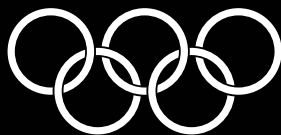
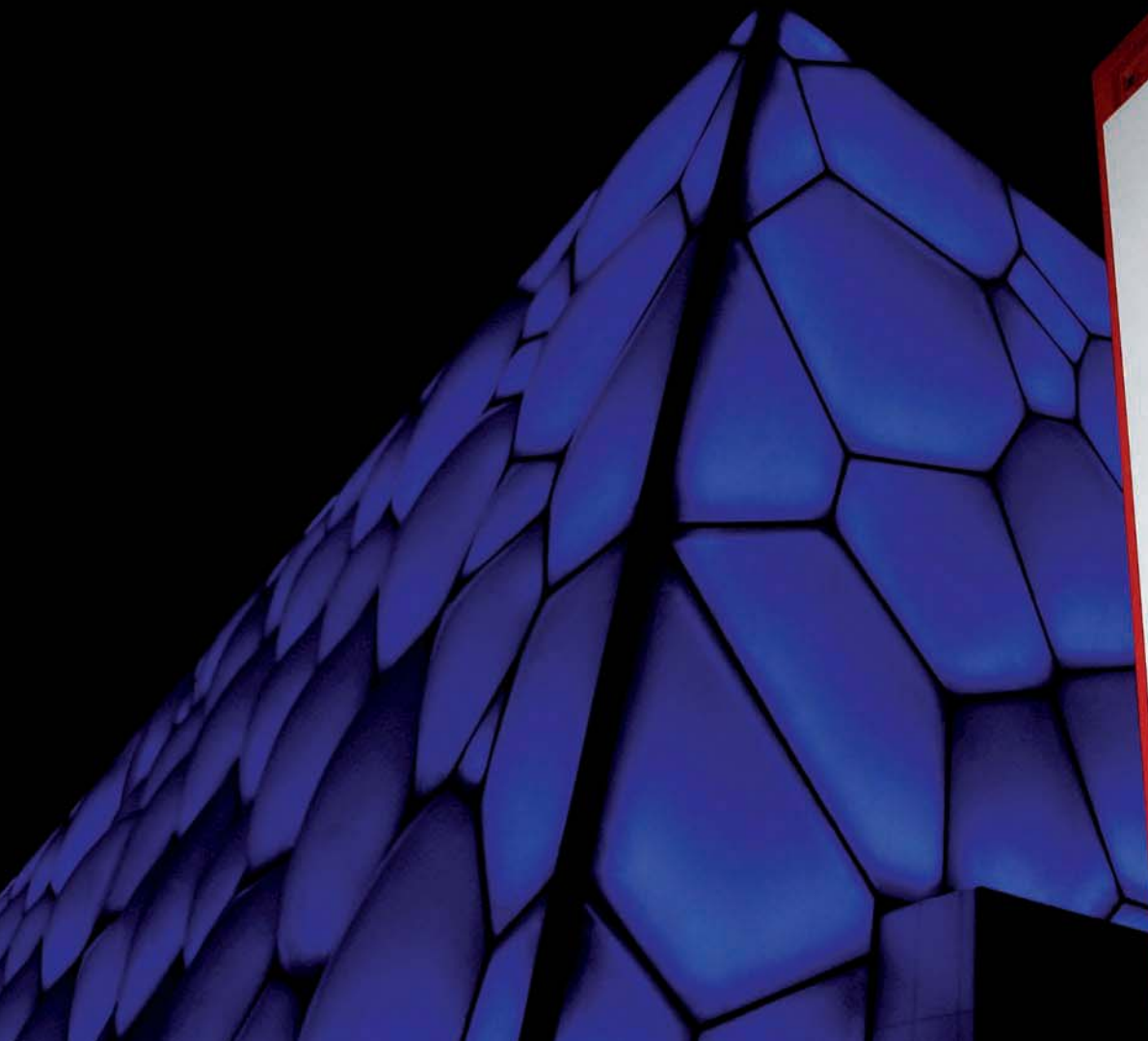


International Olympic Committee



Marketing Report

Beijing 2008





Beijing 2008





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Foreword

Foreword by **Jacques Rogge, IOC President**

The Beijing 2008 Olympic Games were truly exceptional, with lasting legacies for both China and the Olympic Movement. For 16 days in August, the eyes of the world were on Beijing. In the most-watched Olympic Games in history, 10,500 athletes competed in world-class facilities, shattering world and Olympic records again and again, inspiring all of us to do our best and to live the Olympic values.

Universality was one of the key themes of Beijing 2008, with a record number of National Olympic Committees participating, and 87 countries – more than ever before – winning medals. Record numbers of women also participated.

The IOC's and the Beijing Organising Committee's partners all made invaluable contributions to the organisational and operational excellence of the Beijing 2008 Olympic Games. Simply put, the Beijing 2008 Olympic Games would not have been possible without the support and resources of the Olympic broadcast partners and the Worldwide Olympic Partners. They played an important role in the staging of the Games as well as helping to bring the magic and drama of the sporting action to billions of people around the globe.

By assisting the Olympic Movement in promoting the Olympic values of Excellence, Friendship and Respect, our partners make a vital contribution to a better world. For all this, we are profoundly grateful.

A handwritten signature in black ink, reading "Jacques Rogge". The signature is written in a cursive, flowing style.







Foreword by **Gerhard Heiberg**, Chairman, IOC Marketing Commission

The Beijing 2008 Olympic Games truly lived up to their slogan: “One World, One Dream”. The Games were watched in record numbers with coverage available to more people in more places than ever before. Global digital coverage of the Olympic Games was also available for the first time, enabling the IOC’s broadcast partners to make even more sports action available to their audiences. For example, in the US, NBC delivered more coverage of the Beijing Games than the combined output of all the previous Summer Games.

For more than two decades, the TOP Programme has provided vital support to every Olympic Games Organising Committee and every National Olympic Committee. Through this support, the Worldwide Olympic Partners have played a fundamental role in staging the Games and in helping NOCs with the necessary resources to develop Olympic teams and send athletes to participate, ensuring that the Games properly reflect the global nature of the Olympic Movement.

I would like to applaud the Beijing Organising Committee for creating the most successful domestic sponsorship programme in Olympic history. The marketing team brought global partners together with local sponsors to create an unprecedented Olympic marketing platform.

The Beijing 2008 Olympic Games were undoubtedly a hugely significant milestone in the development of both China and the Olympic Movement. With this report, the IOC would like to thank its partners and BOCOG for their hard work, passion and commitment in making it possible.

A handwritten signature in black ink, reading "Gerhard Heiberg", is located at the bottom left of the page.



Foreword

Foreword by **Liu Qi**, President of BOCOG

With the support of the Chinese Government and people, and with the great enthusiasm and help of the international community, the Beijing 2008 Olympic Games achieved great success, fulfilling the goal of a high-level Games with distinguishing features.

As one of the most important components of Olympic preparation and operation, the Beijing 2008 Marketing Programme formed an essential foundation for the staging of the Games. It also showcased the close cooperation between BOCOG and broadcasters, sponsors, suppliers of sports equipment and licensees.

This Marketing Report presents a comprehensive overview of the Beijing 2008 Marketing Programme and demonstrates the Programme's success. It also records the great contribution made by the marketing partners to the staging of the Olympic Games. Here I would like to express my sincere gratitude to all broadcasters, sponsors and licensees.

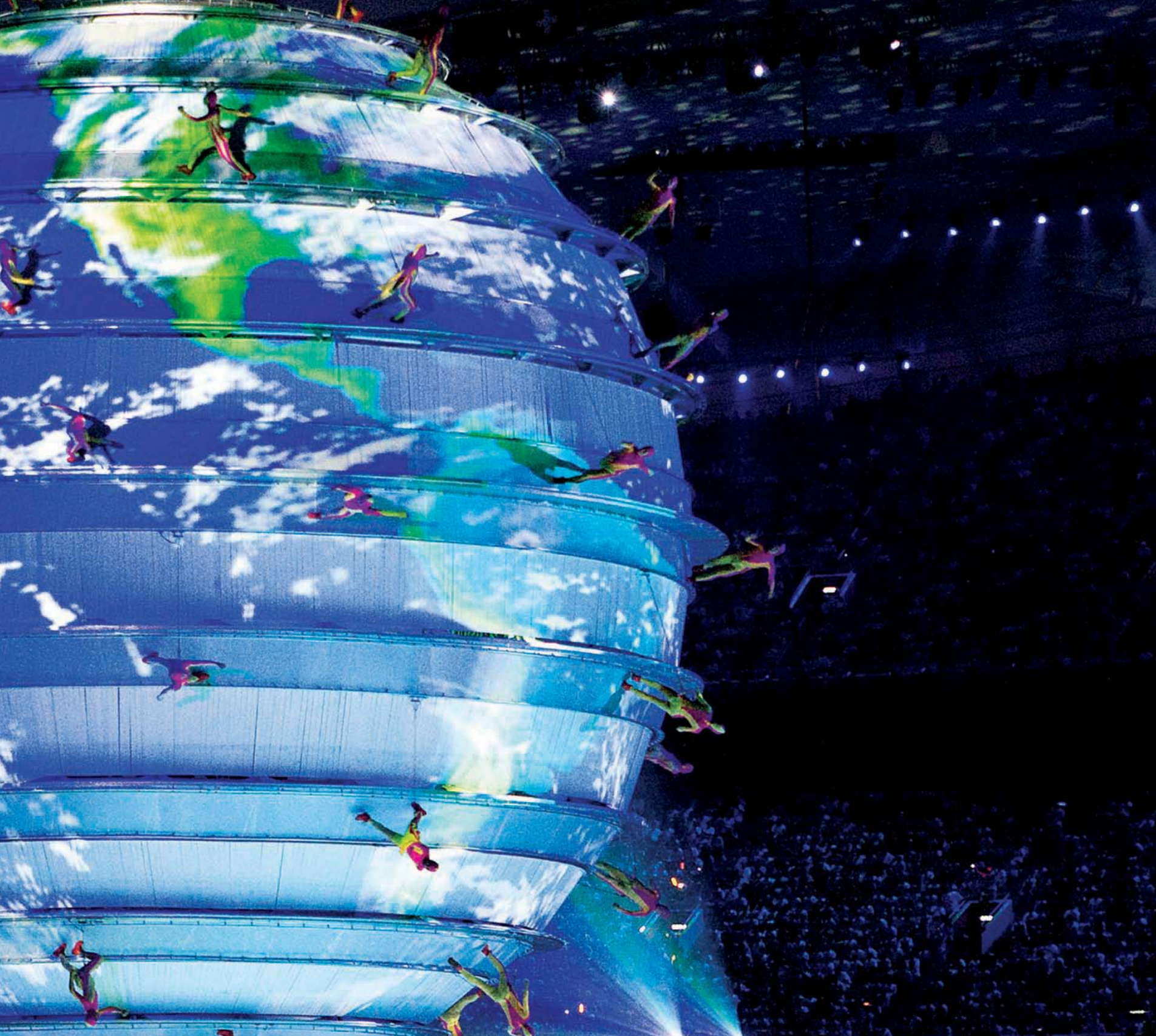
We hope to enhance communication and cooperation with all these friends in the future development of Beijing and China, and reach new achievements in building people's Beijing, hi-tech Beijing and green Beijing.

刘淇





Chapter One
One World, One Dream





Chapter One One World, One Dream

“Through these Games, the world learned more about China, and China learned more about the world. Athletes from 204 National Olympic Committees came to these dazzling venues and awed us with their talent.”

Jacques Rogge, President, International Olympic Committee

Beijing 2008 Summary

From the first deep, rolling drumbeats of the Opening Ceremony to the fireworks that brought Beijing 2008 to a close just over two weeks later, the Games of the XXIX Olympiad proved an unforgettable spectacle.

The brilliantly-orchestrated Opening Ceremony, which distilled 5,000 years of Chinese history into a sublime visual feast, set the tone for 16 days of incredible sporting action.

The arrival of the Olympic torch at the National Stadium for the Opening Ceremony on 8 August marked the first record to be broken – the end of the longest Torch Relay in Olympic history. After being lit at Olympia in Greece on 24 March, the Olympic torch travelled an incredible 137,000 kilometres, visiting an unprecedented 21 countries.

When it was finally handed to Chinese gold medal gymnast Li Ning, the torch had passed through the hands of thousands of torchbearers. The world then watched in awe as Li Ning was hoisted into the air before leaping around the perimeter of the stadium’s roof and lighting the Olympic cauldron.

Not only were the Games being hosted in the world’s most populous country, but record numbers of National Olympic Committees were there to take part, with athletes from 204 NOCs parading past enthralled spectators in the Bird’s Nest during the Opening Ceremony.

Among the 10,500 competitors who participated in Beijing 2008, there were also more women than at any other Olympic Games.







As athletes chased the 302 gold medals that were on offer in the 28 Olympic sports, they were fortunate enough to be competing in 37 superb venues. In particular, the National Stadium, otherwise known as the Bird's Nest Stadium, and the Water Cube became iconic arenas, recognised the world over, with both playing host to a string of extraordinary sporting performances to match their eye-catching architecture.

Altogether, 132 Olympic records and 43 world records were set in Beijing, as the athletes of the world embodied the Olympic motto of "Citius, Altius, Fortius". Spectators – both those in the Olympic venues and the billions watching as part of the massive global television audience – were also treated to two of the greatest individual performances in the history of the Games. American swimmer Michael Phelps won a record eight gold medals in the pool – becoming the most successful Olympian in history – while Jamaican sprinter Usain Bolt stunned everybody as he broke world records on his way to winning three gold medals on the track.

Beijing 2008 also saw more countries enjoying medal-winning performances than ever before, with athletes from 87 different National Olympic Committees, from all five continents, experiencing the unique pride of standing on the medal podium. Athletes from Bahrain, Afghanistan, Mauritius, Tajikistan and Togo picked up their countries' first ever medals, while there were also inaugural gold medal-winning performances for competitors from Bahrain, Mongolia and Panama, and a first individual gold for an athlete from India.

As its slogan promised, Beijing 2008 really did unite the globe in "One World, One Dream".

"This Ceremony to open the Beijing Olympic Games was a breathtaking culmination of seven years of planning and preparation. The world will remember this for a long time."

Hein Verbruggen, IOC member and Chairman of the Coordination Commission for the Games of the XXIX Olympiad



Chapter Two

Olympic Marketing Overview







Chapter Two Olympic Marketing Overview

The Beijing 2008 Marketing Report

The Beijing 2008 Olympic Games Marketing Report provides a comprehensive summary of the Beijing 2008 marketing programmes, which made such a significant contribution to the exceptional success of the Games.

Highlighted throughout the publication are the contributions, efforts and inter-dependencies of the many stakeholders in the Olympic Movement, on which the modern Olympic Games are built. Beijing delivered great Games because it delivered in every area – record sporting achievements, superb media content and outstanding opportunities for its partners.

This report offers an overview of the Olympic marketing structure and an insight into the Olympic brand itself, which forms the basis of all Olympic marketing efforts. In addition, the report studies the Beijing 2008 brand, which created a unique look for the Games that was inspired by China's cultural heritage.

The chapter on broadcasting gives details of the unprecedented global broadcast achievements of the Beijing 2008 Olympic Games and demonstrates how the remarkable use of digital technology contributed to the record-breaking Games broadcast.

The TOP Partners' myriad contributions to the staging of the Games are covered in a chapter that documents the activities of the Partners in helping to support the athletes and promote the Olympic ideals around the world.

The huge interest and excitement that the Games generated – both in the host country and around the world – is evidenced by the success of the ticketing and licensing programmes. Each of these programmes has its own chapter, offering an insight into how they were managed.





Chapter Two Olympic Marketing Overview

Olympic Marketing Structure

Before focusing on the Beijing 2008 Olympic Games marketing programme, this section provides a brief overview of the Olympic marketing structure.

The Olympic marketing programme has become the driving force behind the promotion, financial security and stability of the Olympic Movement. The Olympic Movement receives most of its funding through the sale of broadcast rights to the Olympic Games. It also benefits from The Olympic Partnership (TOP) worldwide sponsorship programme, comprising many of the world's most well known multinational companies.

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 partnerships
- 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 partnerships, the TOP worldwide sponsorship programme and the IOC official supplier and licensing programme. The Organising Committees for the Olympic Games (OCOGs) manage domestic sponsorship, ticket sales and licensing programmes within the host country, under the direction of the IOC.



Revenue Distribution

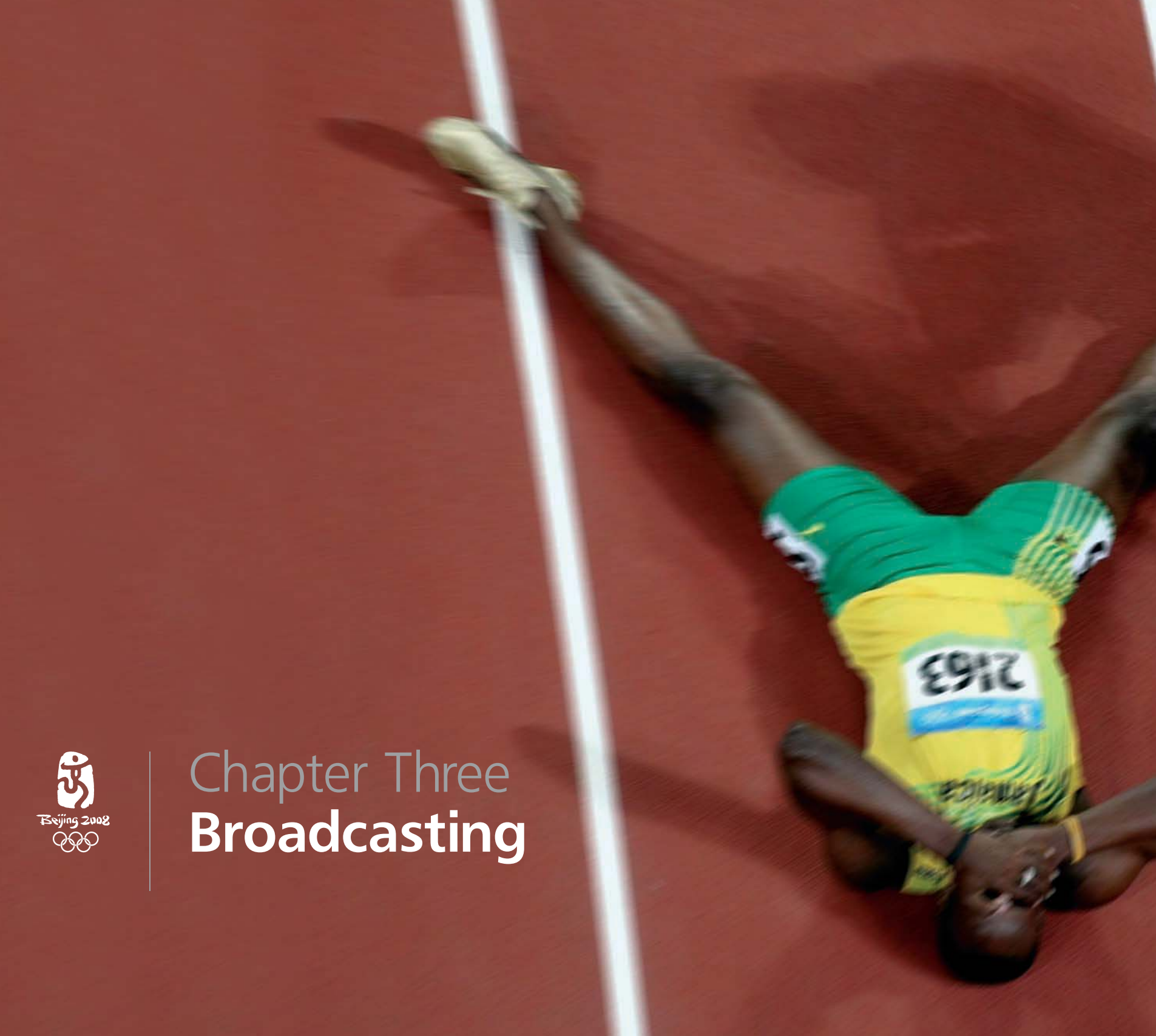
The IOC distributes approximately 92% of Olympic marketing revenue to organisations throughout the Olympic Movement – including 205 National Olympic Committees (NOCs), their Olympic teams, athletes and sports around the world – in order to support the staging of the Olympic Games and to promote the worldwide development of sport. The IOC retains approximately 8% of Olympic marketing revenue for the operational and administrative costs of governing the Olympic Movement.

Broadcast Partnerships

The IOC is the owner of the global broadcast rights for the Olympic Games – including broadcasts on television, radio, mobile and internet platforms – and is responsible for 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 for the Olympic Games. Olympic broadcast partnerships have been the greatest source of revenue for the Olympic Movement for more than three decades, and 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.

TOP Sponsorship Programme

The Olympic Partnership (TOP) programme is the worldwide sponsorship programme managed by the IOC. Created in 1985, TOP provides each Worldwide Olympic Partner with exclusive global marketing rights to the Olympic Games within a designated product or service category, generating revenue and support to benefit the Olympic Movement. Operating on a four-year term in line with the Olympic quadrennium, TOP VI (covering the Turin 2006 and the Beijing 2008 Olympic Games) included 12 official Worldwide Partners, generating USD 866 million in financial support and goods and services for the Olympic Movement.



Chapter Three **Broadcasting**





Chapter Three Broadcasting

The Beijing 2008 Broadcast

Beijing 2008 saw the Olympic Games – and Olympic broadcasting – come of age, as superb sporting action was delivered to the world via television, the internet and mobile phones, offering fans unprecedented choice of when and where to watch the Games.

These were the first truly digital Games, harnessing the power and potential of digital technology to ensure that more people enjoyed more action from in and around the Chinese capital than ever before. The IOC's cutting-edge host broadcast partner, Olympic Broadcasting Services (OBS), delivered more than 5,000 hours of high definition sporting excellence to the rights-holding broadcast partners. In turn, the IOC's broadcast partners made an unprecedented amount of footage available to viewers in their territories, with a total of 61,700 hours of dedicated Beijing 2008 broadcast coverage aired globally. From the spectacular Opening Ceremony to the moment that Beijing bade farewell, this was the biggest broadcast event in history – a complex undertaking involving the world's most talented and experienced producers, directors and technicians. Coverage of every single event reflected state-of-the-art production values, helping to demonstrate the skill and determination of the athletes in minute detail.

The Beijing Games were available across the world, with broadcasts in 220 territories and an estimated potential TV audience of 4.3 billion people. Superb sporting performances helped drive not only television audiences, but also internet and mobile phone downloads, to new levels.

The Global Reach of the Games

The Beijing 2008 Olympic Games were the most watched Games in Olympic history, with a potential global reach of 4.3 billion people.





BOB





“Beijing was a truly groundbreaking Olympic Games. Beijing Olympic Broadcasting (BOB) was able to utilise new technology to produce coverage that was unlike that provided in any previous Olympic Games. The HD images and the added impact of surround sound ensured the coverage was genuinely state-of-the-art, and I think everyone at BOB and the IOC can be enormously proud of the finished product.”

Manolo Romero, OBS Managing Director, BOB Chief Executive Officer

Olympic Broadcasting Services (OBS)

The IOC established Olympic Broadcasting Services in 2001 to serve as the permanent host broadcaster for the Olympic Games, eliminating the need to continually rebuild the broadcast operation for each edition of the Games.

The objective of OBS is to ensure that the high standards of Olympic broadcasting are consistently maintained from one edition of the Games to the next. As the host broadcaster, OBS is responsible for providing the international television and radio signals from the Games to all rights-holding broadcasters around the world.

For Beijing 2008, OBS entered into a joint venture with the Organising Committee, BOCOG, to create Beijing Olympic Broadcasting (BOB), the on-site host broadcaster. BOB was responsible for the day-to-day operations in Beijing, under the management of OBS.

BOB's presence at Beijing 2008 was massive, with more than 6,000 Games-time staff, 1,000 cameras, 575 digital videotape recorders, 350 broadcast trailers and 62 outside broadcast vans.





Chapter Three Broadcasting

First Fully Digital Games

Beijing 2008 was the first ever Olympic Games to have full digital coverage freely available around the world, with hundreds of millions of viewers able to follow the action on an extensive range of digital media platforms provided by rights-holding broadcasters, including live and video-on-demand internet coverage and highlights clips on mobile phones.

Advances in “geo-blocking” and anti-piracy technology allowed the IOC to guarantee exclusive digital rights within their territories. (For further information, see the chapter on Brand Protection.)

In addition to the activities of its rights-holding broadcast partners, the IOC launched its own internet channel, “Beijing 2008”, available on the YouTube platform, to broadcast video highlights from the Games to those territories where digital video-on-demand rights had not been sold.

In total, 78 territories across Africa, Asia and the Middle East were able to access the highlights. This marked the first time that the IOC has produced and delivered footage to Olympic fans directly. The channel received over 21 million video views during the period of the Games.

In addition, the official IOC website and other Games-related sites also attracted record levels of traffic, with Beijing2008.cn drawing in 105.7 million unique users during August and www.olympic.org receiving more visits in the first week of the Games than it had done for the whole of the Athens 2004 Olympic Games.

“This is the beginning of the creation of a model for digital rights which are complementary to the television broadcast. The experience from Beijing was about the quality of delivery, which was immersive, engaging and interactive.”

Timo Lumme, Director, IOC Television and Marketing Services



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Beijing 2008

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IOC Marketing Report – Beijing 2008 **29**



Chapter Three Broadcasting

Global Broadcast Highlights

As well as being the most watched sporting event in history, the demographic profile of Beijing 2008 Olympic Games viewers indicates that there was a higher representation of female viewers compared to other major sports events, with 47% of the global audience being female.

The information below offers a breakdown of the Beijing 2008 coverage highlights and viewing figures in key markets around the world.

North America

NBC Universal, the rights-holding broadcaster in the US, enjoyed superb ratings for its Beijing coverage, reaching a record total of 215 million viewers by the end of the Games – the most ever recorded in the history of US broadcasting for a single event. The delayed coverage of the Opening Ceremony drew an average audience of 32.6 million, while Michael Phelps' historic eighth gold medal attracted the largest audience on a Saturday night in 18 years, with 30.6 million people tuning in.

NBC's website, nbcolympics.com, also enjoyed record-breaking results, with 1.3 billion page views, 53 million unique users, 75.5 million video streams, and approximately 10 million hours of video consumed. In total, NBC offered its largest Olympic broadcast in history with a total of 3,600 hours of coverage being made available to viewers across television and the internet – more than the combined total of every previous Summer Olympic Games televised in the US.

CBC were the official broadcaster of the Games in Canada, airing a total of 749 hours of dedicated Beijing 2008 coverage across four channels – two terrestrial and two on cable/digital. In total, the level of television coverage of Beijing 2008 in Canada was 51% greater than the coverage enjoyed by Athens 2004 and 47% more than the coverage of Sydney 2000.



Asia and Oceania

China witnessed unprecedented audience figures, with proprietary research conducted by the IOC post Beijing 2008 revealing that 100% of Chinese respondents had watched at least some coverage of the Games on television. An astonishing 842 million people watched at least some part of the Opening Ceremony on television, while the average audience was 496 million, making it the highest sports-related broadcast in the history of Chinese broadcasting.

With over one billion people in China watching Olympic sports coverage at one time or another, domestic broadcaster CCTV dedicated five channels exclusively to Olympic coverage in order to cater for the huge demand. The proprietary research conducted by the IOC has also revealed that Chinese viewers watched an average of over two and a half hours of Olympic coverage each day.

Similar interest was generated by online coverage in China, with over 153 million people watching live Olympic broadcasts over the internet and 237 million taking advantage of video-on-demand footage. CCTV.com also provided a mobile phone platform for Olympic coverage, which enjoyed an average of over 20 million page views per day during the Games.

In Chinese Taipei, there were more coverage hours than ever before. The highest rated event was the live broadcast of the Chinese Taipei v Japan baseball match, with a combined audience of 2.6 million viewers. Rights-holder ELTA Technology Co. Ltd also offered the first online high definition broadcast in Olympic history.

In Japan, action from Beijing 2008 was shown across ten channels, with almost 800 hours of coverage. The highest rated broadcast was the live coverage of the Opening Ceremony, which was watched by 25.9 million viewers. The highest rated sports broadcast, meanwhile, was the women's marathon, which was watched by 18.6 million people, followed by the softball final between Japan and USA, which was watched by 17.8 million people. This reflects a strong interest in women's sports in this territory.

In South Korea, the highest rated broadcast was live coverage of the men's baseball gold medal match. With 6.9 million viewers tuning in to see their side triumph over Cuba, it was the highest rated sports broadcast of 2008. Baseball also received the most coverage, with 89 hours shown of the team's journey to the gold.



CONTRIBUTION

DISTR

Grid of monitors on the right wall, labeled with numbers:

- DK 1 - DK 10
- DK 11 - DK 20
- DK 21 - DK 30
- DK 31 - DK 40
- DK 41 - DK 50
- DK 51 - DK 60
- DK 61 - DK 70
- DK 71 - DK 80
- DK 81 - DK 90
- DK 91 - DK 100

Grid of monitors on the left wall, labeled with numbers:

- DK 101 - DK 110
- DK 111 - DK 120
- DK 121 - DK 130
- DK 131 - DK 140
- DK 141 - DK 150
- DK 151 - DK 160
- DK 161 - DK 170
- DK 171 - DK 180
- DK 181 - DK 190
- DK 191 - DK 200

Control desk area with operators and equipment:

- Operator 1 (left) at a workstation with a monitor showing a person.
- Operator 2 (center) at a workstation with a monitor showing a person and a control panel.
- Control panel with various buttons and lights.
- Telephone and other desk equipment.
- Stacks of papers and folders.



In Hong Kong, the live broadcast of the Opening Ceremony proved particularly popular with viewers, with 82% of people who were watching TV at that time tuning in to the coverage, while 95% of the population watched at least some broadcast of the Games. Another highlight was the 800 free public WiFi hotspots that were made available during the Games by internet and mobile rights-holding broadcaster i-Cable, allowing viewers to watch the Games on their computers in these areas.

In Australia, more coverage of Beijing 2008 was shown terrestrially than was shown of Sydney 2000. The highest audience was recorded during the Opening Ceremony, when an average of 4.8 million people tuned in. This represented an impressive 72.8% of all those watching television at that time. Internet coverage provided by Yahoo!7 Olympics also proved popular, with 2.3 million users enjoying more than four million live and on-demand video streams, generating over 32 million page views.

Europe

In the UK, the BBC revealed that internet and digital television coverage allowed it to increase its Olympic output from 250 hours for Sydney 2000 to 2,750 hours for Beijing 2008. The huge online demand saw the BBC deliver 50 million video streams, compared to just 2.4 million during Athens 2004, and as many as 45% of the BBC's Olympic audience engaged with video from its Olympic site. Around 13% of the UK adult population watched video content from the Games on the internet. By comparison, no more than 1-2% watched online Olympic video action during the 2004 Games.

The television coverage of Beijing 2008 also proved extremely popular across all the key European markets. In the UK, for instance, a total of 41.1 million British viewers watched at least 15 minutes of the BBC's Olympic broadcast. Proprietary research conducted by the IOC in 16 countries after Beijing 2008 also revealed that over 90% of respondents in Spain, Italy and Russia had watched at least some part of the Games on television, while this figure was over 80% in France and Germany.

In terms of viewing share, the Games helped the primary broadcasters in Germany – ARD and ZDF – increase their average monthly share of viewing for August by 20% and 18% respectively, compared to the same month in 2007, while in Italy the average share of viewing achieved by dedicated Beijing 2008 coverage on Rai 2 was over twice the annual share achieved by the broadcaster in 2007.



Chapter Three Broadcasting

In France, the average share of viewing achieved by dedicated Beijing 2008 coverage on the two terrestrial channels was considerably higher than the channel average share of viewing for 2007, with FR2 and FR3 more than doubling their shares from the same month in 2007.

In Italy, the highest rated broadcast was the quarter-final of the men's football tournament, with almost six million people watching the Italian side lose 3-2 to Belgium. The most popular sports broadcast in France was the men's handball final – in which the French team won gold – which attracted an audience of over 4.1 million people, while the men's singles tennis final was the most watched event in Spain, with over 3.8 million people tuning in to see Rafael Nadal claim gold. In Russia, Rakhim Chakhkiev's gold medal bout in the heavyweight boxing competition drew the largest audience of the Games, with 7.3 million viewers, while the highest rated sports broadcast in Germany was the live coverage of the Germany v Sweden quarter-final match in the women's football competition, with 4.9 million viewers.

With more than 30 European Broadcasting Union (EBU) broadcasters offering Olympic content on their respective websites, European viewers were also able to access a total of 180 million broadband video streams, with over 51 million unique users taking advantage of this extensive internet coverage. This represented the largest online audience ever recorded for Olympic coverage in Europe and was a six-fold increase on the number of users who accessed the 23 million video streams that were delivered by EBU broadcasters for the Turin 2006 Olympic Winter Games.

Eurosport – the Europe-wide sports network – enjoyed impressive audience figures throughout the Games too, with a total of 123 million viewers watching its Olympic coverage between 8 and 24 August, and a record total of 42.7 million viewers tuning in on one day – 10 August.

Latin America

In Brazil, there was an unprecedented level of Beijing 2008 television coverage, with 2,241 hours (equivalent to almost three months' worth) of coverage shown during the Games. The highest rated broadcast was the live coverage of the Brazil v USA men's beach volleyball quarter-final, which drew in an audience of over 24 million viewers – six million more than the audience who watched Brazilian driver Felipe Massa in the final race of the 2008 F1 World Championship in Sao Paolo.



Terra, the digital media rights-holding broadcaster in Latin America, offered 13 online channels to subscribers, allowing them to choose which events to watch, with over 300 hours of available action from all competitions. During the Games, Terra's Olympic site registered 29 million video streams and over ten million video-on-demand downloads.

Africa

Territories in Africa received more than 9,510 hours of dedicated Beijing 2008 television coverage. Football enjoyed the most dedicated coverage across the continent, with 508 hours of airtime, while basketball proved to be the second most popular, with a total of 310 hours of coverage. South Africa offered more coverage than any other territory in Africa – a total of 1,891 hours – with terrestrial broadcaster SABC providing 215 hours and multi-platform broadcaster Supersport airing 1,676 hours.

Beijing 2008 Broadcast Highlights

- Broadcasts available in more territories than ever before
- A potential TV audience of 4.3 billion
- Record TV ratings around the world
- A record of over 5,000 hours of live broadcast feed
- First fully high-definition live Games broadcast
- First fully digital Games, featuring internet and mobile phone coverage around the world
- Over 21 million views on the IOC's digital channel across Africa, Asia and the Middle East
- More than six million people in the US watched coverage of the Games on their mobile phones
- Record traffic to Games-related websites

Note – for comprehensive broadcast audience figures, please refer to the IOC's Global Broadcast Report.



Chapter Four

Sponsorship





北京2008年奥运会全球合作伙伴
Beijing 2008 Olympic Games Worldwide Partners





Chapter Four Sponsorship

“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 in the world’s greatest sporting event.”

Jacques Rogge, President, International Olympic Committee

Benefits of Olympic Partnerships

The IOC’s marketing partners are an intrinsic part of the Olympic Family. As a sporting event that has captured imaginations and stirred emotions for over 100 years, the Olympic Games provide a unique marketing platform, enabling sponsors to achieve their business goals by supporting the timeless values and traditions of the Olympic Movement.

The Olympic Games provide sponsors with an unparalleled opportunity to develop innovative ways to build their brands, increase sales, connect with the public, build customer relationships, motivate their employees, enhance their corporate reputation and leave a lasting company legacy in the communities where they do business.

The IOC’s TOP Partners also recognise that the Olympic Games are far more than a sports event. The Games’ friendly competition, rituals and ceremonies – coupled with meaningful symbols and deeply resonant Olympic values – form an important cultural treasure. Through their association with the Olympic Movement, sponsors are supporting the world’s premier sporting and cultural event. But more importantly, they are committing themselves to promoting and sustaining the tradition and heritage that is the Olympic Games and the broader Olympic Movement.



Founded in 1985 and currently in its sixth generation, the TOP Programme is now stronger than it has ever been. TOP VI (2005-2008) sponsors are headquartered in seven countries across three continents – demonstrating global participation that mirrors the worldwide nature of the Olympic Movement.

For the IOC, the importance of corporate partnerships for the maintenance and growth of the Olympic Movement cannot be overstated. The financial and operational support these partners provide is irreplaceable. For example, National Olympic Committees receive financial support from the TOP Programme that is vital to developing Olympic teams and sending athletes to participate in the Games.

A modern Olympic Games is a massively challenging organisational and managerial exercise. It demands precision, speed of thought and communication, effective handling and distribution of information, sound decision making and the ability to adapt seamlessly to changing circumstances.

TOP Partners provide the resources, products and expertise to stage the biggest sporting event in the world. At Games time, partner technology and operational support – without which the Games could not take place – includes timing and scoring systems, IT infrastructure, sustenance for the athletes, workforce and spectators, audiovisual infrastructure, security equipment, and venue infrastructure, to name but a few.

“Our partners share the brand values that the IOC safeguards, trusts, and respects, and in doing so the partners become part of the Olympic Family. We work hard to pursue their interests and they work hard to pursue ours, and that is what every successful partnership has in common. It’s all a vital part of a virtuous circle.”

Timo Lumme, Director, IOC Television and Marketing Services



Chapter Four Sponsorship

“Without our sponsors, the Olympic Games would not be what they are today. The partners’ support allows more athletes from more countries to compete in the Games, and they deliver the services and resources that are the driving force of the Olympic Movement.”

Gerhard Heiberg, Chairman, IOC Marketing Commission

Many of these key aspects have been developed over time by partners who have participated in the TOP Programme since its inception, creating a matchless operational resource for the successful staging of the Games. These operational advantages also ensure that each Games is more efficient than the last.

In addition to the direct investment of funding and goods and services, Olympic commercial partners also allocate significant budget and expertise towards helping to promote the Games and the Olympic values around the world. TOP Partners typically spend up to three times the value of their sponsorship fees to promote their association with the Olympic Movement.

This level of commitment gives the Olympic Movement a reach that the IOC simply could not achieve alone, and is also essential in cultivating support for the Olympic Movement’s educational, cultural, environmental and youth initiatives.

“The sheer variety and creativity of the initiatives employed by our partners is staggering. You can’t be an Olympic sponsor by being passive. It is always a dynamic process and that dynamism has kept the Games on the leading edge of marketing.”

Timo Lumme, Director, IOC Television and Marketing Services



Beijing 2008



北京2008年奥运会全球合作伙伴
Beijing 2008 Olympic Games Worldwide Partners

Coca-Cola

Atos
Origin



GE

Johnson & Johnson
强生

Kodak

lenovo



Manulife



Ω
OMEGA

Panasonic

SAMSUNG

VISA



Chapter Four Sponsorship

The Olympic Games also provide unrivalled returns on investment for sponsors. As an event that commands the focus of the world's media attention and a global television audience, the Olympic Games provide partners with the potential to engage billions of people around the world, providing outstanding opportunities for a company's commercial and marketing programmes.

Olympic sponsorship is a multidimensional marketing investment. Partnership with the Olympic Movement provides a compelling marketing platform that helps a company achieve its business objectives in a variety of meaningful ways, including:

1. Enhance Brand Equity

Every two years, the Olympic Games set out to deliver a living showcase for the Olympic values through an event which captures the attention of the world. Olympic sponsorship links the values of individual brands with the values of the Olympic Games – creating a powerful association.

2. Build Corporate Reputation

The application of sponsors' products, services and expertise, with the most stringent requirements and the strictest deadlines, gives the opportunity to demonstrate a sponsor's capabilities under a global spotlight. By supporting an extraordinary undertaking, by promoting sport, educational and cultural programmes, by providing services to help protect the environment and by being an active participant in the global goodwill surrounding the Games, Olympic sponsors are considered leaders in their respective fields of business. Olympic sponsorship strengthens this positioning and affirms the sponsor's top rank among industry leaders.

3. Develop Customer Relationships

Olympic sponsorship helps develop new and existing customer relationships, as sponsors engage their



constituents in the Olympic experience through unique incentives and programmes. The Olympic Games can represent the invitation of a lifetime and an important opportunity to build and reinforce relationships with key clients and customers. Sponsors may also share the Olympic spirit with employees, customers and business partners, for example through the inspiring presence of Olympic athletes at corporate events.

4. Increase Sales

Olympic sponsorship is based on the strictly protected principle of product category exclusivity. With each Games, sponsors develop new and innovative ways to capitalise on opportunities to generate consumer purchases, for example through consumer promotions, customer incentives, on-site sales and showcasing.

5. Motivate Employees

Olympic sponsorship can engage, inspire and motivate all company personnel and the entire corporate culture in an important global project.

6. Connect with Local Communities

The Olympic Games provide a possibility to build new connections with communities in the host country. As part of their activations, sponsors may work on community programmes, partnering with local authorities and organisations. Sponsors provide contributions of products, services and financial support for outreach programmes and civic improvement, leaving lasting legacies in the host city community and other communities around the world.



THE WORLDWIDE OLYMPIC PARTNERS





Beijing 2008 Olympic Sponsorship Programme

The Olympic sponsorship programme for the Beijing 2008 Olympic Games was the most comprehensive ever seen, with almost 50 companies contributing to the success of the Games. For those organisations and brands that partnered with Beijing 2008, either as worldwide TOP Partners or domestic sponsors, their central contribution to the promotion and funding of the Games delivered returns against a myriad of different business objectives.

The Beijing 2008 Olympic Games were seen as a milestone in sponsorship terms because of the opportunity they gave sponsors to gain brand recognition in the rapidly developing Chinese market, while also showcasing their products and services to the biggest global audience in Olympic history.

The TOP Sponsors

The current edition of the TOP Programme (TOP VI) has generated USD 866 million in cash, goods and services for the Olympic Movement as a whole, representing around 40% of total IOC revenues and making it the second largest source of income after media rights.

In Beijing, the TOP sponsors made essential contributions of products, services, technology, expertise and financial resources. They also developed innovative programmes to support athletes and share the universal values of the Olympic Movement with billions of people around the world. The following pages outline the contributions that TOP sponsors made during Beijing 2008, as well as the Olympic marketing programmes that were developed around their partnerships.

“The Olympic Games are a noble, almost sacred event that creates opportunities for its partners extending far beyond the realm of profits and portfolios.”

Kevin Tressler, Director of Sports and Entertainment Marketing, The Coca-Cola Company



“The Beijing Games gave Coca-Cola the opportunity to reach millions of consumers in China and around the world through the largest scale marketing programmes the company has ever created for the Olympic Games. We were able to build on the passion and excitement of Beijing 2008 to connect with Chinese consumers and to reinforce preference for our business and our brands.”

Joe Tripodi, Chief Marketing and Commercial Leadership Officer, The Coca-Cola Company

For Beijing 2008, Coca-Cola – the longest-standing corporate partner of the Olympic Games – used a combination of on-the-ground activities and programmes involving art, music and online initiatives to connect millions of people around the world to the spirit of the Olympic Games, while refreshing millions of spectators and athletes at the Games themselves.

Coca-Cola also ushered in a new era of “Shuang” – a Chinese expression meaning complete physical, emotional and spiritual refreshment – and created interactive experiences throughout Beijing and China for spectators and athletes during the Games.

Shuang Experience Centre

More than 200,000 visitors experienced The Coca-Cola Shuang Experience Centre in the heart of the Olympic Green. The 4,000-square metre attraction provided visitors with several interactive experiences, including celebrations of China, the Olympic Torch Relay and the 80-year partnership of Coca-Cola and the Olympic Games. There was also an exhibit featuring 34 two-metre tall Coca-Cola bottles designed with artwork showcasing the unique heritage of the different regions of China.



奥运亮点
OLYMPIC HIGHLIGHTS





Shuang Zones at “The Place” and Chao Yang Park

Coca-Cola created an interactive “Shuang Zone” in Beijing’s central business district, featuring a 20-tonne, 15-metre-high, LED Coca-Cola bottle – the largest and most advanced of its kind – positioned under the biggest LED sky-screen in Asia and complemented by four additional, massive LED viewing screens. The arena setting featured concerts, Games telecasts, interactive games and other activities.

A Coca-Cola Shuang Zone at Chao Yang Park served as a family-oriented interactive area, featuring Coca-Cola caravan vehicles from Coca-Cola’s Beijing 2008 Olympic Torch Relay activation, interactive gaming and the primary Coca-Cola Official Olympic Pin Trading Centre.

Pin Trading

Celebrating two full decades as the official presenter of Olympic pin trading, Coca-Cola for the first time opened a Coca-Cola “Village Green Pin Trading Centre” for athletes and officials within the Olympic Village. Coca-Cola also produced more than 500 limited-edition designs including the popular “Pin of the Day” series and “Bird’s Nest” stadium puzzle pins.

Coca-Cola “Live Positively Awards”

Coca-Cola presented the second edition of the “Live Positively Awards,” recognising members of the extended Olympic Family who make positive choices and strive to better themselves, their communities and others in their everyday lives. The Awards were presented each day of the Olympic Games.

WE8

To share the Olympic spirit with consumers around the world, Coca-Cola brought together eight Chinese artists and eight international musicians to develop a highly stylised aluminium contour bottle series, each paired with a companion song, called WE8 (West East 8).



"Today people expect more content and more detail about events as they happen. Through the IT infrastructure that Atos Origin has designed, built and operated during the Beijing 2008 Olympic Games, the competition results have been viewed and read by more people and on more channels than ever before. Atos Origin, our long-term partner, is the brains behind the IT operations for the Olympic Games, consistently delivering on schedule and within budget."

Jacques Rogge, President, International Olympic Committee

Atos Origin is one of the world's leading IT service companies. Its mission is to advance the performance of its clients by offering innovative solutions, in such key industries as telecoms and media, financial services, manufacturing and public sector. The Olympic spirit of "Passion for Excellence" and "Ultimate Performance" is an inspiration to more than 50,000 Atos Origin employees to deliver measurable business outcomes, wherever its clients are.

IT in Beijing

As the official IT Partner of the IOC, Atos Origin was in charge of one of the most spectacular IT projects in the world during the Beijing Games, featuring more than 4,000 experts, years of preparation and 200,000 hours of testing.

The company put years of accumulated experience into designing, operating and monitoring the entire technology infrastructure at Beijing 2008 – the most information intensive Games to date.




Beijing 2008



WEIGHTLIFTING

Women's 48 kg Group A
 BUAA Gymnasium
 10:00 Sat, 9 August 2008
 In Progress



Atos Origin 源讯
 2008年奥运会全球IT合作伙伴

	world record	noc	year	lift	olympic record	noc	year	lift	junior world record	noc	year	lift
snatch	YANG Lian	CHN	2006	98kg	Nurcan TAYLAN	TUR	2004	97kg	WANG Mingquan	CHN	2005	95kg
clean & jerk	CHEN Xiexia	CHN	2007	120kg	Wratthaworn AREE	THA	2004	115kg	WANG Mingquan	CHN	2005	119kg
total	YANG Lian	CHN	2006	217kg	Nurcan TAYLAN	TUR	2004	210kg	WANG Mingquan	CHN	2005	213kg

overall rank	group & lot	order	name	noc	age	body weight	entry total	snatch			clean & jerk			total	
								1	2	3	result	1	2		3
			CHEN Xiexia	CHN	25	47.46	210	80	85	90	113				
	A221	1	CHEN Xiexia	CHN	25	47.46	210	80	85	90	113				
	A38	-	Marzena KARPINSKA	POL	20	47.62	183	79	82	82	79	92			
	A77	-	Sibel OZKAN	TUR	20	47.60	200	86	88	88	88	108			
	A109	-	Karla MORENO	NCA	20	47.07	145	65	65	71	85	83			
	A118	-	IM Jyeunghwa	KOR	21	47.62	197	83	86	86	86	105			
	A162	-	CHEN Wei-Ling	TPE	26	47.11	190	84	87	87	84	95			
	A187	-	Marilou DOZOIS-PREVOST	CAN	22	47.75	163	73	76	76	76	90			
	A202	-	Mariou DOZOIS-PREVOST	CAN	22	47.67	195	85	86	85	85	109			
	A247	-	Pensiri LAOSIRIKUL	THA	24	47.62	180	77	80	80	80	90			
	A251	-	Misaki OSHIRO	JPN	22	47.35	195	80	82	82	80	105			
	A255	-	Hiromi MIYAKE	JPN	22	47.91	185	75	78	80	80	96			DNF
	A39	-	Melanie NOEL	FRA	22	47.91	185	75	78	80	80	96			DNF
	A102	-	Nurcan TAYLAN	TUR	24	47.84	195	84	84	84					
	A135	-	Prasiri BUNPHITHAK	THA	24	47.95	196	84	84	84					
		-	Genny Caterina PAGLIARO	ITA	19	47.85	190	82	82	82					

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- next
- refresh
- print
- help



Atos 
Origin
WORLDWIDE IT PARTNER



Atos Origin processed over one and a half million messages in competition data for media and news agencies all over the world, providing broadcasters with results in less than 0.3 seconds.

On a project of this scale, change management and change control were key. Atos Origin has successfully defined a methodology to analyse the impact of any change request. This allows it to control the evolution of the system and to minimise the risks when implementing any modification.

Atos Origin's information security solution filtered over 12 million IT security events each day during the Games, protecting all Olympic data systems with multiple layers of security monitoring and controls without a single impact on the Games.

All these activities have ensured integrity and high-speed delivery of multi-level data transmissions, which instantaneously benefited more than 340,000 Olympic Family members on-site, and further reached out to billions of readers and viewers around the world through mass media and communications.

Marketing Programmes

Atos Origin's association with the Olympic Games provides a remarkable marketing platform. Through various PR initiatives featuring Olympic themes, it has greatly enhanced its brand awareness worldwide. It has also taken tremendous pride in showcasing this project to existing and potential clients. And these visitors were always impressed, beginning years before the Games and continuing all the way through Games time.

Atos Origin brings the Olympic Games to the world through accurate and powerful transmission of information, as well as communicating the Olympic spirit from continent to continent, as it delivers the same service and quality to its clients worldwide.



"We are proud of our association with the Olympic Movement and applaud the leadership provided by Dr Rogge. Our partnership with the Olympic Games aligns with our global growth strategy by opening doors to new sales and marketing opportunities in all of the host countries. We saw enormous success with the Beijing 2008 Olympic Games, with contributions to 400 infrastructure projects and thousands of visitors at our Imagination Centre showcase on the Olympic Green."

Peter Foss, President of Olympic Sponsorship and Corporate Sales, GE

The Beijing 2008 Olympic Games were very successful for GE as the company exceeded its goals for the Beijing Games, with 400 infrastructure projects in and around Beijing that generated USD 700 million in revenues.

GE provided technology to support the Olympic Games, managing projects in all 37 official Beijing Games competition venues and 168 commercial buildings in and around Beijing. Several Olympic projects featured technological "firsts" for China, including:

- Filtration technology for safe drinking water for the hundreds of thousands of people who visited the National Stadium
- 73 electrical sub-stations to provide power at more than 50 Olympic Games venues
- Advanced baggage screening at the Beijing Capital International Airport, scanning thousands of pieces of luggage each day.

Additionally, GE supplied 120 wind turbines to the Zhangbei and Shangyi wind farms north of Beijing, which supplied sustainable energy to the Olympic Green area.







Imagination Centre

As part of GE's on-site marketing activation programme, the company built a 1,500-square metre structure called the Imagination Centre in the heart of the Olympic Green. The two-story, interactive experience provided a way for customers and consumers attending the Olympic Games to experience the brand.

Thousands of visitors toured the self-guided venue each day, including IOC President Jacques Rogge, Premier Gordon Campbell of British Columbia, Mayor of London Boris Johnson and London 2012 Chairman Sebastian Coe.

The Imagination Centre connected the five core Chinese elements of wood, fire, earth, metal and water with key technologies from GE businesses that contributed to building the infrastructure for the Beijing Games, including Energy, Water, Healthcare, Transportation and Lighting.

Following the Beijing Games, the Imagination Centre will be moved and installed in the lobby of the new GE-China headquarters building in Shanghai.

Marketing and Advertising Programmes

As an extension of its sponsorship, GE developed over 100 global sales incentive programmes targeting customers, consumers and its own sales force. The flagship programme, called the Decathlon Challenge, enrolled 34,000 GE salespeople worldwide. Through a simple digital framework, sales teams anywhere from Brazil to China were able to develop customised Olympic Games-themed sales incentive programmes for employees and distributors. Customisation options include measurement criteria, tools for ongoing communication with participants, and an online leader-board to keep participants updated on top performers and inspire healthy competition. All programmes to date have resulted in nearly USD 200 million in revenue growth in 2007 and 2008.



Johnson & Johnson

“Despite being a relative newcomer to the Olympic Movement, we were able to create a deep and meaningful connection with the people of China through our Pavilion with its Qin Terracotta Warrior exhibit, and with Olympians through our Hearts of Gold programme and support of the Polyclinic. The success of our individual businesses in every region of the world in reaching new patients and customers further adds to our delight with the Beijing 2008 Olympic Games.”

Owen Rankin, Vice President, Corporate Equity & Olympic Sponsorship, Johnson & Johnson

Johnson & Johnson’s support and expertise during the Beijing Games helped better the health and wellbeing of families and communities in China and around the world, support Olympic athletes and the Olympic Games medical staff, and celebrate and inspire extraordinary acts of caring by everyday people and athletes.

Olympic Games Pavilion

The centrepiece of Johnson & Johnson’s activities in Beijing was its Pavilion, which featured a series of special high-tech, multi-media exhibits that celebrated the spirit of caring and family values. Visitors also lined up for the rare opportunity to view an exhibit of five authentic Qin Shi Huang Terracotta Warriors.

Caring Heart Programme

Johnson & Johnson’s Caring Heart Contest was a search to identify and reward ten caring role models in China who better the lives of others. The winners were nominated and selected by the public and were



Johnson & Johnson

Johnson & Johnson
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rewarded with a trip to the Beijing 2008 Olympic Games to continue their caring work by inspiring Games-time volunteers. In Beijing, the winners participated in a special Wishing Tree dedication ceremony to send best wishes to the volunteers of the Beijing 2008 Olympic Games.

Hearts of Gold

Created exclusively for the athletes of the Beijing 2008 Olympic Games in collaboration with Right To Play, the Hearts of Gold programme was designed to inspire and enable athletes to live the values that define the Olympic Movement and to share them in real, meaningful ways. Athletes could join a medal grants programme, donate items for an auction, or apply for a fellowship with Right to Play. Johnson & Johnson also offered each Olympian a gift of twin Chinese-themed bracelets – one to wear and one to share, enabling every athlete to say “thank you” to someone who supported their journey to the Games.

Supporting Olympic athletes and medical staff

Several Johnson & Johnson companies supported the Polyclinic, which helped keep athletes, coaches and other members of the Olympic Family healthy during Games-time. Johnson & Johnson installed diagnostic and sterilisation equipment, supplied over-the-counter and prescription medicines, provided sports medicine products and offered health education and screenings. In addition, Johnson & Johnson companies around the world donated a range of products to National Olympic Committees.

The “Warrior and the Girl” Marionette Performance

As a tribute to the company’s partnership with the Qin Shi Huang Terracotta Army museum, Johnson & Johnson presented a one-of-a-kind performance at Millennium Monument Park during the Games. Larger than life marionettes standing almost seven metres tall told the story of a Terracotta Warrior brought to life by a young Chinese girl. This cultural performance demonstrated values of caring, peace and friendship for more than 30,000 visitors.



Kodak

“The Olympic Games captivate people everywhere and enable the world’s best athletes to showcase their talents. Dating back to the first modern Olympic Games in Athens in 1896, Kodak has been there to help capture and preserve the history, while also supporting the athletes. We’re proud to play that role again in Beijing.”

Antonio M. Perez, Kodak Chairman and Chief Executive Officer

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.

In Beijing, Kodak’s most advanced imaging technologies were employed to help create accreditation badges, provide on-site image-rich printing and publishing services, and support thousands of photojournalists capturing the action of the Olympic Games for news media worldwide. In addition, Kodak provided health imaging services to diagnose injuries to athletes. Kodak also enabled thousands of spectators to capture, share, and print their special Olympic memories.

Accreditation

Assisting with the Beijing Games’ security efforts, Kodak produced more than 1.2 million security badges and credentials required for the Olympic athletes, officials, volunteers and sponsors. Kodak provided digital cameras, photo printers, and technical support for all accreditation operations at 39 venues in Beijing and the co-host cities in China, ensuring safe and secure access to the Olympic venues.



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Yo

Kodak

pictures make great gifts

内印出照片

A photo kiosk with a yellow frame. The top part has a screen displaying the text "pictures make great gifts" and a small image of a photo. Below the screen is a Kodak printer. To the right of the printer, there is a vertical strip of printed photos. The kiosk is mounted on a yellow base with a circular icon of a mobile phone.





Kodak Image Centre

Kodak provided a 2,000-square metre facility located in the Main Press Centre, which serviced the needs of more than 1,500 professional photographers and news agencies with traditional and digital photographic products and services. Over six million images were acquired and digitised during the Beijing Games, enabling photographers and photo editors to share these memorable moments with editors, producers and audiences worldwide. Also at the Kodak Image Centre, Kodak produced a stunning variety of photo-books, postcards, newsletters and posters that captured images and information from each day's events for its clients.

Polyclinic

Kodak provided diagnostic digital imaging services for all athletes at the Beijing 2008 Olympic Games. The Beijing Organising Committee will donate the medical and dental imaging equipment used in the Polyclinic to local healthcare organisations after the Olympic Games.

Kodak Experience at the Olympic Green

To help Olympic Games spectators capture and share their precious Olympic memories with friends and family all over the world, Kodak created the Kodak Experience at the Olympic Green. Using Kodak Picture Kiosks, visitors to the Kodak Experience were able to preview, select and print their pictures with specially designed Olympic-themed borders to further enhance their pictures and create lasting souvenirs of their Olympic experience. Olympic fans could also be a part of the action by posing against an Olympic-themed backdrop and instantly have their picture printed, creating a truly unique memento of the Olympic Games. Personalised and customised items such as photo-books and postcards were also printed via a series of Kodak order stations to create lasting Olympic memories. Kodak also provided two retail shops: one each in the International Zone of the Athletes' Village located in Beijing and in Hong Kong. Athletes could find a broad variety of Kodak products, ranging from digital cameras, customisable photo output items, one-time-use cameras, batteries and photo memorabilia items.



lenovo

“The Beijing Olympic Games were a huge success for Lenovo, telling the world we are a global technology company that can creatively meet any challenge we face.”

Deepak Advani, Senior Vice President and Chief Marketing Officer, Lenovo

Lenovo, the exclusive computing equipment provider to Beijing 2008, implemented a multi-layered computing solution for the Games, consisting of more than 30,000 pieces of equipment and nearly 600 engineers.

Lenovo equipment performed without interruption throughout the 17-day event, supporting the delivery of results to fans and media around the world and helping to keep all aspects of the Games on track.

In terms of demand for computing power, the Beijing Games were without precedent. Lenovo provided computing solutions for 630 competitive events, 302 medal events, seven different event sites, 39 competition venues and 17 data centres. The solution included laptop and desktop PCs and monitors, touch screens, servers, desktop printers and the extensive Lenovo engineering team that kept all systems operational.

Technology Operations Centre

The headquarters for Lenovo’s core engineering team was the Technology Operations Centre (TOC) inside the massive Digital Building on the Olympic Green. From within the TOC, Lenovo engineers monitored all venues to make sure equipment was in place and operating correctly. Lenovo also maintained hundreds of servers in the Digital Building, responsible for handling hundreds of thousands of requests per second. During the Games, servers processed more than 23 million live queries. For an additional layer of redundancy, Lenovo also had fleets of engineers stationed at each venue.







i.lounges

Lenovo operated seven Internet lounges (i.lounges) for the Games, offering 260 PCs with broadband Internet access to athletes, coaches and the media. The i.lounges were hugely popular and together they enjoyed average daily traffic of about 3,000 visitors. Lenovo also broke new ground by offering PC Service Centres in the Main Press Centre (MPC) and Beijing International Media Centre (BIMC), where journalists could get their PCs fixed for free, regardless of what brand they were.

Marketing Programmes

Lenovo's comprehensive marketing approach for the Beijing 2008 Olympic Games included:

- Becoming the first Worldwide Partner in history to design the Olympic torch.
- The "Voices of the Olympic Games" website, where athletes could blog about their experiences throughout the Games, transforming the way that people connect with the Olympic Games.
- Creating a "store inside a store" at the Olympic Superstore, where the first licensed technology products at the Olympic Games were sold.
- Creating a city-wide presence in Beijing, with 175 billboards at the new international airport terminal, 500 buses wrapped in Lenovo advertising and 500 billboards throughout the city.
- Operating Lenovo's Showcase on the Olympic Green. Lenovo generated crowds with a combination of: the Lenovo-designed Olympic torch on display; exciting, interactive technology exhibits; and engaging performances by dancers, musicians, acrobats and other artists.
- Partnering with the Right to Play organisation, creating a global auction of Olympic Games sports memorabilia signed by athletes. All proceeds from the auction support Right to Play, in an example of the creative use of personal computing technology to support a good cause.



Manulife

“Manulife has a long history of supporting grass roots community projects in the areas in which it operates. The Olympic programme has given these projects an invaluable additional impetus. For us, it was about using this unique event – and the essence of the Olympic spirit – to engage and motivate staff, customers and agents.”

Robert A Cook, General Manager, Asia, Manulife

As the Life Insurance Partner of Beijing 2008, Manulife’s Olympic programme stretched 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”, 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.

Manulife “Olympic Games Smiles”

Manulife’s “Olympic Games Smiles” campaign aimed to improve the lives of underprivileged, sick and needy children throughout the Asia region. In China, for example, the 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 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.

In many countries and territories, Manulife has been able to successfully bring the above elements of its programme together to demonstrate how sports can inspire and make a difference to the lives of young

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people across Asia. For example, Manulife in Hong Kong teamed up with Sports Federation and Olympic Committee of Hong Kong, China, to launch a two-year scholarship programme designed to help ten of Hong Kong's athletes each year as they prepare for Olympic glory, totalling HKD 2 million. These athletes have worked with Manulife to help spread the Olympic values of friendship and dedication and the pursuit of excellence to school children across the territory, including up to 50 children attending a summer camp organised by the Manulife Centre for Children with Specific Learning Difficulties.

Team Manulife

Team Manulife was a team of athletes – both Olympians and Olympic hopefuls – who Manulife supported as they trained and competed for Olympic glory. In turn, they were a vital part of Manulife'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.

During Games time

Over 1,500 Manulife staff, agents and guests attended Manulife's Beijing 2008 Olympic Games programme. The programme honoured and rewarded the company's most successful staff and agents and showcased the company's support for the Olympic Games. Meanwhile, in each of the ten territories in Asia in which Manulife operate, its staff, agents and customers were getting in the spirit with a series of Olympic-themed events and community initiatives.

Post-Games time

Manulife's support in China has continued, even after the last Olympic spectator left the Bird's Nest. For example, Manulife is currently running a programme of thanks-giving events and providing career development support to many of the young people in China who were volunteers at Beijing 2008.



Chapter Four Sponsorship



“For the Beijing Games, McDonald’s brought people together like never before through multiple initiatives, making this our most comprehensive activation of the Games ever.”

Mary Dillon, McDonald’s Global Chief Marketing Officer

McDonald’s has been a proud supporter of the Olympic Movement for 40 years. The Beijing 2008 Olympic Games marked the largest Games in history, and McDonald’s celebrated as Worldwide Partner by feeding the athletes as well as the media and spectators the food they love on-site during the Games.

Official Restaurant

McDonald’s has served as Official Restaurant for seven consecutive Olympic Games. For Beijing, the company constructed four Olympic venue restaurants: one in the Olympic Village, which served more than 10,000 athletes a day; one at the Main Press Centre; and two for spectators on the Olympic Green. McDonald’s north retail restaurant on the Green was the largest freestanding McDonald’s in the world.

McDonald’s Champion Kids™

Beijing marked the debut of McDonald’s newest Olympic programme, McDonald’s Champion Kids, featuring Olympian Michael Phelps as Global Ambassador. More than 200 children from 40 countries experienced this once-in-a-lifetime journey, attending events, meeting athletes, visiting the Olympic Village and receiving their own gold medals from renowned Olympians. More than 100 kids were special correspondents who interviewed athletes and shared their Beijing experience with hometown news outlets.







McDonald's Olympic Champion Crew

In a long-standing tradition, the McDonald's Olympic Champion Crew represented the best of the best restaurant employees from across the globe. Beijing welcomed more than 1,400 employees who had the honour of feeding the world's best athletes, as well as coaches, officials, media and spectators at McDonald's four Olympic restaurants. At a special global press event, these crew members kicked off the Games with a Big Mac Building Competition. More than 200 media captured the spirit of friendly competition as teams received their first gold medals of the Games.

The Lost Ring

Created in collaboration with the IOC, The Lost Ring represented McDonald's first entry into the world of Alternate Reality Gaming (ARG) – an online social gaming genre popular with today's youth culture. The Lost Ring became the single largest global ARG ever with more than three million participants working together online in multiple languages and spanning 100 countries.

Marketing and Promotions

McDonald's created a global television commercial "The More We Get Together" that celebrated the spirit of bringing athletes together. In addition, McDonald's markets around the world featured special promotions and advertising to connect with customers.

Giving Back

McDonald's continued its legacy of giving back to the host country through a special donation by Ronald McDonald House Charities of 10 ambulances for children's hospitals in China's earthquake stricken Sichuan Province.



"Our partnership with Omega began in 1932 with the Olympic Games in Los Angeles, and the IOC has since come to rely on the unquestionable competence, enduring commitment and assured performance of its official timekeeper."

Jacques Rogge, President, International Olympic Committee

Omega has been providing essential timekeeping and data-handling services to the Olympic Games since 1932 and it continued its strong Olympic traditions for Beijing 2008, where it was the official timekeeper for the 23rd time.

Among the many improvements in the world of sports timekeeping that were on show in Beijing were high-speed cameras that recorded more than 2,000 images per second, while new timing, scoring and false-start systems were also in place.

In total, Omega handled the official timekeeping and data handling for 28 different sports at 37 competition venues. Its presence at the Games was certainly impressive, with a team of 450 on-site professionals from 19 different countries, over 420 tonnes of equipment, including 70 public scoreboards as well as 322 sport-specific scoreboards, 175km of cables and optical fibre, 65 TV generators and state-of-the-art timekeeping and data-handling technology.

As well as delivering competition details and results to judges, coaches and the public, Omega's Olympic sport expertise enabled it to develop and adapt its technology to the specialised timing and measuring requirements of each sport and discipline on the Olympic programme, underlining its importance to the successful staging of the Games.





OMEGA



Specialist Equipment

The specialist equipment provided by Omega included the company's Scan-O-Vision photo-finish systems, used in the Bird's Nest Stadium at the finish line of the athletics track to produce a definitive image within seconds of the end of races. Built-in sensors were also incorporated into athletes' starting blocks to detect false starts and to establish reaction times.

In the Water Cube, Omega installed its Swim Eight-O-Matic Timer – the world's first semi-automatic swimming timer – as well as touchpads at both ends of the pool to accurately measure the exact moment swimmers finished each race. Another new innovation for Beijing 2008 was Omega's "virtual record line", which gave television broadcasters the option of electronically superimposing a red line across the pool to display world record pace for that event.

Omega Pavilion

The Omega Pavilion was also impressive, with 2,500 square metres of floor space spread over two levels. It included a vast exhibition area featuring a display of the "Great Olympic Moments in Time" and expositions dedicated to Omega's timekeeping and innovative technology, as well the watchmaker's legacy of unique achievements and its enduring pioneering spirit. The Omega Pavilion's large, glamorous product showroom and retail outlet featured a broad range of the company's most intriguing watches and related products. The Pavilion was open to the public throughout both the Olympic Games and Paralympic Games, with an average of over 35,000 visitors per day.

Olympic Timepieces

Omega also incorporated its relationship with the Olympic Games into a number of its products, introducing a number of special watch models to commemorate the Games. The release of the Seamaster XXIX Limited Edition coincided with the beginning of the Games, with 88 of these extraordinary watches being released on each of the 17 days of competition.



Panasonic

“The Olympic Games is a sports festival that brings people together from all over the world – people with all kinds of different languages and customs. For us at Panasonic, nothing makes us happier than playing a role in this great event – being part of the passion and helping people all over the world enjoy it.”

Alex Nunoya, General Manager, Worldwide Olympic Marketing, Panasonic

Since the Calgary 1988 Olympic Winter Games, when Panasonic became an Official Worldwide Olympic Partner, the company has shared the passion of the world’s top athletes through its state-of-the-art audio and visual technologies.

The Beijing 2008 Olympic Games were the most ambitious yet – pushing the limits of technology from the field of play into the living rooms of millions of people around the globe.

Panasonic’s contribution at Beijing 2008 was greater than ever. The amount of audiovisual equipment that was delivered to all 37 venues in Beijing and the six other cities hosting Olympic events was the largest ever – 1.7 times greater in scale than the Athens 2004 Olympic Games.

The giant leaps in broadcasting technology made by Panasonic’s Professional AV Systems Business Unit meant that the Beijing 2008 Olympic Games were recorded and broadcast entirely in high definition (HD) format – a first in the history of the Olympic Games. Spectators and viewers at home were therefore able to watch the drama of the Games unfold in unparalleled clarity and focus, allowing them to witness every nuance of the athletes’ concentration and truly be able to share their passion.

Panasonic





激情共享 Sharing the Passion



Official Worldwide Olympic Partner

 **Panasonic**

奥运会全球正式合作伙伴





Broadcast Equipment

The broadcasting equipment provided by Panasonic at the Beijing 2008 Olympic Games included 250 Studio VTR recording devices, 100 camcorders and 1,500 monitors. Panasonic's professional edit controllers and digital AV mixers at the International Broadcast Centre (IBC) also facilitated live broadcasts and highlights packages for the world's broadcasters, enabling glorious images to be seen across the globe.

ASTROVISION and RAMSA

Panasonic has provided ASTROVISION (large screen display system) technology to the Olympic Games since Los Angeles 1984, when it was solely used to bring sporting action to the crowd in the stadium. In Beijing, Panasonic supplied 25 ASTROVISION large screen display systems in 18 venues. In the Bird's Nest Stadium, gigantic twin LED screens were installed, each with a display area of 152 square metres.

Panasonic also enhanced the sound experience for Beijing 2008 by installing 284 RAMSA (Research for Advanced Music Sound and Acoustics) professional audio systems at 41 venues. Lighter and more powerful than ever, these included 449 units of the all-weather, high definition WS-LA3 large format array loudspeakers, 264 of which were installed at the Bird's Nest. These were designed especially for the Beijing Games, allowing crowds at the back of large stadiums to enjoy the same sound performance as those at the front.

World Wide Fan Wave

Panasonic also recruited Olympic supporters from around the world to join in the fun by taking part in a giant online wave. The "World Wide Wave" invited fans to show their excitement by submitting a video of themselves doing a solo wave. Each individual wave was then uploaded to a global web video, creating a giant virtual wave that gave every fan a seat at the Games, from which they shared their passion with the world.



SAMSUNG

“Samsung’s experience in sponsoring previous Olympic Games and its leading technologies in wireless communications makes it an indispensable part of a successful Beijing 2008 Olympic Games.”

Mme. Yuan Bin, Director, BOCOG Marketing

Samsung has been involved with the Olympic Movement since it was a local sponsor for the Seoul 1988 Olympic Games. In 1998 the company became the Worldwide Partner in the wireless communications equipment category and has maintained that role ever since, providing wireless technology and innovation to support the success of the Beijing 2008 Olympic Games.

OR@S (Olympic Rendezvous @ Samsung)

Debuting at the Sydney 2000 Olympic Games, the OR@S Pavilion has become a popular and engaging venue for Olympic and Paralympic athletes and fans. This year, the OR@S had a special focus on sustainable architecture, energy-efficient building systems, and accessibility for the disabled, taking an environmentally-friendly design approach using recyclable and natural materials.

The OR@S, the centre of Samsung’s on-site Beijing 2008 activities, became an Olympic hotspot, attracting over 700,000 visitors on the Green during the Beijing 2008 Olympic Games. The OR@S was a must-see attraction for spectators and fans with a wave of celebrity visits, appearances by medal-winning athletes and entertainment staged every night, including bands from five continents performing at the outdoor plaza of the pavilion. Over 5,000 athletes, their families and friends visited the OR@S Athletes Centre, and participated in the “Share the Experience” programme, which provided athletes with free phone calls to keep in touch with their friends and family.

SAMSUNG

与三星一起看世界

2008三星爱之光行动开始,帮助白内障患者
进行复明手术,让光明撒满人间。

三星 **爱之光** 行动

S60310

沪A B4707

携手三星
梦圆奥运

SAMSUNG Anycall

Anycall

三星
TOUCH
F488E
奥运手机



SAMSUNG





Part of the Olympic Dream

Samsung endeavours to share the spirit of the Games throughout its Olympic activities. As part of its commitment to enabling as many people as possible to be part of the Olympic dream, Samsung invited partners and recipients from its Corporate Social Responsibility (CSR) initiatives throughout rural China to visit the OR@S and participate in the Beijing 2008 Olympic Games.

Throughout the Games, Samsung arranged visits to the Olympic Green for representatives of its key corporate citizenship programmes, including students and teachers from Samsung's Anycall Hope Schools, recipients of Samsung's Vision Recovery programme, and villagers from its One Heart One Village project.

Wireless Technology

Starting with the Athens 2004 Olympic Games, Samsung has enhanced the value of the Olympic Games by redefining how major sporting events are managed and providing vital Games information through its revolutionary Wireless Olympic Works (WOW) technology. For Beijing 2008, Samsung introduced personalised and more user-friendly WOW solutions, as well as other advanced wireless technology and capabilities to power the Olympic and Paralympic Games, enabling seamless communication among Olympic VIPs, delegates, and staff.

Samsung's devices, combined with its revolutionary WOW system, connected thousands of people, places and moments, and enabled the Beijing Organising Committee to stage one of the most state-of-the-art and innovative Games in history.



“For Visa, the Beijing 2008 Olympic Games had a positive impact on our brand and products, provided an opportunity to expand our presence in an important emerging market and resulted in a high-level of activation among financial institutions and merchant clients.”

Kevin Burke, Head of Global Consumer Marketing, Visa Inc.

Visa has been a proud sponsor of the Olympic Games since 1986 and served as the exclusive payment card of the Beijing 2008 Olympic Games. Visa developed and executed integrated marketing campaigns in each region in which the company is active, promoting the values of Olympic athletes and ideals through advertising, mobile content and interactive online tactics.

Visa Promotions

Visa worked with more than 380 of its financial institution customers in 66 countries to offer Visa cardholders the opportunity to win a trip to the Olympic Games. In Asia Pacific alone, 3,000 Visa cardholders and their partners – a total of 6,000 people – won travel and/or event packages to the Olympic Games in the region’s “Win a Trip to the Games” cardholder promotions. Visa also worked with retail partners in 31 countries to help them generate business and excitement among their customers.

Team Visa

Visa sponsors both national Olympic teams and individual Olympic and Paralympic athletes in many countries around the world. Through its Team Visa programme, Visa has assisted hundreds of Olympic

北京



Beijing 2008



VISA
WORLDWIDE
PARTNER



Beijing 2008



VISA

全球合作伙伴

奥运会唯一正式用卡

WE ARE PROUD TO
ACCEPT ONLY VISA



athletes, providing financial assistance, marketing support and creating mentoring relationships between athletes. In Beijing, Team Visa athletes amassed a total of 29 Olympic medals (15 gold, nine silver, five bronze). Visa celebrated the achievements of longstanding Team Visa athlete Michael Phelps with a post-Games tour and a series of congratulatory advertisements as part of its “Go World” campaign.

Visa and Tourism

Visa partnered with BOCOG, China National Tourism Administration (CNTA), the Beijing Tourism Administration (BTA) and the Pacific Asia Travel Association (PATA) to help develop China’s payment infrastructure and tourism interest among key destinations in the run-up to the Games. To enhance the tourist experience at the Games in Beijing, Visa and the Beijing Tourism Administration launched a “Best Merchants in Beijing” programme aimed at encouraging merchants at numerous tourist attractions in Beijing to accept international payment cards. Visa also worked with the BTA and the Beijing Youth League to create and operate 55 off-site information kiosks for guests at the Games.

Visa ATMs and POS Network

Working with national Olympic sponsor Bank of China prior to the Games, Visa 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 installed more than 90,000 ATMs and signed up some 216,000 merchant locations throughout China to help prepare for the influx of visitors.

Visa “Olympics of the Imagination”

The Visa “Olympics of the Imagination” programme allowed children aged 10-14 to learn about the Olympic Movement while participating in an international art competition that further engendered the Olympic spirit. As a reward, the winners attended the Olympic Games as guests of Visa. The children’s art was featured in an exhibit at Lakeside Square in Beijing’s Chaoyang Park throughout the Games.



Chapter Four Sponsorship

Beijing 2008 Domestic Sponsors

In addition to the global TOP Programme, the Games were also supported by a domestic sponsorship programme, which grants marketing rights within the host country. The Beijing 2008 sponsorship programme proved to be a phenomenal success in the Chinese market, consisting of three tiers of support: Beijing 2008 Partners, Beijing 2008 Sponsors and Beijing 2008 Suppliers (Exclusive/Co-exclusive).

The domestic sponsorship programme provided significant support to the specific operational needs of BOCOG during the planning and staging of the Games, while also supporting the host nation's National Olympic Committee and Olympic team. It also offered companies the chance to build relationships with clients and customers, demonstrate their national pride and enhance their brand equity within China.

Examples of the Beijing 2008 Domestic Sponsorship Programme

adidas

adidas was the Official Sportswear Partner of the Beijing 2008 Olympic Games, supplying sportswear to all volunteers, technical officials and BOCOG staff. The company launched a marketing campaign in China, entitled "Together in 2008, Impossible is Nothing", to rally the Chinese public around the Olympic Games and spark passion for both sport and the country itself. adidas also opened its largest retail store in the world in Beijing, "The adidas Brand Centre", one month before the Games started.

"adidas was proud to have been a part of this historic Games through our BOCOG Partnership and our support of more than 3,000 athletes, 214 Federations and 16 NOCs competing in Beijing. Our integrated marketing campaign and licensing programme led adidas to our most successful Olympic Games ever and to attaining market leadership in China."

Erica Kerner, Global Olympic Director, adidas



北京 2008 年奥运会合作伙伴

2008.adidas.com

王府井小吃街

五一

旗官水面代海江
人廷羊引大真

中国
两虎



Beijing 2008



中国移动通信
CHINA MOBILE

北京2008年奥运会合作伙伴
Partner of the Beijing 2008 Olympic Games





Air China

Air China was the passenger air transport sponsor of the Beijing 2008 Olympic Games. The company raised awareness of the Games through on-board announcements, promotional campaigns and marketing activations at airports throughout the country. Air China also repainted a number of its aircraft with the Beijing 2008 mascots and other Olympic imagery. From an operational perspective, Air China provided the aircraft that carried the Olympic flame to all five continents as part of the Beijing 2008 international Torch Relay and ensured smooth transport links for athletes, officials, journalists and other members of the Olympic Family between Beijing and the six co-host cities.

Bank of China

Working with TOP sponsor Visa, the Bank of China issued a number of Olympic-related products, including the BOC Visa Credit Card, which featured the Games emblem and was available in the five different colours of the Olympic rings. The two parties also cooperated in optimising payment facilities at Olympic venues, building a convenient and secure payment platform for Beijing 2008.

China Mobile

China Mobile provided mobile communications networks and services to the Beijing 2008 Olympic Games. During the Opening Ceremony alone, the number of mobile subscribers who used their cell-phones in or around the stadium was 250,000 – nearly double the number of users during the Athens 2004 Opening Ceremony, and the peak number of calls made using China Mobile’s network in the Bird’s Nest Stadium and the Olympic central area reached over 110,000 each hour.



Chapter Four Sponsorship

China Netcom (CNC)

China Netcom was the fixed telecoms provider at the Games. The company provided the network to allow for smooth communications services across all venues in Beijing and the co-host cities. CNC delivered broadband internet facilities to the Olympic Family and in particular to the thousands of journalists in the Main Press Centre and the International Broadcast Centre.

CNPC

As the sponsor in the category of natural gas and crude oil, CNPC was able to raise the profile and awareness of the company, particularly on a business-to-business level, through the sponsorship of the Beijing 2008 Olympic Games.

PICC

PICC was the official property and casualty insurance partner of Beijing 2008. In the run-up to the Games, the company ran an Olympic-themed competition for its policy holders, enabling its customers to win tickets for events and ceremonies. During the Games, the PICC Olympic Exhibition Centre featured brand and product exhibitions as well as a variety of interactive and art performances, attracting over 120,000 visitors.

Sinopec

Sinopec was the sponsor in the category of petrochemicals, lubricants and petrol stations. The petrol stations ran a number of nation-wide promotional activities, including an Olympic-themed bumper sticker that was highly visible throughout Beijing. Sinopec also played a key operational role in servicing the fleet of vehicles and ensuring an effective transportation system.



CNC
中国网通



CNC
中国网通





Chapter Four Sponsorship

State Grid Corporation

As China's primary energy utility company, State Grid has an unparalleled sales network across the country. State Grid's promotional activities for the Beijing 2008 Olympic Games were thereby able to reach a very large number of people in towns and villages throughout China. On a corporate level, State Grid was an active participant in the Beijing 2008 Partners Club, a forum alternately hosted by BOCOG and one of the partners to encourage co-operation and exchange of experiences between sponsors, and used this opportunity to promote the values of corporate social responsibility among the Games sponsors.

Volkswagen

As the exclusive automotive partner of the Beijing 2008 Olympic Games and the supplier of the mainland segment of the Torch Relay, Volkswagen provided 5,000 Olympic official vehicles to be used for transporting athletes and VIPs, while its technicians and staff provided repair and maintenance services for the vehicles during the Games. Volkswagen also presented an Olympic Pavilion on the Olympic Green, showcasing the company's expertise in the automotive industry, China's development and the Olympic Movement.

"The BOCOG marketing programme was a remarkable success. I think marketing should have two inseparable sides, like a coin. One side is the investment of sponsors and the other is their return. We attached great importance to both elements during the whole process and as a result provided a powerful marketing platform for our sponsors."

Mme. Yuan Bin, Director, BOCOG Marketing



Beijing 2008 Partners



Beijing 2008 Sponsors



Beijing 2008 Exclusive Suppliers





Chapter Five Ticketing





届奥林匹克运动会开
ning Ceremony of The XXIX Olymp

年 / YEAR

月 / MONTH 日 / DAY

时间 /

2008/08/08/20

奥林匹克大家庭
Olympic



Chapter Five Ticketing

“The Beijing 2008 Olympic Games ticket sales programme was a huge success, with phenomenal demand both here in China and around the world.”

Rong Jun, Deputy Director, BOCOG Ticketing Centre

Beijing 2008 Ticketing Programme

Throughout the Beijing 2008 Olympic Games, spectators were treated to some of the most memorable moments in Olympic history – in some of the most spectacular venues ever constructed for the Games.

The primary goal of any Olympic ticketing programme is to give as many people as possible the chance to experience the Olympic Games. Beijing 2008 saw an unprecedented percentage of tickets being sold, as spectators flocked to events to witness the unique spectacle of the Games.

In total, 6.8 million tickets were made available for Beijing 2008 – 1.5 million more than Athens – in impressive venues such as the Bird’s Nest stadium and the Water Cube, and other venues in Qinhuangdao, Shanghai, Shenyang, Tianjin, Qingdao and Hong Kong.

- Of the 6.8 million tickets that were available, more than 6.5 million were sold.
- Incredibly, over 99% of the tickets were sold for Olympic events held within Beijing, far exceeding the previous record of 92.4% that had been set at the Sydney 2000 Olympic Games for events held within Sydney.
- Including the co-host cities for the football, equestrian and sailing events, 95.6% of Beijing 2008 tickets were sold overall.





Chapter Five Ticketing

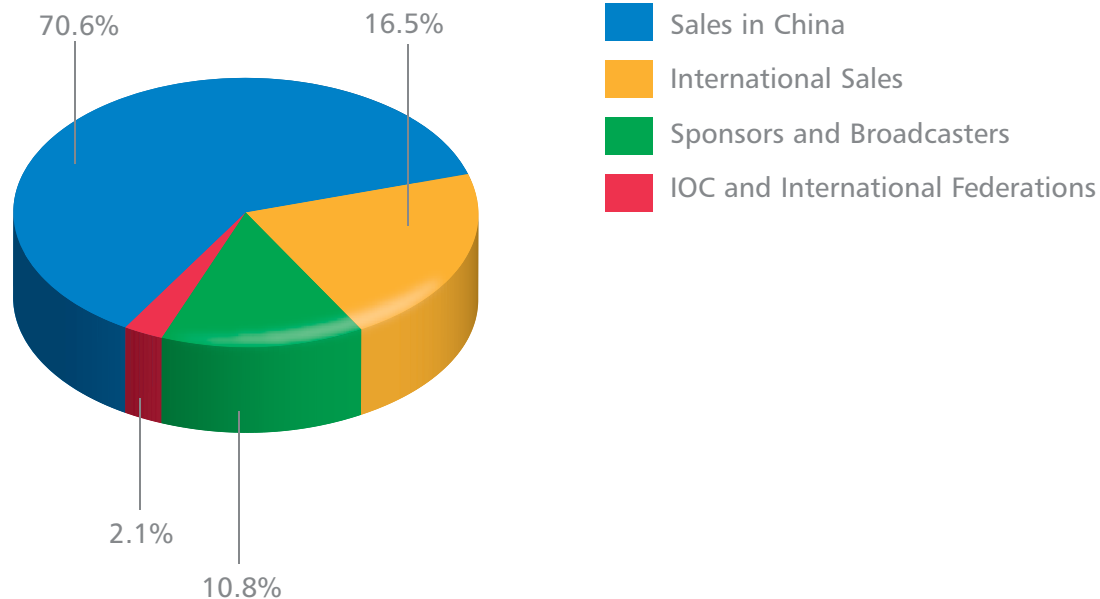
Sales Process

The ticketing programme for Beijing 2008 was managed by BOCOG, with the support of the IOC. Tickets were sold using a lottery process, attributing tickets to people who had previously applied.

In China, BOCOG appointed Gehua Ticketmaster to manage the technology and operations necessary for the sales process. Tickets were sold online through a dedicated website, at 1,000 branches of the Bank of China and at 45 venue box offices.

Internationally, each National Olympic Committee (NOC) was responsible for the sales process within its respective territory. NOCs could fulfil this directly or choose to use the services of an official Ticket Sales Agent to manage the promotion, sale and distribution of tickets.

Beijing 2008 Ticket Distribution





Ticket Prices

In order to allow as many people as possible to experience the Games, the ticketing programme set ticket prices at an affordable level – the average price of a ticket to a Beijing 2008 Olympic sporting event was just USD 23.

Ticket Prices

- 14% of the tickets were priced between USD 0.75 and USD 1.50
- 31% of the tickets were priced between USD 3 and USD 12
- 50% of the tickets were priced between USD 15 and USD 75
- 5% of the tickets were priced between USD 90 and USD 150

Top 10 sports by number of sellable tickets available

● Football	1,777,209
● Athletics	1,098,794
● Basketball	417,853
● Volleyball	396,354
● Hockey	285,195
● Handball	227,305
● Baseball	217,208
● Gymnastics	211,497
● Beach Volleyball	209,286
● Equestrian	195,852

第29届奥林匹克运动会 Games of the XXXI Olympiad

日期 / 时间
2008年8月
09:00

Date / Time
Aug. 2008

16 09:00 A12

区	层	通道	排	座席
Sector	Tier	Aisle	Row	Seat
J	2	239	23	6



国家体育场
National Stadium

100 RMB B ENSAT161
32-26056 24-JUL-08 25:29 852013

田径
Athletics



Anti-Counterfeit Measures

To ensure safety and prevent fraud, state-of-the-art anti-counterfeit technologies were used in the tickets for Beijing 2008, including embedded electronic RFID chips.

Olympic Sponsor Support

A number of Olympic sponsors also contributed to the success of the Beijing 2008 Ticketing Programme.

- Visa provided and operated the payment systems for the purchase of Beijing 2008 tickets.
- The Bank of China promoted and sold Beijing 2008 tickets at 1,000 bank branches.
- Gehua Ticketmaster offered Beijing 2008 tickets online and at 47 retail points of sale.

Beijing 2008 Ticket Figures

- Number of tickets available: 6.8m
- Number of tickets sold: 6.5m
- Percentage of tickets sold: 95.6%
- Average ticket price: USD 23





Chapter Six Licensing



Beijing 2008
THE OLYMPIC GAMES



“The Beijing 2008 licensing programme offered a wide selection of Olympic Games souvenirs and mementoes. It really caught the imagination of Olympic fans, both in the host country and around the world, and was a great success.”

Timo Lumme, Director, IOC Television and Marketing Services

Beijing 2008 Licensing Programme

Long before an Olympic Games begins, the official licensing programme is pivotal in helping to build excitement in the host country, and around the world, by releasing merchandise and souvenirs that feature the Olympic marks and the Games emblem, which project the host city’s message onto the world stage and promote the Olympic brand.

Licensing programmes also help express the culture of the host country. Beijing 2008 used an appealing blend of traditional designs to shape a unique image for the Games that was instantly recognisable as being Chinese and also unmistakably part of an Olympic tradition.

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 long queues of excited Olympic fans that stretched outside the Olympic Superstore each day during the Games were a clear illustration of the huge demand for official licensed products.

The programme was managed by BOCOG, under the direction of the IOC, and included pins, apparel and accessories, toys, precious metals, stationery, handicrafts, textiles, bags, umbrellas, flags, jewellery and ceramics. Many of the products carried the image of the five official mascots, collectively known as the “Fuwa”.





Chapter Six Licensing

Numismatic and Philatelic Programmes

In addition to the merchandise that was available, there were also philatelic and numismatic programmes. The philatelic programme was developed and implemented with China Post. Beginning in 2005, five sets of commemorative stamps and hundreds of philatelic products were issued, using the themes of the official Beijing 2008 emblem, the Fuwa mascots, Olympic sports, competition venues and the Torch Relay.

The numismatic programme was developed and implemented with the People's Bank of China and began in 2006. It incorporated eight circulating coins and one circulating banknote – the first time an Olympic banknote had been issued – while three sets of precious metal commemorative coins were also released.

DVDs and Video Games

Not only were the Opening and Closing Ceremonies released on a DVD, but DVDs of the official mascot cartoons were also released to showcase the cartoon industry of China and bring the Games mascots to a younger audience.

For the first time ever, two iconic video game characters were also brought together on a single platform to compete at the Olympic Games – Sonic the Hedgehog and Mario. The game – “Sonic and Mario at the Olympic Games” – proved to be a bestseller in many markets around the world and brought the Olympic values to the living rooms of millions of Olympic fans.

Olympic Expo

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. Popular with visitors and collectors alike, items from previous editions of the Games were displayed with historical stamp, torch and poster exhibitions and the first IOC-sanctioned Olympic Memorabilia auction.



Licensing Facts

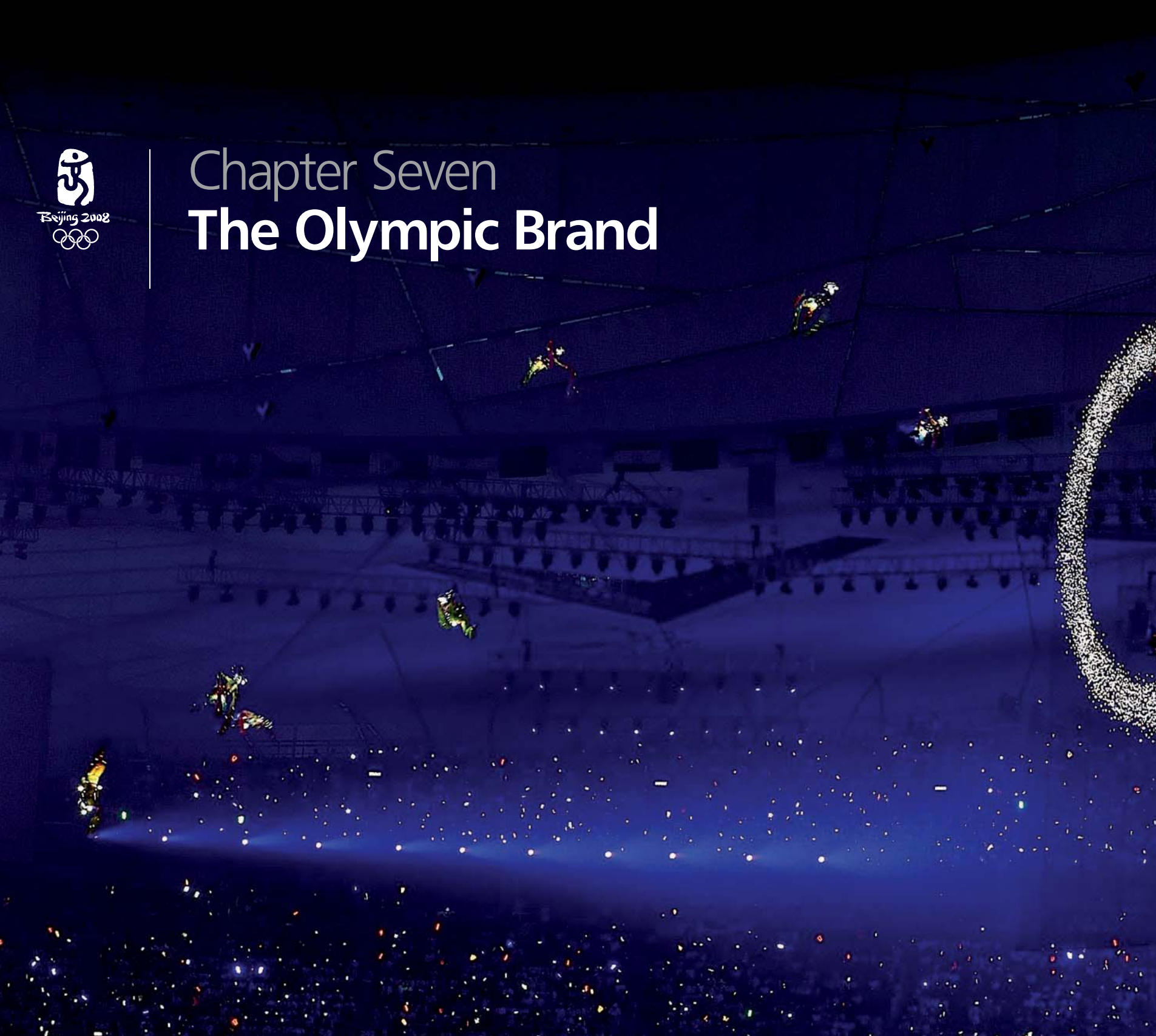
- Official licensees: 68
- Product categories: 13
- Products available: 8,000
- Total products sold globally: To date over 64 million pieces
- Total customers: To date over 20 million
- Total royalty revenue: Over USD 100 million
- 3,100 retail stores and counters opened in mainland China
- 1,000sqm flagship store in downtown Beijing
- 3,000sqm Games-time superstore on the Olympic Green
- Retail stores open at every competition venue





Chapter Seven

The Olympic Brand



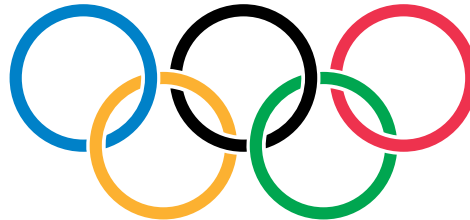




Chapter Seven The Olympic Brand

“These five rings – blue, yellow, black, green and red – represent the five parts of the world now encompassed by Olympism and ready to compete against each other.”

Baron Pierre de Coubertin



The Olympic Brand

The Olympic rings, designed by Pierre de Coubertin almost a century ago, are the most widely recognised symbol of the Olympic Games and one of the most well-known symbols in the world. As such, they form the foundation of the Olympic brand.

Embodied in the spirit of the Games and the excellence of the Olympic athletes, the Olympic brand is confirmed in the thoughts, perceptions and feelings of people around the world.

The most obvious manifestation of the Olympic brand is the Olympic Games themselves. They are the pinnacle of all sports events yet are more than simply a sports event. They are based on positive universal values, all of which give the Olympic brand its unique and powerful identity.

Proprietary research conducted by the IOC in various markets around the world since 1996, and carried out before, during and after the Beijing Games, has confirmed that the Olympic Games continue to enjoy extraordinarily high appeal and awareness ratings among consumers globally.





Chapter Seven The Olympic Brand

The Three Themes of the Olympic Brand

The essence of the Olympic brand consists of three essential pillars: Striving for Success, which is founded upon the ideals inherent in sport; Celebration of Community, which defines the Olympic Games as a global festival; and Positive Human Values, which is composed of the attributes that fulfil our understanding of, and aspiration to, universal ideals.

These three pillars support a powerful, emotive brand that transcends sport and resonates strongly with people of all ages and cultures from around the world.

From the core of the Olympic brand, three communication platforms emerge: Excellence, Friendship and Respect.

Excellence: The Olympic Games offer examples of the pinnacle of sporting achievement, inspiring us to strive to do, and be, our best in our daily lives.

Friendship: The Olympic Games provide examples of how humanity can overcome political, economic, religious and racial prejudices and forge friendships in spite of these differences.

Respect: The Olympic Games present examples of the profound meaning of “respect”, as a life lesson for humanity, including respect for yourself, respect for others and respect for the rules.

The Enduring Olympic Ideals

Today, the Olympic brand’s core attributes are still based on the Fundamental Principles of Olympism, established more than a century ago in The Olympic Charter. This is testament to the endurance of the Olympic values and to the timelessness of the philosophy of Olympism. It is also evidence of the power of the Olympic Games and the Olympic athletes who embody and convey a universal promise to inspire generation after generation.



The Beijing 2008 Brand

The Emblem

Based on a traditional Chinese seal, the “Dancing Beijing” emblem was unveiled at an impressive ceremony at Beijing’s historic Temple of Heaven in 2003, forming the first element of the Beijing 2008 brand.

Drawing on a number of Chinese cultural elements – including the prominent use of the colour red, which symbolises luck – the emblem shows a stylised figure reminiscent of the Chinese character “jing”, meaning capital. The figure’s outstretched arms represent Beijing’s hospitality and the city’s invitation to the world to come and experience China’s unique culture.



“Your new emblem immediately conveys the awesome beauty and power of China which are embodied in your heritage and your people.”

Jacques Rogge, President, International Olympic Committee

The Look of the Games

Each edition of the Olympic Games has its own individual “look”, creating a recognisable identity which reflects the culture of the host city and host country. The look of Beijing 2008 was based on a distinctly Chinese style, with the “Lucky Cloud” design used as the core graphical element. The lucky clouds mean blessings and harmony in Chinese mythology. During the Games, the look was visible throughout Beijing, with over 40,000 colourful banners displayed around the city and on over 6,000 Olympic Family vehicles. It could also be seen at other Olympic venues around China and on the official Games website.





The Theme

The simple yet powerful theme of Beijing 2008, “One World, One Dream”, was chosen from over 300,000 entries that were submitted from all over the world – the first time an international competition had been used to create a Games theme.

The “One World, One Dream” theme reflects the Olympic values of unity, friendship, progress, harmony and participation and calls upon the whole world to strive for a better future for humankind.

The Mascots

Beijing 2008 had five official mascots, collectively known as the “Fuwa”, which helped carry the message of friendship and peace. Four of the Fuwa represented China’s most popular animals – the fish, the panda, the Tibetan antelope and the swallow – while the fifth symbolised the Olympic flame. Their colours, meanwhile, were taken from the five colours used in the Olympic rings.

Each Fuwa was given a rhyming two-syllable name, a traditional way of expressing affection for children in China: Beibei the fish, Jingjing the panda, Huanhuan the Olympic flame, Yingying the Tibetan antelope and Nini the swallow. When the first syllables of their names are said together – Bei Jing Huan Ying Ni – they say, “Welcome to Beijing” in Mandarin.

The Olympic Torch

The Beijing Olympic torch – designed by TOP Partner, Lenovo – incorporated a number of strong Chinese characteristics. Based on the shape of traditional scrolls, the sleek, modern design also featured clouds, which are intimately associated with Chinese culture. The striking colouring of deep red and bright silver also symbolised a fusion of traditional Chinese art and contemporary design.

The torch’s scroll concept was also prominent in the design of the Olympic cauldron, which was lit in spectacular fashion during the Opening Ceremony.



Chapter Seven The Olympic Brand

The Olympic Medals

The striking medals of the Beijing 2008 Olympic Games incorporated a traditional Chinese “bi” jade disc, inscribed with a dragon pattern, into their design – the first time jade had been used in an Olympic medal. On the front, the medals adopted the traditional design prescribed by the IOC, reflecting the Greek goddess of victory. On the reverse side, the Beijing Games emblem was engraved in the metal centrepiece.

“These exquisite medals represent the ultimate expression of athletic achievement. The unique design represents the ambition of the Beijing Olympic Games.”

Jiang Xiaoyu, Vice President, BOCOG

The Sports Pictograms

The Beijing 2008 sports pictograms succeeded in reflecting the unique culture, tradition and history of Chinese art and calligraphy. Like the Games emblem, they were based on a traditional Chinese seal and integrated the look of ancient bone and bronze inscriptions into their design.

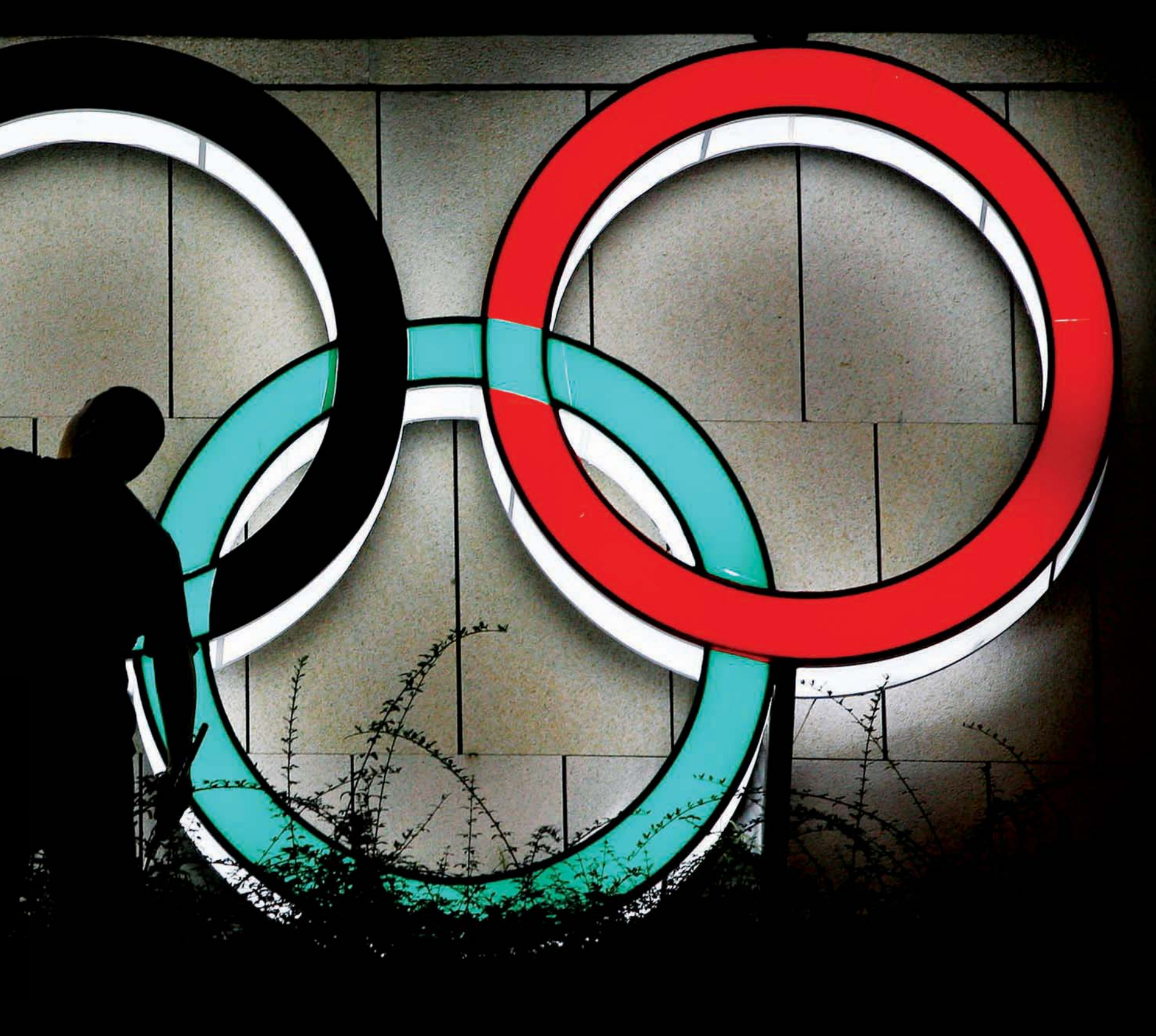






Chapter Eight

Protecting the Olympic Brand





Chapter Eight Brand Protection

When Pierre de Coubertin first sketched the five interlocking rings that make up the Olympic emblem over 100 years ago, it is unlikely he would have been able to anticipate that they would go on to become one of the most recognised symbols in the world.

The rings now represent the Olympic brand and, as such, symbolise the many principles and traditions that are associated with the Olympic Games. It is vital that the Olympic Movement and its partners work to protect and uphold their intrinsic values.

The Olympic Movement therefore implements a number of strategies and programmes to maintain the value of the rings, preserve and enhance the Olympic brand, and protect the exclusive marketing rights that are granted to the Olympic partners.

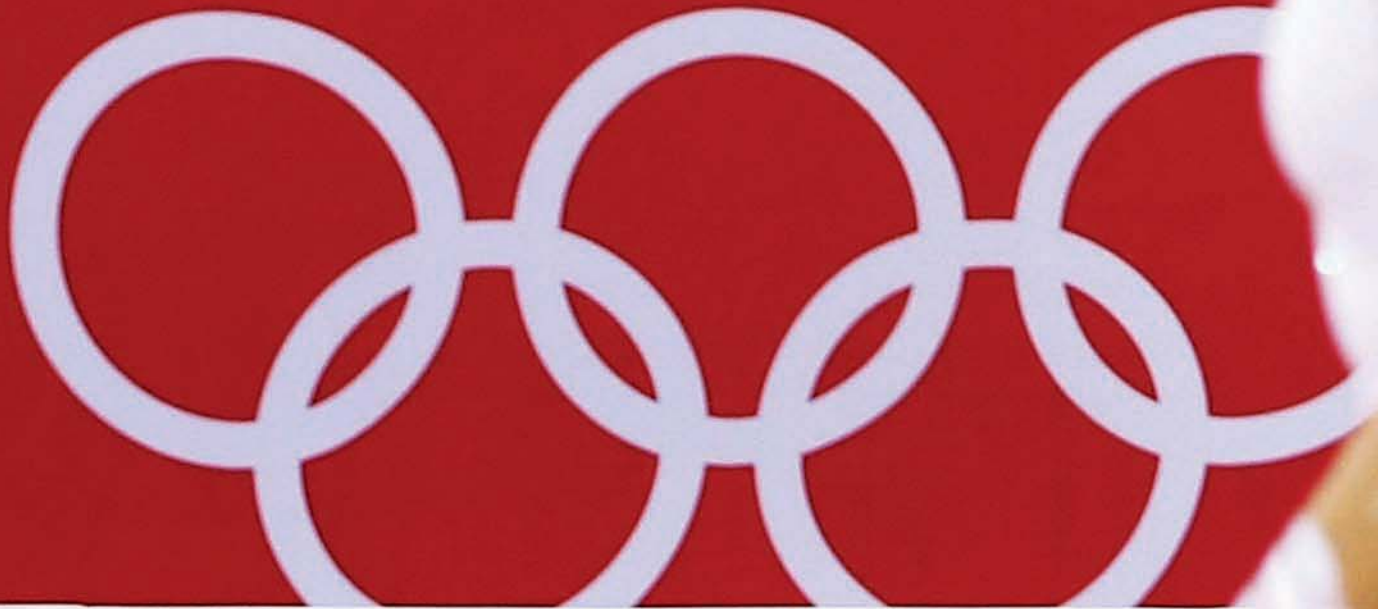
The Beijing 2008 Brand Protection Programme

For Beijing 2008, the IOC and BOCOG worked closely together to develop a robust brand protection programme. While the IOC was responsible for overseeing the programme as a whole, BOCOG was tasked with managing all domestic brand protection issues, such as counterfeit merchandise, ambush marketing and maintaining a clean field of play.

Within China, several State Authorities, including the State Administration for Industry and Commerce and the National Copyright Association of China (NCAC), supported by government legislation, helped implement the programme. On a global level, National Olympic Committees and various third parties also assisted and advised both the IOC and BOCOG in their efforts.

“The Beijing Games had one of the most faultless brand protection regimes ever.”

Timo Lumme, IOC Director of Television and Marketing Services





Chapter Eight Brand Protection

Clean Field of Play

The IOC's unique clean-field-of-play policy for the Olympic Games sets it apart from every other major sporting event in the world. By not allowing any commercial branding to appear on the field of play, the emphasis is placed on sport, thus strengthening and protecting the value of the Olympic brand even further.

As part of its efforts to maintain a clean field of play, the IOC worked closely with BOCOG in the build-up to the Games to educate it on branding policies and the necessary measures to ensure compliance. Brand protection teams toured each of the venues prior to the start of the Games, while specially trained venue managers and Olympic volunteers were on hand to maintain branding compliance during the Games.

Olympic Marks Approval

As part of their exclusive relationship with the Olympic Movement, Olympic partners are allowed to communicate their association with the Olympic brand through the use of Olympic marks and imagery. All uses, however, must adhere to established standards in order to protect the Olympic brand and ensure the value of Olympic association for all Olympic partners.

The IOC and the Organising Committees ensure compliance with these guidelines by reviewing all materials, executions and communications of Olympic sponsors and broadcasters that include Olympic references, imagery or marks. In total, over 11,000 Beijing-related approvals were processed in the run-up to the Games.

Counterfeit Merchandise

In addition to working with the local authorities to ensure that only licensed Beijing 2008 products were being sold, each individual item carried an anti-counterfeit label, while only licensed stores – whose operations were certified by BOCOG – were allowed to sell the official products.



Anti-Ambush Campaign

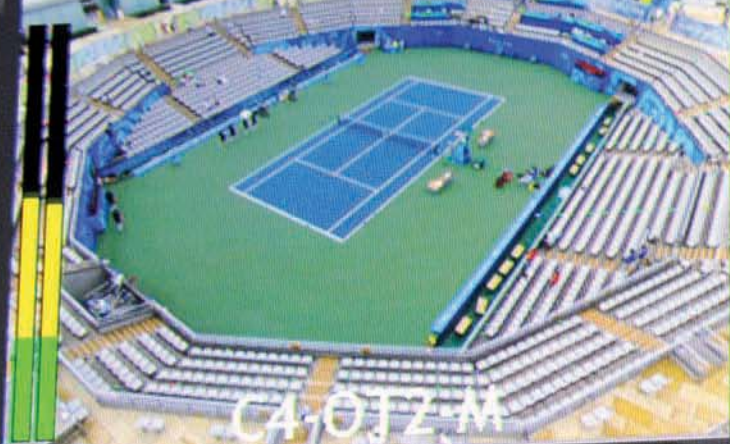
Ambush marketing refers to any attempt by non-Olympic sponsors to create an unauthorised association with the Games. Only official sponsors, licensees and government partners of the Olympic Movement are allowed to suggest such an affiliation, so an anti-ambush campaign was initiated to protect the Olympic brand and the rights of official partners.

Following its successful launch in the run-up to the Turin 2006 Winter Games, an anti-ambush kit developed by the IOC was again distributed to NOCs, providing guidance on local implementation of the campaign.

Produced in English, French and Spanish, the kit included template advertisements, letters and press releases to help communicate the key campaign messages, as well as tips to help share the anti-ambush initiative with local media.

The campaign succeeded in educating companies and the general public on the negative impact that ambush marketing has on the work of the Olympic Movement, and highlighting the contributions of the official Olympic partners and sponsors.





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SRB

Serbia

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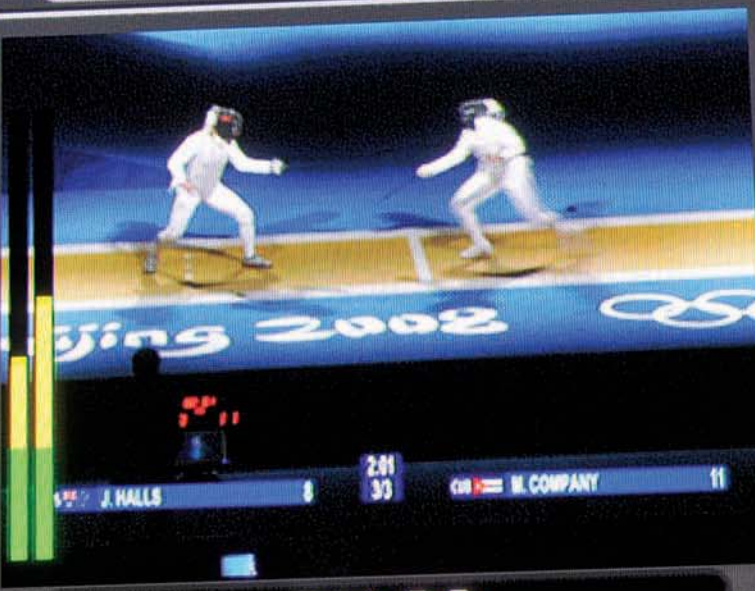


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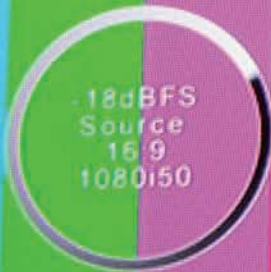
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11

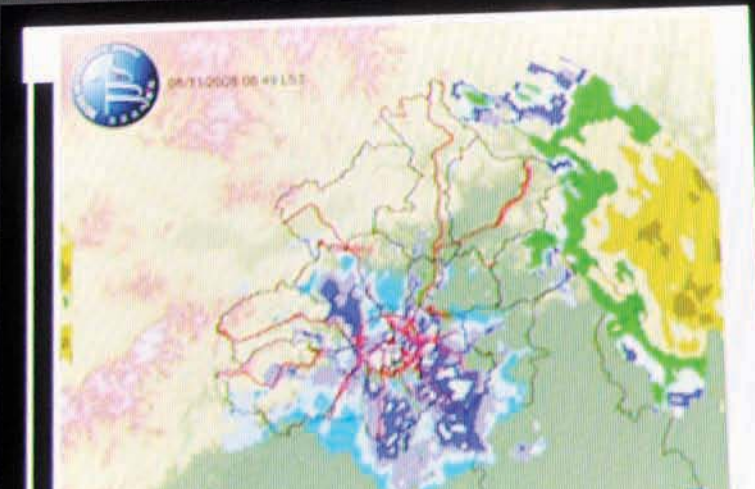
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Broadcast Monitoring

As the most widely watched televised sporting event in the world, it is also essential that Olympic broadcasts are checked for possible violations. To manage this, an Infringement Monitoring Programme is put in place for each edition of the Olympic Games. As well as protecting the exclusive rights of the IOC's broadcasting partners, the Beijing 2008 Infringement Monitoring Programme checked for unauthorised use of Olympic intellectual property and Olympic marks. The programme also monitored broadcasts to ensure the unique, "clean" nature of the Olympic Games broadcast, checking for ambush marketing advertisements, unauthorised commercial overlays and overt in-studio commercial signage.

Internet Monitoring

As the Internet becomes an increasingly important means of communicating and consuming broadcast footage, so too does the challenge of online piracy for major sports and entertainment events. By working with media partners to offer an abundance of freely available, high quality content across media platforms around the world, including over the Internet, the IOC limited the risk of online piracy of the Games. In addition, to safeguard the exclusive rights of its broadcast partners, the IOC led a sophisticated, proactive anti-piracy campaign throughout the Beijing 2008 Olympic Games.

The IOC's Beijing 2008 Internet Monitoring Programme used advanced technology based on video fingerprinting technology, combined with sophisticated web crawling techniques, to prevent, track and take action against the upload of unauthorised Olympic content. In addition, the IOC worked in cooperation with a number of major video-sharing web sites, including through its collaboration with YouTube, to prevent thousands of additional video infringements. In the host country, the IOC worked with a task force consisting of BOCOG, Chinese government authorities, and CCTV.com and its sub-licensees, which enabled the successful prevention and rapid removal of online broadcast infringements. The total effect of the IOC's anti-piracy campaign succeeded in containing online infringement of Olympic video to minimal levels. Traffic to pirated footage was vastly outweighed by traffic to legitimate footage on official IOC partner platforms.



Chapter Nine
The Best Of Us Brand Campaign

Le Meilleur






leur est en Nous
olympic.org




The Best of Us
olympic.org




The Best of Us
olympic.org





Chapter Nine The Best of Us

“You all make us proud to be human beings, regardless of race, religion or nationality, because if you are able to achieve such greatness, nothing is unreachable. Go... and amaze us!”

Excerpt from the IOC’s “Heroes” Public Service Announcement

In 2007, the IOC launched a compelling campaign to promote the Olympic brand and communicate the core Olympic values of Excellence, Friendship and Respect to young people around the world.

Entitled “The Best of Us”, this multi-faceted campaign uses the simple notion that sport can bring out the best in people to convey a powerful message about the Olympic values that transcends borders and cultures, capturing the imaginations of young people and inspiring them to take part in sport.

By using a unique combination of activations, including traditional media and innovative, Internet-based communications, The Best of Us campaign enhances and contemporises the key values of the Olympic brand, increasing their relevance to young people.

Campaign Executions

Public Service Announcements

The launch of a public service announcement, entitled “Teens”, formed the first part of the campaign. Featuring young people from a variety of countries speaking their native languages, the film shows how they each use sport as a positive force in overcoming their insecurities, demonstrating that being an athlete can play an important role in boosting young people’s confidence.

A second public service announcement, entitled “Heroes”, used legendary Olympic athletes including Roger Federer, Yao Ming, Laure Manaudou, Liu Xiang, Yelena Isinbayeva, Kenenisa Bekele, Haile Gebrselassie, Vanessa Ferrari and Carolina Kluft to show how their determination to succeed



demonstrates the core Olympic values. The athletes star as “superheroes”, trying to achieve the seemingly impossible, which reflects their own lives as they strive for excellence in their chosen sports.

Both the “Teens” and “Heroes” spots were made available to broadcasters around the world and were also shown to thousands of fans in Beijing during the Games on the giant screens inside the Olympic stadiums and venues, as well as being shown on giant Panasonic ASTROVISION screens in New York’s Times Square and in various locations around Japan.



“This film will mean a lot to the youth of the world because there are so many sporting icons involved. It will be a great motivational tool and help get across the Olympic values.”

Frank Fredericks, Chairman, IOC Athletes’ Commission



Chapter Nine The Best of Us

Viral Video

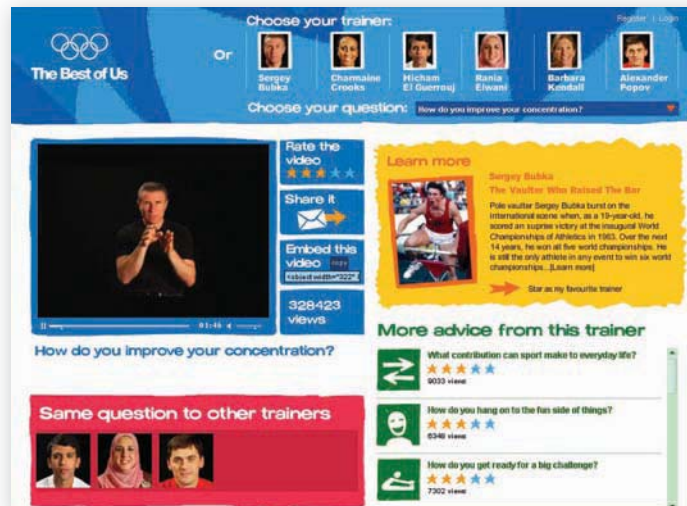
In addition to the public service announcements, an internet viral video entitled “Puskitas” was also released. Starring a fictional, underdog athlete named Alex Puskitas, the humorous film shows how people are capable of overcoming the odds and “bringing out their best” in order to achieve their goals.



The video was made available on www.olympic.org and also proved to be very popular on a number of video-sharing websites.

Olympic Personal Trainer

The Best of Us campaign also incorporated the launch of the Olympic Personal Trainer – an interactive application that is available on www.olympic.org.



This concept enables young people to learn about the Olympic values directly from legendary Olympians such as Alexander Popov, Barbara Kendall, Rania Elwani, Hicham El Guerrouj, Charmaine Crooks and Sergey Bubka.

Users can watch videos from these top athletes and listen to their advice on many topics, such as how to set goals, how to overcome failure, and the importance of teamwork.



Print And Digital Media

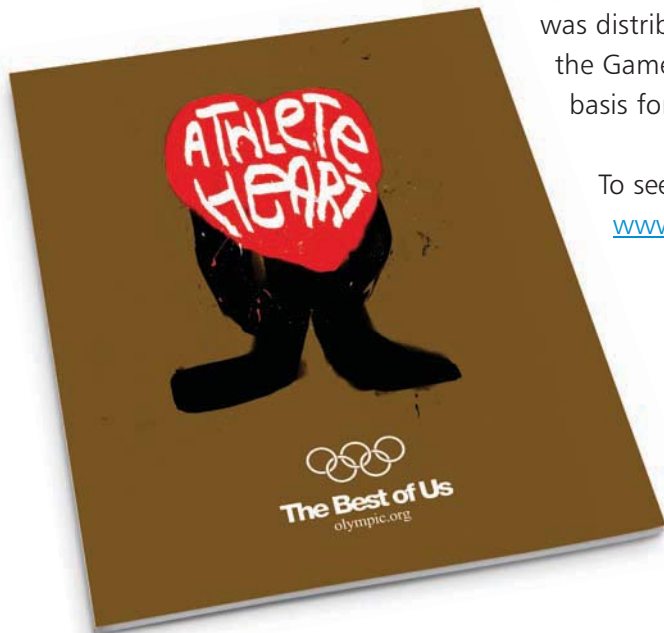
Using the Olympic values of Excellence, Friendship and Respect as his inspiration, Spanish artist Jesús Morilla created The Best of Us artwork.

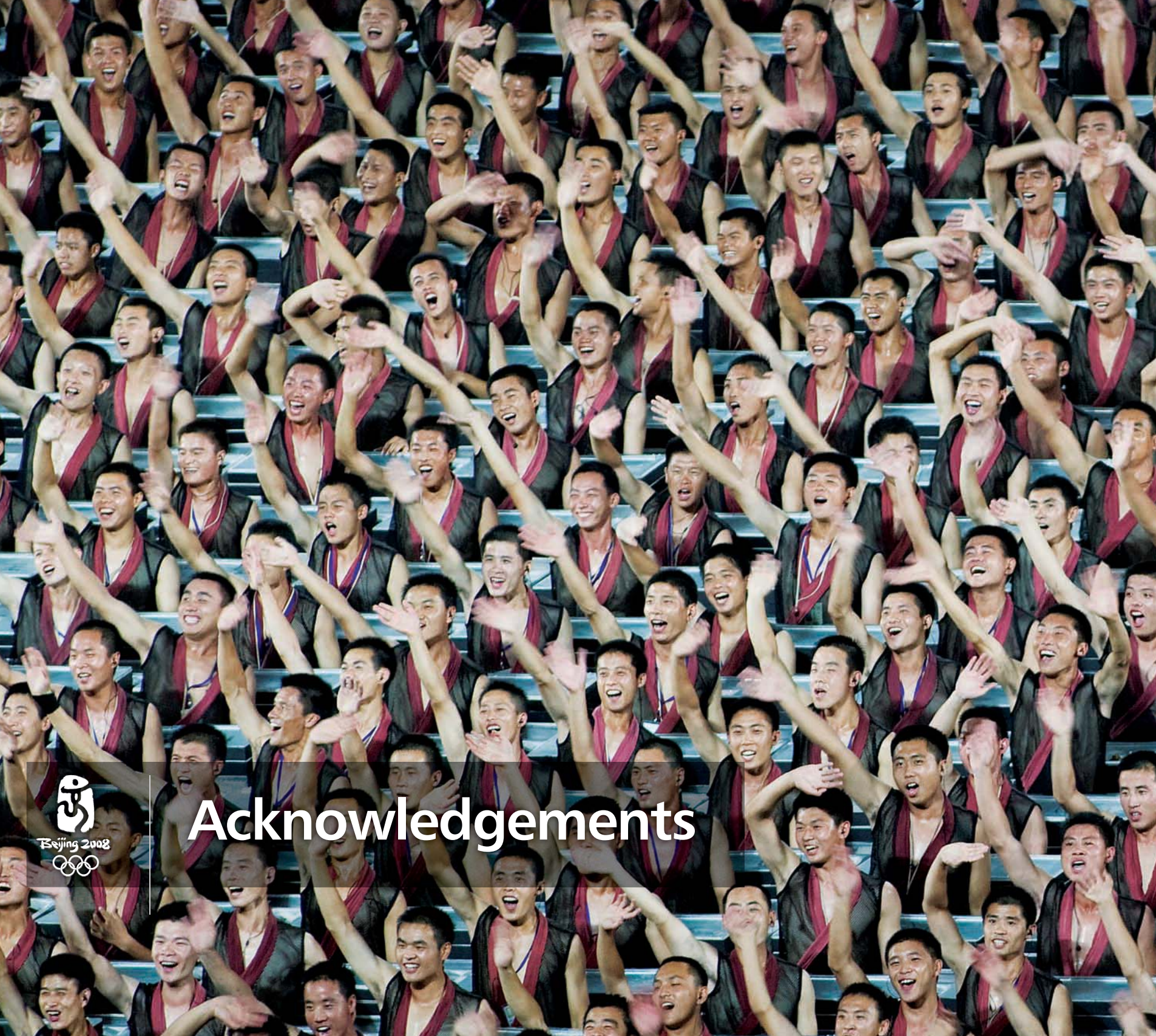
Each piece of artwork was published as an advertisement in a number of publications, both in print and online.

In total, the campaign enjoyed over 130 million print impressions and received over 90 million online impressions. Some of the publications and websites that carried the artwork included Sports Illustrated, Sports Illustrated China, Sports Illustrated for Kids, Fortune, Time, People, SI.com and People.com.

In Beijing, The Best of Us artwork was displayed on billboards located in and around the Olympic venues, as well as on signage in subway stations around the city. The artwork helped to decorate Olympic Family hotels and was used for a collection of postcards that was distributed to volunteers, media and athletes in the run-up to the Games. The Best of Us artwork was also used as the graphic basis for the pre-Games redesign of www.olympic.org.

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





Beijing 2008
Olympic rings logo

Acknowledgements





Acknowledgements

“The effort and dedication shown by BOCOG, our broadcast partners, the Worldwide Olympic Partners and the domestic sponsors was truly magnificent. By pulling together and working as a team we were all able to share in a spectacular Olympic Games.”

Jacques Rogge, President, International Olympic Committee

Olympic Broadcast Partners

Americas

National Broadcasting Company
Caribbean Broadcast Union
Telemundo Network Group
Organizacion de la Television Iberoamericana
Terra (Internet/Mobile Rights)
Canadian Broadcasting Corporation

Europe

European Broadcasting Union

Asia

Asia-Pacific Broadcasting Union
CCTV (Internet/Mobile Rights)
Beijing Olympic Japan Consortium
Korean Broadcasters Association
Chinese Taipei Beijing Pool
Elta (Internet/Mobile Rights)
i-Cable (Internet/Mobile Rights)
Solar Entertainment Corporation

Middle East

Arab States Broadcasting Union

Africa

African Union of Broadcasting
South African Broadcasting Corporation
Supersport International (TV/Internet/Mobile Rights)

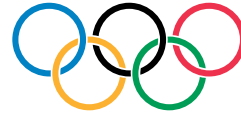
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Seven Network Ltd
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Acknowledgements



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For more information visit www.olympic.org



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The Best of Us

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