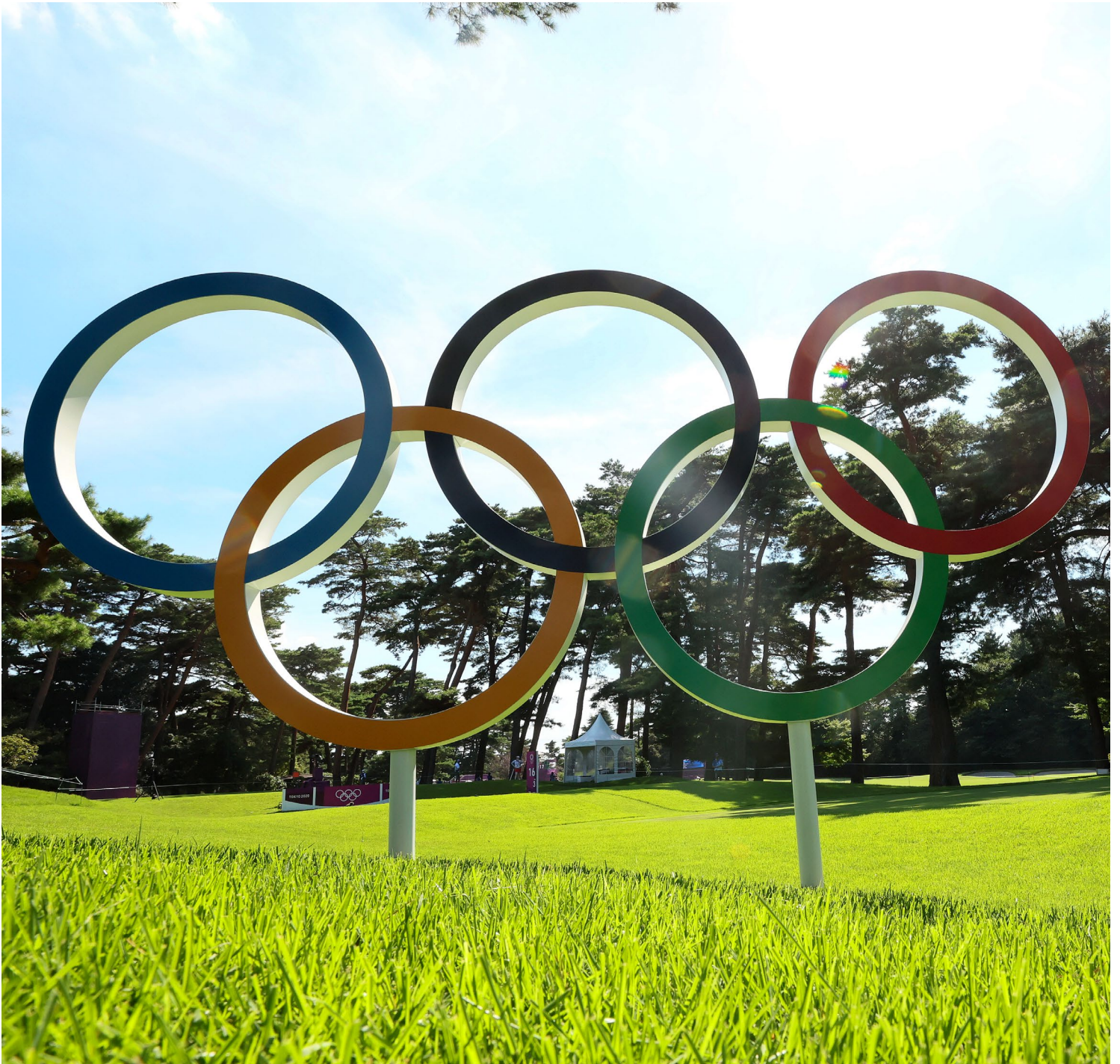




International  
Olympic  
Committee

# OLYMPIC MARKETING FACT FILE 2024 EDITION

Updated  
February 2024



The Olympic Marketing Fact File is a reference document on the marketing policies and programmes of the International Olympic Committee (IOC), the Olympic Movement and the Olympic Games.

In this document, the IOC has endeavoured to present a clear, simplified overview of Olympic Movement revenue generation and distribution. Nevertheless, revenue comparisons between Olympic marketing programmes must be carefully considered because marketing programmes evolve over the course of each Olympiad, and each marketing programme is subject to different contractual terms and distribution principles.

Please note that commercial agreements reached with the IOC may be paid in different currencies depending on the nature of the agreement and the location of the parties. For the purposes of the Marketing Fact File, in order to provide comparisons across agreements/locations, exchange rates have been converted where possible to a single currency, United States Dollars, based on the exchange rate at the time of the agreement.

N.B. The financial figures contained in this document are provided for general information purposes, are estimates and are not intended to represent formal accounting reports of the IOC, the Organising Committees for the Olympic Games (OCOGs) or other organisations within the Olympic Movement. For the formal accounting reports of the IOC, please visit [www.olympics.com/ioc/documents/International-olympic-committee/ioc-annual-report](http://www.olympics.com/ioc/documents/International-olympic-committee/ioc-annual-report)

The financial reports and statements of OCOGs may differ from this document due to different accounting principles and policies, such as those related to goods and services, that have been adopted. The goods and services (i.e. the provision of products, services and support) figures cited in this document have generally been accounted for based on contractual values, where available.

The financial figures presented here do not include any public moneys, including donations, provided to the OCOGs, the National Olympic Committees (NOCs), the International Federations of Olympic sports (IFs), or other governing bodies.

This edition of the Olympic Marketing Fact File contains the most complete information available as of 1 February 2024.

Further information on the marketing programmes of each Olympic Games are available in the IOC's Marketing Reports (available on [www.olympics.com/ioc/documents/international-olympic-committee/ioc-marketing-and-broadcasting](http://www.olympics.com/ioc/documents/international-olympic-committee/ioc-marketing-and-broadcasting)).

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# CHAPTER 1

# OLYMPIC MARKETING OVERVIEW

This chapter provides an overview of the fundamental principles of Olympic marketing, as well as facts and figures regarding the generation of Olympic marketing revenue and the distribution of revenue throughout the Olympic Movement.

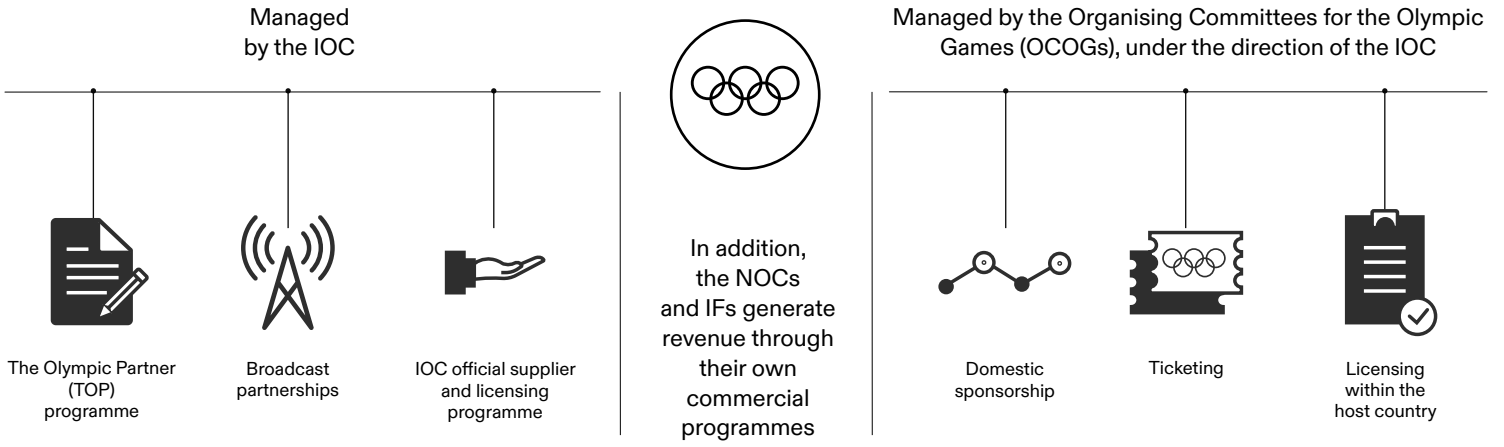


## FUNDAMENTAL OBJECTIVES OF OLYMPIC MARKETING

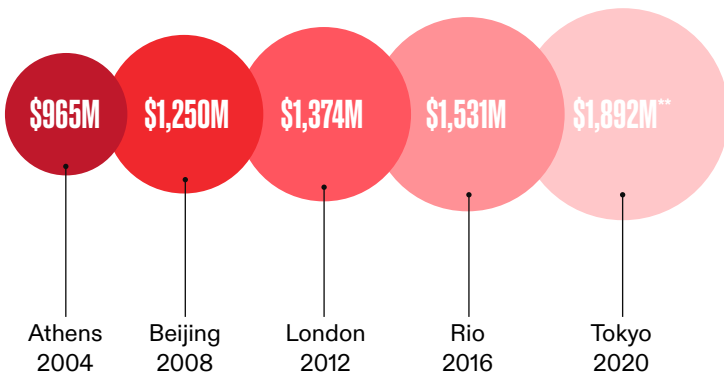
The IOC coordinates Olympic marketing programmes with the following objectives:

- To generate revenue to be distributed throughout the entire Olympic Movement – including the Organising Committees for the Olympic Games (OCOGs), the National Olympic Committees (NOCs) and their continental associations, the International Federations (IFs) and other recognised international sports organisations – and to provide financial support for sport in emerging nations.
- To build on the successful activities developed by each OCOG and thereby eliminate the need to recreate the marketing structure with each Olympic Games.
- To ensure that the Olympic Games can be experienced by the maximum number of people throughout the world principally via broadcast coverage.
- To protect and promote the equity that is inherent in the Olympic image and ideals.
- To control and limit the commercialisation of the Olympic Games.
- To create and maintain long-term marketing programmes.
- To enlist the support of Olympic marketing partners in the promotion of the Olympic ideals.

WHERE OLYMPIC MARKETING REVENUE COMES FROM



IOC CONTRIBUTIONS TO SUPPORT THE OLYMPIC GAMES\*



\* The IOC contribution supports the staging of the Summer and Winter editions of the Games. This includes direct contributions to the OCOGs (through the share of the media rights and TOP Programme rights), considerable costs that previously had been borne by the OCOG, such as the host broadcast operation, and various forms of Games support to the OCOG, including through its "Transfer of Knowledge" programmes. The OCOGs also raise additional revenue through domestic commercial activities facilitated by the authorised use of the Olympic marks together with the OCOGs' symbols.

\*\* This figure includes some cost of the postponement of the Olympic Games Tokyo 2020

WHERE IOC REVENUES GO

90%

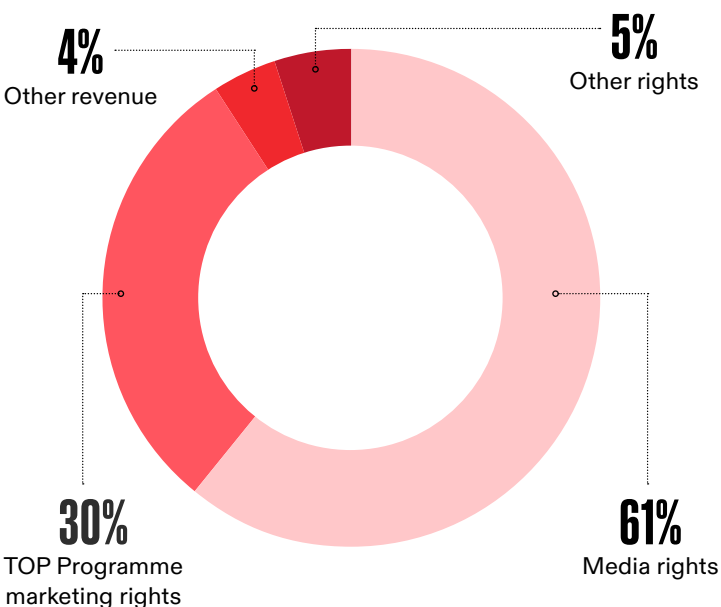
- NOCs to help them support their athletes at national and local levels
- IFs to run and promote their sports globally
- Individual athletes and coaches, via Olympic Solidarity funding
- The Organising Committee of each Olympic Games
- Other Olympic Movement and sport organisations to promote worldwide development of sport
- IOC activities, projects and programmes aimed at supporting the staging of the Games and promoting the worldwide development of sport and the Olympic Movement

10%

- IOC activities to develop sport and operations of the IOC

USD 7.6BN

IOC TOTAL REVENUE 2017-2020/21



2021-2024 OLYMPIC SOLIDARITY HIGHLIGHTS

**\$590M**

Olympic Solidarity budget for 2021-2024 (in USD), representing a 16% increase from 2017-2020

**25%**

increase in budget allocated to athlete support programmes, compared with 2017-2020

## OLYMPIC MARKETING REVENUE GENERATION

The Olympic Movement generates revenue through several programmes. The IOC manages broadcast partnerships, the TOP worldwide sponsorship programme and the IOC official

supplier and licensing programme. In addition, the NOCs, OCOGs and IFs generate revenue through their own respective commercial programmes.

The following chart provides details of the total revenue generated from broadcast partnerships and the TOP programme during the past seven Olympiads.

### IOC REVENUE FROM BROADCAST AND TOP PROGRAMME: THE PAST SEVEN OLYMPIADS\*

Source (in USD millions)	1993-1996	1997-2000	2001-2004	2005-2008	2009-2012	2013-2016	2017-2020/21**
Broadcast	1,251	1,845	2,232	2,567	3,850	4,161	4,544
TOP Programme	279	579	663	866	950	1,003	2,295
<b>Total</b>	<b>1,530</b>	<b>2,424</b>	<b>2,895</b>	<b>3,433</b>	<b>4,800</b>	<b>5,164</b>	<b>6,839</b>

\* All figures in the charts of this document have been rounded to the nearest USD 1 million.

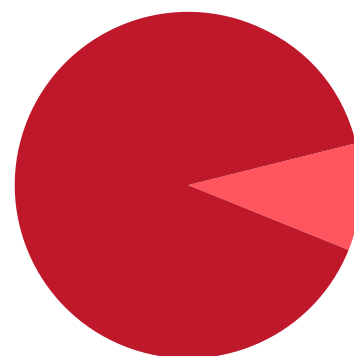
\*\*The Olympic Games Tokyo 2020 were postponed to 2021

## 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 for its activities to develop sport and the operations of the IOC.

This means that every day the equivalent of over USD 4.2 million is distributed by the IOC to support athletes and sports organisations at all levels around the world.

- **90%** Distribution, Olympic Games and Promotion of Olympic Movement
- **10%** IOC Activities to Develop Sport and Operations of the IOC



## IOC CONTRIBUTION TO SUPPORT THE OLYMPIC GAMES

The IOC supports the staging of the Olympic Games and Olympic Winter Games with a financial contribution from the revenue it raises through its broadcast agreements and the global TOP sponsorship programme. Since Vancouver 2010, the IOC has also entirely funded the host broadcaster operations, managed by Olympic Broadcasting Services ([www.obs.tv](http://www.obs.tv)).

### Olympic Winter Games (in USD millions)

Salt Lake City 2002	552
Torino 2006	561
Vancouver 2010	775
Sochi 2014	833
PyeongChang 2018	887
Beijing 2022	970

In addition to the contribution received from the IOC, the OCOGs manage domestic sponsorship, ticketing and licensing programmes within the host country, under the direction of the IOC.

The following chart provides details of the total revenue generated from each major programme managed by the OCOGs during the past seven Olympiads.

### IOC CONTRIBUTION TO SUPPORT THE OLYMPIC GAMES

Olympic Games (in USD millions)	
Athens 2004	965
Beijing 2008	1,250
London 2012	1,374
Rio 2016	1,531
Tokyo 2020	1,892*

\* This figure includes some cost of the postponement of the Olympic Games Tokyo 2020

### OCOG REVENUE: THE PAST SEVEN OLYMPIADS

Source (in USD millions)	1993-1996	1997-2000	2001-2004	2005-2008	2009-2012	2013-2016	2017-2020/21
OCOG Domestic Sponsorship	534	655	796	1,555	1,838	2,037	3,732
OCOG Ticketing	451	625	411	274	1,238	527	146
OCOG Licensing	115	66	87	185	170	74	131
<b>Total</b>	<b>1,100</b>	<b>1,346</b>	<b>1,294</b>	<b>2,014</b>	<b>3,246</b>	<b>2,638</b>	<b>4,009</b>

## OLYMPIC MARKETING CONTRIBUTIONS TO THE NATIONAL OLYMPIC COMMITTEES

The continued success of the TOP Programme and revenue from broadcast agreements has enabled the IOC to provide increased support for the National Olympic Committees (NOCs) with each Olympiad. Substantial additional indirect financial support is provided to the NOCs, for example through the provision of the athletes' village and travel grants for the Olympic Games.

The NOCs receive financial support for the training and development of Olympic teams, Olympic athletes and Olympic hopefuls. The IOC distributes TOP Programme revenue to each of the NOCs throughout the world. The IOC also contributes Olympic broadcast revenue to Olympic Solidarity – the body responsible for managing and administering the share of the media rights of the Olympic Games [www.olympics.com/ioc/olympic-solidarity-commission](http://www.olympics.com/ioc/olympic-solidarity-commission) – that is in turn allocated to the NOCs. Olympic Solidarity assists the NOCs and the continental associations with their efforts to develop sport through programmes devised to match their specific needs and priorities.

### IOC CONTRIBUTIONS TO NOCs

Olympic Games	Contribution (in USD millions)
Athens 2004	234
Beijing 2008	301
London 2012	520
Rio 2016	540
Tokyo 2020	540

Olympic Winter Games	Contribution (in USD millions)
Salt Lake City 2002	87
Torino 2006	136
Vancouver 2010	215
Sochi 2014	199
PyeongChang 2018	215
Beijing 2022	201

In addition, the NOCs generate revenue through their own domestic commercial programmes.

## IOC CONTRIBUTIONS TO THE INTERNATIONAL FEDERATIONS

The IOC provides financial support from Olympic marketing to the Olympic summer sports and Olympic winter sports International Federations. These financial contributions are provided to support the development of sport at all levels worldwide.

In addition, the International Federations generate revenue through their own commercial programmes.

### IOC CONTRIBUTIONS TO THE INTERNATIONAL FEDERATIONS

Olympic Games	Contribution (in USD millions)
Athens 2004	257
Beijing 2008	297
London 2012	520
Rio 2016	540
Tokyo 2020	540

Olympic Winter Games	Contribution (in USD millions)
Salt Lake City 2002	92
Torino 2006	128
Vancouver 2010	209
Sochi 2014	199
PyeongChang 2018	215
Beijing 2022	201

For further information on IOC revenues and distribution, please refer to the IOC's Annual Reports on [www.olympics.com/ioc/documents/international-olympic-committee/ioc-annual-report](http://www.olympics.com/ioc/documents/international-olympic-committee/ioc-annual-report)





# CHAPTER 2

# OLYMPIC PARTNERSHIPS

This chapter provides facts, figures and historical information regarding the The Olympic Partner (TOP) Programme (managed by the IOC) and the Olympic Games domestic sponsorship programmes (managed by the OCOGs).



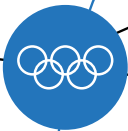
## OLYMPIC PARTNERSHIPS OVERVIEW

Olympic partnerships are an agreement between an Olympic organisation and a corporation, whereby the corporation is granted the rights to specific Olympic intellectual property and Olympic marketing opportunities in exchange for financial support and goods and services contributions. Olympic partnership programmes operate on the principle of product-category exclusivity. Under the direction of the IOC, the Olympic Movement works to preserve the value of Olympic properties and to protect the exclusive rights of Olympic partners.

### OLYMPIC PARTNERSHIP PROGRAMMES BENEFIT THE OLYMPIC MOVEMENT IN THE FOLLOWING WAYS:

- Partnerships provide valuable financial resources to the Olympic Movement.
- Partners provide support for the staging of the Olympic Games and the operations of the Olympic Movement in the form of products, services, technology, expertise and staff deployment.
- Partners provide direct support for the training and development of Olympic athletes and hopefuls around the world, as well as essential services for those participating in the Olympic Games.
- Partnership activation enhances the Olympic Games experience for spectators and provides the youth of the world with opportunities to experience the Olympic values at global and local levels.
- Partners contribute to the success of the educational, environmental, cultural and youth-oriented initiatives of the Olympic Movement.
- Partners develop advertising and promotional activities that help to promote the Olympic values, heighten public awareness of the Olympic Games and increase support for the Olympic athletes.

# THE OLYMPIC PARTNER PROGRAMME



Founded in 1985



Highest level of Olympic partnership

TOP Partners



TOP Partners provide:



Valuable financial resources to the Olympic Movement



Products, services, technology, expertise and staff deployment to support the staging of the Olympic Games



Direct support for the training and development of Olympic athletes and hopefuls around the world



Global marketing campaigns that promote the Games and the Olympic values, while increasing support for athletes



Activations to enhance the Olympic Games experience for spectators



Essential services for athletes participating in the Games

## WORLDWIDE OLYMPIC PARTNERSHIP

### TOP: THE OLYMPIC PARTNERS

The Olympic Partners (TOP) Programme is the worldwide sponsorship Programme managed by the IOC. The IOC created the TOP Programme in 1985 in order to develop a diversified revenue base for the Olympic Games and to establish long-term corporate partnerships that would benefit the Olympic Movement as a whole. The TOP Programme operates on a four-year term – the Olympiad.

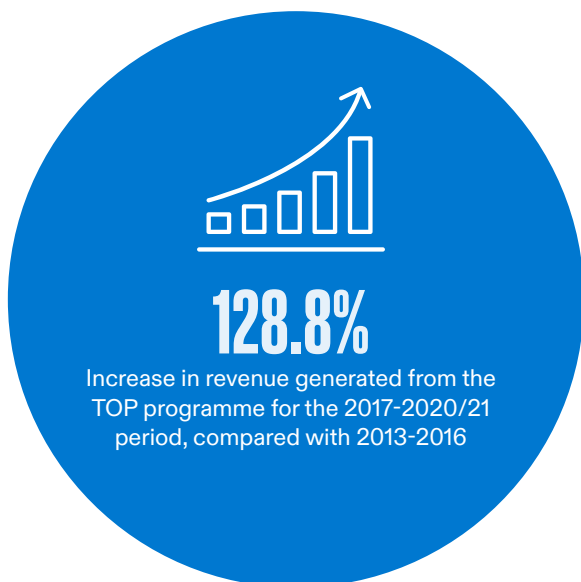
The TOP Programme supports the Organising Committees of the Olympic Games and Olympic Winter Games, the NOCs and the IOC.

The TOP Programme provides each Worldwide Olympic Partner with exclusive global marketing rights and opportunities within a designated product or service category. The global marketing rights include partnerships with the IOC, all active NOCs and their Olympic teams, and the two OCOGs and the Games of each Olympiad. The TOP Partners may exercise these rights worldwide and may activate marketing initiatives with all the members of the Olympic Movement that participate in the TOP Programme.

### TOP PROGRAMME EVOLUTION

Olympiad	Games	Partners	No. participating NOCs	Revenue (in USD millions)
1985 – 1988	Calgary / Seoul	9	159	96
1989 – 1992	Albertville / Barcelona	12	169	172
1993 – 1996	Lillehammer / Atlanta	10	197	279
1997 – 2000	Nagano / Sydney	11	199	579
2001 – 2004	Salt Lake City / Athens	11	202	663
2005 – 2008	Torino / Beijing	12	205	866
2009 – 2012	Vancouver / London	11	205	950
2013 – 2016	Sochi / Rio	12	205	1,003
2017-2020/21**	PyeongChang / Tokyo	14-15	205	2,295

\*\*The Olympic Games Tokyo 2020 were postponed to 2021



## TOP PARTNERSHIPS





**AB InBev**  
CORPORATE WEB ADDRESS  
[www.ab-inbev.com](http://www.ab-inbev.com)

**EXCLUSIVE CATEGORY**

Non-alcoholic and alcoholic beers

**TOP PARTNERSHIP HISTORY**

Member of the TOP Programme since 2024



**Airbnb**  
CORPORATE WEB ADDRESS  
[www.airbnb.com](http://www.airbnb.com)

**EXCLUSIVE CATEGORY**

Unique Accommodation Products and Unique Experiences Services

**TOP PARTNERSHIP HISTORY**

Member of the TOP Programme since 2019



**Alibaba**  
CORPORATE WEB ADDRESS  
[www.alibabagroup.com](http://www.alibabagroup.com)

**EXCLUSIVE CATEGORY**

Cloud infrastructure, Cloud Services and E-Commerce Platform Services

**TOP PARTNERSHIP HISTORY**

Member of the TOP Programme since 2017



**Allianz**  
CORPORATE WEB ADDRESS  
[www.allianz.com](http://www.allianz.com)

**EXCLUSIVE CATEGORY**

Insurance

**TOP PARTNERSHIP HISTORY**

Member of the TOP Programme since 2021



**Atos**  
CORPORATE WEB ADDRESS  
[www.atos.net](http://www.atos.net)

**EXCLUSIVE CATEGORY**

Information technology products, services and solutions

**OLYMPIC PARTNERSHIP HISTORY**

Supported the 1992 Olympic Games in Barcelona as Sema

**TOP PARTNERSHIP HISTORY**

Joined the TOP Programme in 2001 (TOP V) as SchlumbergerSema



**Bridgestone**  
CORPORATE WEB ADDRESS  
[www.bridgestone.com](http://www.bridgestone.com)

**EXCLUSIVE CATEGORY**

Tyres, restrictive automotive vehicle services, non-motorised bicycles and diversified (rubber) products

**TOP PARTNERSHIP HISTORY**

Member of the TOP Programme since 2014



**Coca-Cola & Mengniu**  
CORPORATE WEB ADDRESS  
[www.coca-cola.com / www.mengniu.com.cn](http://www.coca-cola.com / www.mengniu.com.cn)

**EXCLUSIVE CATEGORY**

Non-alcoholic beverages and dairy

**TOP PARTNERSHIP HISTORY**

The Coca-Cola Company has had a presence at the Olympic Games since the 1928 Games in Amsterdam - the longest continuous partnership with the Olympic Movement. As a Charter TOP Partner (TOP I), it has been a member of the TOP Programme since 1986.

In 2019, Coca-Cola and Mengniu signed the first-ever Joint TOP Partnership Agreement, combining the non-alcoholic beverage and the dairy categories into a new joint category, and bringing Chinese dairy company Mengniu into the family of TOP Partners.



**Deloitte**  
CORPORATE WEB ADDRESS  
[www.deloitte.com](http://www.deloitte.com)

**EXCLUSIVE CATEGORY**

Management and Business Consulting Services

**TOP PARTNERSHIP HISTORY**

Member of the TOP Programme since 2022



**Intel**  
CORPORATE WEB ADDRESS  
[www.intel.com](http://www.intel.com)

**EXCLUSIVE CATEGORY**

1. Processors, chips and similar silicon platforms, in particular those specifically used for:
- 5G Technology
  - VR, 3D and 360-degree Content Development
  - Sports Performance
  - Artificial Intelligence
2. Drones

**TOP PARTNERSHIP HISTORY**

Member of the TOP Programme since 2017



**Omega**  
CORPORATE WEB ADDRESS  
[www.omega.ch](http://www.omega.ch)

**EXCLUSIVE CATEGORY**

Time pieces, Timing, Scoring and Venue Results Systems and Services

**OLYMPIC PARTNERSHIP HISTORY**

Timing and Scoring sponsor of Atlanta 1996 and Sydney 2000. Longstanding IOC worldwide Olympic licensee

**TOP PARTNERSHIP HISTORY**

Joined the TOP Programme in 2003 (TOP V)



**Panasonic**  
CORPORATE WEB ADDRESS  
[www.panasonic.com](http://www.panasonic.com)

**EXCLUSIVE CATEGORY**

Audio/TV/Video Equipment

**TOP PARTNERSHIP HISTORY**

Charter TOP Partner (TOP I)  
Member of the TOP Programme since 1987



**Procter & Gamble**  
CORPORATE WEB ADDRESS  
[www.pg.com](http://www.pg.com)

**EXCLUSIVE CATEGORY**

Personal Care, Healthcare and Household Care Products

**TOP PARTNERSHIP HISTORY**

Joined the TOP programme in 2010



**Samsung**  
CORPORATE WEB ADDRESS  
[www.samsung.com](http://www.samsung.com)

**EXCLUSIVE CATEGORY**

Wireless Communications and Computing Equipment

**TOP PARTNERSHIP HISTORY**

Joined the TOP Programme in 1997 (TOP IV)



**Toyota**  
CORPORATE WEB ADDRESS  
[www.toyota.com](http://www.toyota.com)

**EXCLUSIVE CATEGORY**

Vehicles, mobility support robots and mobility services

**TOP PARTNERSHIP HISTORY**

Member of the TOP Programme since 2017



**Visa**  
CORPORATE WEB ADDRESS  
[www.visa.com](http://www.visa.com)

**EXCLUSIVE CATEGORY**

Payment services, transaction security, pre-paid cards

**TOP PARTNERSHIP HISTORY**

Charter TOP Partner (TOP I)  
Member of the TOP programme since 1986

## OLYMPIC GAMES DOMESTIC SPONSORSHIP

The Olympic Games domestic sponsorship programme is managed by the OCOG within the host country under the direction of the IOC. The programmes support the operations of the OCOG, the planning and staging of the Olympic Games, the host country NOC and the host country Olympic team.

The Olympic Games domestic sponsorship programme grants marketing rights within the host country or territory only. The host country NOC and the host country Olympic team participate in the OCOG sponsorship programme because the Marketing Plan Agreement requires the OCOG and the host country NOC to centralise and coordinate all marketing initiatives within the host country.

## OLYMPIC GAMES: HISTORY OF OCOG SPONSORSHIP PROGRAMMES

Olympic Games	Number of Partners <sup>1</sup>	Revenue (in USD millions) <sup>2</sup>
Atlanta 1996	111	426
Sydney 2000	93	492
Athens 2004	38	302
Beijing 2008	51	1,218
London 2012	42	1,150
Rio 2016	53	848
Tokyo 2020	69	3,240

## OLYMPIC WINTER GAMES: HISTORY OF OCOG SPONSORSHIP PROGRAMMES

Olympic Winter Games	Number of Partners <sup>1</sup>	Revenue (in USD millions) <sup>2</sup>
Nagano 1998	26	163
Salt Lake City 2002	53	494
Torino 2006	57	348
Vancouver 2010	57	688
Sochi 2014	46	1,189
PyeongChang 2018	86	649
Beijing 2022	46	1,838

<sup>1</sup> Domestic OCOG sponsorship programmes usually include several tiers of partnership, which may include sponsors, suppliers and providers. The figures in this column represent the total number of marketing partners from all tiers of the domestic programme

<sup>2</sup> Including cash and consumed VIK

## OLYMPIC SPONSORSHIP HISTORY

Sponsorship in various forms has supported the Olympic Movement since the first modern Olympic Games in Athens in 1896. The following is a brief overview of key milestones and informative anecdotes from the history of sponsorship in the modern Olympic Games.

Athens 1896	Companies provide revenue through advertising during the Olympic Games.
Stockholm 1912	Approximately 10 Swedish companies purchase sole rights to take photographs and sell memorabilia of the Olympic Games.
Antwerp 1920	The official Olympic Games programme contains a great deal of corporate advertising.
Paris 1924	Advertising signage appears within view of the Olympic Games venues for the first and only time in history.
Amsterdam 1928	Current TOP Partner Coca-Cola begins the longest continuous Olympic partnership. Concessionaires are granted rights to operate restaurants on stadium grounds. Advertising continues in the official Olympic Games programme.  The IOC stipulates that posters and billboards may not be displayed on the stadium grounds and buildings.
Lake Placid 1932	The OCOG solicits businesses to provide free merchandising and advertising tie-ins. Many major department stores in the eastern US feature the Olympic Games marks in window displays, and many national businesses use the Games as an advertising theme.
Helsinki 1952	The first Olympic Games to launch an international marketing programme. Companies from 11 countries make contributions of goods and services ranging from food for the athletes to flowers for medallists.
Rome 1960	An extensive sponsor/supplier programme includes 46 companies that provide technical support and products such as perfume, chocolate, toothpaste and soap.
Tokyo 1964	250 companies develop marketing relationships with the Olympic Games.  The new "Olympia" cigarette brand generates more than USD 1 million in revenue for the OCOG. (The tobacco sponsorship category is later banned.)
Montreal 1976	With 628 sponsors and suppliers, domestic sponsorship generates USD 7 million for the OCOG.
Sarajevo 1984	The OCOG signs 447 foreign and domestic sponsorship agreements.



Los Angeles 1984	<p>For the first time, the domestic sponsorship programme is divided into three categories. Each category is granted designated rights and product category exclusivity.</p> <p>The marketing programme is limited to the host country and US companies.</p>
Calgary 1988/ Seoul 1988	<p>The IOC creates The Olympic Partners (TOP) worldwide sponsorship programme, in coordination with the OCOGs in Seoul and Calgary, as well as 159 NOCs. The TOP Programme is based on the 1984 Los Angeles model of product category exclusivity. Prior to the establishment of the TOP Programme, fewer than 10 NOCs in the world had a source of marketing revenue.</p> <p>The OCOGs launch independent marketing programmes.</p> <p>For the first time, the IOC requires the OCOG to form a joint marketing programme with the host country NOC.</p>
Albertville 1992/ Barcelona 1992	<p>The TOP Programme grows from nine to 12 partners in the programme's second generation.</p>
Lillehammer 1994	<p>Broadcast and marketing programmes generate more than USD 500 million, breaking almost every major marketing record for an Olympic Winter Games.</p>
Atlanta 1996	<p>The Olympic Games are funded entirely via private sources.</p>
Sydney 2000	<p>The OCOG develops the most financially successful domestic sponsorship programme to date, generating more revenue (USD 492 million) than the domestic sponsorship programme of Atlanta 1996 in a host country marketplace 15 times smaller.</p> <p>A new standard for brand protection through education, legislation and advertising controls.</p>
Salt Lake City 2002	<p>The Olympic Properties of the United States (OPUS) sponsorship for 2002 breaks records for both Winter and Summer Games.</p>
Athens 2004	<p>In the smallest country to host the Olympic Games to date, Athens 2004 achieved its sponsorship revenue target two years before the Games and ultimately generated revenue from national and torch relay sponsorship that was 50% higher than initial estimates.</p>
Torino 2006	<p>Torino 2006 stands as the most lucrative and successful sponsorship programme in Italian history. The programme accounted for 6.14% of the total sponsorship spending in the market, which was significantly higher than previous Olympic Winter Games sponsorship programmes and represented nearly 1% of the total advertising spend in the Italian market, 35 times greater than that of Salt Lake City 2002.</p>
Beijing 2008	<p>The Beijing 2008 domestic sponsorship programme provided significant support to the operational needs of the OCOG in revenue, goods and services, which contributed towards the staging of the Olympic Games.</p> <p>For more information on the Beijing Marketing programmes, visit: <a href="http://view.digipage.net/?userpath=00000001/00000004/00040592">view.digipage.net/?userpath=00000001/00000004/00040592</a></p>
Vancouver 2010	<p>For more information on the Vancouver 2010 Marketing programmes, visit: <a href="http://view.digipage.net/?id=iocvancouver2010">view.digipage.net/?id=iocvancouver2010</a></p>
London 2012	<p>For more information on the London 2012 Marketing programmes, visit: <a href="http://view.digipage.net/?id=ioclondon2012">view.digipage.net/?id=ioclondon2012</a></p>
Sochi 2014	<p>For more information on the Sochi 2014 Marketing programmes, visit: <a href="http://cloud.digipage.net/go/iocsochi2014">cloud.digipage.net/go/iocsochi2014</a></p>
Rio 2016	<p>For more information on the Rio 2016 Marketing programmes, visit: <a href="http://touchline.digipage.net/iocmarketing/reportrio2016">touchline.digipage.net/iocmarketing/reportrio2016</a></p>
PyeongChang 2018	<p>For information on the PyeongChang 2018 Marketing programmes, visit: <a href="http://iocmarketingreport.touchlines.com/pyeongchang2018">iocmarketingreport.touchlines.com/pyeongchang2018</a></p>
Tokyo 2020	<p>For more information on the Tokyo 2020 Marketing programmes, visit: <a href="http://iocmarketingreport.touchlines.com/tokyo2020">iocmarketingreport.touchlines.com/tokyo2020</a></p>
Beijing 2022	<p>For more information on the Beijing 2022 Marketing programmes, visit: <a href="http://stillmed.olympics.com/media/Documents/Olympic-Movement/Partners/IOC-Marketing-Report-Beijing-2022.pdf">stillmed.olympics.com/media/Documents/Olympic-Movement/Partners/IOC-Marketing-Report-Beijing-2022.pdf</a></p>

# CHAPTER 3

# OLYMPIC BROADCASTING

This chapter provides facts and figures regarding Olympic broadcasting, including information on the IOC broadcast policy, global broadcast viewing statistics from recent history, broadcast revenue support for the Olympic Movement, and media rights fees from past Olympic Games and Olympic Winter Games.



## OLYMPIC BROADCAST OVERVIEW

“The IOC takes all necessary steps in order to ensure the fullest coverage by the different media and the widest possible audience in the world for the Olympic Games.”

Rule 48, Olympic Charter

## OLYMPIC BROADCAST PARTNERSHIPS

The long-term Olympic broadcast marketing strategy is designed to achieve the following objectives:

- To establish broadcast partnerships to (1) ensure improved global coverage of the Olympic Games, (2) promote the ideals of Olympism, and (3) raise awareness of the work of the Olympic Movement throughout the world.
- To ensure the long-term financial security of the Olympic Movement and the Olympic Games.
- To ensure that broadcast partners are experienced in providing the highest quality Olympic programming.
- To allow broadcast partners to develop strong Olympic associations and to strengthen each partner's identity as the Olympic broadcaster within its country or territory.
- To maximise exposure across all available media platforms and exploit latest media technologies.
- To strengthen the continuing legacy of broadcasting support from one Olympic Games to the next, allowing future OCOGs to draw on their support, experience and technology.

## OLYMPIC BROADCAST: WORLDWIDE COVERAGE

The television broadcast of the Olympic Games is the most significant factor in the communication of the Olympic ideals worldwide. The primary broadcasting objective of the Olympic Movement is to ensure the most television viewers possible have the opportunity to experience the Olympic Games. In pursuit of this objective, coverage of the Olympic Games has been made available in an increasing number of territories and media platforms throughout the world.

### OLYMPIC GAMES: COUNTRIES BROADCASTING

Olympic Games	Number of Countries/ Territories Broadcasting
Berlin 1936	1
London 1948	1
Helsinki 1952	2
Melbourne 1956	1
Rome 1960	21
Tokyo 1964	40
Mexico City 1968	n/a
Munich 1972	98
Montreal 1976	124
Moscow 1980	111
Los Angeles 1984	156
Seoul 1988	160
Barcelona 1992	193
Atlanta 1996	214
Sydney 2000 to Tokyo 2020	Global

### OLYMPIC WINTER GAMES: COUNTRIES BROADCASTING

Olympic Winter Games	Number of Countries/ Territories Broadcasting
Cortina 1956	22
Squaw Valley 1960	27
Innsbruck 1964	30
Grenoble 1968	32
Sapporo 1972	41
Innsbruck 1976	38
Lake Placid 1980	40
Sarajevo 1984	100
Calgary 1988	64
Albertville 1992	86
Lillehammer 1994	120
Nagano 1998	160
Salt Lake City 2002	160
Torino 2006 to Beijing 2022	Global

## OLYMPIC BROADCAST: GLOBAL VIEWERSHIP

### OLYMPIC GAMES: BROADCAST AUDIENCE

Olympic Winter Games	Total coverage output (hours)	TV coverage output (hours)	Digital coverage output (hours)	Global Audience Reach (billion)*	Digital Reach (million)	Video Views (billion)**
Vancouver 2010	56,902	31,902	25,000	1.8	130	0.3
Sochi 2014	114,367	54,367	60,000	2.1	300	1.4
PyeongChang 2018	157,812	60,771	97,041	1.92	670	3.2
Beijing 2022	182,975	62,305	120,670	2.01	1,504	20.1

Olympic Games	Total coverage output (hours)	TV coverage output (hours)	Digital coverage output (hours)	Global Audience Reach (billion)*	Digital Reach (billion)	Video Views (billion)**
Beijing 2008	N/A	61,700	N/A	3.5	N/A	N/A
London 2012	181,523	99,982	81,641	3.6	1.2	1.9
Rio 2016	275,301	113,454	161,847	3.2	1.3	11.6
Tokyo 2020	367,938	150,426	217,512	3.05	2.24	28

\* Global Audience Reach from PyeongChang 2018 onward is unduplicated across TV & Digital. Prior to that, the figure is TV Reach only.

\*\* starting from Rio 2016 this includes Social Media.

## OLYMPIC BROADCAST: GLOSSARY OF TERMS

- **Global Audience Reach** – The net number of people who saw at least one minute of the Olympic Games coverage on TV.
- **Unique Users** – The number of different individuals who visit a site within a specific time period.
- **Video Views** – The number of times a video is watched.
- **MRH** – Media-Rights Holders

For more details on broadcast statistics, please refer to the broadcast reports of each Games available at: [www.olympics.com/ioc/documents/international-olympic-committee/ioc-marketing-and-broadcasting](http://www.olympics.com/ioc/documents/international-olympic-committee/ioc-marketing-and-broadcasting)

## OLYMPIC BROADCAST PROGRAMMING

Olympic broadcast programming is generated by Olympic Broadcasting Services (OBS) ([www.obs.tv](http://www.obs.tv)), which captures the broadcast signal from each Olympic venue and delivers the signal to the Olympic broadcast partners to air over various media platforms throughout the world. Since 2009, OBS has overseen the host broadcaster function for the Olympic Games. OBS was formed by the IOC to serve as the permanent host broadcast organisation for both the Summer and Winter Olympic Games.

From the full range of available material, each Olympic broadcast partner may select the particular events to include in its schedule of Olympic programming. Each Olympic broadcast partner has the opportunity to deliver those events and images that it determines to be of greatest interest to the target audience in its home country or territory.

Increased host broadcast coverage has afforded the Olympic broadcast partners greater programming opportunities in more sports and enabled the broadcast partners to deliver more complete Olympic coverage to their audiences around the world. The IOC works in partnership with its broadcasters to ensure that an increasing amount of live coverage is available, and that the latest technologies, including HDTV, live coverage on the internet and coverage on mobile phones are available in as many territories as possible.

## OLYMPIC GAMES: HOURS OF CONTENT PROVIDED TO THE MRHs

Olympic Games	Host Broadcast Feed Hours
Seoul 1988	2,572
Barcelona 1992	2,800
Atlanta 1996	3,000
Sydney 2000	3,500
Athens 2004	3,800
Beijing 2008	5,000
London 2012	5,600
Rio 2016	7,100
<b>Tokyo 2020</b>	<b>10,200</b>

## OLYMPIC WINTER GAMES: HOURS OF CONTENT PROVIDED TO THE MRHs

Olympic Winter Games	Host Broadcast Feed Hours
Albertville 1992	350
Lillehammer 1994	331
Nagano 1998	600
Salt Lake City 2002	900
Torino 2006	1,000
Vancouver 2010	2,700
Sochi 2014	3,100
PyeongChang 2018	5,600
<b>Beijing 2022</b>	<b>6,000</b>

## TOKYO 2020 BROADCAST FEED HOURS



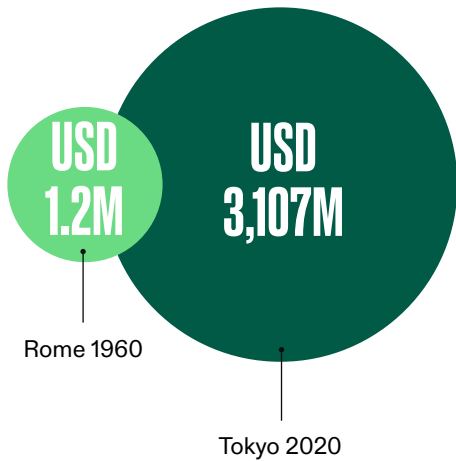
For more information: [www.olympics.com/ioc/media-rights-holders](http://www.olympics.com/ioc/media-rights-holders)

## OLYMPIC BROADCAST REVENUE GENERATION

Olympic broadcast partnerships have provided the Olympic Movement with a secure financial base and helped to ensure the future viability of the Olympic Games. Olympic broadcast partnerships have been the single greatest source of revenue for the Olympic Movement for more than three decades.

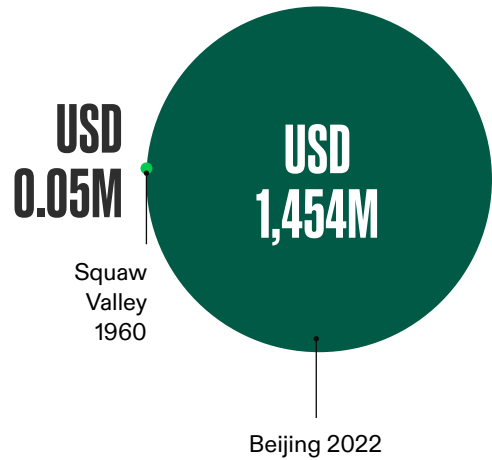
### BROADCAST REVENUE HISTORY: OLYMPIC GAMES

Olympic Games	Broadcast Revenue (in USD millions)
Rome 1960	1.2
Tokyo 1964	1.6
Mexico City 1968	9.8
Munich 1972	18
Montreal 1976	35
Moscow 1980	88
Los Angeles 1984	287
Seoul 1988	403
Barcelona 1992	636
Atlanta 1996	898
Sydney 2000	1,332
Athens 2004	1,494
Beijing 2008	1,739
London 2012	2,569
Rio 2016	2,868
<b>Tokyo 2020</b>	<b>3,107</b>



### BROADCAST REVENUE HISTORY: OLYMPIC WINTER GAMES

Olympic Winter Games	Broadcast Revenue (in USD millions)
Squaw Valley 1960	0.05
Innsbruck 1964	0.9
Grenoble 1968	2.6
Sapporo 1972	8.5
Innsbruck 1976	12
Lake Placid 1980	21
Sarajevo 1984	103
Calgary 1988	325
Albertville 1992	292
Lillehammer 1994	353
Nagano 1998	514
Salt Lake City 2002	738
Torino 2006	831
Vancouver 2010	1,280
Sochi 2014	1,289
PyeongChang 2018	1,436
<b>Beijing 2022</b>	<b>1,454</b>



## BROADCAST RIGHTS FEES HISTORY: OLYMPIC GAMES AND YOUTH OLYMPIC GAMES

(all figures in USD millions)

Quad	Americas	Asia	Africa	Europe	Oceania	Total
1997-2000	1,138	208	12	422	65	1,845
2001-2004	1,418	233	13	514	54	2,232
2005-2008	1,613	283	16	577	78	2,567
2009-2012	2,261	596	20	848	125	3,850
2013-2016	2,447	688	23	942	61	4,161
2017-2020	2,588	1,053	26	786	91	4,544

For a list of Media Rights Holders for each Games please visit: [www.olympics.com/ioc/documents/international-olympic-committee/ioc-marketing-and-broadcasting](http://www.olympics.com/ioc/documents/international-olympic-committee/ioc-marketing-and-broadcasting)

## OLYMPIC BROADCASTING HISTORY

Television broadcasting has been the most significant factor in the promotion of the Olympic ideals and the growth of the Olympic Games worldwide. The following is a brief overview of key milestones in the history of Olympic television broadcasting.

Berlin 1936	The first Olympic Games to be televised, in and around Berlin only, with a total of 138 viewing hours and 162,000 viewers. One of three cameras is capable of live coverage – only when the sun is shining.
London 1948	The first Olympic Games to establish the principle of the broadcast rights fee. The BBC agrees to pay 1,000 guineas (approximately USD 3,000). Concerned about financial hardship to the BBC, the OCOG does not accept payment. More than 500,000 viewers, most residing within a 50-mile radius of London, watch the 64 hours of Olympic programming.
Helsinki 1952	The OCOG conducts broadcast rights negotiations for the first time.
Melbourne 1956	The breakdown of negotiations prevents transmission of the Olympic broadcast to important markets including the US.
Cortina d'Ampezzo 1956	The Olympic Winter Games are broadcast live for the first time. During the Opening Ceremony, the final Olympic torchbearer stumbles and falls over the television cable placed on the ice surface of the stadium.
1958	Television rights issues are incorporated into the Olympic Charter with the introduction of Article 49: "the rights shall be sold by the Organising Committee, with the approval of the IOC, and the revenues distributed in accordance with its instructions".
Rome 1960	The Olympic Games are televised live for the first time to 18 European countries, and only hours later in the United States, Canada and Japan.
Tokyo 1964	For the first time, satellite broadcast coverage is used to relay images overseas.
1966	The IOC expands revenue sharing to include NOCs and IFs for the first time.
Mexico City 1968	The Olympic Games are broadcast live in colour for the first time. Slow-motion footage is available live.
Sapporo 1972	Japanese network NHK provides the television feed for broadcasters to choose the coverage they want – the model for today's host broadcast organisation.
Los Angeles 1984	Television and radio rights acquired by 156 nations. More than 2.5 billion people view the Olympic Games.
Albertville 1992/ Barcelona 1992	For the first time in Olympic broadcast history, a multi-tier television structure is operated in several countries. The main national broadcaster sub-licenses coverage of additional events to other cable and satellite broadcasters, expanding the total sports coverage. Surveys of the US, the UK and Spain show an average of seven out of ten people tune in to Albertville, and more than nine out of ten tune in to Barcelona.
Lillehammer 1994	Broadcast and marketing programmes generate more than USD 500 million, breaking almost every major Olympic Winter Games marketing record. More than 120 countries and territories view television coverage of the Games, compared to the 86 countries that broadcast Albertville 1992. For the first time, the Olympic Winter Games are broadcast on the African continent, via M-Net and ART satellites.
Atlanta 1996	The Olympic Games are funded entirely via private sources, including broadcast rights. The IOC underwrites the cost of the transmissions to Africa. The broadcast reaches a record 214 countries.

Nagano 1998	<p>Television coverage of the Olympic Winter Games is provided to 180 countries and territories, compared to 120 countries for Lillehammer 1994.</p> <p>The Olympic Winter Games are broadcast live in Australia for the first time.</p> <p>Olympic broadcasting firsts include video-on-demand and 3D high-definition.</p>
Sydney 2000	<p>Olympic broadcast reaches 3.7 billion viewers in 220 countries.</p> <p>The IOC introduces Total Viewer Hours (TVH), a new method of measuring the Olympic television audience levels.</p> <p>The Olympic Games broadcast generates 36.1 billion Television Viewer Hours.</p>
Salt Lake City 2002	<p>2.1 billion viewers in 160 countries consume more than 13 billion TVH.</p> <p>For the first time, the host broadcaster covers all Winter events live. For the first time, 100 million viewers in India receive free-to-air coverage.</p>
Athens 2004	<p>More than 300 television channels provide a total of 35,000 hours of dedicated coverage, and 3.9 billion viewers in 220 countries and territories each watched an average of more than 12 hours of coverage.</p> <p>For the first time, the Olympic Games are broadcast live in Azerbaijan. Live coverage is also available on the internet in several territories for the first time.</p>
Torino 2006	<p>The Torino Olympic Broadcast Organisation provided nearly 1,000 hours of live content – the most in Olympic Winter Games history. The Olympic broadcasters also maximised opportunities in new media technology, providing viewers with more access and greater choice through the internet, mobile phones and multiple television channels. Television coverage is offered for the first time in HDTV and coverage is available for the first time on mobile phones.</p>
Beijing 2008	<p>Olympic Broadcasting Services provide a record 5,000 hours of live HD content – the most in Olympic history. Digital media is made available across the world, including via the IOC's own digital channel in 78 countries in the Middle East, Asia and Africa. For more information on the broadcast of Beijing 2008, refer to the <a href="#">IOC Marketing Report for Beijing 2008</a>.</p>
Vancouver 2010	<p>Vancouver 2010 was a defining moment in Olympic broadcasting history, with the most extensive coverage ever produced for the Olympic Winter Games reaching a record potential audience of 3.8 billion people worldwide and approximately 1.8 billion viewers. For more information on the broadcast of the Vancouver 2010, refer to the <a href="#">IOC Marketing Report for Vancouver 2010</a>.</p>
London 2012	<p>The Olympic Games London 2012 were a milestone in the history of Olympic broadcasting, with more coverage available on more platforms than ever before. Approximately 100,000 hours of Olympic coverage was broadcast across more than 500 TV channels around the world. For more information on the broadcast of London 2012, refer to the <a href="#">IOC Marketing Report for London 2012</a>.</p>
Sochi 2014	<p>For the first time at any Olympic Games, the amount of digital coverage available exceeded that of traditional broadcasts, with 230 dedicated digital channels, including 155 websites and 75 apps- carrying a total of 60,000 hours of digital broadcast coverage. For more information on the broadcast of Sochi 2014, refer to the <a href="#">IOC Marketing Report for Sochi 2014</a>.</p>
Rio 2016	<p>Half the world's population watched the Olympic Games Rio 2016, with viewers having access to more Olympic content than ever before. The average TV viewer watched over 20% more coverage of Rio 2016 than London 2012, with 584 TV channels, more than 270 dedicated digital platforms and hundreds of official broadcaster pages on social media. For more information on the broadcast of Rio 2016, refer to the <a href="#">IOC Marketing Report for Rio 2016</a>.</p>
PyeongChang 2018	<p>More than a quarter of the world's population followed the Olympic Winter Games PyeongChang 2018 across various media platforms. In total, the IOC's global broadcast partners made more coverage available from PyeongChang than any previous Olympic Winter Games, offering a combined 157,812 hours – an increase of 38 per cent from Sochi 2014. The increased digital coverage helped make PyeongChang 2018 the most digitally viewed Olympic Winter Games ever, with 670 million global online users viewing digital broadcast coverage – 120 per cent more than watched Sochi 2014. For information on the broadcast of PyeongChang 2018, refer to the <a href="#">IOC Marketing Report for PyeongChang 2018</a>.</p>
Tokyo 2020	<p>A total of 3.05 billion unique viewers tuned in to coverage across linear TV and digital platforms, with Tokyo 2020 becoming the most watched Olympic Games ever on digital platforms. For more information on the broadcast of Tokyo 2020, refer to the <a href="#">IOC Marketing Report for Tokyo 2020</a>.</p>
Beijing 2022	<p>A total of 2.01 billion unique viewers tuned in to watch coverage from Beijing across linear TV and digital platforms, representing a five per cent increase on the audience for PyeongChang 2018. Viewers around the world watched a combined 713 billion minutes of Games coverage on Olympic Media Rights Partners' channels – an 18 per cent increase compared with PyeongChang 2018. For more information on the broadcast of Beijing 2022, refer to the <a href="#">IOC Marketing Report for Beijing 2022</a>.</p>





# CHAPTER 4

# OLYMPIC GAMES TICKETING



## OLYMPIC GAMES TICKETING OVERVIEW

The Olympic Games ticketing programme is managed by the OCOG, with the support of the IOC. The primary goal of Olympic Games ticketing programmes is to enable as many people as possible to experience Olympic Games ceremonies and competitions.

The secondary goal of Olympic Games ticketing programmes is to generate necessary financial revenue to support the staging of the Olympic Games.

The OCOGs and the IOC work to establish ticket prices which accommodate the wide range of economic circumstances of the public and which are in line with the domestic prices for major sporting events.

## OLYMPIC GAMES TICKET SALES

Olympic ticketing programmes continue to generate substantial revenue to support the staging of the Games. The charts below present an overview of recent Olympic Games and Olympic Winter Games ticketing programmes.

### OLYMPIC GAMES TICKETING PROGRAMMES

Olympic Games	Tickets Available (million)	Tickets Sold (million)	% of Tickets Sold	Revenue to OCOGs (in USD millions)
Los Angeles 1984	6.9	5.7	82%	156
Seoul 1988	4.4	3.3	75%	36
Barcelona 1992	3.9	3.0	77%	79
Atlanta 1996	11	8.3	75%	425
Sydney 2000	7.6	6.7	88%	551
Athens 2004	5.3	3.8	71%	228
Beijing 2008	6.8	6.5	96%	185
London 2012	8.5	8.2	97%	988
Rio 2016	6.8	6.2	91%	321
Tokyo 2020*	N/A	N/A	N/A	N/A

\* Spectators were unable to attend the Olympic Games Tokyo 2020 in-person due to COVID-19 countermeasures

### OLYMPIC WINTER GAMES TICKETING PROGRAMMES

Olympic Winter Games	Tickets Available (million)	Tickets Sold (million)	% of Tickets Sold	Revenue to OCOGs (in USD millions)
Calgary 1988	1.9	1.6	84%	32
Albertville 1992	1.2	0.9	75%	32
Lillehammer 1994	1.3	1.2	92%	26
Nagano 1998	1.4	1.3	89%	74
Salt Lake City 2002	1.6	1.5	95%	183
Torino 2006	1.1	0.9	81%	89
Vancouver 2010	1.5	1.5	97%	250
Sochi 2014	1.1	1.0	90%	205
PyeongChang 2018	1.3	1.1	85%	143
Beijing 2022*	N/A	N/A	N/A	N/A

\* Spectators were unable to attend the Olympic Winter Games Beijing 2022 in-person due to COVID-19 countermeasures



# CHAPTER 5

# OLYMPIC LICENSING



## THE IOC GLOBAL LICENSING STRATEGY

Building on Olympic Agenda 2020, the IOC Global Licensing Strategy aims to create a tangible connection to the Olympic Games and Olympism through merchandising programmes that are aligned with the Olympic image and enhance brand value and goodwill. The objective is to strengthen and promote the Olympic brand, not only during the Olympic Games, but between Games as well. The IOC Global Licensing Strategy is divided into three core licensing programmes aimed at specific target groups: The Olympic Heritage Collection, The Olympic Collection and The Olympic Games Programme.

## THE OLYMPIC COLLECTION

The Olympic Collection is developed by the IOC and aims to engage young people and to connect with a large audience through remarkable, authentic, high-quality products, mainly sports equipment and toys. Its goal is to communicate the essence of the Olympic brand and values to sports enthusiasts, people with an active lifestyle and those who love to watch sport.

## THE OLYMPIC HERITAGE COLLECTION

The Olympic Heritage Collection is being developed by the IOC as one of its three Global Licensing core programmes, and it aims to celebrate the art and design of the past Olympic Games, with lifestyle and high-end products released in limited editions aiming to connect the audience with Olympic history. The target is Olympic enthusiasts and anyone who would like to own a piece of Olympic history.

## THE OLYMPIC GAMES PROGRAMME

The Olympic Games Programme is developed and managed by the Organising Committee of the Olympic Games (OCOG) in each Host Country and is aimed at Olympic fans either visiting the Host City or following the Games from home and looking for a souvenir of their Olympic experience.

The Olympic Movement works to ensure the authenticity and quality of Olympic Games merchandise through a comprehensive programme of trademark legislation, education, monitoring and enforcement. These efforts protect consumers from unauthorised or counterfeit goods, protect official Olympic licensees from rights infringements and protect the Olympic brand from the potential negative impact of low quality unauthorised merchandise.

## OLYMPIC GAMES LICENSING PROGRAMMES

The charts below present an overview of recent licensing programmes and the revenue generated to support the Olympic Games and Olympic Winter Games.

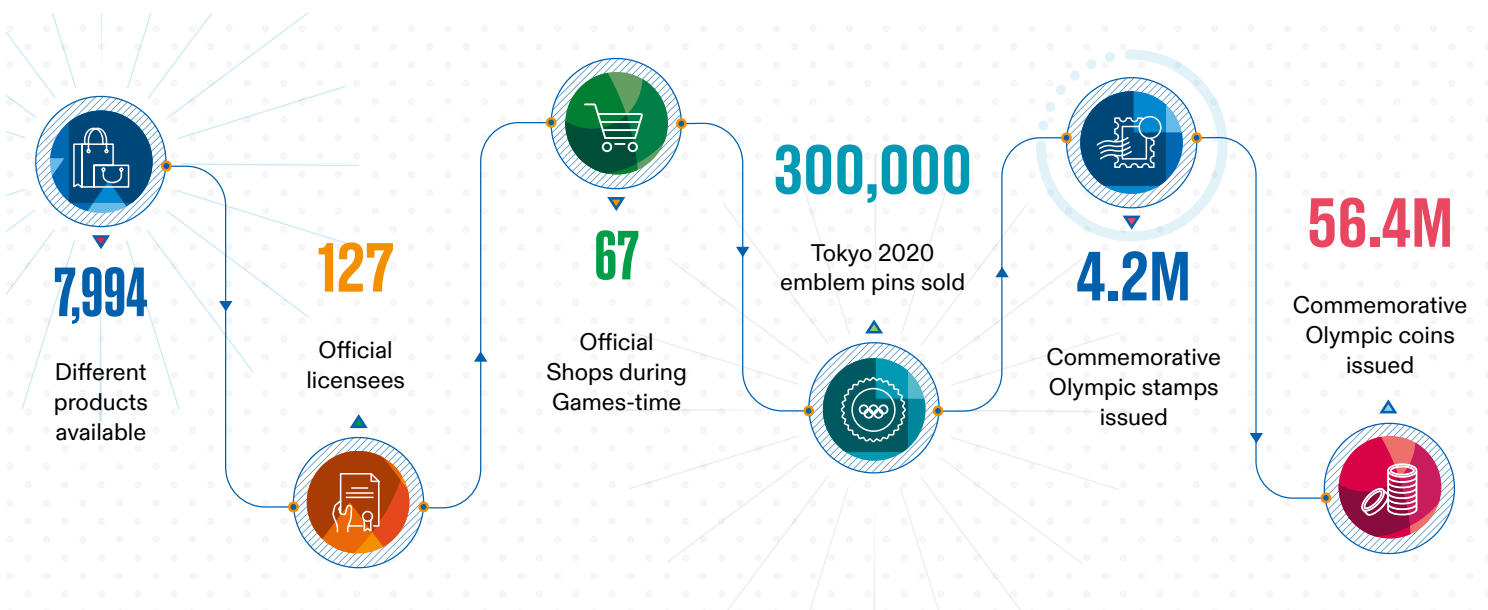
### OLYMPIC GAMES LICENSING FACTS AND FIGURES

Olympic Games	Licensees	Revenue to OCOGs (in USD millions)
Seoul 1988	62	19
Barcelona 1992	61	17
Atlanta 1996	125	91
Sydney 2000	100	52
Athens 2004	23	62
Beijing 2008	68	163
London 2012	65	119
Rio 2016	59	31
Tokyo 2020	127	52

### OLYMPIC WINTER GAMES LICENSING FACTS AND FIGURES

Olympic Winter Games	Licensees	Revenue to OCOGs (in USD millions)
Lillehammer 1994	36	24
Nagano 1998	190	14
Salt Lake City 2002	70	25
Torino 2006	32	22
Vancouver 2010	48	51
Sochi 2014	49	35
PyeongChang 2018	4	79
Beijing 2022	87	157

### TOKYO 2020 LICENSING & MERCHANDISE



## OLYMPIC NUMISMATIC PROGRAMMES

For decades, Olympic numismatic programmes have provided financial support to the Olympic Games and Olympic teams. Governments that issue Olympic coins have often contributed some or all of the seigniorage (i.e. the difference between the coin's retail value and the production cost) to the cost of staging the Olympic Games or developing the nation's Olympic team. A government that issues legal tender promises to redeem to the bearer the face value of the coin. The seigniorage remains as a profit to the issuing government.

### OLYMPIC NUMISMATIC PROGRAMMES: BASIC FACTS

- Olympic coins date back to 425 BC, when tetra drachmas were struck by the competition victors to commemorate success in the ancient Olympic Games.
- Olympic coins were first struck in modern times to commemorate the 1952 Helsinki Olympic Games. Issued at face value, legal-tender, Olympic coins provided a means of raising funds without resorting to increased government taxation.
- Since 1951, more than 350 million Olympic coins have been sold, raising more than USD 1 billion for the issuing authorities and the Olympic Movement.

## OLYMPIC PHILATELIC PROGRAMMES

Since the first modern Olympic Games in 1896, Olympic philatelic programmes have raised awareness of the Olympic Games throughout the world, heightened interest in the history of the Olympic Movement and generated revenue for the Olympic Games and Olympic teams.

### OLYMPIC PHILATELIC PROGRAMMES: BASIC FACTS

- The partnership between the Olympic Games and philately, the collection and study of stamps, dates back to the first modern Olympic Games in 1896.
- More than 50 million Olympic stamp series have been issued by countries since the first modern Olympic Games.
- Since 1920, OCOGs have received revenue from philately and postal services either through a surcharge on stamps or through a gross sum on the sale of stamps.
- Olympic philatelic brochures are distributed by a series of agents throughout the world. By 2000, agents covered the globe, making Olympic stamps and brochures readily available.

## OLYMPIC LICENSING, NUMISMATIC AND PHILATELIC HISTORY

Athens 1896	<p>A Greek philatelist proposes the issue of commemorative Olympic stamps.</p> <p>Olympic philatelic revenue helps to finance the building of Olympic venues including the rifle range in Kallathea and the cycle track in New Phaliron.</p> <p>A series of 12 stamps is issued on the inaugural day of the first modern Games.</p>
Stockholm 1912	<p>Approximately 10 Swedish companies purchase sole rights to take photographs and sell memorabilia of the Games.</p>
Amsterdam 1928	<p>The OCOG covers 1.5% of expenditures with philatelic programme revenue.</p> <p>Portugal issues stamps to finance its Olympic team's participation in the Amsterdam Games.</p> <p>The stamp is obligatory in Portugal for three days.</p>
Lake Placid 1932	<p>The OCOG solicits business organisations and retail stores to provide free merchandising and advertising tie-ins.</p>
Helsinki 1952	<p>The first modern Olympic coin is struck. Finland begins what was soon to become a tradition by issuing a 500 Markaa circulating coin.</p>
Munich 1972	<p>The first Olympic coin programme dedicated to raising revenues to offset the cost of the Olympic Games is implemented. An extraordinary cooperation between the Ministry of Finance and the Bundesbank in Germany gave birth to a combined circulating and numismatic coin programme from which all revenues are directed to the OCOG. Over USD 300 million is raised from the market, thereby allowing the government to avoid increased taxation to pay for the cost of the Games.</p> <p>An advertising agency acts as the Olympic licensing agent for the first time.</p> <p>Rights to use the official Olympic Games emblem are sold.</p> <p>Several types of licensing and advertising agreements are available.</p> <p>The image of the first official Olympic Games mascot, "Waldi", is licensed.</p>
1992	<p>137 countries issue 1,230,000 stamp series bearing the Olympic rings.</p> <p>In the period between 1992 and 1996, the IOC also became active in the field of Olympic numismatics. Rather than commemorating the Olympic Games edition, however, the IOC launched a programme designed to specifically celebrate the Centenary of the Olympic Movement in 1994.</p> <p>In collaboration with the mints of Canada, Australia, France, Austria and Greece, five consecutive series of three coins were created to pay tribute to the founding of the IOC, its ideals and the first edition of the modern Olympic Games that took place in Athens in 1896.</p> <p>Through this programme, a total of 93,879 gold and 526,750 silver coins were sold, representing a sales value of USD 48.4 million, making it one of the most successful coin programmes of that period. The IOC received a higher than normal royalty in recognition of its role as organiser and manager of its first Olympic coin programme.</p>
Lillehammer 1994	<p>Broadcast and marketing programmes generate more than USD 500 million, breaking almost every major Olympic Winter Games marketing record.</p> <p>The licensing programme results in three times the forecast revenue and sets new standards of organisation and quality for future OCOGs.</p>
1994	<p>Four albums of stamps commemorate the Olympic Movement centennial.</p>
1996	<p>More than 150 countries issue a total of 15 million Olympic stamps.</p>
Nagano 1998	<p>Three albums of Olympic stamps commemorate the Games.</p>
Sydney 2000	<p>A large and very successful coin programme was introduced with the cooperation of the federal mint in Canberra and the state mint in Perth, Australia. This coin programme used modern marketing strategies and offered the first coloured Olympic coin.</p> <p>Merchandise is coded with the DNA of renowned Olympic athletes to ensure product authenticity.</p> <p>Online retailing is available for the first time.</p> <p>The concept of the Olympic Store is implemented for the first time, including the Olympic Superstore in Sydney Olympic Park.</p>
Athens 2004	<p>The Bank of Greece and the Ministry of Finance understood the potential of using seigniorage as a source of revenue for the Olympic Games. Greece successfully issues 24 million 500 Drachma Olympic coins into circulation and followed this up with 50 million 2 Euro Olympic coins.</p> <p>Olympic philatelic programme is launched in November 2000 in cooperation with Elta, the Hellenic Post. A series of six non-royalty-bearing stamps were issued to commemorate the Athens 2004 Olympic Games, with new stamp designs released each year up to the commencement of the Games.</p>
Torino 2006	<p>Italy had a modest numismatic programme, but the experience of Greece was not lost on the Ministry of Finance. Forty million 2 Euro circulating Olympic coins were issued by La Zecca, the mint of Italy. The Torino 2006 philatelic programme included a series of seven stamps. One stamp was dedicated to the Torino 2006 mascots, while the others celebrated the cities hosting Torino 2006 competitions. At the commencement of the XX Olympic Winter Games, nine additional stamps were issued, with eight depicting the Olympic winter sports and one dedicated to the Paralympics.</p>



Beijing 2008	The Beijing licensing programme proved to be a remarkable success, offering a comprehensive product range – the largest in Olympic Games history – with over 8,000 different items of merchandise available from 1,000 retail units across China and beyond. The Olympic Expo Beijing 2008 was held in the iconic Beijing Exhibition Centre during the Games. Part of Pierre de Coubertin's original vision was to blend history, culture and sport. The Expo was brought together by the joint efforts of the IOC, the OCOG, the Chinese Olympic Committee (COC), and the China Post Group.
Vancouver 2010	For more information on the Vancouver 2010 Marketing Programme, refer to the <a href="#">IOC Marketing Report for Vancouver 2010</a> .
London 2012	For more information on the London 2012 Marketing Programme, refer to the <a href="#">IOC Marketing Report for London 2012</a> .
Sochi 2014	For more information on the Sochi 2014 Marketing Programme, refer to the <a href="#">IOC Marketing Report for Sochi 2014</a> .
Rio 2016	For more information on the Rio 2016 Marketing Programme, refer to the <a href="#">IOC Marketing Report for Rio 2016</a> .
PyeongChang 2018	For more information on the PyeongChang 2018 Marketing Programme, refer to the <a href="#">IOC Marketing Report for PyeongChang 2018</a> .
Tokyo 2020	For more information on the Tokyo 2020 Marketing Programme, refer to the <a href="#">IOC Marketing Report for Tokyo 2020</a> .
Beijing 2022	For more information on the Beijing 2022 Marketing Programme, refer to the <a href="#">IOC Marketing Report for Beijing 2022</a> .

## THE OLYMPIC MOVEMENT AND COMMERCIAL PARTNERSHIPS

Olympic marketing programmes have contributed significantly to the growth of the Olympic Movement, the Olympic Games and sport worldwide.

The IOC, in accordance with the Olympic Charter, continues to ensure the priority of sport in a commercial environment. The IOC maintains the following policy objectives with regard to the commercial initiatives related to the Olympic Movement and the Olympic Games:

- To ensure that no advertising or other commercial message in or near the Olympic venues is visible to the Olympic Games venue spectators or to the Olympic Games broadcast audience. No advertising or commercial messages are permitted in the Olympic stadiums, on the person of venue spectators, or on the uniforms of the Olympic athletes, coaches, officials or judges.
- To ensure a clean telecast by all Olympic Games broadcasters. Images of Olympic events are not allowed to be broadcast with any kind of commercial association.
- To control sponsorship programmes and the number of major corporate sponsorships, the IOC constructs and manages programmes in which only a small number of corporations participate.
- Each partner participating in the Worldwide TOP Programme has global category exclusivity. OCOG programmes are also designed to maximise support for the Games through the minimum number of partnerships.
- To control sponsorship programmes to ensure that partnerships are compatible with the Olympic ideals. The IOC does not accept commercial associations with products that may conflict with or be considered inappropriate to the mission of the IOC or to the spirit of Olympism.

# APPENDIX

## THE IOC EXECUTIVE BOARD

The Executive Board, founded in 1921, consists of the IOC President, four Vice-Presidents and 10 other members. All the members of the Executive Board are elected by the Session, by secret ballot, by a majority of votes cast, for a four-year term. Among many responsibilities, the IOC Executive Board oversees and approves the marketing policy developed and proposed by the IOC Revenues & Commercial Partnerships Commission at the IOC Session.

For more information:

[www.olympics.com/ioc/organisation](http://www.olympics.com/ioc/organisation)

## IOC REVENUES & COMMERCIAL PARTNERSHIPS COMMISSION

### CHAIR JIŘÍ KEJVAL

The IOC Revenues & Commercial Partnerships Commission was established as the IOC New Sources of Financing Commission in 1983 to ensure the financial stability of the Olympic Movement.

### IOC REVENUES & COMMERCIAL PARTNERSHIPS COMMISSION: MISSION

Olympic marketing should help perpetuate the work of the Olympic Movement, by providing resources, programmes and financial support. All programmes and actions of a partner should be designed to enhance and protect the Olympic image and Olympic values.

### IOC REVENUES & COMMERCIAL PARTNERSHIPS COMMISSION: MANDATE

- To review and study possible sources of financing and revenue for the IOC and the Olympic Movement, whilst ensuring that control of sport rests with sports authorities.
- To make recommendations to the IOC Executive Board regarding marketing and related programmes.
- To monitor the implementation of the IOC's marketing and related programmes, and report thereon to the IOC Executive Board.
- To seek means of maximising the potential benefits to the Olympic Movement available through association with marketing partners.

For further information:

[www.olympics.com/ioc/marketing-commission](http://www.olympics.com/ioc/marketing-commission)

## IOC TELEVISION & MARKETING SERVICES SA

### ANNE-SOPHIE VOUMARD

Managing Director, IOC Television & Marketing Services

IOC Television and Marketing Services is a wholly owned company of the IOC and is responsible for a broad portfolio of commercial programmes, including media rights and global sponsorship programmes.

For further information:

[www.olympics.com/ioc/media-rights-holders](http://www.olympics.com/ioc/media-rights-holders)  
[www.olympics.com/ioc/partners](http://www.olympics.com/ioc/partners)

## PYEONGCHANG 2018: BASIC FACTS

The PyeongChang 2018 Organising Committee was responsible for the staging of the 2018 Olympic Winter Games and for the management of the domestic marketing programmes that supported the 2018 Olympic Winter Games.

### PYEONGCHANG 2018

Host city election:

6 July 2011

123rd IOC Session, Durban, South Africa

PyeongChang 2018 Website:

[www.olympics.com/ioc/news/pyeongchang-2018](http://www.olympics.com/ioc/news/pyeongchang-2018)

## TOKYO 2020: BASIC FACTS

The Tokyo 2020 Organising Committee was responsible for the staging of the 2020 Olympic Games and for the management of the domestic marketing programmes that supported the 2020 Olympic Games.

### TOKYO 2020

Host city election:

7 September 2013

125th IOC Session, Buenos Aires, Argentina

Tokyo 2020 Website:

[www.olympics.com/ioc/tokyo-2020](http://www.olympics.com/ioc/tokyo-2020)

## BEIJING 2022: BASIC FACTS

The Beijing 2022 Organising Committee was responsible for the staging of the 2022 Olympic Winter Games and for the management of the domestic marketing programmes that supported the 2022 Olympic Winter Games.

### BEIJING 2022

Host city election:

31 July 2015

128th IOC Session, Kuala Lumpur, Malaysia

Beijing 2022 Website:

[www.olympics.com/ioc/beijing-2022](http://www.olympics.com/ioc/beijing-2022)

## PARIS 2024: BASIC FACTS

The Paris 2024 Organising Committee is responsible for the staging of the 2024 Olympic Games and for the management of the domestic marketing programmes that support the 2024 Olympic Games.

### PARIS 2024

Host city election:

13 September 2017

131st IOC Session, Lima, Peru

Paris 2024 Website:

[www.paris2024.org](http://www.paris2024.org)

## MILANO CORTINA 2026: BASIC FACTS

The Milano Cortina 2026 Organising Committee is responsible for the staging of the 2026 Olympic Winter Games and for the management of the domestic marketing programmes that support the 2026 Olympic Winter Games.

### MILANO CORTINA 2026

Host city election:

24 June 2019

134th IOC Session, Lausanne, Switzerland

Milano Cortina 2026 Website:

[www.milanocortina2026.org](http://www.milanocortina2026.org)

## LOS ANGELES 2028: BASIC FACTS

The Los Angeles 2028 Organising Committee is responsible for the staging of the 2028 Olympic Games and for the management of the domestic marketing programmes that support the 2028 Olympic Games.

### LOS ANGELES 2028

Host city election:

13 September 2017

131st IOC Session, Lima, Peru

Los Angeles 2028 Website:

[www.la28.org](http://www.la28.org)

## BRISBANE 2032: BASIC FACTS

The Brisbane 2032 Organising Committee is responsible for the staging of the 2032 Olympic Games and for the management of the domestic marketing programmes that support the 2032 Olympic Games.

### BRISBANE 2032

Host city election:

21 July 2021

138th IOC Session, Tokyo, Japan

Brisbane 2032 Website:

[www.olympics.com/en/olympic-games/brisbane-2032](http://www.olympics.com/en/olympic-games/brisbane-2032)

## CONTACT DETAILS

### INTERNATIONAL OLYMPIC COMMITTEE

[www.olympics.com/ioc](http://www.olympics.com/ioc)

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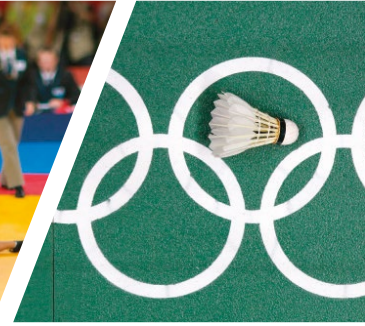
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THOUSANDS  
COMPETE



MILLIONS  
PLAY

BILLIONS  
ARE INSPIRED



THANKS TO OUR  
OLYMPIC PARTNERS



THE WORLDWIDE OLYMPIC PARTNERS

