



HOW TO INCREASE THE SIZE OF THE SPORTS AUDIENCE?

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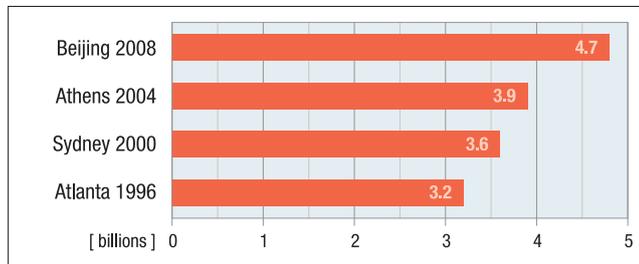


ORIGINAL TEXT IN ENGLISH

1. IS THERE A PROBLEM IN THE NUMBER OF TV VIEWERS?

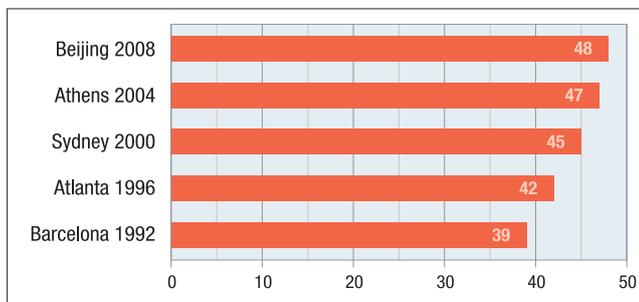
Size of TV audiences = No problem

Worldwide Olympic Audience (Source: Nielsen Institute)



2. WHERE DOES THE PROBLEM LIE?

→ Median Age of viewers (US Audiences. Source: Nielsen Institute)



→ Channel fragmentation and content

3. WHAT CAN BE DONE TO ATTRACT YOUNGER VIEWERS?

Sports-wise:

- Implementation of format changes by the International Federations (IFs), e.g. Basket 33;
- Introduction of youth-oriented sports like snowboarding in the Winter Games or BMX cycling, which made its debut in Beijing;
- Creation of the first Summer Youth Olympic Games for 2010.

Platform-wise:

- Make the Games available through different platforms (TV channels, radio, websites);
- Encourage participation and user-friendly channels;
- Organise an innovative marketing campaign with athlete/audience interaction.

4. SUCCESS FACTORS

- Minimise restrictions on what can be watched online;
- Eliminate restrictions of access in some countries;
- Eliminate the need for special or pay-software;
- Control athletes' rights agreements that restrict their public exposure;
- Eliminate obstacles to new-media-style coverage: podcasting, video-podcasting and other forms of citizen media.

"Technology is the key enabler for the Olympic Games."

Alexander Vronski, Technology Vice-President of the 2014 Sochi Winter Games

"New media can engage nations."