



INTERNATIONAL
OLYMPIC
COMMITTEE

IOC MARKETING MEDIA GUIDE

BEIJING 2008



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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 historical facts and figures, please see the Olympic Marketing Fact File (http://multimedia.olympic.org/pdf/en_report_344.pdf)

1. INTRODUCTION TO OLYMPIC MARKETING STRUCTURE

As an event that commands the focus of the media and the attention of the entire world for two weeks every other year, the Olympic Games are one of the most effective international marketing platforms in the world, reaching billions of people in over 200 countries.

Today, marketing partners are an intrinsic part of the Olympic Family and the Olympic marketing programme has become the driving force behind the promotion, financial security and stability of the Olympic Movement.

OBJECTIVES

The Olympic Movement revenue generation programme is designed to meet the following objectives:

- To ensure the independent financial stability of the Olympic Movement
- To create and maintain long-term marketing programmes, and thereby to ensure the future of the Olympic Movement and the Olympic Games
- To ensure equitable revenue distribution throughout the entire Olympic Movement
- To ensure that the Olympic Games can be experienced by the maximum number of people throughout the world principally via broadcast to TV and digital media platforms
- To protect the equity that is inherent in the Olympic image and ideal

REVENUE GENERATION

The Olympic Movement generates revenue through six major programmes.

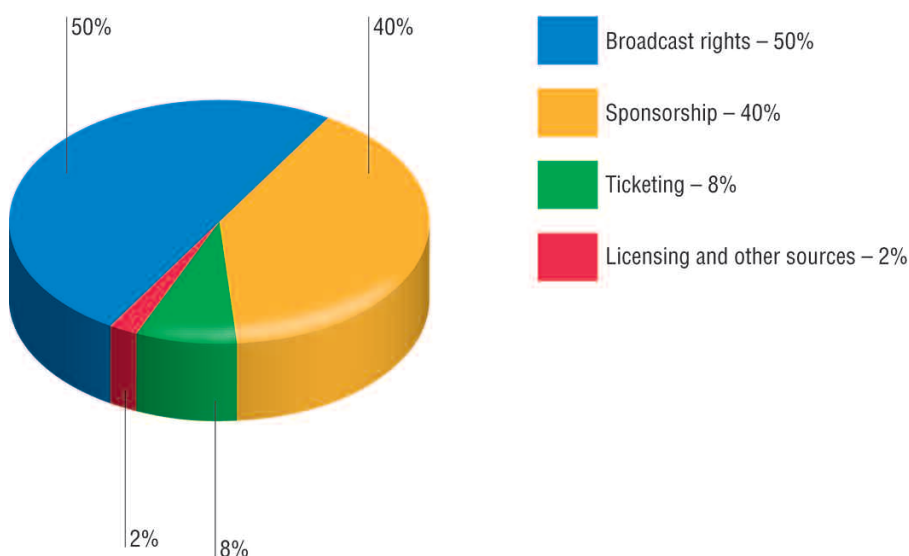
The IOC manages:

- Broadcast rights
- The TOP worldwide sponsorship programme
- The IOC official supplier and licensing programme

The OCOGs, under the direction of the IOC, manage:

- Domestic sponsorship
- Ticketing
- Licensing programmes within the host country

Olympic Revenue Sources (estimation)



Olympic Marketing Revenue

Source	2005-2008
Broadcast	US\$2.57billion
TOP Programme	US\$866million

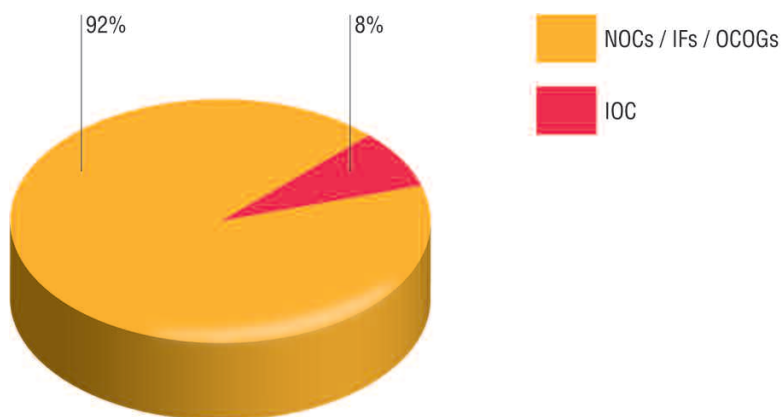
For Domestic Sponsorship, Ticketing, Licensing and other OCOG generated revenue sources, please contact BOCOG (details on page 43).

REVENUE DISTRIBUTION

The IOC distributes approximately 92% of Olympic marketing revenue to organisations throughout the Olympic Movement – including 205 National Olympic Committees (NOCs), their Olympic teams, athletes and sports around the world – in order to support the staging of the Olympic Games and to promote the worldwide development of sport.

The IOC retains approximately 8% of Olympic marketing revenue for the operational and administrative costs of governing the Olympic Movement.

Olympic Marketing Revenue Distribution (estimation)



2. BROADCASTING AND DIGITAL MEDIA



OVERVIEW

The IOC is the owner of the broadcast rights for the Olympic Games – including broadcasts on television, radio, mobile and Internet platforms – and is responsible for allocating Olympic broadcast rights to media companies throughout the world through the negotiation of rights agreements.

The fundamental IOC broadcast policy, as set forth in the Olympic Charter, is to ensure the widest possible audience in the world for the Olympic Games.

Television rights to the Olympic Games are sold principally to broadcasters that can:

- Meet the highest standards in broadcast quality
- Reach the broadest possible audience across different media platforms
- Commit to promoting the Olympic Games and the values of the Olympic Movement

REVENUE FROM BROADCAST PARTNERSHIPS

Olympic broadcast partnerships have been the greatest source of revenue for the Olympic Movement for more than three decades.

Television coverage has been the single largest factor in the growth of the Olympic Games worldwide, ever since the London Olympic Games became the first to be broadcast into homes in 1948.

Broadcast Revenue History: Olympic Games

Olympic Games	Broadcast Revenue (US\$)
Rome 1960	1.2 million
Tokyo 1964	1.6 million
Mexico City 1968	9.8 million
Munich 1972	17.8 million
Montreal 1976	34.9 million
Moscow 1980	88 million
Los Angeles 1984	286.9 million
Seoul 1988	402.6 million
Barcelona 1992	636.1 million
Atlanta 1996	898.3 million
Sydney 2000	1,331.6 million
Athens 2004	1,494 million
Beijing 2008	1,737 million <i>(estimate to date)</i>

BEIJING 2008 - FULL EXPLOITATION

Sixty years on from the first televised Games, Beijing 2008 represents a major milestone in the history of Olympic broadcasting and looks set to be the biggest broadcast event of all time.

Beijing 2008 will be the first-ever Games to be fully broadcast in high-definition, ensuring crystal-clear picture quality and an unsurpassed viewer experience.

There will also be unprecedented exploitation of broadcast rights in Beijing, with 1,000 cameras broadcasting a record 5,000+ hours of coverage (up from 3,800 for the Athens Games) to 220 countries/territories around the world, to an estimated worldwide potential audience of four billion viewers.

In comparison, coverage at the 1948 London Games was restricted to a 50-mile radius around the city, with 500,000 viewers a day watching a total of 64 hours coverage.

As the broadcaster in the host country, CCTV is offering full exploitation of 4,000 hours of broadcast coverage through seven channels, including a dedicated 24hr 'Olympic Channel' and a new high-definition channel. Additionally, the whole offering will be available on digital platforms on CCTV.com and its affiliates, offering Olympic fans in China complete digital coverage of the Beijing 2008 Olympic Games.

The broadcast partner in the United States, NBC, will offer its largest coverage in history with 3,600 hours of coverage. In fact there will be more hours of coverage of the Beijing Games than the combined total of every previous Summer Olympic Games televised in the USA. This will include 1,400 hours on NBC and its cable networks, and an extra 2,200 hours broadcast for free on the Internet. NBC's aim is to provide the best viewer experience on digital platforms, enabling live and extensive on-demand footage.

DIGITAL MEDIA

Beijing 2008 will also be the first truly multi-media Games, exploring all the possibilities of the digital age.

After being made available in a handful of territories for Athens 2004, Beijing 2008 marks the first time that new media coverage – featuring live broadband Internet coverage and mobile phone clips – will be available across the world. This will either be provided by the rights holding broadcaster within the territory and/or by direct broadcast via the IOC's digital broadcast platform.

Mobile and Internet platforms will enable fans to follow the action wherever and however they like.

THE HOST BROADCASTER

The host broadcaster is Beijing Olympic Broadcasting (BOB) – a joint venture between the IOC's Olympic Broadcasting Services and BOCOG.

BOB will provide international television and radio signals and all other necessary broadcast facilities to rights-holding broadcasters.

BOB's CEO is Manolo Romero, the experienced broadcast executive who has been involved in the production of every Olympic Games since Mexico 1968 – the first Games broadcast live in colour.

BOB will employ more than 5,000 staff during the Games, covering 302 events taking place in 37 different competition and several non-competition venues.

Although BOB's team will include representatives from a number of countries, about half will be from China, leaving a strong legacy for the country's broadcasting industry.

The heartbeat of the broadcasting operation, running 24 hours a day, will be the 55,000 square-metre International Broadcast Centre (IBC), in the newly-built National Convention Centre within the Beijing Olympic Green.

KEY BROADCASTING FACTS

- A record 5,000+ hours of coverage
- 1,000 cameras
- More than 5,000 Games-time staff
- 450 Videotape machines
- 350 Broadcast trailers
- 60 Outside broadcast (OB) vans
- 1,420 Commentary positions
- 2,580 Observer seats
- 220 countries televising the Games
- Potential audience of 4 billion people worldwide
- 250+ rights-holding broadcasters, with over 12,000 on-site staff
- 55,000msq International Broadcast Centre
- Broadcast rights fees of \$1.737 billion

Rights Holding Broadcasters for Beijing 2008

Rights Holding Broadcaster	Region
National Broadcasting Company (NBC)	Americas
Caribbean Broadcast Union (CBU)	Americas
Telemundo Network Group	Americas
Organizacion de la Television Iberoamericana (OTI)	Americas
Terra (Internet/Mobile Rights)	Americas
Canadian Broadcasting Corporation (CBC)	Americas
European Broadcasting Union (EBU)	Europe
Asia-Pacific Broadcasting Union (ABU)	Asia
CCTV (Internet/Mobile Rights)	Asia
Beijing Olympic Japan Consortium (NHK/NAB)	Asia
Korean Broadcasters Association (KBA)	Asia
Chinese Taipei Beijing Pool (CTBP)	Asia
Elta (Internet/Mobile Rights)	Asia
i-Cable (Internet/Mobile Rights)	Asia
Solar Entertainment Corporation	Asia
Arab States Broadcasting Union (ASBU)	Middle East
African Union of Broadcasting (AUB)	Africa
South African Broadcasting Corporation (SABC)	Africa
Supersport International (TV/Internet/Mobile Rights)	Africa
Seven Network Ltd	Oceania
Television New Zealand (TVNZ)	Oceania

3. BENEFITS OF OLYMPIC PARTNERSHIPS

“WITHOUT THE SUPPORT OF THE BUSINESS COMMUNITY, WITHOUT ITS TECHNOLOGY, EXPERTISE, PEOPLE, SERVICES, PRODUCTS, TELECOMMUNICATIONS, ITS FINANCING – THE OLYMPIC GAMES COULD NOT AND CANNOT HAPPEN. WITHOUT THIS SUPPORT, THE ATHLETES CANNOT COMPETE AND ACHIEVE THEIR VERY BEST.”

Dr Jacques Rogge, President, International Olympic Committee

The support of sponsors is crucial to the successful staging of the Olympic Games and the operations of the Olympic Movement.

In return for the unprecedented global exposure that the Olympic Games can offer, corporate partners and sponsors contribute almost 40% of total IOC revenues – the largest contribution after media rights.

Commercial partners also provide vital funding, technical services and product support to the International Olympic Committee, the Organising Committees of the Olympic Games and the National Olympic Committees.

Support from the sponsors also helps athletes and teams from around the world to compete at the Games and enables more people to share in their achievements.

BENEFITS TO OLYMPIC SPONSORS

The main benefit to an Olympic sponsor is an association with the rings – one of the most widely recognised symbols in the world.

The Olympic Movement also provides unparalleled returns on an investment for sponsors.

The Olympic Games provide a global marketing platform, based on ideals and values, providing excellent opportunities for a company's sales, showcasing, internal rewards, and community outreach programmes.

Sponsors are also able to develop marketing programmes with various members of the Olympic Movement including the IOC, the NOCs, and the Organising Committees.

In addition to exclusive worldwide marketing opportunities, partners receive:

- Use of all Olympic imagery, as well as appropriate Olympic designations on products
- Hospitality opportunities at the Olympic Games
- Direct advertising and promotional opportunities, including preferential access to Olympic broadcast advertising
- On-site concessions/franchise and product sale/showcase opportunities
- Ambush marketing protection
- Acknowledgement of their support through a broad Olympic sponsorship recognition programme

4. SPONSORSHIP

TOP PROGRAMME

The Olympic Partners (TOP) programme is the worldwide sponsorship programme managed by the IOC, which grants exclusive worldwide marketing rights to both the Winter and Summer Games.

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 in line with the Olympic quadrennium.

The TOP programme generates support for 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.

Twelve corporations currently participate in the sixth generation of the TOP programme, known as TOP VI.

TOP VI is projected to generate approximately US\$866 million in financial support, and goods and services, for the Olympic Movement.

The strength of the TOP sponsorship programme is evident in the fact that the programme enjoys one of the highest sponsorship renewal rates of any sports property.

TOP PARTNERS

The following companies are TOP Partners for the Beijing 2008 Olympic Games:



COCA-COLA




The launch of Coca-Cola's 15-metre LED contour bottle in Beijing

EXCLUSIVE CATEGORY: NON-ALCOHOLIC BEVERAGES

The Coca-Cola Company this year celebrates its 80th anniversary of involvement with the Olympic Games. Coca-Cola has been continuously associated with the Olympic Games since Amsterdam 1928 – longer than any other corporate supporter – and will refresh athletes, volunteers, officials and spectators throughout all the Olympic venues.

BEIJING 2008

For the Beijing Games, Coca-Cola has integrated its current global brand marketing campaign, “Coke Side of Life”, into its communications through the theme of “Live Olympic on the Coke Side of Life”. The message is an invitation to live on the positive side of life and shares the values of inspiration and the belief that an individual can make a difference, which also are embodied in the Olympic spirit.

As a cornerstone of its marketing in China, Coca-Cola ignited a new era of “Shuang” – a Chinese expression of physical and emotional refreshment. Coca-Cola also assembled a “Coca-Cola Olympic Star Team” – anchored by some of the best-known Chinese athletes including basketball hero Yao Ming and hurdling gold medallist Liu Xiang, among others.

SHUANG EXPERIENCE CENTRE

During the Games in August, thousands of fans are expected at the Coca-Cola Shuang Experience Centre, in the heart of the Olympic Green. The Centre will provide interactive attractions for visitors, including celebrations of the Olympic Torch Relay and the 80-year relationship with the Olympic Games; a retrospective of corporate social responsibility initiatives and a unique display of




34 two-metre tall Coca-Cola bottles designed with artwork celebrating various provinces in Mainland China, Hong Kong, Macau and Taiwan. The Coca-Cola Media Lounge at this location will welcome accredited media.

COCA-COLA OLYMPIC SHUANG ZONE AND SHUANG PASSION CENTRES

For visitors to China during the Olympic Games, Coca-Cola has created consumer interactive zones known as Shuang Passion Centres in Beijing as well as other cities. The Beijing location in Chao Yang Park will feature interactive games, a pin trading centre and other activities that will help visitors celebrate the Olympic Games. The Coca-Cola Olympic Shuang Zone at “The Place” will feature a 15-metre tall LED screen Coca-Cola bottle, the world’s largest, to showcase video and entertainment to celebrate the Olympic Games.

DELICIOUS HAPPINESS COMMEMORATIVE PACKS

Few people outside China know that the Chinese characters for pronouncing “Coca-Cola” translate to “Delicious Happiness”. These characters will be shared with the world on commemorative packaging also showcasing the Olympic Rings and other Beijing 2008 imagery – in nearly 200 countries.

WEB

This international collaboration unites artists from around the world to interpret the ideas and passions that connect people – in the spirit of the world coming together in Beijing. Eight Coca-Cola aluminium contour bottle designs by Chinese graphic artists have been matched with original songs by global musicians and have been made available through promotions in nine countries, as well as via the Internet.

ENVIRONMENTAL STEWARDSHIP

All Coca-Cola coolers and vending machines deployed for the Olympic Games will feature climate friendly, HFC-free insulation and refrigerants as well as proprietary technology that improves energy efficiency by 35 percent. Coca-Cola is also raising awareness for recycling efforts by providing every athlete with a t-shirt made out of recycled PET beverage containers. The company will also sell special water-themed Olympic pins and donate a portion of the proceeds to a United Nations Development programme that provides safe drinking water to schools in rural China.

Additional media information and digital images are available in the Press Centre section of: www.thecoca-colacompany.com.

ATOS ORIGIN



EXCLUSIVE CATEGORY: INFORMATION TECHNOLOGY

Since 2002, Atos Origin, an international information technology services company with annual revenues of EUR 5.8 billion and 50,000 employees, has led the technology effort needed for staging the Olympic Games, managing and integrating the contributions of all the technology partners and suppliers to deliver seamless and secure operations and services.

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Following 200,000 hours of extensive testing before the Games, Atos Origin will lead a team of over 4,000 IT professionals, who will provide the technical infrastructure that will link the many Olympic venues.

Atos Origin will provide the link between Lenovo and other Partner products such as:

- Over 1,000 servers
- 10,000 PCs
- 1,000 network devices
- 5,000 results terminals
- 4,000 printers

Atos Origin is also responsible for providing the technology solution behind the system used to produce the accreditation badges for 200,000 athletes, coaches, officials, staff, volunteers and media, and ensuring that the critical, but invisible, IT system does its job flawlessly and consistently, 24 hours a day.



For Beijing 2008, Atos Origin has designed and built two main IT systems to run the Games: Games Management Systems and Information Diffusion Systems.

GAMES MANAGEMENT SYSTEMS

The Games Management Systems support the planning and operations of accreditation; sport entries and qualification; transportation and accommodation schedules; medical encounters reports; protocol for VIP activities; arrivals and departures; staff and volunteer management.

INFORMATION DIFFUSION SYSTEMS

Information Diffusion Systems include the Commentator Information System (CIS), which delivers real-time competition results and INFO2008, an Intranet system that provides information to media, athletes, judges, coaches and sponsors.

INFO2008 – an Intranet that is available to accredited media and the Olympic Family of athletes and IOC officials. All 200,000 members of the Olympic Family will have access to the information on the system. A Wireless INFO service will also be available for the first time in the Olympic Games. This service will allow all the journalists to navigate through the INFO2008 from their own laptop via a wireless network.

Commentator Information System (CIS) – a Java-based application that displays results on touch-screen PCs at the venue

broadcast sites in a fraction of a second, so they can be instantaneously dispatched across the globe.

Internet Data Feed (IDF) – Results data distributed to the official website, broadcasters and other internet customers.

Results Data Feed – The Results Data Feed provides competition data in a specific format for the World News Press Agencies including Reuters, AFP, Kyodo, AP, PA and SID.

Print Distribution – A centralised database feeds event data and results to Games web sites, world press agencies, Internet data feeds and the Olympic Games officials.

GE

GE's advanced filtration system in Beijing

EXCLUSIVE CATEGORY: SELECT PRODUCTS AND SERVICES FROM GE ENERGY, GE HEALTHCARE, GE TRANSPORTATION, GE INFRASTRUCTURE, GE CONSUMER & INDUSTRIAL, GE ADVANCED MATERIALS AND GE EQUIPMENT SERVICES

As a Worldwide Olympic Partner, GE is the exclusive provider of a wide range of innovative products and services that are integral to staging a successful Games. GE works closely with host countries, cities and organising committees to provide infrastructure solutions for Olympic Games venues including power, lighting, water treatment, transportation and security, and to supply hospitals with ultrasound and MRI equipment to help doctors treat athletes.

BEIJING 2008

GE has worked closely with BOCOG, playing a key role in the preparations for the Games by providing large-scale infrastructure solutions to all 37 official Olympic venues, 168 commercial buildings and other areas around the city. These 400 projects feature many environmentally advanced technologies aimed at helping the organisers achieve their sustainability goals.

Highlights of key GE projects for the Beijing Games include:

- China's first ever rainwater recycling system – Located at the National Stadium, this system uses underground pools that process up to 100 tons of rainwater per hour, 80 tons of which can be re-used for landscaping, fire-fighting and cleaning – a direct way to lower the stadium's water consumption.
- Supplying filtration technology for safe drinking water at the National Stadium – The National Stadium will use GE's water



GE's innovative lighting solutions

reduce costs and cut energy consumption by up to 30 percent over the next five years.

THE IMAGINATION CENTER

GE will also unveil the Imagination Center in Beijing – a 15,500-square foot interactive experience. Following the theme of the five core Chinese elements of wood, fire, earth, metal and water, the Imagination Center will showcase innovative technology from many of the GE businesses that contributed to building the infrastructure for the Beijing Games, including Energy, Water, Healthcare, Transportation & Lighting.

For more information visit www.ge.com/olympicgames.

treatment technology during the Games to provide up to 16 tons of purified water per hour.

- Helping to power conference and hotel areas – Two high-efficiency GE Jenbacher Tri-generation energy units, which operate on natural gases, will be used at the Jing Hui Garden Hotel, a 14-story hotel and conference centre that will host media during the Games.
- Delivering energy-efficient turbines at the Olympic Central Area – GE is supplying energy-efficient turbines to deliver power, heating and cooling to the Olympic Central Area. These systems successfully convert fuels such as natural gases into a cleaner burning energy source, reducing emissions of nitrogen oxides and particulate matter by more than 60 percent, mercury emissions by more than 50 percent, and sulphur dioxides by more than 90 percent, while using less water than traditional pulverised coal plants.
- Implementing solar-powered lighting at Fengtai Softball Field – Using GE's solar-powered LED street lighting fixtures and garden lighting.
- Providing filtering technology for Qinghe Waste Water Plant – The wastewater plant in Qinghe has adopted technology that will filter more than 80,000 cubic metres of wastewater daily to be recycled to maintain landscaping during the Olympic Games. This system is designed to

JOHNSON & JOHNSON

Johnson & Johnson



Brian Perkins, vice-president of corporate affairs at Johnson & Johnson, at the launch of the Terracotta Warriors exhibit

EXCLUSIVE CATEGORY: HEALTH CARE PRODUCTS

Johnson & Johnson's partnership with the IOC encompasses all of the company's business units – consumer products, pharmaceuticals, and medical devices and diagnostics – and marks the first time a broad health care products company has become a worldwide partner of the IOC.

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Johnson & Johnson will be present in Beijing in the following ways:

Johnson & Johnson Olympic Pavilion

The Company's Olympic Pavilion, on the Olympic Green, offers visitors a high-tech, interactive experience that will celebrate the spirit of caring and sharing and family values that create a healthier, more harmonious society.

Visitors will have the chance to see five authentic QinShiHuang Terracotta Warrior statues as part of a special exhibit planned in collaboration with the Company's long-time partner, the China QinShiHuang Terracotta Army Museum.

The Pavilion's eco-friendly structure will feature nearly 1,500 square metres of bamboo planted around the exterior walls and misting machines that help reduce temperatures naturally.




How Johnson & Johnson's Olympic Pavilion will look

QinShiHuang Terracotta Warrior Performance

Johnson & Johnson will present a one-of-a kind performance at Millennium Monument Park during the Games. Larger than life marionettes standing up to 22 feet tall will tell the story of a Terracotta Warrior brought to life by a Chinese girl. This vibrant cultural performance will introduce the past to the present and demonstrate values of caring, peace and friendship.

Hearts of Gold Programme

Created exclusively for the athletes of the Beijing 2008 Olympic Games, in collaboration with humanitarian organisation Right To Play, the Hearts of Gold programme is designed to inspire athletes to live the values that define the Olympic Movement and to share them in a real, meaningful way. Athletes can make a difference by participating in a medal grants program, auction or fellowship with Right to Play.

Supporting Olympic athletes and medical staff

Johnson & Johnson is helping Olympic athletes achieve peak performance through better health.

- **Oral Care** – Johnson & Johnson is supporting the IOC's athlete dental screening programme by providing free oral care products, including REACH toothbrushes and LISTERINE mouth rinse, and educational materials for 1,600 athletes from underdeveloped countries.
- **Eye Care** – The AchieveVision™ Programme, created by The Vision Care Institute, LLC, a Johnson & Johnson Company, is a state-of-the-art assessment helping Olympic athletes evaluate and optimise their visual skills. The programme assesses skills that are essential to sport performance, such as contrast sensitivity, depth perception and peripheral awareness.
- **Medical Services and Products** – Several Johnson & Johnson companies will support the Beijing 2008 Olympic Games Polyclinic by installing diagnostic and sterilisation equipment, supplying over-the-counter and prescription medicines, providing sports medicine products, and offering health education.
- **Medical Training** – The Johnson & Johnson Beijing Science Centre is recognised as an official medical volunteer training centre, helping 80 Chinese physicians and 2,000 medical personnel prepare for the Games.

KODAK




EXCLUSIVE CATEGORY: FILM/PHOTOGRAPHICS AND IMAGING

Kodak has been a TOP Partner since 1986 and has been involved in the Olympic Movement since the first modern Olympic Games in 1896, helping to capture some of the most memorable images from the history of the Games.

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For the 2008 Beijing Olympic Games, Kodak will enable athletes, media, and spectators to capture, share, and print their Olympic memories and information.

Olympic Marketing Programmes – Kodak will enable Olympic fans and spectators to capture, print and share their precious Olympic memories through a compelling showcase at the Olympic Green common domain during Games time. In addition, Kodak will have a retail facility in the Athletes' Village and in the Main Press Centre offering photo products, printing, and photo sharing services for athletes and media. Kodak will also implement a variety of Olympic-themed marketing programmes and promotions throughout the world prior to and during Games-time. Olympic fans can purchase limited-edition Olympic-themed cameras, borders, and frames as well as being offered the chance to win tickets to the Olympic Games.

The Kodak logo is displayed in red text within a white rectangular box, which is itself centered within a larger white rectangular frame. The logo consists of the word "Kodak" in a bold, sans-serif font, with a horizontal line above and below the text.

Accreditation – Kodak will produce over 2.4 million accreditations for all Olympic athletes, officials, and Games personnel for the Olympic and Paralympic Games. The company will also provide digital cameras, photo printers, and technical support for all accreditation operations at 39 venues in Beijing and the co-host cities in China.

Kodak Image Center – Kodak creates, staffs and manages the photo imaging services for the Main Press Centre (MPC). It will be providing support for over 1,200 accredited photojournalists and managing over 4 million images. During Games-time, the Kodak Image Center at the Beijing MPC will be the largest live event photo services centre in the world, from a digital asset management perspective.

Polyclinic – Through Carestream Health, formerly Kodak's Health Imaging Group, Kodak will provide diagnostic digital imaging services for all athletes at the Beijing 2008 Olympic Games. It will provide digital radiography and dental exams, including assisting the IOC with conducting a first-ever dental study of 1,200 Olympic athletes during the Beijing Games.

For additional information, please visit: www.kodak.com/go/olympic

LENOVO




EXCLUSIVE CATEGORY: COMPUTING TECHNOLOGY EQUIPMENT

Lenovo, the world's fourth largest computer manufacturer, became a Worldwide Partner of the International Olympic Committee in 2004 – the first company with a Chinese heritage to join The Olympic Partner Programme.

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Lenovo is supplying the Games with:

- 24,000 desktop computers
- 800 notebook computers
- 2,000 desktop printers
- 700 servers

Lenovo is also supplying technical support, funding and expertise to contribute to the success of the Olympic Games, distributing real-time data and results from more than 300 events to media and audiences around the world.

Nearly 600 engineers will provide more than 3,000 man-hours of technology services during the Games.

Computer hardware is a critical component of the Games operation and management systems and is used by officials, media, staff and volunteers before and during competition.




Nearly every aspect of the Games management, from gathering and storing participant data, to displaying scores, to organising activities for the Beijing Organising Committee, depends on Lenovo hardware.

INTERNET LOUNGES

Lenovo is creating seven Internet Lounges, known as i.lounges. Six i.lounges will be located in the Olympic Villages, including:

- International Zone in Beijing (1)
- Residential Zone in Beijing (3)
- Hong Kong (1)
- Qingdao (1)

The i.lounges will re-open for the Paralympic Games. Lenovo will also build an i.lounge in the Main Press Center with 24 workstations and a fully staffed service desk.

LENOVO CHAMPIONS

Lenovo sponsors athletes from around the world who are training for the Beijing 2008 Olympic Games. Like Lenovo, these athletes or "Champions" come from diverse backgrounds, compete on a global basis and share a passion to win.

OLYMPIC TORCH

Lenovo is a worldwide partner of the Olympic Torch Relay and designer of the Olympic torch, the "Cloud of Promise".

For its winning design, the Lenovo Innovation Design Center (IDC) used innovative materials and techniques, including rubberised paint on the base to provide the sensation of one hand gripping another, a first in Olympic torch design.

Relying on the same process used to engineer Lenovo PCs, more than 30 members of the award-winning IDC worked for 10 months on the design and technical details of the torch, combining the symbols of Chinese culture with the spirit of the Olympic Games.

MANULIFE



A presentation to school children as part of Manulife's Olympic Games Smiles campaign

EXCLUSIVE CATEGORY: LIFE INSURANCE/ANNUITIES

As the Life Insurance Partner of the Beijing 2008 Olympic Games, Manulife's Olympic sponsorship programme stretches across Asia, bringing the Olympic spirit to people throughout the 10 Asian countries and territories in which it operates.

That programme, entitled "Bringing Dreams to Life", is focused on grass roots community initiatives in each of these territories that help improve the quality of life of local people and to provide them with the resources to help them achieve their dreams.

Below are just a couple of examples of how Manulife's Olympic sponsorship programme has helped achieve those aims.

TEAM MANULIFE

Team Manulife is the company's team of Manulife-supported athletes – both already successful Olympians and Olympic hopefuls. Manulife is proud to support them as they train and compete for Olympic glory. In turn, they have been a vital part of the company's goal to help share the spirit of the Olympic Games with its staff, agents and customers by taking leading roles in Manulife's charitable initiatives and by sharing their inspirational and motivating stories of courage and determination.

MANULIFE'S OLYMPIC GAMES SMILES

Manulife's Olympic Games Smiles campaign aims to improve the lives of underprivileged, sick and needy children throughout the Asia region.



In China, for example, Manulife-Sinochem's Olympic Games Smiles programme has set up 100 libraries in schools in poorer parts of China. These libraries house over 46,000 books donated by staff, agents and customers. In the Philippines, Manulife has brought smiles to the faces of hundreds of special needs children with the appearance of the Beijing 2008 Olympic mascot – Jingjing, the panda – at local events. Meanwhile, in Japan, Manulife donated Olympic mascot dolls to sick children as part of its nationwide programme to improve facilities and playrooms for children in local hospitals.

McDONALD'S®



Six-time U.S. Olympic gold medallist in swimming, Michael Phelps, greets Beijing school children at the launch of the McDonald's Champion Kids programme

EXCLUSIVE CATEGORY: RETAIL FOOD SERVICES

McDonald's has been a proud supporter of the Olympic Movement for 40 years. At the 1968 Olympic Winter Games, McDonald's airlifted hamburgers to U.S. athletes competing in Grenoble, France, after they reported being homesick for McDonald's food. Since then, the company has served its menu of choice and variety to millions of athletes, coaches, their families and fans.

Beijing 2008 marks McDonald's sixth Olympic Games as a Worldwide Partner and seventh as the Official Restaurant of the Olympic Games. McDonald's current sponsorship continues through the 2012 Games in London.

FEEDING THE WORLD'S BEST ATHLETES

Four official McDonald's Olympic venue restaurants have been constructed in Beijing: one in the Olympic Village to serve the athletes, one at the Main Press Centre for the media and two for spectators on the Olympic Green. Customers will enjoy long-time favourites such as the Big Mac sandwich, as well as Corn Cups, a local Chinese favourite.

McDONALD'S CHAMPION KIDS

Through McDonald's newest Olympic programme, more than 200 children from around the world will experience the Beijing Games first-hand. This once-in-a-lifetime journey gives them a chance to see the Games, meet athletes, visit the Olympic Village, experience the wonders of China and interact with other children from across the globe. They also will share their stories with their communities through hometown news outlets.



McDonald's Olympic Champion Crew – the best restaurant employees from across the globe serving the world's best athletes

McDONALD'S OLYMPIC CHAMPION CREW

McDonald's is sending more than 1,400 of its best restaurant employees from across the globe to feed the world's best athletes, as well as coaches, officials, media and spectators at their four Olympic venue restaurants. McDonald's will host a global press event on August 7 featuring a Big Mac Building Competition among crew, with executives, celebrities and athletes in attendance.

THE LOST RING

Created in collaboration with the IOC, The Lost Ring represents McDonald's first entry into the world of Alternate Reality Gaming (ARG) – an online social gaming genre popular with today's youth culture. This largest global ARG ever is a new and unique element to McDonald's support of its Olympic sponsorship.

GIVING BACK

McDonald's will continue its legacy of giving back to the host community through a special donation from Ronald McDonald House Charities to the city of Beijing to live beyond the Games.

BRINGING THE GAMES TO LIFE FOR CUSTOMERS

McDonald's created a new global television commercial that celebrates the spirit of the Olympic Movement. In addition, McDonald's markets around the world are featuring special promotions and advertising to connect with their customers.

GREEN GAMES

McDonald's is also supporting Beijing's "Green Olympic Games" efforts focusing on energy conservation, re-use of building materials, sustainable packaging and waste reduction. In addition, building on McDonald's long-time partnership with Conservation International, McDonald's China launched a special programme in June that celebrates the natural wonders of China.

For more information about McDonald's Olympic activation, please visit the McDonald's Olympic Resource Centre at www.mcdepk.com/2008OlympicGames.

OMEGA



EXCLUSIVE CATEGORY: TIMING, SCORING AND VENUE RESULTS SERVICES

Omega first served as the Official Olympic Timekeeper at the Summer Olympic Games in Los Angeles in 1932 – the first time a single company had ever been chosen to provide all of the timing devices and technology for the Olympic Games.

At those Games in 1932, Omega delivered 30 handheld stopwatches, which were used to time every event. In Beijing in 2008, 450 professional timekeepers and data handlers, along with 1,000 local volunteers, will be using more than 420 tonnes of equipment and 175 metres of cabling to ensure that the timing, scoring, display and distribution of the results are flawlessly executed.

Omega's solid reputation as an innovator in the field of sports timing and measurement technologies – and as a provider of reliable and precise equipment for use in timing international sports competitions – has led to a long, rewarding relationship with the IOC, which will see Omega assuming its role of official timekeeper for the 23rd time in Beijing.

Omega has also incorporated its relationship with the Olympic Games into a number of its products.

THE COUNTDOWN CONCEPT

Omega introduced special watch models to celebrate milestones during the countdown to the Games, including Minus one year, Minus 288 days, Minus 188 days, and Minus 88 days. Countdown Zero is represented by the release of the Seamaster XXIX Limited Edition – 88 of these extraordinary watches will be released on each of the 17 days of the Olympic Games.



Omega's Games countdown clock on Tiananmen Square in Beijing

THE TIMELESS COLLECTION

The precision chronographs in the Olympic Timeless Collection pay special tribute to the Games of the XXIX Olympiad in Beijing and to Omega's contributions to the art and science of sports time-keeping. Six of the models feature the Arabic numerals and the red OMEGA name and logo found on the chronographs used to time the 1932 Olympic Games. The Timeless Collection also includes the Speedmaster 5-Counters Chronograph – the first mechanical wristwatch ever to have five counters displayed on its dial. Even more remarkably, the five black counters are arranged to form the Olympic Rings.

THE "BEIJING 2008, UNIQUE NO. 8 COLLECTION"

The beauty, rarity and extravagance that characterise the "Beijing 2008, Unique No. 8 Collection" (nicknamed The Pagoda) define it as the ultimate Olympic collector's item.

Based on the "lucky number 8" concept, it includes the eighth numbered piece of each of the 32 Limited Edition watches plus three "Olympic Split Seconds Chronograph 1932" pocket watches, also numbered 008 in their limited editions of 100. The 35 classic timepieces are presented in an elegant black walnut case whose intricate design pays homage to traditional Chinese architecture.

For more information visit: www.omegawatches.com

PANASONIC

Panasonic



EXCLUSIVE CATEGORY: VIDEO/AUDIO EQUIPMENT

Panasonic became a Worldwide Olympic Partner prior to the 1988 Calgary Olympic Winter Games, as a charter member of the TOP Programme, and continues to support the Olympic Movement.

Panasonic provides the Olympic Games with state-of-the-art audio/visual equipment, such as professional audio/video equipment, flat screen TVs, digital video cameras, DVD recorders, and broadcast equipment.

Panasonic has supplied broadcasting equipment and maintenance support to host broadcasters since Barcelona 1992 and this year marks the eighth Olympic Games at which Panasonic has provided the official recording format for the Games.

FIRST HD OLYMPIC GAMES

Panasonic's technology will enable Beijing 2008 to be the first high-definition Olympic Games. As the official recording format for the Games, Panasonic DVCPRO HD will bring the excitement of the action to spectators all around the world.

For staging the Games, Panasonic will provide 25 giant ASTROVISION large screen display systems at 18 venues, and 284 RAMSA professional audio systems at 41 venues (33 competition venues and 8 non-competition venues), as well as flat screen VIERA TVs and broadcasting equipment. The total supply is approximately 1.7 times as big as that of Athens 2004.




ASTROVISION

Twin 152sqm ASTROVISION screens will be used in conjunction with RAMSA systems in the Opening and Closing Ceremonies, to be held at the National Stadium, to deliver HD images and high-quality sound to every corner of the stadium.

The total display area is 1,290.6msq. Small systems are 3.5 metres high and 4.5 metres wide, or 230 inches diagonal, while the big screens – like the ones seen at the National Stadium – are a remarkable 9.2 metres by 16.5 metres, or 740 inches diagonal.

SHARING THE PASSION

Although only 91,000 people will be able to fit into the National Stadium to watch the Beijing 2008 Opening Ceremony, thanks to Panasonic HD technology millions of people around the world will be able to follow the ceremony and the proceeding Games as intensely as if they were there in person. That's why Panasonic's Olympic slogan is "Sharing the Passion"!

Panasonic's "Sharing the Passion" concept underlines how its technology plays a vital role to share the passion of the athletes by delivering the sights, sounds and unique excitement of the Olympic Games, from the field of play to the spectators through its large ASTROVISION video screens and professional audio systems, and to people around the world through its digital broadcast technologies.

SAMSUNG



EXCLUSIVE CATEGORY: WIRELESS COMMUNICATIONS EQUIPMENT

Samsung first became involved with the Olympic Movement as a local sponsor for the Seoul 1988 Olympic Games. Ten years later, the company became the worldwide partner in the wireless communications equipment category for the Nagano 1998 Olympic Winter Games and maintained the role for the Sydney 2000 Olympic Games, the Salt Lake City 2002 Olympic Winter Games, the Athens 2004 Olympic Games and the Torino 2006 Olympic Winter Games.

Samsung's role as a worldwide partner in the wireless communications equipment category for the Olympic Games will continue through 2016. Samsung is excited to provide wireless technology and innovation to support the success of the Beijing 2008 Olympic Games.

OR@S (OLYMPIC RENDEZVOUS @ SAMSUNG)

The Olympic Rendezvous @ Samsung (OR@S) is the centre of Samsung's on-site Beijing 2008 activities. First debuting at the Sydney 2000 Olympic Games, the OR@S Pavilion is an engaging venue for Olympic athletes and fans. The pavilion features the latest in cutting-edge wireless communications technology while offering a relaxing retreat for athletes, their families, and spectators alike. The OR@S also provides spectacular live entertainment and special appearances by Samsung Ambassadors, including Liu Xuan and Rain, and is set to be part of an unforgettable Olympic experience.

This year, Samsung will be designing and constructing an environmentally advanced OR@S pavilion for the Olympic Village. The pavilion will be in the shape of a "seedling", which is a symbol of nature, vitality, hope and dreams. There is a special focus this year on sustainable architecture, energy-efficient building systems, design to host the disabled, environment-friendly design approaches, and recyclable and natural materials.



WOW (WIRELESS OLYMPIC WORKS)

Samsung's devices, combined with its revolutionary WOW system, will connect hundreds of people, places and moments, and enable Beijing to stage one of the most state-of-the-art, innovative Games in history.

Starting with the Athens 2004 Olympic Games, Samsung has enhanced the value of the Olympic Games by encouraging communications amongst communities and providing vital information on the Olympic Games.

VISA**VISA****EXCLUSIVE CATEGORY: CONSUMER PAYMENT SYSTEMS**

Visa has been a sponsor of the Olympic Games for 22 years and is the exclusive card of the Beijing 2008 Olympic Games. Visa is the only card accepted at all Olympic Games venues for any official Games-related transactions.

BEIJING 2008

Visa has worked with more than 380 of its financial institution customers in 66 countries worldwide to offer Visa cardholders the once-in-a-lifetime opportunity to attend the Olympic Games. In Asia Pacific alone, 3,000 Visa cardholders and their partners – a total of 6,000 people – have won travel and event packages to the Olympic Games in the region's "Win a Trip to the Games" cardholder promotions.

VISA MOVING IMAGES

Visa cardholders residing in Asia Pacific also had the opportunity to capture their vision of the Olympic motto, "Faster, Higher, Stronger", and China with a photo competition called "Visa Moving Images" that showed their own interpretation of the competition themes.

VISA OLYMPICS OF THE IMAGINATION

The Visa Olympics of the Imagination allow children aged 10-14 to learn about the Olympic Movement while participating in an international art competition that further engenders the Olympic spirit. As a reward, the winners attend the Olympic Games as guests of




Visa. In Beijing, Visa will host 30 children from 18 participating countries and regions. The children's art will be featured in an exhibit at Lakeside Square in Beijing's Chaoyang Park throughout the Games.

TEAM VISA

In a number of countries, Visa sponsors both national teams and individual athletes. Through its Team Visa program, Visa is assisting hundreds of Olympic athletes around the world through the lifecycle of their careers: before the Games through its Team Visa financial and mentoring programs; during the Games; and after the Games through its partnership with the World Olympians Association (WOA).

ATM NETWORK & POS DEVICES

Working with Olympic sponsor Bank of China, Visa has installed a dedicated ATM network and hundreds of point-of-sale (POS) acceptance devices at competition and non-competition venues. Visa and its client banks in China have also installed more than 100,000 ATMs and signed up some 190,000 merchant locations or outlets throughout China to help prepare for the expected influx of international visitors this year and beyond.

DOMESTIC SPONSORS

In addition to the global TOP Programme, the Olympic Games are supported by a domestic sponsorship programme which grants marketing rights within the host country.

The domestic Olympic Sponsorship Programme, which includes sponsors, suppliers and providers, is managed by the OCOG under the direction of the IOC.

Domestic sponsorship programmes are primarily focused on fulfilling the many specific operational needs of the OCOG during the planning and staging of the games. In addition, domestic sponsors also support the host nation's NOC and Olympic team.

BEIJING 2008

The Beijing 2008 Sponsorship Programme consists of three tiers of support: Beijing 2008 Partner, Beijing 2008 Sponsor and Beijing 2008 Supplier (Exclusive/Co-exclusive).

The Sponsorship Programme developed for the 2008 Olympic Games is the most comprehensive sponsorship package ever created in association with the Games.

The following companies are Beijing 2008 Partners:



The following companies are Beijing 2008 Sponsors:



The following companies are Beijing 2008 Exclusive Suppliers:



5. LICENSING



A licensing programme for the Olympic Games is designed primarily to promote the Olympic image and convey the culture of the host country, whilst raising additional revenues that are put towards the staging of the Olympic Games.

The Organising Committee of the Olympic Games permits companies to produce, manufacture and sell products such as pins, T-shirts, and baseball caps bearing the official Games emblem and to use related trademarked Olympic Property, such as mascots, as merchandise. There is also a rich history of numismatic and philatelic programmes in the Olympic Movement. In return, licensees pay royalties for the rights, which go directly towards funding the Olympic Games.

BEIJING 2008

The licensing programme for the Beijing Games is managed by BOCOG, under the direction of the IOC.

The Beijing 2008 Licensing Program has promoted the Olympic image with an appealing blend of Chinese culture, helping to shape a unique image for the Beijing 2008 brand.

The Beijing 2008 Licensing Programme is the largest in terms of products, with over 6,000 different items available, including pins, apparel, toys, stationery, crafts, luggage, jewellery and games.

The retail operations have been similarly huge, with an unprecedented number of retail outlets, as well as flagship stores and “superstores” during Games time at the Olympic Green.



For the first time the Olympic Torch has also been officially reproduced as a sculptural miniature, available as a limited edition product, and has been made using the same specialised steel from the iconic “Bird’s Nest” Olympic Stadium.

BEIJING 2008 MASCOTS

Beijing 2008 has an unprecedented five official mascots, collectively known as the “Fuwa”.

The Fuwa take their colours from the five Olympic rings and are based on four of China’s most popular animals – the Fish, the Panda, the Tibetan Antelope, the Swallow – and the fifth character, inspired from the Olympic Flame, completes the set.

Each Fuwa has a rhyming two-syllable name – a traditional way of expressing affection for children in China. Beibei is the Fish, Jingjing is the Panda, Huanhuan is the Olympic Flame, Yingying is the Tibetan Antelope and Nini is the Swallow.

When you put all five names together – Bei Jing Huan Ying Ni – the combination says, “Welcome to Beijing” in Chinese.

OLYMPIC EXPO

Olympic Expo Beijing 2008 (OEB 2008) will be a significant international Olympic cultural event.

All Games-time cultural activities will take place in OEB 2008, bringing the Olympic Museum, sport and art competition, stamp exhibition, coin showcasing, pin trading and memorabilia auction together under one roof.

OEB 2008 will be held in the Beijing Exhibition Centre during the Games and is jointly sponsored by the IOC, BOCOG, the Chinese Olympic Committee (COC), and the China Post Group.

IOC LICENSING PROGRAMME

In addition to the OCOG licensing programme, the IOC manages its own longer term licensing programmes. These are global initiatives that include products such as the official video game, developed by International Sports Multimedia and Sega, which has become an international bestseller.

KEY FACTS OF THE BEIJING 2008 LICENSING PROGRAMME

- Over 6,000 products available
- 10 product categories
- 67 manufacturers
- 310 dedicated retail outlets throughout China, plus an online e-store
- 3,000sq m Games-time superstore
- For the first time ever, an Olympic bank note has been produced, in addition to the Olympic coin programme

6. TICKETING



The primary goal of the ticketing programme is to enable as many people as possible to experience the Olympic Games ceremonies and competitions.

The second goal is to generate the financial revenue necessary to support the staging of the Games.

BEIJING 2008

The ticketing programme for Beijing 2008 is managed and delivered by BOCOG, with the approval of the IOC.

Tickets for the Beijing Games went on sale as of April 2007.

Internationally, the NOCs are responsible for the sale of tickets to the clients and public within their respective territories.

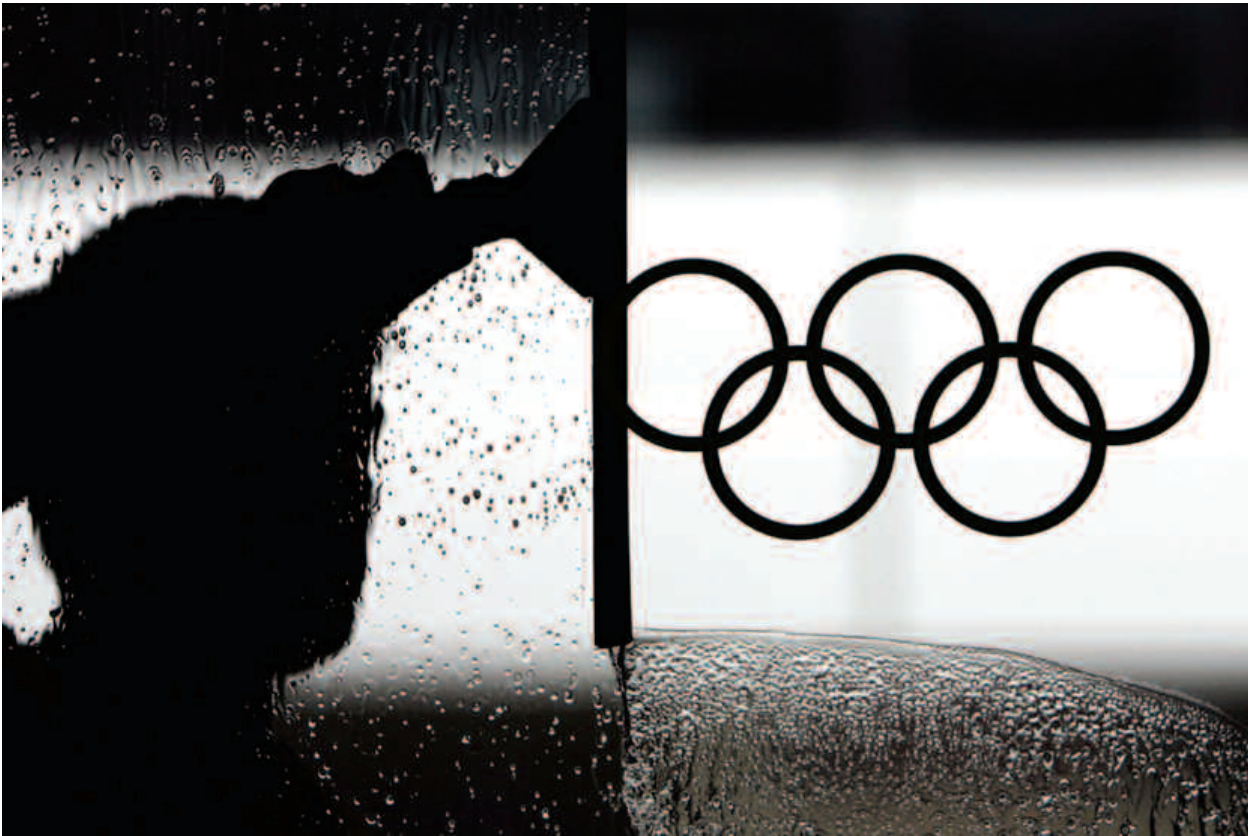
Due to the overwhelming success of the programme and the high demand of ticket requests, a lottery process was installed, attributing tickets based on the number of tickets available in four phases, from April 2007 to July 2008.

The first sales phase attracted a phenomenal 5.18 million applications for 2.2 million tickets, while the second phase had 4.5 million requests for 1.8 million tickets..

KEY FACTS OF THE BEIJING 2008 TICKETING PROGRAMME

- Approximately 6.7 million tickets were available for the Games – 700,000 more than Athens and 1.1m more than Sydney
- Average ticket price for sports events is just US\$11 (75 RMB)
- The Opening and Closing Ceremonies, athletics and swimming have proved to be amongst the most popular events

7. PROTECTING THE OLYMPIC BRAND



The five interlocking rings that make up the Olympic emblem form one of the most recognised symbols in the world. As such, it is vitally important for the IOC to uphold the value of an association with the rings and the Olympic Games.

The Olympic Movement therefore implements strategies and programmes to preserve and enhance the Olympic brand and protect the Olympic partners' exclusive marketing rights.

BEIJING 2008

The IOC and BOCOG have developed a robust brand protection programme for the Beijing 2008 Olympic Games.

The IOC oversees the entire brand protection programme, in co-operation with BOCOG who manage all domestic brand protection issues.

In the host country, several State Authorities, including the State Administration for Industry and Commerce, are involved to help with all aspects of brand protection.

Internationally there is support from various National Olympic Committees and third parties that will assist and advise the IOC and BOCOG in their efforts.

BEIJING BRAND PROTECTION PROGRAMME

There are several components to the brand protection programme, including counterfeit merchandise, ambush marketing prevention and



protection, anti ambush campaigns, legislation, broadcast/Internet monitoring and Olympic marks usage.

Counterfeit Merchandise

All licensed products are to be sold in licensed merchandise stores, whose operations are certificated by BOCOG. Proof of certification can be seen inside the stores and each licensed product has an anti-counterfeit label attached to it.

Ambush Marketing

Only official sponsors, licensees and government partners of the Olympic Movement are allowed to suggest an affiliation or connection with the Olympic Games.

Ambush marketing refers to any attempt by non-Olympic sponsors to create a false or unauthorised association with the Olympic Movement and the Olympic Games.

In many instances, ambush marketing is equated to cheating and causes damage to the Olympic Movement by devaluing the Olympic brand. It is therefore extremely important to prevent ambush marketing to protect the Olympic brand and partners' rights.

Anti-Ambush Campaign

The IOC works with BOCOG to educate local, national and, with the assistance of NOCs, international audiences about who the official partners and sponsors are, building awareness of their contributions, the threat of ambush marketing and the negative impact it has on the Olympic Movement.

BROADCAST MONITORING

During the Beijing 2008 Olympic Games, the IOC will conduct Infringement Monitoring of the official Olympic Games broadcast.

The objectives of the Infringement Monitoring program are to:

- Protect the exclusive rights of Olympic marketing partners (e.g. broadcasters, sponsors, licensees, etc.)
- Ensure that Olympic intellectual property is not used by unauthorised third parties or misused by authorised parties
- Preserve the unique “clean” nature of the Olympic Games broadcast
- Ensure compliance of Olympic broadcast rights holders with their contractual obligations.

The Infringement Monitoring Programme will include checking for:

- Ambush marketing advertisements
- Commercial overlays on the Games broadcast, commonly referred to as “clean screen” infringements
- Overt in-studio or presenter commercial signage or presence marketing
- Unauthorised commercial overlays in venues, commonly referred to as “clean venue” infringements.

INTERNET MONITORING

The IOC is also responsible for monitoring the Internet for proper use of Olympic Marks by marketing partners, while also ensuring that marketing partners’ competitors do not infringe exclusive rights.

The Beijing 2008 Internet Monitoring Programme uses the most advanced technologies based on video fingerprinting technology, combined with sophisticated web crawling (monitoring) techniques.

Fingerprinting technology helps prevent the upload of unauthorised content as well as effectively tracking illegal content on User Generated Content, Peer-to-Peer, Streaming and Cyberlocker (websites linking to illegal content) websites.

As well as unauthorised video, the Beijing Internet Monitoring Programme will monitor:

- Geo-blocking (making sure RHBs respect their territorial rights online)
- Online advertising
- News access
- Ambush marketing (including misuse of Olympic Marks)

OLYMPIC MARKS

The standards for proper usage of Olympic marks are guided by the Olympic Charter and detailed in the Olympic Marks & Imagery Usage Manual, published by the IOC. With these resources as a basis, the IOC and the Organising Committees review all materials, executions and communications of Olympic sponsors, broadcasters and other Olympic entities that include Olympic references, imagery or marks to ensure compliance with guidelines for proper usage.

CLEAN FIELD OF PLAY

The Olympic Games are unique among major sporting events because, as a matter of strict policy, there is no commercial branding on the field of play.

The IOC does permit branding in other venue areas, but having a clean field of play emphasises sport over commercialisation and further protects the Olympic brand.

The IOC works with BOCOG to ensure this policy is adhered to.

8. PROMOTIONAL CAMPAIGN



THE BEST OF US

The objective of the IOC's 2007/8 promotional campaign is to communicate the key Olympic values of Excellence, Friendship and Respect to a global youth audience.

The theme of the campaign is "The Best of Us" – a simple, powerful idea that transcends cultures and borders, motivating young people around the world to participate in sport by proving that sport can bring out the best of them.

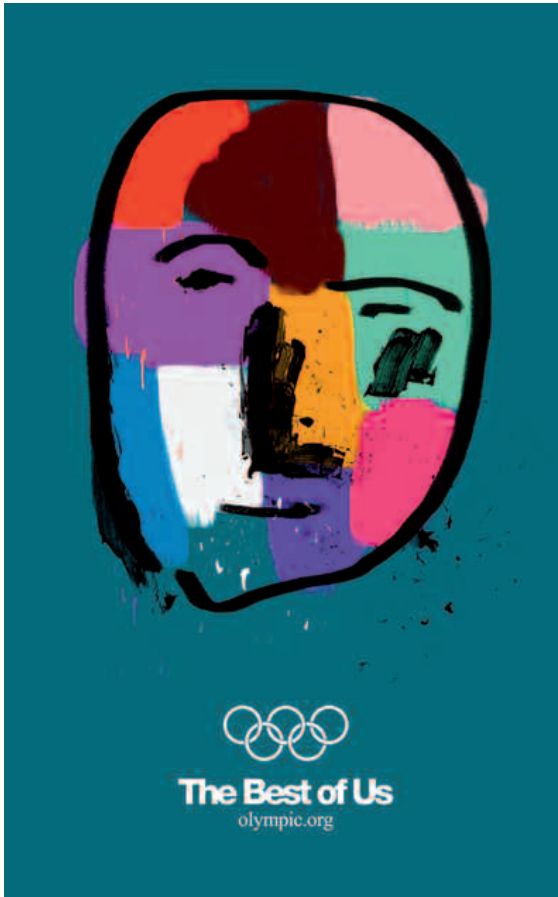
The campaign has been developed by the Voluntarily United Group of Creative Agencies (United), part of the WPP Group.

The campaign takes a multi-dimensional approach, comprising TV, online, print, viral promotion, experiential and PR activities.

PUBLIC SERVICE ANNOUNCEMENTS

The first element of this global promotional campaign was the launch of a new public service announcement, entitled "Teens". It aims to demonstrate how sport can play an important role in boosting young people's confidence and features young athletes from across the world.

A second public service announcement, entitled "Heroes", features legendary Olympic athletes including Roger Federer, Yao Ming, Laure Manaudou, Liu Xiang and Yelena Isinbayeva. "Heroes" leverages the determination and performance of Olympic athletes to communicate the key Olympic values, as the world counts down to the opening of Beijing 2008. The campaign also stars Kenenisa Bekele, Haile Gebrselassie, Vanessa Ferrari and Carolina Klüft who, along with those mentioned above, star as superheroes seeking to achieve the seemingly impossible.



VIRAL CAMPAIGN

In addition to the public service announcements, an Internet viral campaign – “Puskitas” – was launched. Alex Puskitas is a fictional, underdog athlete who is capable of overcoming the odds and “bringing out his best” in order to achieve his goals. He symbolises the spirit of the athlete – that of participation and striving to be your best.

OLYMPIC PERSONAL TRAINER

The Olympic Personal Trainer (available as a module on www.olympic.org) is a new interactive concept developed to help young people learn directly from top Olympians about the Olympic values.

Users can watch videos, choose their favourite trainers, and even embed videos in their own blogs.

PRINT AND DIGITAL MEDIA

Spanish artist Jesús Morilla created the “The Best of Us” artwork, which features his interpretation of the Olympic Values of Excellence, Friendship and Respect. The images have been used in both print and digital campaigns.

To see all the elements of the campaign, visit:
www.olympic.org/uk/bestofus

9. CONTACTS

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THE WORLDWIDE OLYMPIC PARTNERS



The Best of Us
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