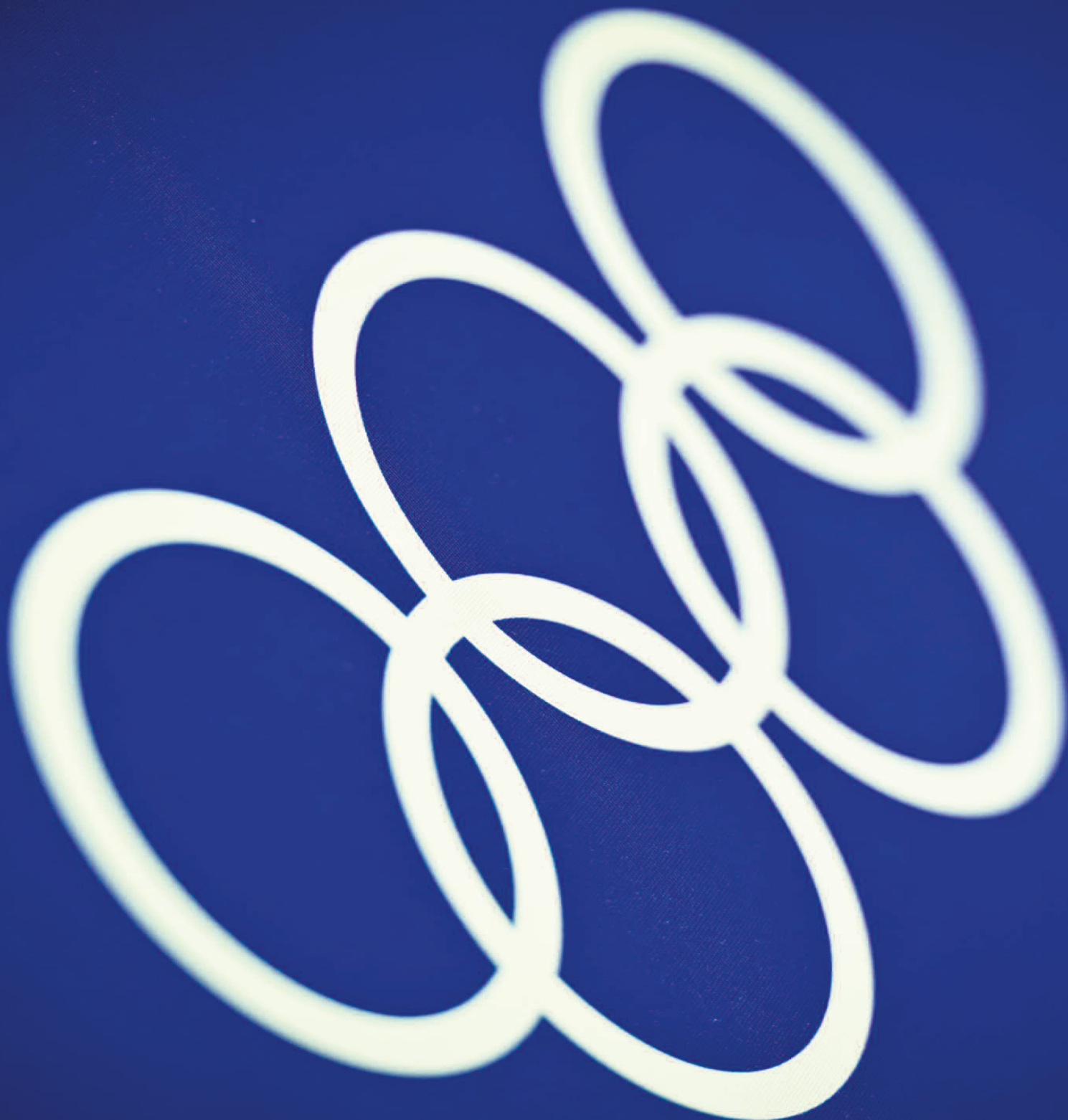


# OLYMPIC MARKETING FACT FILE

2016 EDITION



# INTRODUCTION

The Olympic Marketing Fact File is a reference document on the marketing policies and programmes of the International Olympic Committee (IOC), the Olympic Movement and the Olympic Games.

In this document, the IOC has endeavoured to present a clear, simplified overview of Olympic Movement revenue generation and distribution. Nevertheless, revenue comparisons between Olympic marketing programmes must be carefully considered because marketing programmes evolve over the course of each Olympic quadrennium, and each marketing programme is subject to different contractual terms and distribution principles.

Please note that commercial agreements reached with the IOC may be paid in different currencies depending on the nature of the agreement and the location of the parties. For the purposes of the Marketing Fact File, in order to provide comparisons across agreements/locations, exchange rates have been converted where possible to a single currency, United States Dollars, based on the exchange rate at the time of the agreement.

N.B. 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 the formal accounting reports of the IOC please visit <http://www.olympic.org>

The financial reports and statements of OCOGs may differ from this document due to different accounting principles and policies, such as those related to goods and services, that have been adopted. The goods and services (i.e., the provision of products, services and support) figures cited in this document have generally been accounted for based on contractual values, where available. The financial figures presented here do not include any public moneys provided to the OCOGs, the National Olympic Committees (NOCs), the International Federations of Olympic sports (IFs), or other governing bodies.

This edition of the Olympic Marketing Fact File contains the most complete information available as of 31 December 2015.

Further information on the marketing programmes of each Olympic Games are available in the IOC's Marketing Reports (available on <http://www.olympic.org>).

# TABLE OF CONTENTS

## CHAPTER 1: OLYMPIC MARKETING OVERVIEW

Fundamental Objectives of Olympic Marketing	5
Olympic Marketing Revenue Generation	6
Olympic Marketing Revenue Distribution	6
IOC Contribution to Support the Olympic Games	7
Olympic Marketing Contributions to the NOCs	7
Olympic Marketing Contributions to the IFs	8

## CHAPTER 2: OLYMPIC PARTNERSHIP

Olympic Sponsorship Overview	9
Worldwide Olympic Partnership	10
TOP VIII Partnership	11
Olympic Games Domestic Sponsorship	15
Olympic Sponsorship History	16

## CHAPTER 3: OLYMPIC BROADCASTING

Olympic Broadcast Overview	18
Olympic Broadcast Partnerships	19
Olympic Broadcast: Worldwide Coverage	20
Olympic Broadcast: Global Viewership	21
Olympic Broadcast Programming	23
Olympic Broadcast Revenue Generation	24
Broadcast Rights Fees History	25
Olympic Broadcasting History	26

**CHAPTER 4: OLYMPIC GAMES TICKETING**

Olympic Games Ticketing Overview	28
Olympic Games Ticket Sales	28

**CHAPTER 5: OLYMPIC LICENSING**

Olympic Licensing Overview	29
Olympic Games Licensing Programmes	29
Olympic Numismatic Programmes	30
Olympic Philatelic Programmes	30
Olympic Licensing, Numismatic and Philatelic History	31

**APPENDIX**

The Olympic Movement and Commercial Partnerships	33
The IOC Executive Board	34
IOC Marketing Commission	34
IOC Television & Marketing Services SA	35
Sochi 2014: Sochi Basic Facts	36
Rio 2016: Rio Basic Facts	36
PyeongChang 2018: PyeongChang Basic Facts	37
Tokyo 2020: Tokyo Basic Facts	37
Contacts	38

# CHAPTER 1: OLYMPIC MARKETING OVERVIEW

This chapter provides an overview of the fundamental principles of Olympic marketing, as well as facts and figures regarding the generation of Olympic marketing revenue and the distribution of revenue throughout the Olympic Movement.

## FUNDAMENTAL OBJECTIVES OF OLYMPIC MARKETING

The IOC coordinates Olympic marketing programmes with the following objectives:

- To ensure the independent financial stability of the Olympic Movement, and thereby to assist in the worldwide promotion of Olympism.
- To create and maintain long-term marketing programmes, and thereby to ensure the financial security of the Olympic Movement and the Olympic Games.
- To build on the successful activities developed by each Organising Committee for the Olympic Games (OCOGs) and thereby eliminate the need to recreate the marketing structure with each Olympic Games.
- To generate revenue to be distributed throughout the entire Olympic Movement – including the OCOGs, the National Olympic Committees (NOCs) and their continental associations, the International Federations (IFs) and other recognised international sports organisations – and to provide financial support for sport in emerging nations.
- To ensure that the Olympic Games can be experienced by the maximum number of people throughout the world principally via broadcast coverage.
- To protect and promote the equity that is inherent in the Olympic image and ideals.
- To control and limit the commercialisation of the Olympic Games.
- To enlist the support of Olympic marketing partners in the promotion of the Olympic ideals.

## OLYMPIC MARKETING REVENUE GENERATION

The Olympic Movement generates revenue through several programmes. The IOC manages broadcast partnerships, the TOP worldwide sponsorship programme and the IOC official supplier and licensing programme, the OCOGs manage domestic sponsorship, ticketing and licensing programmes within the host country, under the direction of the IOC. In addition, NOCs generate revenue through their own domestic commercial programmes.

The following chart provides details of the total revenue generated from each major programme managed by the IOC and the OCOGs during the past five Olympic quadrenniums.

### Olympic Marketing Revenue: The Past Five Quadrenniums\*

Source	1993 – 1996	1997 – 2000	2001 – 2004	2005 – 2008	2009 – 2012
Broadcast	1,251	1,845	2,232	2,570	3,850
TOP Programme	279	579	663	866	950
OGOC Domestic Sponsorship	534	655	796	1,555	1,838
Ticketing	451	625	411	274	1,238
Licensing	115	66	87	185	170
Total	2,630	3,770	4,189	5,450	8,046

All figures in USD millions

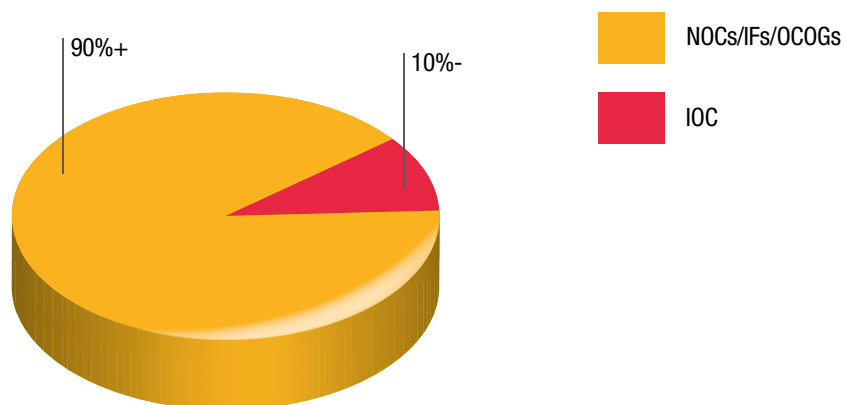
\* All figures in the chart above have been rounded to the nearest US\$1 million.

N.B. Does not include NOC domestic commercial programme revenues.

## OLYMPIC MARKETING REVENUE DISTRIBUTION

The IOC distributes 90% of its revenue to organisations throughout the Olympic Movement, in order to support the staging of the Olympic Games and to promote the worldwide development of sport. The IOC retains 10% of Olympic marketing revenue for the operational and administrative costs of governing the Olympic Movement.

This means that every day the equivalent of over USD 3 million is distributed by the IOC to support athletes and sports organisations at all levels around the world.



## IOC CONTRIBUTION TO SUPPORT THE OLYMPIC GAMES

The IOC supports the staging of the Olympic Games and Olympic Winter Games with a financial contribution from the revenue it raises through its broadcast agreements and the global TOP sponsorship programme. Since Vancouver 2010, the IOC has also entirely funded the host broadcaster operations, managed by Olympic Broadcast Services (<http://www.obs.tv>).

### IOC contribution to support the Olympic Games

Olympic Games	Total (in USD millions)
Athens 2004	965
Beijing 2008	1,250
London 2012	1,374

Olympic Winter Games	Total (in USD millions)
Salt Lake 2002	552
Torino 2006	561
Vancouver 2010	775
Sochi 2014	833

## OLYMPIC MARKETING CONTRIBUTIONS TO THE NOCs

The continued success of the worldwide TOP Programme and revenue from broadcast agreements has enabled the IOC to provide increased support for the NOCs with each Olympic quadrennium. Substantial additional indirect financial support is provided to the NOCs, for example through the provision of the athletes' village and travel grants for the Olympic Games.

The NOCs receive financial support for the training and development of Olympic teams, Olympic athletes and Olympic hopefuls. The IOC distributes TOP programme revenue to each of the NOCs throughout the world. The IOC also contributes Olympic broadcast revenue to Olympic Solidarity – the body responsible for managing and administering the share of the television rights of the Olympic Games <http://www.olympic.org/olympic-solidarity-commission/> – that is in turn allocated to the National Olympic Committees (NOCs). Olympic Solidarity assists the NOCs and the continental associations with their efforts to develop sport through programmes devised to match their specific needs and priorities.

### Olympic Marketing Revenue Contributions to NOCs

Olympic Games	Total Revenue to NOCs (in USD millions)
Athens 2004	234
Beijing 2008	301
London 2012	520

Olympic Winter Games	Total Revenue to NOCs (in USD millions)
Salt Lake 2002	87
Torino 2006	136
Vancouver 2010	215
Sochi 2014	199

## OLYMPIC MARKETING CONTRIBUTIONS TO THE INTERNATIONAL FEDERATIONS

The IOC provides financial support from Olympic marketing to the 28 IFs of [Olympic summer sports](#) and the seven IFs of [Olympic winter sports](#). These financial contributions are provided to support the development of sport at all levels worldwide.

### Olympic Marketing Contributions to the International Federations

Olympic Games	Total (in USD millions)
Athens 2004	257
Beijing 2008	297
London 2012	520

Olympic Winter Games	Total (in USD millions)
Salt Lake 2002	92
Torino 2006	128
Vancouver 2010	209
Sochi 2014	199

For further information on the IOC revenues and distribution please refer to the IOC's final reports on <http://www.olympic.org/ioc-interim-and-final-reports/documents-reports-studies-publications>



## CHAPTER 2: OLYMPIC PARTNERSHIP

This chapter provides facts, figures and historical information regarding the TOP sponsorship programme (managed by the IOC) and the Olympic Games domestic sponsorship programmes (managed by the OCOGs).

### OLYMPIC SPONSORSHIP OVERVIEW

Olympic sponsorship is an agreement between an Olympic organisation and a corporation, whereby the corporation is granted the rights to specific Olympic intellectual property and Olympic marketing opportunities in exchange for financial support and goods and services contributions. Olympic sponsorship programmes operate on the principle of product-category exclusivity. Under the direction of the IOC, the Olympic Family works to preserve the value of Olympic properties and to protect the exclusive rights of Olympic sponsors.

**Olympic sponsorship programmes benefit the Olympic Movement in the following ways:**

- Sponsorship provides valuable financial resources to the Olympic Family.
- Sponsors provide support for the staging of the Olympic Games and the operations of the Olympic Movement in the form of products, services, technology, expertise and staff deployment.
- Sponsors provide direct support for the training and development of Olympic athletes and hopefuls around the world, as well as essential services for athletes participating in the Games.
- Sponsors provide essential products and services for broadcasters, journalists, photographers and other media.
- Sponsorship activation enhances the Olympic Games experience for spectators and provides the youth of the world with opportunities to experience the Olympic ideals at global and local levels.
- Sponsorship support contributes to the success of the educational, environmental, cultural and youth-oriented initiatives of the Olympic Movement.
- Sponsors develop advertising and promotional activities that help to promote the Olympic ideals, heighten public awareness of the Olympic Games and increase support for the Olympic athletes.

## WORLDWIDE OLYMPIC PARTNERSHIP

### TOP: The Olympic Partners

The Olympic Partners (TOP) programme is the worldwide sponsorship programme managed by the IOC. The IOC created the TOP programme in 1985 in order to develop a diversified revenue base for the Olympic Games and to establish long-term corporate partnerships that would benefit the Olympic Movement as a whole. The TOP programme operates on a four-year term – the Olympic quadrennium.

The TOP programme supports the Organising Committees of the Olympic Games and Olympic Winter Games, the NOCs and the IOC.

The TOP programme provides each Worldwide Olympic Partner with exclusive global marketing rights and opportunities within a designated product or service category. The global marketing rights include partnerships with the IOC, all active NOCs and their Olympic teams, and the two OCOGs and the Games of each quadrennium. The TOP Partners may exercise these rights worldwide and may activate marketing initiatives with all the members of the Olympic Movement that participate in the TOP programme.

### TOP Programme Evolution

Quadrennium	Games	Partners	Number of participating NOCs	Revenue (million)
1985 – 1988	Calgary / Seoul	9	159	US\$96
1989 – 1992	Albertville / Barcelona	12	169	US\$172
1993 – 1996	Lillehammer / Atlanta	10	197	US\$279
1997 – 2000	Nagano / Sydney	11	199	US\$579
2001 – 2004	Salt Lake / Athens	11	202	US\$663
2005 – 2008	Torino / Beijing	12	205	US\$866
2009 – 2012	Vancouver / London	11	205	US\$950

## TOP VIII PARTNERSHIP

Ten corporations currently participate in the eighth generation of the TOP programme, known as TOP VIII. During the 2013-2016 Olympic quadrennium, TOP VIII Partners provide support for the 2014 Olympic Winter Games in Sochi and the 2016 Olympic Games in Rio.

### TOP VIII Partners



### The TOP VIII Partners are:

- Partners of the Sochi 2014 Olympic Winter Games
- Partners of the Rio 2016 Olympic Games
- Partners of all Olympic teams competing in Sochi 2014 and Rio 2016



*\* Bridgestone and Toyota will become Worldwide TOP Partners in 2017 (TOP IX). Bridgestone has marketing rights in Brazil, the Republic of Korea, Japan and the United States of America until the end of 2016. Toyota has marketing rights in Japan until the end of 2016.*

**Coca-Cola**

**Corporate Web Address**  
**Exclusive Category**  
**Olympic Partnership History**

<http://www.cocacola.com>  
 Non-alcoholic Beverages  
 Sponsored the 1928 Olympic Games in Amsterdam and every Olympic Games since  
 Longest continuous partnership with the Olympic Movement  
 Charter TOP Partner (TOP I)  
 Member of the TOP programme since 1986

**TOP Partnership History**

**Atos Origin**

**Corporate Web Address**  
**Exclusive Category**  
**Olympic Partnership History**  
**TOP Partnership History**

<http://www.atos.net/>  
 Information Technology  
 Supported the 1992 Olympic Games in Barcelona as Sema  
 Joined the TOP programme in 2001 (TOP V) as SchlumbergerSema

**Dow**

**Corporate Web Address**  
**Exclusive Category**  
**TOP Partnership History**

<http://www.dow.com>  
 Official Chemistry company  
 Joined the TOP programme in 2010

**GE**

**Corporate Web Address**  
**Exclusive Category**

<http://www.ge.com>  
 Select products and services from GE Energy, GE Healthcare, GE Transport, GE Infrastructure, GE Consumer & Industrial, GE Advanced Materials and GE Equipment Services

**TOP Partnership History**

Joined the TOP programme in 2005 (TOP VI)

**McDonald's**

Corporate Web Address  
 Exclusive Category  
 Olympic Partnership History  
 TOP Partnership History

<http://www.mcdonalds.com>  
 Retail Food Services  
 Sponsored the 1976 Olympic Games in Montreal  
 Joined the TOP programme in 1997 (TOP IV)

**Omega**

Corporate Web Address  
 Exclusive Category  
 Olympic Partnership History  
 TOP Partnership History

<http://www.omega.ch>  
 Timing, Scoring and Venue Results Services  
 Timing and Scoring sponsor of 1996 Atlanta and Sydney 2000.  
 Longstanding IOC worldwide Olympic licensee  
 Joined the TOP programme in 2003 (TOP V)

**Panasonic**

Corporate Web Address  
 Exclusive Category  
 TOP Partnership History

<http://www.panasonic.com>  
 Audio/TV/Video Equipment  
 Charter TOP Partner (TOP I)  
 Member of the TOP programme since 1987

**Procter & Gamble**

Corporate Web Address  
 Exclusive Category  
 TOP Partnership History

<http://www.pg.com>  
 Personal Care and Household Products  
 Joined the TOP programme in 2010

**Samsung**

**Corporate Web Address**  
**Exclusive Category**  
**TOP Partnership History**

<http://www.samsung.com>  
Wireless Communications Equipment  
Joined the TOP programme in 1997 (TOP IV)

**Visa**

**Corporate Web Address**  
**Exclusive Category**  
**TOP Partnership History**

<http://www.visa.com>  
Consumer Payment Systems  
Charter TOP Partner (TOP I)  
Member of the TOP programme since 1986

## OLYMPIC GAMES DOMESTIC SPONSORSHIP

The Olympic Games domestic sponsorship programme is managed by the OCOG within the host country under the direction of the IOC. The programmes support the operations of the OCOG, the planning and staging of the Games, the host country NOC and the host country Olympic team.

The Olympic Games domestic sponsorship programme grants marketing rights within the host country or territory only. The host country NOC and the host country Olympic team participate in the OCOG sponsorship programme because the Marketing Plan Agreement requires the OCOG and the host country NOC to centralise and coordinate all marketing initiatives within the host country.

### Olympic Games: History of OCOG Sponsorship Programmes

Olympic Games	Number of Partners*	Revenue & Support (million)
1996 Atlanta	111	US\$426
2000 Sydney	93	US\$492
2004 Athens	38	US\$302
2008 Beijing	51	US\$1,218
2012 London	42	US\$1,150

### Olympic Winter Games: History of OCOG Sponsorship Programmes

Olympic Winter Games	Number of Partners*	Revenue & Support (million)
1998 Nagano	26	US\$163
2002 Salt Lake City	53	US\$494
2006 Turin	57	US\$348
2010 Vancouver	57	US\$688
2014 Sochi	46	US\$1,189

\* Domestic OCOG sponsorship programmes usually include several tiers of partnership, which may include sponsors, suppliers and providers. The figures in this column represent the total number of marketing partners from all tiers of the domestic programme.

## OLYMPIC SPONSORSHIP HISTORY

Sponsorship in various forms has supported the Olympic Movement since the first modern Olympic Games in Athens 1896. The following is a brief overview of key milestones and informative anecdotes from the history of sponsorship in the modern Olympic Games.

<b>1896 Athens</b>	Companies provide revenue through advertising during the Olympic Games.
<b>1912 Stockholm</b>	Approximately ten Swedish companies purchase sole rights to take photographs and sell memorabilia of the Olympic Games.
<b>1920 Antwerp</b>	The official Olympic Games programme contains a great deal of corporate advertising.
<b>1924 Paris</b>	Advertising signage appears within view from the Olympic Games venues for the first and only time in history.
<b>1928 Amsterdam</b>	Current TOP Partner Coca-Cola begins the longest continuous Olympic partnership.  Concessionaires are granted rights to operate restaurants on stadium grounds.  Advertising continues in the official Olympic Games programme.  The IOC stipulates that posters and billboards may not be displayed on the stadium grounds and buildings.
<b>1932 Lake Placid</b>	The OCOG solicits businesses to provide free merchandising and advertising tie-ins. Many major department stores in the eastern U.S. feature the Olympic Games marks in window displays, and many national businesses use the Games as an advertising theme.
<b>1952 Helsinki</b>	The first Olympic Games to launch an international marketing programme.  Companies from 11 countries make contributions of goods and services ranging from food for the athletes to flowers for medallists.
<b>1960 Rome</b>	An extensive sponsor/supplier programme includes 46 companies that provide technical support and products such as perfume, chocolate, toothpaste and soap.
<b>1964 Tokyo</b>	250 companies develop marketing relationships with the Games.  The new "Olympia" cigarette brand generates more than US\$1 million in revenue for the OCOG. (The tobacco sponsorship category is later banned.)  Seiko creates quartz-timing technology, providing the most accurate timing system to date.
<b>1976 Montreal</b>	With 628 sponsors and suppliers, domestic sponsorship generates US\$7 million for the OCOG.
<b>1984 Sarajevo</b>	The OCOG signs 447 foreign and domestic sponsorship agreements.
<b>1984 Los Angeles</b>	For the first time, the domestic sponsorship programme is divided into three categories. Each category is granted designated rights and product category exclusivity.  The marketing programme is limited to the host country and U.S. companies.



**1988 Calgary/  
1988 Seoul** The IOC creates The Olympic Partners (TOP) worldwide sponsorship programme, in coordination with the OCOGs in Seoul and Calgary, as well as 159 NOCs. TOP is based on the 1984 Los Angeles model of product-category exclusivity. Prior to the establishment of the TOP programme, fewer than ten NOCs in the world had a source of marketing revenue.

The OCOGs launch independent marketing programmes.

For the first time, the IOC requires the OCOG to form a joint marketing programme with the host country NOC.

**1992 Albertville/  
1992 Barcelona** TOP grows from nine to 12 partners in the programme's second generation.

**1994 Lillehammer** Broadcast and marketing programmes generate more than US\$500 million, breaking almost every major marketing record for an Olympic Winter Games.

**1996 Atlanta** The Games are funded entirely via private sources.

**2000 Sydney** The OCOG develops the most financially successful domestic sponsorship programme to date, generating more revenue (US\$492 million) than the domestic sponsorship programme of Atlanta 1996 in a host country marketplace 15 times smaller.

A new standard for brand protection through education, legislation and advertising controls.

**2002 Salt Lake** The Olympic Properties of the United States (OPUS) sponsorship for 2002 breaks records for both winter and summer Games.

**2004 Athens** In the smallest country to host the Olympic Games to date, Athens 2004 achieved its sponsorship revenue target two years before the Games and ultimately generated revenue from national and torch relay sponsorship that was 50% higher than initial estimates.

**2006 Turin** Torino 2006 stands as the most lucrative and successful sponsorship programme in Italian history. The programme accounted for 6.14% of the total sponsorship spending in the market, which was significantly higher than previous Olympic Winter Games sponsorship programmes and represented nearly 1% of the total advertising spend in the Italian market, 35 times greater than that of Salt Lake 2002.

**2008 Beijing** Beijing 2008 domestic sponsorship programme provided significant support to the operational needs of BOCOG in revenue, goods and services, which contributed towards the staging of the Olympic Games.

For more information on the Beijing Marketing programmes visit:

<http://view.digipage.net/?userpath=00000001/00000004/00040592/>

**2010 Vancouver** For more information on the Vancouver 2010 Marketing Programmes visit:

<http://view.digipage.net/?id=iocvancouver2010>

**2012 London** For more information on the London Marketing programmes visit:

<http://view.digipage.net/?id=ioclondon2012>

**2014 Sochi** For more information on the Sochi Marketing programmes visit:

<http://cloud.digipage.net/go/iocsochi2014/>

## CHAPTER 3: OLYMPIC BROADCASTING

This chapter provides facts and figures regarding Olympic broadcasting, including information on the IOC broadcast policy, global broadcast viewing statistics from recent history, broadcast revenue support for the Olympic Movement, and broadcast rights fees from past Olympic Games and Olympic Winter Games.

### OLYMPIC BROADCAST OVERVIEW

The IOC is the owner of the broadcast rights, across all media platforms, for the Olympic Games and Olympic Winter Games. The IOC is responsible for allocating Olympic broadcast rights to media companies throughout the world through the negotiation of rights agreements. The IOC manages Olympic broadcast partnerships to ensure that the long-term interests of the Olympic Movement are protected.

The fundamental IOC broadcast policy as described in the Olympic Charter is to ensure maximum presentation of the Olympic Games to the world:

***“The IOC takes all necessary steps in order to ensure the fullest coverage by the different media and the widest possible audience in the world for the Olympic Games.”***

— Rule 49, Olympic Charter

## OLYMPIC BROADCAST PARTNERSHIPS

The long-term Olympic broadcast marketing strategy is designed to achieve the following objectives:

- To establish partnerships to provide additional Olympic programming to (1) ensure improved global coverage of the Olympic Games, (2) promote the ideals of Olympism, and (3) raise awareness of the work of the Olympic Movement throughout the world.
- To ensure the long-term financial security of the Olympic Movement and the Olympic Games.
- To ensure that broadcast partners are experienced in providing the highest quality Olympic programming.
- To allow broadcast partners to develop strong Olympic associations and to strengthen each partner's identity as the Olympic broadcaster within its country or territory.
- To maximise exposure across all available media platforms and exploit latest media technologies.
- To strengthen the continuing legacy of broadcasting support from one Olympic Games to the next, allowing future OCOGs to draw on their support, experience and technology.

## OLYMPIC BROADCAST: WORLDWIDE COVERAGE

The television broadcast of the Olympic Games is the most significant factor in the communication of the Olympic ideals worldwide. The primary broadcasting objective of the Olympic Movement is to ensure the most television viewers possible have the opportunity to experience the Olympic Games. In pursuit of this objective, coverage of the Olympic Games has been made available in an increasing number of nations, territories and markets throughout the world.

### Olympic Games: Countries Broadcasting

Olympic Games	Number of Countries/ Territories Broadcasting
1936 Berlin	1
1948 London	1
1952 Helsinki	2
1956 Melbourne	1
1960 Rome	21
1964 Tokyo	40
1968 Mexico City	n/a
1972 Munich	98
1976 Montreal	124
1980 Moscow	111
1984 Los Angeles	156
1988 Seoul	160
1992 Barcelona	193
1996 Atlanta	214
2000 Sydney	220
2004 Athens	220
2008 Beijing	220
2012 London	220

### Olympic Winter Games: Countries Broadcasting

Olympic Winter Games	Number of Countries/ Territories Broadcasting
1956 Cortina	22
1960 Squaw Valley	27
1964 Innsbruck	30
1968 Grenoble	32
1972 Sapporo	41
1976 Innsbruck	38
1980 Lake Placid	40
1984 Sarajevo	100
1988 Calgary	64
1992 Albertville	86
1994 Lillehammer	120
1998 Nagano	160
2002 Salt Lake City	160
2006 Torino	200
2010 Vancouver	220
2014 Sochi	220

## OLYMPIC BROADCAST: GLOBAL VIEWERSHIP

Global Olympic broadcast audience and viewer figures continue to rise as the Olympic broadcast expands to more nations and territories, as more viewers throughout the world gain access to television, and as the appeal of Olympic Games programming continues to grow.

### Olympic Games: Broadcast Viewing Levels

#### Global Audience\*

Beijing 2008: 3.546 billion

London 2012: 3.635 billion

Olympic Games	Total Viewer Hours ** (billion)	Average Minute Rating *** (million) (Based on 29 Key Territories)
2004 Athens	34.4	78.0
2000 Sydney	36.1	113.5

Olympic Games	Broadcast Viewing Levels Cumulative Audience **** (billion)
1996 Atlanta	19.6
1992 Barcelona	16.6
1988 Seoul	10.4

### Olympic Winter Games: Broadcast Viewing Levels

#### Global Audience\*\*\*\*

Vancouver 2010: 1.822 billion

Sochi 2014: 2.1 billion

Olympic Winter Games	Total Viewer Hours ** (billion)	Average Minute Rating *** (million) (based on 29 territories)
2002 Salt Lake City	13.1	48.0
2006 Turin	10.6	38.5

Olympic Winter Games	Broadcast Viewing Levels Cumulative Audience * (billion)
1992 Albertville	8
1994 Lillehammer	10.7
1998 Nagano	10.7

Global broadcast reports available at: <http://www.olympic.org/marketing/documents-reports-studies-publications>

*Note on Broadcast Viewer Measurement:*

The IOC has modified its approach to measuring the global viewership of the Olympic broadcast from cumulative audience/total viewer hours to Average Minute Rating (AMR). This shift in methodology is designed to provide greater accuracy in determining the appeal of Olympic television programming throughout the world. The charts on the previous page reflect this revised methodology.

*\* Global Audience is defined as individuals who have seen at least 1 minute of coverage. This figure is achieved using modern television audience systems from which it is possible to calculate the net number or percentage of people who have seen a particular piece of a broadcast or series of broadcasts. This section assesses the percentage of the population or potential television audience that consumed television coverage of the specific edition of the Games.*

*\*\* Total Viewer Hours measures the number of hours of Olympic programming that have captured the attention of the global television viewing audience during the period of the Olympic Games. Viewer Hours per programme is measured by multiplying the duration of the programme by the number of viewers in the audience. Total Viewer Hours for the Olympic Games and Olympic Winter Games is the sum of all Viewer Hours per programme.*

*\*\*\* Average Minute Rating measures the number of viewers watching a typical minute of Olympic Games television coverage. The global figure is calculated by combining the average minute rating of dedicated Games coverage aired by official broadcasters.*

*\*\*\*\* Cumulative audience is derived by determining the aggregate number of times each television viewer around the world tuned in to Olympic Games television programming.*

For more details on broadcast statistics please refer to the broadcast reports of each Games available at:

<http://www.olympic.org/en/content/Footer-Pages/Documents/Marketing/>

## OLYMPIC BROADCAST PROGRAMMING

Olympic broadcast programming is generated by Olympic Broadcast Services (<http://www.obs.tv>), which captures the broadcast signal from each Olympic venue and delivers the signal to the Olympic broadcast partners to air over various media platforms throughout the world. From 2009 onwards, Olympic Broadcast Services has overseen the host broadcaster function for the Games. OBS was formed by the IOC to serve as the permanent Host Broadcast organisation for both the Summer and Winter Games.

From the full range of available material, each Olympic broadcast partner may select the particular events to include in its schedule of Olympic programming. Each Olympic broadcast partner has the opportunity to deliver those events and images that it determines to be of greatest interest to the target audience in its home country or territory.

Increased host broadcast coverage has afforded the Olympic broadcast partners greater programming opportunities in more sports and enabled the broadcast partners to deliver more complete Olympic coverage to their audiences around the world. The IOC works in partnership with its broadcasters to ensure that an increasing amount of live coverage is available, and that the latest technologies, including HDTV, live coverage on the internet and coverage on mobile phones is available in as many territories as possible. For more information: <http://www.olympic.org/olympic-broadcasting>

### Olympic Games: Hours of Coverage from the Host Broadcaster

Olympic Games	Host Broadcast Feed Hours
1988 Seoul	2,572
1992 Barcelona	2,800
1996 Atlanta	3,000
2000 Sydney	3,500
2004 Athens	3,800
2008 Beijing	5,000
2012 London	5,000

### Olympic Winter Games: Hours of Coverage from the Host Broadcaster

Olympic Games	Host Broadcast Feed Hours
1992 Albertville	350
1994 Lillehammer	331
1998 Nagano	600
2002 Salt Lake City	900
2006 Turin	1,000
2010 Vancouver	1,000
2014 Sochi	1,300

## OLYMPIC BROADCAST REVENUE GENERATION

Olympic broadcast partnerships have provided the Olympic Movement with a secure financial base and helped to ensure the future viability of the Olympic Games. Olympic broadcast partnerships have been the single greatest source of revenue for the Olympic Movement for more than three decades.

### Broadcast Revenue History: Olympic Games

Olympic Games	Broadcast Revenue (million)
1960 Rome	US\$1.2
1964 Tokyo	US\$1.6
1968 Mexico City	US\$9.8
1972 Munich	US\$17.8
1976 Montreal	US\$34.9
1980 Moscow	US\$88
1984 Los Angeles	US\$286.9
1988 Seoul	US\$402.6
1992 Barcelona	US\$636.1
1996 Atlanta	US\$898.3
2000 Sydney	US\$1,331.6
2004 Athens	US\$1,494
2008 Beijing	US\$1,739
2012 London	US\$2,569

### Broadcast Revenue History: Olympic Winter Games

Olympic Winter Games	Broadcast Revenue (million)
1960 Squaw Valley	US\$0.05
1964 Innsbruck	US\$0.937
1968 Grenoble	US\$2.6
1972 Sapporo	US\$8.5
1976 Innsbruck	US\$11.6
1980 Lake Placid	US\$20.7
1984 Sarajevo	US\$102.7
1988 Calgary	US\$324.9
1992 Albertville	US\$291.9
1994 Lillehammer	US\$352.9
1998 Nagano	US\$513.5
2002 Salt Lake	US\$738
2006 Turin	US\$831
2010 Vancouver	US\$1,279.5
2014 Sochi	US\$1,290



**BROADCAST RIGHTS FEES HISTORY: OLYMPIC GAMES**

	North America (US and Canada)	Central America, South America and Caribbean	Asia	Middle East/ Africa	Europe*	Oceania	Total
1998-2000	1,124.0	14.2	208.0	11.9	422.1	64.9	1,845.1
2002-2004	1,397.4	20.8	232.6	12.9	514.0	54.3	2,232.0
2006-2008	1,579.0	34.0	274.0	24.9	578.4	79.7	2,570.0
2010-2012	2,154.0	106.0	575.0	41.0	848	126.0	3,850.0

All figures in USD millions

\* Please note certain North African territories and Central Asian territories are included as part of the EBU agreement

For a list of rights holding broadcasters for each Games please visit  
<http://www.olympic.org/en/content/Footer-Pages/Documents/Marketing/>

## OLYMPIC BROADCASTING HISTORY

Television broadcasting has been the most significant factor in the promotion of the Olympic ideals and the growth of the Olympic Games worldwide. The following is a brief overview of key milestones in the history of Olympic television broadcasting.

- 1936 Berlin** The first Olympic Games to be televised, in and around Berlin only, with a total of 138 viewing hours and 162,000 viewers.
- One of three cameras is capable of live coverage – only when the sun is shining.
- 
- 1948 London** The first Olympic Games to establish the principle of the broadcast rights fee.
- BBC agrees to pay one thousand guineas (approximately US\$3,000). Concerned about financial hardship to the BBC, the OCOG does not accept payment.
- More than 500,000 viewers, most residing within a 50-mile radius of London, watch the 64 hours of Olympic programming.
- 
- 1952 Helsinki** The OCOG conducts broadcast rights negotiations for the first time.
- 
- 1956 Melbourne** The breakdown of negotiations prevents transmission of the Olympic broadcast to important markets including the U.S..
- 
- 1956 Cortina** The Olympic Winter Games are broadcast live for the first time.
- During the Opening Ceremony, the final Olympic torchbearer stumbles and falls over the television cable placed on the ice surface of the stadium.
- 
- 1958** Television rights issues are incorporated into the Olympic Charter with the introduction of Article 49: “the rights shall be sold by the Organising Committee, with the approval of the IOC, and the revenues distributed in accordance with its instructions”.
- 
- 1960 Rome** The Olympic Games are televised live for the first time to 18 European countries, and only hours later in the United States, Canada and Japan.
- 
- 1964 Tokyo** For the first time, satellite broadcast coverage is used to relay images overseas.
- 
- 1966** The IOC expands revenue sharing to include NOCs and IFs for the first time.
- 
- 1968 Mexico City** The Olympic Games are broadcast live in colour for the first time.
- Slow-motion footage is available live.
- 
- 1972 Sapporo** Japanese network NHK provides the television feed for broadcasters to choose the coverage they want – the model for today’s host broadcast organisation.
- 
- 1984 Los Angeles** Television and radio rights acquired by 156 nations.
- More than 2.5 billion people view the Olympic Games.
- 
- 1992 Albertville/  
1992 Barcelona** For the first time in Olympic broadcast history, a multi-tier television structure is operated in several countries.
- The main national broadcaster sub-licenses coverage of additional events to other cable and satellite broadcasters, expanding the total sports coverage.
- Surveys of the U.S., the U.K. and Spain show an average of seven out of ten people tune in to Albertville, and more than nine out of ten tune in to Barcelona.
-

- 1994 Lillehammer** Broadcast and marketing programmes generate more than US\$500 million, breaking almost every major Olympic Winter Games marketing record.
- More than 120 countries and territories view television coverage of the Games, compared to the 86 countries that broadcast 1992 Albertville.
- For the first time, the Winter Games are broadcast on the African continent, via M-Net and ART satellites.
- 
- 1996 Atlanta** The Games are funded entirely via private sources, including broadcast rights.
- The IOC underwrites the cost of the transmissions to Africa.
- The broadcast reaches a record 214 countries.
- 
- 1998 Nagano** Television coverage of the Games is provided to 180 countries and territories, compared to 120 countries for 1994 Lillehammer.
- The Olympic Winter Games are broadcast live in Australia for the first time.
- Olympic broadcasting firsts include video-on-demand and 3-D high-definition.
- 
- 2000 Sydney** Olympic broadcast reaches 3.7 billion viewers in 220 countries.
- The IOC introduces Total Viewer Hours (TVH), a new method of measuring the Olympic television audience levels. The Games broadcast generates 36.1 billion Television Viewer Hours.
- 
- 2002 Salt Lake** The IOC and broadcast partners work to provide satellite coverage to East Timor. 2.1 billion viewers in 160 countries consume more than 13 billion TVH.
- For the first time, the host broadcaster covers all Winter events live. For the first time, 100 million viewers in India receive free-to-air coverage.
- 
- 2004 Athens** More than 300 television channels provide a total of 35,000 hours of dedicated coverage, and 3.9 billion viewers in 220 countries and territories each watched an average of more than 12 hours of coverage.
- For the first time, the Olympic Games are broadcast live in Azerbaijan. Live coverage is also available on the internet in several territories for the first time.
- 
- 2006 Turin** The Turin Olympic Broadcast Organisation provided nearly 1,000 hours of live content – the most in Olympic Winter Games history. The Olympic broadcasters also maximised opportunities in new media technology, providing viewers with more access and greater choice through the Internet, mobile phones and multiple television channels. Television coverage is offered for the first time in HDTV and coverage is available for the first time on mobile phones.
- 
- 2008 Beijing** Olympic Broadcast Services provide a record 5,000 hours of live HD content – the most in Olympic history. Digital media is made available across the world, including via the IOC's own digital channel in 78 countries in the Middle East, Asia and Africa. For more information on the broadcast of Beijing 2008 visit: <http://view.digipage.net/?id=iocbeijing2008>
- 
- 2010 Vancouver** For more information on the broadcast of the Vancouver 2010 Olympic Winter Games visit: <http://view.digipage.net/?id=iocvancouver2010>
- 
- 2012 London** For more information on the broadcast of London 2012 visit: <http://view.digipage.net/?id=ioclondon2012>
- 
- 2014 Sochi** For more information on the Sochi Marketing programmes visit: <http://cloud.digipage.net/go/iocsochi2014/>

# CHAPTER 4: OLYMPIC GAMES TICKETING

## OLYMPIC GAMES TICKETING OVERVIEW

The Olympic Games ticketing programme is managed by the OCOG, with the support of the IOC. The primary goal of Olympic Games ticketing programmes is to enable as many people as possible to experience Olympic Games ceremonies and competitions. The secondary goal of Olympic Games ticketing programmes is to generate necessary financial revenue to support the staging of the Olympic Games.

The OCOGs and the IOC work to ensure the availability of tickets are priced to accommodate the wide-range of economic circumstances of the public and to establish ticket prices in accordance with the domestic market prices for major sporting events.

## OLYMPIC GAMES TICKET SALES

Olympic ticketing programmes continue to generate substantial revenue to support the staging of the Games. The charts below present an overview of recent Olympic Games and Olympic Winter Games ticketing programmes.

### Olympic Games Ticketing Programmes

Olympic Games	Tickets Available (million)	Tickets Sold (million)	% of Tickets Sold	Revenue to OCOG (million)
1984 Los Angeles	6.9	5.7	82%	US\$156
1988 Seoul	4.4	3.3	75%	US\$36
1992 Barcelona	3.9	3.021	77%	US\$79
1996 Atlanta	11	8.318	75%	US\$425
2000 Sydney	7.6	6.7	88%	US\$551
2004 Athens	5.3	3.8	71%	US\$228
2008 Beijing	6.8	6.5	95.6%	US\$185
2012 London	8.5	8.2	97%	US\$988

### Olympic Winter Games Ticketing Programmes

Olympic Winter Games	Tickets Available (million)	Tickets Sold (million)	% of Tickets Sold	Revenue to OCOG (million)
1988 Calgary	1.9	1.6	84%	US\$32
1992 Albertville	1.2	0.9	75%	US\$32
1994 Lillehammer	1.3	1.207	92%	US\$26
1998 Nagano	1.434	1.275	89%	US\$74
2002 Salt Lake	1.605	1.525	95%	US\$183
2006 Turin	1.1	0.9	81%	US\$89
2010 Vancouver	1.54	1.49	97%	US\$250
2014 Sochi	1.14	1.02	90%	US\$205

# CHAPTER 5: OLYMPIC LICENSING

## OLYMPIC LICENSING OVERVIEW

Olympic Movement organisations develop programmes to create Olympic Games-related products, merchandise and souvenirs for consumers through licensing agreements that grant the use of Olympic marks, imagery or themes to third party companies that market and manufacture the products. Olympic Games licensing programmes are managed by the OCOGs under the direction of the IOC. Licensing programmes are designed to promote the Olympic image and convey the culture of the host region. Olympic Games licensing includes the numismatic and philatelic programmes that create Olympic Games commemorative coins and stamps, two long-standing traditions within the Olympic Movement.

The Olympic Movement works to ensure that licensing programmes provide consumers with high-quality merchandise that suitably reflects the Olympic image and the Olympic Movement, and properly commemorates the Olympic Games and Olympic teams.

The Olympic Movement also works to ensure the authenticity and quality of Olympic Games merchandise through a comprehensive programme of trademark legislation, education, monitoring and enforcement. These efforts protect consumers from unauthorised or counterfeit goods, protect official Olympic licensees from rights infringements and protect the Olympic brand from the potential negative impact of low-quality unauthorised merchandise.

## OLYMPIC GAMES LICENSING PROGRAMMES

The charts below present an overview of recent licensing programmes and the revenue generated to support the Olympic Games and Olympic Winter Games.

### Olympic Games Licensing Facts and Figures

Olympic Games	Licensees	Revenue to OCOG (million)
1988 Seoul	62	US\$18.8
1992 Barcelona	61	US\$17.2
1996 Atlanta	125	US\$91
2000 Sydney	100	US\$52
2004 Athens	23	US\$61.5
2008 Beijing	68	US\$163
2012 London	65	US\$119

### Olympic Winter Games Licensing Facts and Figures

Olympic Winter Games	Licensees	Revenue to OCOG (million)
1994 Lillehammer	36	US\$24
1998 Nagano	190	US\$14
2002 Salt Lake	70	US\$25
2006 Turin	32	US\$22
2010 Vancouver	48	US\$51
2014 Sochi	49	US\$35

## OLYMPIC NUMISMATIC PROGRAMMES

For decades, Olympic numismatic programmes have provided financial support to the Olympic Games and Olympic teams. Governments that issue Olympic coins have often contributed some or all of the seigniorage to the cost of staging the Olympic Games or developing the nation's Olympic team. A government that issues legal tender promises to redeem to the bearer the face value of the coin. The seigniorage (i.e. the difference between the coin's retail value and the production cost) remains as a profit to the issuing government.

### Olympic Numismatic Programmes: Basic Facts

- Olympic coins date back to 425 BC, when tetra drachmas were struck by the competition victors to commemorate success in the Ancient Olympic Games.
- Olympic coins were first struck in modern times to commemorate the 1952 Helsinki Olympic Games. Issued at face value, legal-tender, Olympic coins provided a means of raising funds without resorting to increased government taxation.
- Since 1951 more than 350 million Olympic coins have been sold, raising more than US\$1 billion for the issuing authorities and the Olympic Family.

## OLYMPIC PHILATELIC PROGRAMMES

Since the first modern Olympic Games in 1896, Olympic philatelic programmes have raised awareness of the Olympic Games throughout the world, heightened interest in the history of the Olympic Movement and generated revenue for the Olympic Games and Olympic teams.

### Olympic Philatelic Programmes: Basic Facts

- The partnership between the Olympic Games and philately, the collection and study of stamps, dates back to the first modern Olympic Games in 1896.
- More than 50 million Olympic stamp series have been issued by countries since the first modern Olympic Games.
- Since 1920, OCOGs have received revenue from philately and postal services either through a surcharge on stamps or through a gross sum on the sale of stamps.
- Olympic philatelic brochures are distributed by a series of agents throughout the world. By 2000, agents covered the globe, making Olympic stamps and brochures readily available.

## OLYMPIC LICENSING, NUMISMATIC AND PHILATELIC HISTORY

- 1896 Athens** A Greek philatelist proposes the issue of commemorative Olympic stamps.
- Olympic philatelic revenue helps to finance the building of Olympic venues including the rifle range in Kallathea and the cycle track in New Phaliron.
- A series of 12 stamps is issued on the inaugural day of the first modern Games.
- 
- 1912 Stockholm** Approximately ten Swedish companies purchase sole-rights to take photographs and sell memorabilia of the Games.
- 
- 1928 Amsterdam** The OCOG covers 1.5% of expenditures with philatelic programme revenue.
- Portugal issues stamps to finance its Olympic team's participation in the Amsterdam Games. The stamp is obligatory in Portugal for three days.
- 
- 1932 Lake Placid** The OCOG solicits business organisations and retail stores to provide free merchandising and advertising tie-ins.
- 
- 1952 Helsinki** The first Modern Olympic coin is struck. Finland began what was soon to become a tradition by issuing a 500 Markaa circulating coin.
- 
- 1972 Munich** The first Olympic coin programme dedicated to raising revenues to offset the cost of the Olympic Games. An extraordinary cooperation between the Ministry of Finance and the Bundesbank in Germany gave birth to a combined circulating and numismatic coin programme from which all revenues were directed to the OCOG. Over US\$300 million was raised from the market thereby allowing the government to avoid increased taxation to pay for the cost of the Games.
- An advertising agency acts as the Olympic licensing agent for the first time.
- Rights to use the official Olympic Games emblem are sold.
- Several types of licensing and advertising agreements are available.
- The image of the first official Olympic Games mascot, "Waldi", is licensed.
- 
- 1992** 137 countries issue 1,230,000 stamp series bearing the Olympic rings.
- In the period between 1992 and 1996, the IOC also became active in the field of Olympic numismatics. Rather than commemorating the Games edition, however, the IOC launched a programme designed to specifically celebrate the Centenary of the Olympic Movement in 1994. In collaboration with the mints of Canada, Australia, France, Austria and Greece, five consecutive series of three coins were created to pay tribute to the founding of the IOC, its ideals and the first edition of the modern Olympic Games that took place in Athens in 1896.
- Through this programme, a total of 93,879 gold and 526,750 silver coins were sold, representing a sales value of USD 48.4 million, making it one of the most successful coin programmes of that period. The IOC received a higher than normal royalty in recognition of its role as organiser and manager of its first Olympic coin programme.

- 1994 Lillehammer** Broadcast and marketing programmes generate more than US\$500 million, breaking almost every major Olympic Winter Games marketing record.
- The licensing programme results in three times the forecast revenue and sets new standards of organisation and quality for future OCOGs.
- 
- 1994** Four albums of stamps commemorate the Olympic Movement centennial.
- 
- 1996** More than 150 countries issue a total of 15 million Olympic stamps.
- 
- 1998 Nagano** Three albums of Olympic stamps commemorate the Games.
- 
- 2000 Sydney** A large and very successful coin programme was introduced with the cooperation of the federal mint in Canberra and the state mint in Perth Australia. This coin programme used modern marketing strategies and offered the first coloured Olympic coin.
- Merchandise is coded with the DNA of renowned Olympic athletes to ensure product authenticity.
- On-line retailing is available for the first time.
- The concept of the Olympic Store is implemented for the first time, including the Olympic Superstore in Sydney Olympic Park.
- 
- 2004 Athens** The Bank of Greece and the Ministry of Finance understood the potential of using seignorage as a source of revenue for the Olympic Games. Greece successfully issues 24 million 500 drachma Olympic coins into circulation and followed this up with 50 million 2 Euro Olympic coins.
- Athens 2004 launched an Olympic philatelic programme in November 2000 in cooperation with Elta, the Hellenic Post. A series of six non-royalty-bearing stamps were issued to commemorate the Athens 2004 Olympic Games, with new stamp designs released each year up to the commencement of the Games.
- 
- 2006 Turin** Italy had a modest numismatic coin programme but the experience of Greece was not lost on the Ministry of Finance. 40 million 2 Euro circulating Olympic coins were issued by La Zecca, the mint of Italy. The Torino 2006 philatelic programme included a series of seven stamps. One stamp was dedicated to the Torino 2006 mascots, while the others celebrated the cities hosting Torino 2006 competitions. At the commencement of the XX Olympic Winter Games, nine additional stamps were issued, with eight depicting the Olympic winter sports and one dedicated to the Paralympics.
- 
- 2008 Beijing** The Beijing licensing programme proved to be a remarkable success, offering a comprehensive product range – the largest in Olympic Games history – with over 8,000 different items of merchandise available from 1,000 retail units across China and beyond. The Olympic Expo Beijing 2008 was held in the iconic Beijing Exhibition Centre during the Games. Part of Pierre de Coubertin’s original vision was to blend history, culture and sport. The Expo was brought together by the joint efforts of the IOC, BOCOG, the Chinese Olympic Committee (COC), and the China Post Group.
- 
- 2010 Vancouver** For more information on the Vancouver 2010 Marketing Programme visit:  
<http://view.digipage.net/?id=iocvancouver2010>
- 
- 2012 London** For more information on the London 2012 Marketing Programme visit:  
<http://view.digipage.net/?id=ioclondon2012>
- 
- 2014 Sochi** For more information on the Sochi Marketing programmes visit:  
<http://cloud.digipage.net/go/iocsochi2014/>



# APPENDIX

## THE OLYMPIC MOVEMENT AND COMMERCIAL PARTNERSHIPS

Olympic marketing programmes have contributed significantly to the growth of the Olympic Movement, the Olympic Games, and sport worldwide.

The IOC, in accordance with the [Olympic Charter](#), continues to ensure the priority of sport in a commercial environment. The IOC maintains the following policy objectives with regard to the commercial initiatives related to the Olympic Movement and the Olympic Games:

- To ensure that no advertising or other commercial message in or near the Olympic venues is visible to the Olympic Games venue spectators or to the Olympic Games broadcast audience. No advertising or commercial messages are permitted in the Olympic stadia, on the person of venue spectators, or on the uniforms of the Olympic athletes, coaches, officials, or judges.
- To ensure a clean telecast by all Olympic Games broadcasters. Images of Olympic events are not allowed to be broadcast with any kind of commercial association.
- To control sponsorship programmes and the number of major corporate sponsorships. The IOC constructs and manages programmes in which only a small number of corporations participate. Each partner participating in the Worldwide TOP Programme has global category exclusivity. OCOG programmes are also designed to maximise support for the Games through the minimum number of partnerships.
- To control sponsorship programmes to ensure that partnerships are compatible with the Olympic ideals. The IOC does not accept commercial associations with tobacco products, alcoholic beverages (other than beer and wine), or other products that may conflict with or be considered inappropriate to the mission of the IOC or to the spirit of Olympism.

## THE IOC EXECUTIVE BOARD

### President Thomas Bach

The Executive Board, founded in 1921, consists of the IOC President, four Vice-Presidents and ten other members. All the members of the Executive Board are elected by the Session, by secret ballot, by a majority of votes cast, for a four-year term. Among many responsibilities, the IOC Executive Board oversees and approves the marketing policy developed and proposed by the IOC Marketing Commission at the IOC Session.

For more information:

[http://www.olympic.org/uk/organisation/ioc/executive/index\\_uk.asp](http://www.olympic.org/uk/organisation/ioc/executive/index_uk.asp)

## IOC MARKETING COMMISSION

### Chairman Tsunekazu Takeda

The IOC Marketing Commission was established as the IOC New Sources of Financing Commission in 1983 to ensure the financial stability of the Olympic Movement. The New Sources of Financing Commission became the IOC Marketing Commission in 1997.

#### IOC Marketing Commission: Mission

Olympic marketing should help perpetuate the work of the Olympic Movement, by providing resources, programmes and financial support. All programmes and actions of a partner should be designed to enhance and protect the Olympic image and Olympic values.

#### IOC Marketing Commission: Mandate

- To review and study possible sources of financing and revenue for the International Olympic Committee (IOC) and the Olympic Movement, whilst ensuring that control of sport rests with sports authorities.
- To make recommendations to the IOC Executive Board regarding marketing and related programmes.
- To monitor the implementation of the IOC's marketing and related programmes, and report thereon to the IOC Executive Board.
- To seek means of maximising the potential benefits to the Olympic Movement available through association with marketing partners.

For further information:

<http://www.olympic.org/marketing-commission>

## IOC TELEVISION & MARKETING SERVICES SA

### **Tsunekazu Takeda**

Chairman, IOC Marketing Commission

### **Timo Lumme**

Managing Director, IOC Television & Marketing Services

IOC Television and Marketing Services is a wholly owned company of the IOC and was established by the IOC in 2005 following the acquisition of its exclusive marketing agency, Meridian Management SA, and the centralisation of Olympic broadcasting and marketing responsibilities.



IOC  
TELEVISION & MARKETING  
SERVICES SA  
SWITZERLAND


## SOCHI 2014: SOCHI BASIC FACTS

The Sochi 2014 Organising Committee is responsible for the staging of the 2014 Olympic Winter Games and for the management of the domestic marketing programmes that support the 2014 Olympic Winter Games.

Sochi 2014	
Election 2014 Host City:	4 July 2007 119th Session of the IOC Guatemala
Sochi 2014 Website:	<a href="http://www.sochi2014.com/">http://www.sochi2014.com/</a>

## RIO 2016: RIO BASIC FACTS

The Rio 2016 Organising Committee is responsible for the staging of the 2016 Olympic Summer Games and for the management of the domestic marketing programmes that support the 2016 Olympic Summer Games.

Rio 2016	
Election 2016 Host City:	2 October 2009 121st Session of the IOC Copenhagen
Rio 2016 Website:	<a href="http://www.rio2016.com.br/">http://www.rio2016.com.br/</a>

## PYEONGCHANG 2018: PYEONGCHANG BASIC FACTS

The PyeongChang 2018 Organising Committee is responsible for the staging of the 2018 Olympic Winter Games and for the management of the domestic marketing programmes that support the 2018 Olympic Winter Games.



PyeongChang 2018

Election 2018 Host City: 6 July 2011  
123rd Session of the IOC  
Durban, South Africa

PyeongChang 2018 Website: <http://www.pyeongchang2018.org>

## TOKYO 2020: TOKYO BASIC FACTS

The Tokyo 2020 Organising Committee is responsible for the staging of the 2020 Olympic Games and for the management of the domestic marketing programmes that support the 2020 Olympic Games.



Tokyo 2020

Election 2020 Host City: 7 September 2013  
125th Session of the IOC  
Buenos Aires, Argentina

Tokyo 2020 Website: <http://www.tokyo2020.jp>

## CONTACTS

INTERNATIONAL OLYMPIC COMMITTEE – <http://www.olympic.org>

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SHOW THE WORLD WHAT'S NEXT.**

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THANKS TO ALL OF OUR PARTNERS FOR MAKING THE OLYMPIC GAMES POSSIBLE.



THE WORLDWIDE OLYMPIC PARTNERS

