented by the Brand Protection team, together with the public security authorities, in order to curb and fight the sale of counterfeit Rio 2016 products. In addition, the licensed products are covered by a special identification system featuring Rio 2016 holographic seals, tags and labels developed to prove the authenticity of official products and provide security information. This system also combats counterfeit products through online brand protection measures.

Ticketing

Besides monitoring ambush marketing and unofficial products, the Brand Protection team is also responsible for the global monitoring of ticket sales, supported by an online monitoring agency, to ensure the programme's success.

Clean Venue Policy

Unlike other major sporting events, the Olympic Games operate a "clean venue" policy. The aim of this policy is to prevent any commercial, political or religious advertising at Games venues, guaranteeing that the main focus is on athletes and sport. Rio 2016 and the IOC focus their brand protection action at Games-time on ensuring compliance with the clean venue policy in venues and guaranteeing that the operational rights of marketing partners are respected.

Out-of-home advertising

The out-of-home (OOH) advertising programme is designed to secure outdoor media properties in the Rio 2016 host cities (Rio de Janeiro, São Paulo, Belo Horizonte, Manaus, Brasília and Salvador) for the official Games partners, therefore avoiding any ambush marketing opportunities.





IOC Broadcast Monitoring

The IOC monitors the global broadcast coverage of the Olympic Games to identify any messages that damage the Olympic brand or infringe upon the rights of the official Olympic marketing partners.

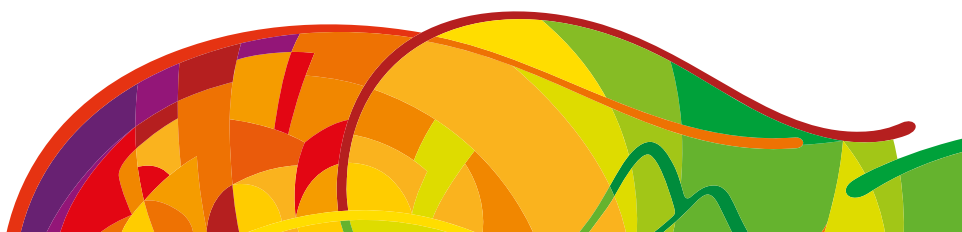
This Monitoring Programme also ensures that unauthorised parties do not use Olympic intellectual property and that Olympic broadcast rights holders comply with their contractual obligations.

By checking for ambush marketing advertisements, unauthorised commercial overlays and overt in-studio commercial signage, the programme helps preserve the unique 'clean' nature of the Olympic Games broadcast.

Internet Monitoring

In addition to monitoring the Games broadcasts around the world, the IOC also implements an Internet Monitoring Programme at each Games, which uses the most advanced technologies available to prevent, track and take appropriate action against violations, such as video infringements on any online or mobile platform or ambush marketing activities on social media platforms.

The Internet Monitoring Programme also monitors geo-blocking, to ensure that rights-holding broadcasters respect their territorial rights online, as well as online advertising, news access and ambush marketing.



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