



## 8 SALT LAKE 2002 MARKETING AND FINANCE

### 2002 Olympic Revenue Generation

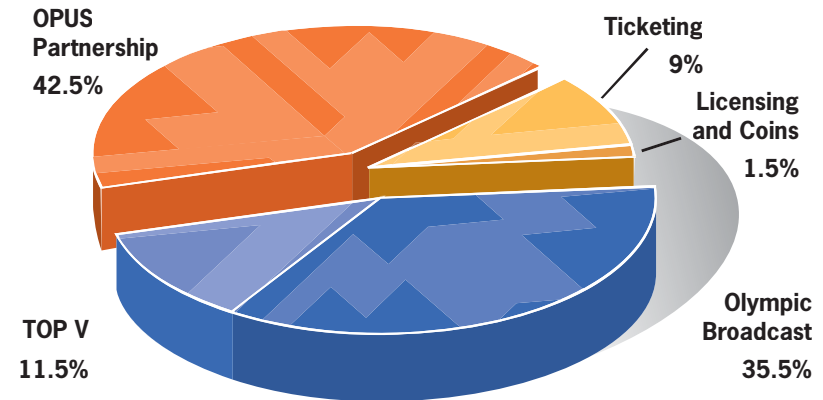
SALT LAKE 2002 BENEFITED FROM THE MOST SUCCESSFUL MARKETING EFFORT IN THE history of the Olympic Winter Games. The Olympic marketing revenue generated in relation to Salt Lake 2002 provided an unprecedented level of support for the staging of the Olympic Winter Games and will provide record levels of support to the Olympic Family — including the National Olympic Committees (NOCs) and Olympic teams, the International Federations (IFs) of winter sports, and the IOC.

Salt Lake 2002 established a new benchmark for Olympic marketing success, generating in excess of US\$2,071 million from the success of the following programmes:

- ↳ The 2002 Olympic Winter Games broadcast
- ↳ The TOP V sponsorship programme
- ↳ The OPUS Partnership programme for 2002
- ↳ The 2002 Olympic Winter Games ticketing programme
- ↳ The Salt Lake 2002 Olympic licensing and coin programme

The following chart illustrates the sources of Olympic marketing revenue generated in relation to the 2002 Olympic Winter Games in Salt Lake City.

### SALT LAKE 2002 Olympic Marketing Revenue Generation



● IOC Generated	Olympic Broadcast	US\$738 million
	TOP V (Winter)	US\$240 million
● OPUS Generated	OPUS Partnership	US\$876 million
● SLOC Generated	Ticketing	US\$183 million
	Licensing & Coins	US\$34 million

**Total Marketing Revenue US\$2,071million**

*Note: The TOP V Programme will generate in excess of US\$600 million for the four-year period of 2001 – 2004, including the Salt Lake 2002 and Athens 2004 Games. The above-mentioned "Winter" share represents an arbitrary allocation of 40% of the TOP programme total for the Winter Games, and not contractual values.*

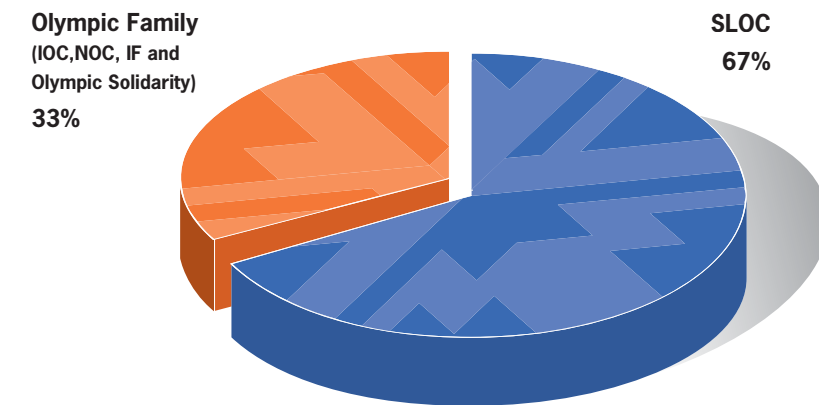
## 2002 Olympic Revenue Distribution

Marketing programmes related to Salt Lake 2002 generated a total US\$2,071 million in revenue, and will provide the greatest level of support for the Olympic Movement of any Olympic Winter Games in history.

Approximately 67% of the total Olympic marketing revenue generated in relation to the 2002 Olympic Winter Games was contributed to the SLOC to support the staging of the Games. The remaining 33% of the total Olympic marketing revenue generated in relation to the 2002 Olympic Winter Games will be distributed throughout the Olympic Family:

- ↓ NOCs that brought Olympic teams to compete at Salt Lake 2002 will benefit more than ever before from the IOC's global Olympic marketing programmes. These NOCs will receive proceeds totaling US\$45 million in subsidies from Olympic broadcast revenue distributed via Olympic Solidarity. NOCs also receive major contributions from the TOP V programme over the course of the 2001 – 2004 quadrennium.
- ↓ The IOC will increase by more than 70% the revenue distributed to the IFs of winter sports from the Nagano Games, granting Winter IFs more than US\$92.4 million for their participation in Salt Lake 2002.
- ↓ As a joint participant in the OPUS partnership programme for Salt Lake 2002, the U.S. Olympic Committee will receive approximately US\$277 million in OPUS revenue, or approximately 30% of the total revenue for the OPUS programme, which will be used to support the U.S. Olympic team and the training and development of U.S. Olympic athletes and hopefuls.

### SALT LAKE 2002 Olympic Revenue Distribution










## Financing the 2002 Olympic Winter Games

The Salt Lake 2002 Olympic Winter Games budget was provided entirely through the support of Olympic marketing and broadcast programmes. The SLOC received approximately US\$1,390.5 million from Olympic marketing programmes. The chart below identifies the amount of revenue contributed directly to the SLOC from each Olympic marketing programme.

The success of Olympic marketing programmes allowed the SLOC to far exceed the target revenue projections established at the time of the Salt Lake City bid for the 2002 Olympic Winter Games.

-  The SLOC's US\$1,390.5 million total share of Olympic marketing revenue exceeded the Organising Committee's total bid revenue target of US\$743.845 million by approximately 87%.
-  The Olympic broadcast revenue contribution of US\$443 million to the SLOC exceeded the Organising Committee's broadcast revenue target of US\$313.2 million by approximately 41%.
-  The TOP programme direct contribution to the SLOC more than doubled the Organising Committee's original target for TOP support, as the Worldwide Olympic Partnership contribution of US\$131.5 million exceeded the SLOC's bid projection of US\$50 million by approximately 163%.

-  The OPUS partnership programme contribution to the SLOC more than doubled the Organising Committee's original target, as the OPUS support of US\$599 million exceeded the SLOC's bid projection of US\$260.65 million by approximately 130%.
-  The Salt Lake 2002 ticketing programme provided receipts that more than doubled the Organising Committee's original ticketing revenue target, as the ticketing receipts of US\$183 million exceeded the US\$83 million bid revenue target by US\$100 million.

### SALT LAKE 2002 Total Olympic Marketing Revenue to SLOC

Broadcast Revenue	US\$443 million
TOP V Support	US\$131.5 million
OPUS Support	US\$599 million
Ticketing Revenue	US\$183 million
Licensing and Coin Revenue	US\$34 million
<b>Total</b>	<b>US\$1,390.5 million</b>