



ACKNOWLEDGEMENTS

The Olympic Broadcast Partners

United States	National Broadcasting Company, Inc. (NBC)
Canada	Canadian Broadcasting Corporation (CBC)
Central/South America	Organización de la Televisión Ibero-Americana (OTI)
Europe	European Broadcasting Union (EBU)
Australia	Seven Network Limited
New Zealand	TV New Zealand (TVNZ)
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Sports Marketing Surveys

Harris Interactive

Ipsos-Reid Corporation

The International Olympic committee conducts market research to understand attitudes and opinions toward the Olympic Games, the image of the Olympic Movement, and Olympic marketing. The 2002 Salt Lake Olympic Winter Games produced an extensive portfolio of market research, much of which is presented in this report. Further Olympic market research data is available from the IOC Marketing Department and the IOC web site, www.olympic.org.

Global Broadcast Research - Conducted by Sports Marketing Surveys (SMS). Based in the UK, SMS is a leading international and independent sports research organisation. A Global TV and Audience Report was conducted with detail, and in-depth tracking of 35 countries analysing commercial activity and individual sport coverage. SMS's Olympic Television Research Centre also undertook a Broadcast Infringement Study tracking worldwide TV broadcasts for infringements to code and contracts.

Games-Time Research – Conducted on-site in Salt Lake City during the two weeks of the Olympic Games. Research was conducted face-to-face with Spectators, Corporate Guests and Media.

Olympic Experience Research - Conducted by Harris Interactive to determine how people around the world experienced the 2002 Olympic Winter Games. Research was conducted via the Internet, face-to-face interviews and phone interviews in 11 countries from February 25 through March 4, 2002.

Olympic Brand / Image Tracking – The IOC first commissioned an objective global brand assessment in 1998 to develop a strategy to protect, build and leverage the Olympic Movement and the Olympic Brand. In 2002, the Olympic Brand was again tracked, as part of Ipsos Reid's Global Express Omnibus. Interviews were conducted in 10 countries about the world with 600 interviews per country.

The Salt Lake 2002 Marketing Report

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