



INTERNATIONAL
OLYMPIC
COMMITTEE

FACTSHEET

IOC FINANCIAL SUMMARY

UPDATE - JULY 2014

A STRONG AND STABLE FINANCIAL FOUNDATION

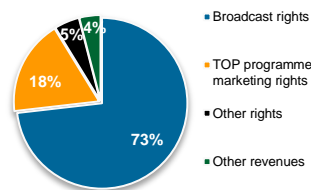
The Olympic Movement's success is built on a strong and stable financial foundation. We believe our financial foundation continues to be of high quality, as evidenced by our ability to increase revenues and continue to distribute 90 per cent of our revenues to the Olympic Movement. Our strong partnership with our sponsors and broadcasters continues to grow, which provides sustainable revenue streams to ensure the independent financial stability of the Olympic Movement with the goal of promoting the global development of sport through our stakeholders, supporting a major part of Games' financing through the contribution to the OCOGs, and thereby helping to promote our Olympic values today and tomorrow.

IOC revenues

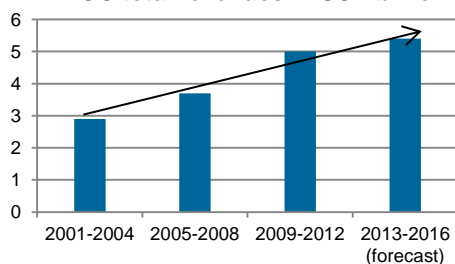
The Olympic Movement generates revenues through several programmes. The IOC manages broadcast rights, the worldwide TOP sponsorship programme and the IOC official supplier and licensing programme.

IOC Revenues 2009-2012

Source: IOC's audited financial statements



IOC total revenues in USD billion



Source: IOC's audited financial statements

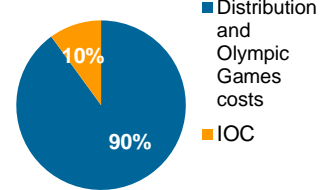
The IOC's forecast 2013-2016 revenues have increased by 86 per cent compared to the 2001-2004 revenues. The main driver of the forecasted increase is television broadcasting rights, which have increased by 85 per cent to USD 4.1 billion from USD 2.2 billion. TOP programme marketing rights are forecast to increase by 53 per cent to USD 1 billion.

In addition to the revenues generated by the IOC, the OCOGs manage domestic sponsorship, ticketing and licensing programmes within the host country, under the direction of the IOC. The NOCs generate revenue through their own domestic commercial programmes. These revenues do not belong to the IOC, and are therefore not reported in this section.

IOC revenue distribution

The IOC distributes 90 per cent of its revenue to organisations throughout the Olympic Movement in order to support the staging of the Olympic Games and to promote the worldwide development of sport. The IOC retains 10 per cent of Olympic revenue for the operational and administrative costs of governing the Olympic Movement including the funding of the Olympic Foundation.

IOC revenue distribution



Distributable revenues include cash and value-in-kind revenues from television broadcasting rights, TOP rights and ticket royalty income. Revenues distributed to OCOGs and the USOC and Olympic Games-related expenditure are deducted from the revenues to calculate the equal shares allocated to the IFs, OS/NOCs and the IOC.

USD billion	2001-2004	2005-2008	2009-2012
Revenues	2.9	3.7	5.0
Distribution and Olympic Games costs	2.7	3.3	4.5
As a percentage of revenues	91%	90%	90%

Source: IOC's audited financial statements

Amounts distributed to the main recipients include the following:

- The Organising Committees for the Olympic Games (OCOGs)** — The IOC contribution supports the staging of the Summer and Winter editions of the Games.

USD million	Gross Revenue to OCOG
Summer Games	
2004 Athens	965
2008 Beijing	1,250
2012 London	1,070
Winter Games	
2002 Salt Lake City	552
2006 Turin	561
2010 Vancouver	572
2014 Sochi	580*

Source: IOC's audited financial statements

*Preliminary amount

From the 2010 Games in Vancouver onwards, the IOC has funded the host broadcaster operations, Olympic Broadcasting Services (OBS). These costs were previously borne by the OCOGs. In addition to this funding, the IOC continues to provide a contribution to the operations of the Organising Committee.



For comparative purposes only, the revenue to OCOGs excluding the host broadcaster operations is estimated as follows:

USD million	Estimated Gross Revenue to OCOG (excluding OBS)
Summer Games	
2004 Athens	835
2008 Beijing	1,006
2012 London	1,070
Winter Games	
2002 Salt Lake City	469
2006 Turin	427
2010 Vancouver	572
2014 Sochi	580

- **Olympic Solidarity / National Olympic Committees (OS/NOCs)** - The IOC distributes revenue to each of the 204 NOCs throughout the world to train and develop their Olympic hopefuls, athletes and teams. The IOC also contributes Olympic broadcast revenue to Olympic Solidarity, an autonomous entity that distributes revenue to NOCs.

USD million	Gross revenue to OS/NOCs
Summer Games	
2004 Athens	234
2008 Beijing	301
2012 London	520
Winter Games	
2002 Salt Lake City	87
2006 Turin	136
2010 Vancouver	215

Source: IOC's audited financial statements

- **International Federations (IFs)** - The IOC distributes revenue to the International Sports Federations. These funds, which are used to support the development of sport worldwide, are distributed after the completion of the Games in which the Federations are active.

USD million	Gross revenue to IFs
Summer Games	
2004 Athens	257
2008 Beijing	297
2012 London	520
Winter Games	
2002 Salt Lake City	92
2006 Turin	128
2010 Vancouver	209

Source: IOC's audited financial statements

- **Recognised Organisations and Federations** — The IOC contributes Olympic revenue to recognised international organisations, including the World Anti-Doping Agency, the Court of Arbitration for Sport and the International Olympic Academy. The IOC also supports the International Paralympic Committee by enabling the Paralympic Games athletes to compete in the same city as the Olympic Games; benefit from the same Organising Committee; use the same sports venues and facilities; and enjoy the same conditions for official travel and accommodation as the Olympic athletes.

USD million	Funds Earmarked
Summer Games	
2004 Athens	57
2008 Beijing	69
2012 London	81
Winter Games	
2002 Salt Lake City	28
2006 Turin	33
2010 Vancouver	39

Source: IOC's audited financial statements

- **The Youth Olympic Games and their Organising Committees (YOGOCs)** — The IOC contribution supports the staging of the Youth Olympic Games (YOG). Celebrated for the first time in Singapore in 2010, the YOG launched a new Olympic tradition that engages young people through sport, education and cultural programmes.

USD million	YOG contribution
Summer YOG	
2010 Singapore	40
Winter YOG	
2012 Innsbruck	20

Source: IOC's audited financial statements

Olympic Foundation - In addition to supporting organisations within the Olympic Movement, the IOC has added funds to the Olympic Foundation reserve fund over the years to arrive at approximately 980 million at the end of 2014. The Olympic Foundation is created with the aim of supporting the activities of the Olympic Movement, notably in the areas of culture, education and sport. The funds are also allocated to the Olympic Foundation to cover the operating expenses of the IOC in the event of an Olympiad in which no Games are held.

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