



BEHIND THE SCENES



The Games as you have never seen before, learn more about who does what and what it takes to organise one of the biggest sports events of our time!

Games videos catalogue



OLYMPIC GAMES

BEHIND THE SCENES OF THE OLYMPIC GAMES Pages 3-4

Discover what makes the Olympic Games experience unique. Learn about the Games stakeholders; their roles and responsibilities; the complexity of preparing for the Games; and how integration is key to their successful delivery.

LESSONS FROM RECENT GAMES Page 5

Explore the key successes and messages from recent Games editions, what made each Games unique and the key lessons from them.

BEST OF Pages 6-7

Re-live the most exciting moments of the latest Games and watch the performances of the world's greatest athletes in our highlights videos! (Images/music only)

LEGACY Page 8

Discover how legacy is critical for the long-term success of the Games. See how the Olympic Games can be a powerful catalyst for the host city in delivering both tangible legacies (venues, infrastructure) and intangible ones (skills, pride).

SPECTATOR EXPERIENCE Page 9

Discover the specific nature of the "Spectator Experience" at the Games and how to deliver a unique and inspiring experience for spectators in and outside the venues, from the anticipation of the Torch Relay and Opening Ceremony through the competitions up to the Closing Ceremony.

OLYMPIC PARTNER (TOP) Page 10

Discover the role of the Olympic Partner (TOP) Programme and see how the Olympic Games are one of the most effective international marketing platforms in the world, reaching billions of people in over 200 countries and territories around the globe.

BROADCASTING Page 11

Explore the role of broadcasting in relaying the most memorable celebration of sport to billions of viewers around the world. Learn about the massive scale and complexities of delivering broadcast services in an Olympic Games context.

TECHNOLOGY/ENERGY Page 12-14

Explore the role of the functional areas of Technology and Energy in supporting each Games edition. Learn about the massive scale and complexities of delivering technology and energy services in an Olympic Games context.

PEOPLE MANAGEMENT Page 15

Discover the complex task of People Management for an Olympic Games project. Explore the various considerations when planning the People throughout an OCOGs seven year lifecycle. And see the most memorable moments of the volunteers for the past Games Editions.

YOUTH OLYMPIC GAMES

BEHIND THE SCENES OF THE YOUTH OLYMPIC GAMES Page 16-17

Discover the Youth Olympic Games and the YOG Spirit! Experience the unique YOG DNA and learn how the Youth Olympic Games are experienced by the athletes, organisers and spectators. Find out more about the Culture and Education Programmes.

BEST OF Page 18

Re-live some of the most exciting moments of the most recent Youth Olympic Games; watch the performances of the athletes; and appreciate the spirit of the Culture and Education Programmes in our highlights videos!

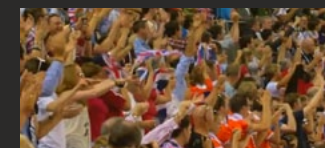
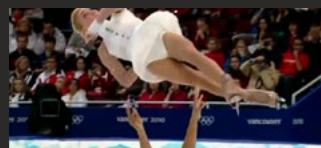
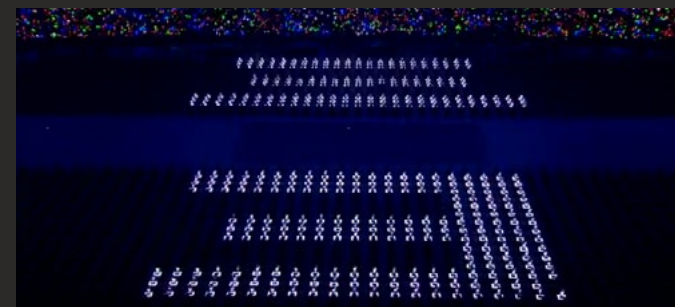
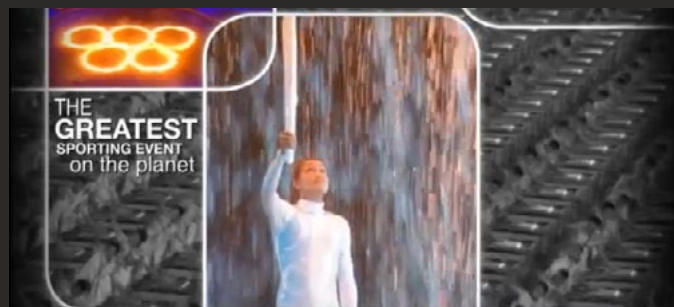
PARALYMPIC GAMES

PARALYMPIC GAMES Page 19

Discover the spirit of the Paralympics Games; learn about the history of the Paralympic movement and watch highlights from previous Games.

HOW TO ORDER THE FILE(S) Page 20

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INSIDE THE OLYMPIC GAMES – COMPLETE VERSION

Explore the Olympic Games with inspiring images and messages on the power and values of the Games. Learn more about what makes the Olympic Games experience unique, who does what, and what can be the positive lasting legacies of hosting the Olympic Games.

| | |
|----------------|---|
| Games edition | VARIOUS |
| Duration | 18:34 |
| Subtitles | ENGLISH – FRENCH – SPANISH – RUSSIAN – PORTUGUESE – KOREAN |
| TOML reference | SEQ40672269 |

INSIDE THE OLYMPIC GAMES 1 – INTRO

Introduction to the Olympic Games with powerful images and messages on the power and values of the Games as well as the positive lasting legacies of hosting the Olympic Games.

| | |
|----------------|---|
| Games edition | VARIOUS |
| Duration | 01:30 |
| Subtitles | ENGLISH – FRENCH – SPANISH – RUSSIAN – PORTUGUESE – KOREAN |
| TOML reference | SEQ40672278 |

INSIDE THE OLYMPIC GAMES 2 – PLANNING A UNIQUE GAMES EXPERIENCE

Explore how the Olympic Games engage and enhance the experience of the athletes, volunteers and spectators.

| | |
|----------------|---|
| Games edition | VARIOUS |
| Duration | 03:28 |
| Subtitles | ENGLISH – FRENCH – SPANISH – RUSSIAN – PORTUGUESE – KOREAN |
| TOML reference | SEQ40672270 |



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INSIDE THE OLYMPIC GAMES 3 – TEAMING UP TO DELIVER SUCCESSFUL GAMES

Learn about all the Games stakeholders, their roles and responsibilities, the organisational aspects of the Games and how integration is key to successful delivery of the Games.

| | |
|----------------|--|
| Games edition | VARIOUS |
| Duration | 08:16 |
| Subtitles | ENGLISH – FRENCH – SPANISH – RUSSIAN – PORTUGUESE – KOREAN |
| TOML reference | SEQ40672272 |



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INSIDE THE OLYMPIC GAMES 4 – PLANNING AND DELIVERING A LEGACY

Discover how sustainability and legacy are critical for the long-term success of the Games; and how the Olympic Games can be a powerful catalyst for the host city in delivering both tangible legacies (venues, infrastructure) and intangible ones (skills, pride).

| | |
|----------------|--|
| Games edition | VARIOUS |
| Duration | 05:55 |
| Subtitles | ENGLISH – FRENCH – SPANISH – RUSSIAN – PORTUGUESE – KOREAN |
| TOML reference | SEQ40672275 |



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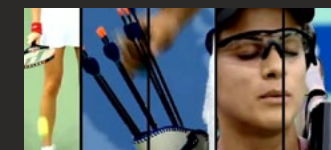
GAMES COMPLEXITY FILM

Discover the complex task of hosting the Olympic Games. Look at the various stakeholders and each of their contributions. Learn about the Games operational and service requirements as well as the need for integration and organised knowledge transfer.

| | |
|----------------|--|
| Games edition | VARIOUS |
| Duration | 10:29 |
| Subtitles | ENGLISH – FRENCH – RUSSIAN – PORTUGUESE – KOREAN |
| TOML reference | SEQ40632516 |



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LONDON 2012 – DELIVERING ON A VISION

Discover how London 2012 delivered on a vision presented at the host city election in 2005. Learn what made the London 2012 Games so successful, from sport to ceremonies, culture, education, etc. with a permanent focus on engaging the entire host nation and delivering lasting legacies.

THE VANCOUVER 2010 GAMES EXPERIENCE

Discover the key successes and messages from Vancouver 2010, including interviews with the various stakeholders.

THE BEIJING 2008 GAMES EXPERIENCE

Discover the key successes and messages from Beijing 2008, including interviews with the various stakeholders.

| | |
|----------------|--|
| Games edition | LONDON 2012 |
| Duration | 10:43 |
| Subtitles | ENGLISH – FRENCH – RUSSIAN – PORTUGUESE – KOREAN |
| TOML reference | SEQ41239733 |

| | |
|----------------|----------------|
| Games edition | VANCOUVER 2010 |
| Duration | 07:07 |
| Subtitles | N/A |
| TOML reference | SEQ40689999 |

| | |
|----------------|--------------|
| Games edition | BEIJING 2008 |
| Duration | 04:29 |
| Subtitles | N/A |
| TOML reference | N/A |



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BEST OF THE OLYMPIC GAMES

Highlights showcasing the development of the Games over time, with impressive excerpts of various ceremonies, exemplifying the Olympic values of excellence, friendship and respect through the most iconic athletes that have participated in the Games from Berlin 1936 to London 2012.

| | |
|----------------|-------------|
| Games edition | VARIOUS |
| Duration | 03:17 |
| Subtitles | N/A |
| TOML reference | SEQ40672102 |

BEST OF LONDON 2012

The London 2012 Olympic Games are now history, but their spirit will live on forever in the hearts of millions of people. Re-live some of the most exciting moments of these Games and watch the performances of the world's greatest athletes in our highlights video!
Music: "If this is it" by Newton Faulkner

| | |
|----------------|-------------|
| Games edition | LONDON 2012 |
| Duration | 04:06 |
| Subtitles | N/A |
| TOML reference | SEQ41239729 |

BEST OF VANCOUVER 2010

Re-live some of the most exciting moments of Vancouver 2010 and watch the performances of the world's greatest athletes in our highlights video!

| | |
|----------------|----------------|
| Games edition | VANCOUVER 2010 |
| Duration | 03:25 |
| Subtitles | N/A |
| TOML reference | SEQ40672123 |



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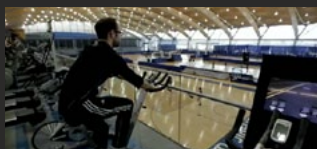
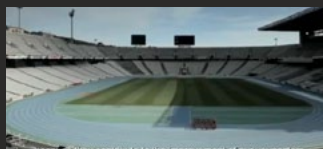
BEST OF BEIJING 2008

Re-live some of the most exciting moments of Beijing 2008 and watch the performances of the world's greatest athletes in our highlights video!

| | |
|----------------|--------------|
| Games edition | BEIJING 2008 |
| Duration | 05:32 |
| Subtitles | N/A |
| TOML reference | SEQ40689040 |



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BEYOND THE FINISH LINE
(IOC LEGACY FILM – FULL VERSION)

Film showcasing the successful legacies left by several editions of the Olympic Games in the host cities and nations. Hosted by Jonathan Edwards.

BEYOND THE FINISH LINE
(IOC LEGACY FILM – SHORT VERSION)

Short version of the Legacy Film - showcasing the successful legacies left by several editions of the Olympic Games in the host cities and nations.

| | |
|----------------|-------------|
| Games edition | VARIOUS |
| Duration | 30:47 |
| Subtitles | N/A |
| TOML reference | SEQ41239753 |

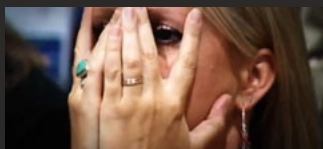
| | |
|----------------|-------------|
| Games edition | VARIOUS |
| Duration | 03:58 |
| Subtitles | N/A |
| TOML reference | SEQ41239756 |



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THE LONDON 2012 SPECTATOR EXPERIENCE (MOOD FILM)

Discover the London 2012 Games' most memorable moments for spectators in and outside the venues. From the anticipatory moments of the Torch Relay and Opening Ceremony through the competitions, City Activities and Live Sites up to the Closing Ceremony.

Games edition LONDON 2012
Duration 03:22
Subtitles N/A
TOML reference SEQ41239730

THE LONDON 2012 SPECTATOR EXPERIENCE (EDUCATIONAL FILM)

Educational film on the development of the London 2012 Spectator Experience, explaining the end-to-end specifics of this Functional Area to deliver a unique and inspiring experience to both national and international ticketed and non-ticketed spectators.

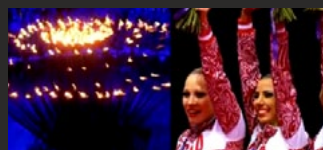
Games edition LONDON 2012
Duration 10:46
Subtitles ENGLISH – FRENCH – RUSSIAN –
PORTUGUESE – KOREAN
TOML reference SEQ41239740



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THE OLYMPIC PARTNER (TOP) PROGRAMME

Discover the role of the Olympic Partner (TOP) Programme and how the Olympic Games are one of the most effective international marketing platforms in the world, reaching billions of people in over 200 countries and territories around the globe.

| | |
|----------------|------------------|
| Games edition | VARIOUS |
| Duration | 01:50 |
| Subtitles | ENGLISH – FRENCH |
| TOML reference | SEQ41240245 |



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OLYMPIC PARTNERS (TOP) SPECIFIC VIDEOS

Discover the role of each Olympic Partner in supporting the delivery of the Games. Find out more about the services, products and expertise they provide to help with organising the Olympic Games.

| | |
|----------------|--|
| Games edition | VARIOUS |
| Duration | N/A |
| Subtitles | N/A |
| TOML reference | COCA COLA: SEQ41240258 ATOS: SEQ41240257 DOW: SEQ41240259 GE: SEQ41240260 MC DONALDS: SEQ41240261 OMEGA: SEQ41240262 PANASONIC: SEQ41240263 P&G: SEQ41240264 SAMSUNG: SEQ41240265 VISA: SEQ41240266 |



[View on youtube - Coca Cola](#)

[View on youtube - Atos](#)

[View on youtube - Dow](#)

[View on youtube - GE](#)

[View on youtube - Mc Donalds](#)

[View on youtube - Omega](#)

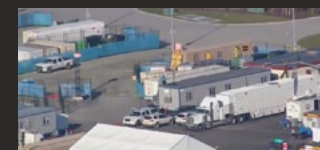
[View on youtube - Panasonic](#)

[View on youtube - P&G](#)

[View on youtube - Samsung](#)

[View on youtube - Visa](#)





OLYMPIC BROADCASTING

Discover how 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.

| | |
|----------------|------------------|
| Games edition | VARIOUS |
| Duration | 01:37 |
| Subtitles | ENGLISH – FRENCH |
| TOML reference | SEQ41240237 |

MAKING OF LONDON 2012

The Olympic Games are the world's largest broadcast operation. It is assembled every four years making use of the latest state-of-the-art technology to relay the most memorable celebration of sport to billions of viewers around the globe. This video shows how the London 2012 broadcast operation was put together and run by Olympic Broadcasting Services (OBS), with innovations that have expanded boundaries and transformed the industry.

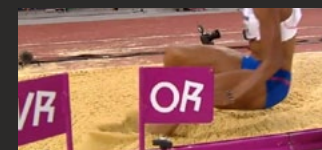
| | |
|----------------|-------------|
| Games edition | LONDON 2012 |
| Duration | 08:34 |
| Subtitles | N/A |
| TOML reference | SEQ41243729 |

MAKING OF VANCOUVER 2010

Every element of the Vancouver 2010 broadcast operation was examined to ensure that the Games were delivered to the watching world by optimising resources and improving efficiency. This video is an insight into the highly successful Host Broadcast operation, after six years of planning and preparation by Olympic Broadcasting Services (OBS).

| | |
|----------------|----------------|
| Games edition | VANCOUVER 2010 |
| Duration | 11:14 |
| Subtitles | N/A |
| TOML reference | SEQ40676291 |





THE LONDON 2012 TECHNOLOGY FILM

Educational film about the role of technology services and operations supporting the London 2012 Olympic Games.

| | |
|----------------|-------------|
| Games edition | LONDON 2012 |
| Duration | 09:23 |
| Subtitles | N/A |
| TOML reference | SEQ41239732 |

THE LONDON 2012 ENERGY FILM

Educational film about the role of energy services and operations supporting the London 2012 Olympic Games, including key statistics on the scope and scale of power delivery.

| | |
|----------------|-------------|
| Games edition | LONDON 2012 |
| Duration | 08:52 |
| Subtitles | N/A |
| TOML reference | SEQ41239731 |

GAMES ENERGY

– LONDON 2012 TEMPORARY AND BACK-UP POWER SYSTEMS

Educational film about the critical role of the temporary and back-up power systems required to support Games operations. Includes a behind-the-scenes look at temporary power delivery with key statistics.

| | |
|----------------|-------------|
| Games edition | LONDON 2012 |
| Duration | 03:51 |
| Subtitles | N/A |
| TOML reference | SEQ41240243 |



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GAMES TECHNOLOGY
– LONDON 2012 AUDIOVISUAL

Educational film on the scope, scale and complexity of the audio and video services deployed to support the London 2012 Olympic Games.

GAMES TECHNOLOGY
– LONDON 2012 PLANNING FOR DELIVERY

Educational film on the delivery of Games technology services and operations to support the London 2012 Olympic Games.

GAMES TECHNOLOGY
– LONDON 2012 SCALE AND COMPLEXITY

Educational film: interview with the LOCOG Technology Director on the scale and complexity of the global Games technology project for the London 2012 Olympic Games.

| | |
|----------------|-------------|
| Games edition | LONDON 2012 |
| Duration | 02:32 |
| Subtitles | N/A |
| TOML reference | SEQ41239935 |

| | |
|----------------|-------------|
| Games edition | LONDON 2012 |
| Duration | 03:41 |
| Subtitles | N/A |
| TOML reference | SEQ41239936 |

| | |
|----------------|-------------|
| Games edition | LONDON 2012 |
| Duration | 02:12 |
| Subtitles | N/A |
| TOML reference | SEQ41239934 |





THE VANCOUVER 2010 TECHNOLOGY FILM

Educational film about the role of the technology services and operations supporting the Vancouver 2010 Winter Games.

THE VANCOUVER 2010 ENERGY FILM

Educational film about the role of the energy services and operations supporting the Vancouver 2010 Winter Games, including key statistics on the scope and scale of power delivery.

THE BEIJING 2008 TECHNOLOGY FILM

Educational film about the role of the technology services and operations supporting the Beijing 2008 Olympic Games.

| | |
|----------------|----------------|
| Games edition | VANCOUVER 2010 |
| Duration | 06:49 |
| Subtitles | N/A |
| TOML reference | SEQ40682785 |

| | |
|----------------|----------------|
| Games edition | VANCOUVER 2010 |
| Duration | 01:32 |
| Subtitles | N/A |
| TOML reference | N/A |

| | |
|----------------|--------------|
| Games edition | BEIJING 2008 |
| Duration | 07:55 |
| Subtitles | N/A |
| TOML reference | N/A |



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PEOPLE MANAGEMENT

Discover the complex task of People Management for an Olympic Games project. Explore the various considerations when planning the People throughout an OCOGs seven year lifecycle. Learn about the key strategies as well as the need for solid foundations and consistent and focused internal communication.

| | |
|----------------|------------------|
| Games edition | LONDON 2012 |
| Duration | 06:03 |
| Subtitles | ENGLISH – FRENCH |
| TOML reference | SEQ41273336 |

VOLUNTEER EXPERIENCE (MOOD FILM)

For each edition of the Games, there are thousands of people, of all ages, cultures and origins, all inspired by the same will to assume their responsibilities and serve with distinction, sharing the same emotions and passion for sport and its ideals of excellence, respect and friendship. Discover the most memorable moments of the volunteers for the London 2012 Olympic Games and the Innsbruck 2012 Youth Olympic Games.

| | |
|----------------|------------------------------|
| Games edition | LONDON 2012 – INNSBRUCK 2012 |
| Duration | 02:40 |
| Subtitles | N/A |
| TOML reference | SEQ41239738 |



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THE INNSBRUCK 2012 EXPERIENCE

Discover the experience of the Innsbruck 2012 Winter Youth Olympic Games for the athletes, organisers and spectators. Find out more about the operations and the YOG Spirit and Culture and Education programmes.

| | |
|----------------|------------------|
| Games edition | INNSBRUCK 2012 |
| Duration | 06:00 |
| Subtitles | ENGLISH – FRENCH |
| TOML reference | SEQ41240241 |

THE SPIRIT OF THE YOUTH OLYMPIC GAMES

The Innsbruck 2012 Winter Youth Olympic Games were not just about 10 days of sporting excellence, they were also about bringing together over 1,000 young athletes to learn, share and have fun through the Culture and Education Programme (CEP). In this, the first in a series of CEP videos, we look at how the Youth Olympic Games go beyond sport, introducing athletes and local young people to new cultures, new experiences and new friends!

| | |
|----------------|----------------|
| Games edition | INNSBRUCK 2012 |
| Duration | 01:28 |
| Subtitles | FRENCH |
| TOML reference | SEQ41217040 |

WHAT'S YOG?

The Youth Olympic Games are a sporting event for young people, balancing sport, culture and education. These Games work as a catalyst in these fields throughout the Olympic Movement.

| | |
|----------------|---------|
| Games edition | VARIOUS |
| Duration | 00:52 |
| Subtitles | N/A |
| TOML reference | N/A |



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LEARN AND SHARE THE SPIRIT OF THE YOG

The Youth Olympic Games are not all about awesome athletes participating at the highest level, they are also about athletes coming together to learn about themselves and other cultures, thus broadening their horizons.

This video shows how the 3,600 athletes who participated in the first Youth Olympic Games in Singapore 2010 embraced the YOG spirit by getting involved and having fun, both on and off the field of play. Keep your eye out for some memorable YOG-tastic moments.

| | |
|----------------|----------------|
| Games edition | SINGAPORE 2010 |
| Duration | 03:23 |
| Subtitles | FRENCH |
| TOML reference | SEQ40633223 |



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BEST OF INNSBRUCK 2012

Re-live some of the most exciting moments of the first Winter Youth Olympic Games in Innsbruck in 2012 and watch the performances of the athletes and the spirit of the Culture and Education Programme in our highlights video!

| | |
|----------------|----------------|
| Games edition | INNSBRUCK 2012 |
| Duration | 03:27 |
| Subtitles | N/A |
| TOML reference | SEQ40690470 |

BEST OF SINGAPORE 2010

Re-live some of the most exciting moments of first Summer Youth Olympic Games in Singapore in 2010 and watch the performances of the athletes and the spirit of the Culture and Education Programme in our highlights video!

| | |
|----------------|----------------|
| Games edition | SINGAPORE 2010 |
| Duration | 03:14 |
| Subtitles | N/A |
| TOML reference | SEQ40633295 |



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IPC SPIRIT IN MOTION AND HISTORY

A history of the Paralympic Movement, from its humble beginnings in Stoke Mandeville in 1948 to the present day.

Games edition VARIOUS
Duration 04:48
Subtitles N/A
TOML reference N/A

For more information contact natalia.dannenberg@paralympic.org



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IPC LONDON 2012 HIGHLIGHTS

Highlights from the London 2012 Paralympic Games.

Games edition LONDON 2012
Duration 04:03
Subtitles SPANISH
TOML reference N/A

For more information contact natalia.dannenberg@paralympic.org



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IPC VANCOUVER 2010 HIGHLIGHTS

Highlights from the Vancouver 2010 Paralympic Winter Games

Games edition VANCOUVER 2010
Duration 03:44
Subtitles N/A
TOML reference N/A

For more information contact natalia.dannenberg@paralympic.org



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HOW TO ORDER THE FILE(S)

All photos and videos with subtitles are accessible in The Olympic Multimedia Library (TOML). “The Olympic Multimedia Library” is available through the IOC Extranet site, the communication platform between IOC and the Olympic Movement.

- [Click here to access the Olympic Multimedia Library and order online](#) (using the TOML reference number)
- If you have any question please contact IOC Images at images@olympic.org
- For Paralympic videos, please contact natalia.dannenberg@paralympic.org

Please note that the TOML reference number is for the English subtitled version, should you wish other languages please specify during the ordering process into the “Additional Services Order” field.

In addition to TOML, you can also find more films through the IOC Extranet in [the VTOK Section](#).



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