

INTERNATIONAL OLYMPIC COMMITTEE

2006 Marketing Fact File

www.olympic.org

INTRODUCTION

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. The Olympic Marketing Fact File is updated and published annually. This edition provides an overview of marketing support for the Olympic Movement, data on the success of past Olympic marketing programmes, and information about the marketing programmes surrounding and supporting the Torino 2006 Olympic Winter Games.

The financial figures contained in this document are provided for general information purposes 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.

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

The financial reports and statements of OCOGs may differ from this document due to different accounting principles and policies, such as value-in-kind, that have been adopted. The value-in-kind (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 provided to the OCOGs, the National Olympic Committees (NOCs), the International Federations of Olympic sports (IFs), or other governing bodies.

IOC Television and Marketing Services develops and publishes the Olympic Marketing Fact File. This edition contains the most accurate and most complete information available as of 15 July 2005.

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CHAPTER 1

TORINO 2006 OLYMPIC MARKETING

This chapter provides information regarding the 2006 Olympic Games in Turin and the marketing programmes that support TORINO 2006.

TOROC Basic Facts

The Torino Organising Committee for the XX Olympic Winter Games (TOROC) is responsible for the staging of the 2006 Olympic Winter Games and for the management of the domestic marketing programmes that support the 2006 Olympic Games.

Election 2006 Host City:

IOC Ratification of Marketing Plan

Launch of Marketing Programme

Torino 2006 Management:

TOROC Postal Address:

Headquarters Telephone:

Headquarters Fax:

Official Torino 2006 Web Site:

19 June 1999 at the 109th IOC Session in Seoul, Korea

11 July 2001

24 September 2001

The Torino Organising Committee for the XX Olympic Winter Games
Corso Novara 96, 10152, Torino, Italy

+ 39 011 11 2006

+ 39 011 11 2222

www.torino2006.org

TOROC Mission

To organise the 2006 Olympic Winter Games as well as possible.

To bring Torino and its mountains to the attention of the world.

To valorise Italy and unite cultures.

Torino 2006 Overview

The Torino 2006 Olympic Winter Games will be staged over 16 days of competition, with the participation of a projected 2,550 athletes from 85 nations. The Olympic athletes will participate in 84 medal events in 7 sports and 15 disciplines.

Torino 2006 Olympic Winter Games Facts

Olympic Sports	7
Olympic Disciplines	15
Olympic Medal Events	84
Olympic competition venues	8
Days of Olympic Games Competition	16
Duration	10 – 26 February 2006

Torino 2006 Olympic Winter Games Participation

Athletes Participating in the Games	2,550
Olympic Teams / National Olympic Committees	85
Olympic Team Officials	2,500
Olympic Volunteers	20,000

Torino 2006 Olympic Winter Games Audience Projections

Ticketed Spectators	1.5 million
Television Viewers	2 billion
On-Site Accredited Media	10,000

Olympic Broadcasting: Torino 2006

Olympic broadcast partnerships are managed by the International Olympic Committee (IOC). Today the IOC distributes 49% of broadcast revenue to the Organising Committee of the Olympic Games (OCOG). The remaining 51% of broadcast revenue for each Olympic Games is distributed throughout the Olympic Movement to the International Federations of Olympic sports (IFs), the National Olympic Committees (NOCs) through Olympic Solidarity, and the IOC.

The 2006 Olympic Winter Games broadcast has generated US\$833 million in rights fees revenue for the Olympic Movement. The IOC will contribute US\$408 million in broadcast partnership revenue to TOROC to support the staging of the Olympic Winter Games. The Olympic broadcast partners are those entities that have signed contracts with the IOC and TOROC and have been granted the rights to broadcast the 2006 Olympic Winter Games within their respective territories.

Torino 2006 Olympic Broadcast Revenue Facts

Total Broadcast Revenue Generated	US\$833 million
Broadcast Contribution to TOROC	US\$408 million

Torino 2006 Olympic Broadcast Partners and Rights Fees

Country / Territory	Broadcaster	Rights Fee
Americas		
United States	National Broadcasting Company (NBC)	US\$613.4 million
Canada	Canadian Broadcasting Corporation (CBC)	US\$28.0 million
Latin America	Organización de la Televisión Iberoamericana (OTI)	US\$1.75 million
Asia		
Asia-Pacific	Asia-Pacific Broadcasting Union (ABU)	US\$950,000
Japan	NHK + NAB	US\$38.5 million
Korea	Korea Pool	US\$900,000
Europe		
Europe	European Broadcasting Union (EBU)	US\$135.0 million
Oceania		
Australia	Seven Network (Seven)	US\$14 million
Africa		
Africa	Supersport	US\$600,000
Total Torino 2006 Olympic Broadcast Revenue		US\$833 million

Torino 2006 Broadcast Operations

Torino Olympic Broadcasting Organisation (TOBO) is the host broadcasting organisation of TOROC. TOBO was established in November 2002 and began operations in January 2003. TOBO is a full-service broadcast organisation created by and within TOROC. As host broadcaster, TOBO is responsible for providing the unbiased international radio and television signals to more than 80 Rights Holding Broadcasters, as well as planning, installing, operating and managing the International Broadcast Centre (IBC). TOBO will provide coverage from 14 competition venues and four non-competition venues. Coverage will include every competition of the Games, encompassing more than 900 hours.

Torino 2006 Broadcast Operations Facts

- 160 countries televising the Games
- 900+ televised hours of live Olympic Games competition
- Live coverage of all Olympic Winter events
- 80+ Rights Holding Broadcast Organisations
- 18 competition venues, 4 non-competition venues
- 35,000+ square meters at the IBC
- 400+ cameras
- 150+ videotape machines
- 700+ commentary positions

The TOP Programme: Torino 2006

The TOP Partners are the worldwide Olympic sponsors that contribute financial support and goods and services to the OCOGs for the Olympic Games and Olympic Winter Games, to the 202 National Olympic Committees throughout the world, and to the IOC. TOP Partner contributions are crucial to the staging of the Olympic Games and to the training and development of Olympic teams throughout the world. The TOP Programme is managed by the IOC.

The sixth generation of the TOP programme, known as TOP VI, supports the Olympic Movement throughout the 2005 – 2008 Olympic quadrennium (Torino 2006 Olympic Winter Games and Beijing 2008 Olympic Games). TOP VI will generate approximately US\$866 million in support for the Olympic Movement.

More than 50% of TOP revenue and support is allocated to the OCOGs for the Olympic Games and Olympic Winter Games of each Olympic quadrennium, with approximately 20% allocated to the OCOG for the Olympic Winter Games. The TOP VI Partners have worked for the past several years to provide vital financial support, products, services, technology, expertise and personnel to TOROC in support of the 2006 Olympic Winter Games.

TOP VI Partners (2005 – 2008)













TOP VI Partnership

TOP VI Revenue Total (2005 – 2008) US\$866 million

TOP VI Support for Torino 2006 Approximately 20% of Total

Torino 2006 Olympic Marketing Programmes

TOROC is responsible for managing the domestic marketing programmes that support the Torino 2006 Olympic Winter Games. These programmes are activated within the host country of Italy and include sponsorship, ticketing, and licensing.

Sponsorship

The domestic sponsorship programme managed by TOROC comprises Main Sponsors, Official Sponsors, and Official Suppliers. These tiers of sponsorship represent the varying degrees of support provided by the partners to TOROC and the varying marketing rights packages granted by TOROC to the partners.

Total Torino 2006 Domestic Sponsorship Revenue: 271.5 million

Main Sponsors

Fiat Group
Sanpaolo
Telecom / TIM
Regione Piemonte

Official Sponsors

AAMS	Finmeccanica
AES	Ferrovie Dello Stato
Alfa Romeo	Iveco
Alpitour	Jet Set
Asics	Johnson & Johnson
Berloni	Kyocera Mita
Budweiser	Lancia
Eutelsat	Reale Mutua Assicurazioni
Fiat	

For further information, please visit the official web site of the 2006 Olympic Winter Games:
www.torino2006.org

Official Suppliers

ACI (Automobile Club d'Italia)	ItalCar
Adecco	Italgas
AES Torino	Liski
A.T. Kearney	Montagnedoc
Cefriel	NORTEL
Cicrespi	Ottaviani Prize
Cofatech	Paniere
Consortium MFP	Pininfarina
Euphon Group	Recchi
Europcar	SchenkerInternational
Fast Buyer	Seteco
Fontanafredda	SITAF
Garrett Metal Detectors	Technogym
Il Lago Maggiore	TicketOne
Intercom Dr-Leitner	TNT

Ticketing

The first phase of Torino 2006 ticket sales began in November 2004 and ended in mid-December. A random selection system was applied during this phase for cases in which demand for tickets exceeded availability. In January 2005 all buyers received an official notification from TOROC confirming the purchase of their tickets.

The second phase of Torino 2006 ticket sales began in February 2005, with real-time sales. Purchasers will receive a voucher, and tickets will be shipped to the purchasers' specified addresses in December 2005.

For further information, please visit the official web site of the 2006 Olympic Winter Games:
www.torino2006.org

Ticketing *(continued)*

Ticket Sale Channels

Location of Sale	Available Sales Channels
Italy	www.torino2006.org/tickets Torino 2006 Call Center 3,000 branches of the Sanpaolo Group More than 400 TicketOne sales points
The European Economic Area	www.torino2006.org/tickets Torino 2006 Call Center National Olympic Committees
All Other Countries	National Olympic Committees

Torino 2006 Ticket Pricing Facts

17% of the tickets are priced between	20 and	30
33% of the tickets are priced between	30 and	50
24% of the tickets are priced between	50 and	80
12% of the tickets are priced between	80 and	100
8% of the tickets are priced between	100 and	150
6% of the tickets are priced over	150	
Sports ticket price range:	20 to	370
Ceremony ticket price range:	250 to	850

For further information, please visit the official web site of the 2006 Olympic Winter Games:
www.torino2006.org

Licensing

The Torino 2006 licensing programme managed by TOROC provides the public with the opportunity to purchase merchandise that commemorates and supports the 2006 Olympic Winter Games.

Torino 2006 Official Licensees

Asics	ISM Ltd.
Caffarel	Kelemata
Cattaneo	La Stampa
Codital	Lanterna Magica
Dale of Norway	Mondo
Ear Bags	Pastiglie Leone
Easy Bloom	Ravensburger
Ferrino	RCS – Gazzetta Dello Sport
Fontanafredda	Serisystem
Fun Box	Smoby Italia
Giemme	The Swatch Group
Giochi Preziosi	Ravensburger
Icaria 2000	Tecnoptic
Ikon	Trofè
Innov8	

Points of Sale

There are five Olympic Stores open in Italy. During the Games, a 2,000-square metre Superstore will be open in Torino's Piazza Vittorio Veneto. Licensed merchandise can also be purchased online at www.olympicstore.it and through authorised retailers across Italy. Other points of sale during the Games will be located at the various competition sites both in the city and in the mountain area.

For further information, please visit the official web site of the 2006 Olympic Winter Games:
www.torino2006.org

CHAPTER 2

OLYMPIC MARKETING OVERVIEW

This chapter provides an overview of the fundamental principles of Olympic marketing and the history of overall marketing support for the Olympic Movement. Included in this chapter are 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 ensure the independent financial stability of the Olympic Movement, and thereby to assist in the worldwide promotion of Olympism.

To create and maintain long-term marketing programmes, and thereby to ensure the future of the Olympic Movement and the Olympic Games.

To build on the successful activities developed by each Organising Committee for the Olympic Games, and thereby to eliminate the need to recreate the marketing structure with each Olympic Games.

To ensure equitable revenue distribution throughout the entire Olympic Movement — including the OCOGs, the NOCs and their continental associations, the IFs, and other recognised international sports organisations — and to provide financial support for sport in emerging nations.

To ensure that the Olympic Games can be experienced via free over-the-air television by all viewers throughout the world.

To control and limit the commercialisation of the Olympic Games.

To protect the equity that is inherent in the Olympic Image and ideal.

To enlist the support of Olympic marketing partners in the promotion of the Olympic ideals.

Olympic Marketing Revenue Generation

The Olympic Movement generates revenue through five major programmes. The IOC manages broadcast partnerships and the TOP worldwide sponsorship programme. 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 IOC and the OCOGs during the past three Olympic quadrenniums.

Olympic Marketing Revenue: The Past Three Quadrenniums*

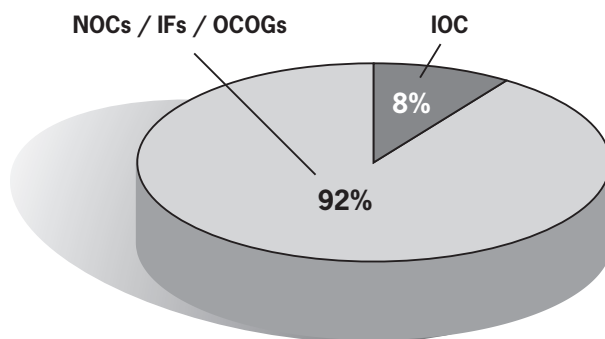
Source	1993 – 1996	1997 – 2000	2001 – 2004
Broadcast	US\$1,251,000,000	US\$1,845,000,000	US\$2,230,000,000
TOP Programme	US\$279,000,000	US\$579,000,000	US\$663,000,000
Domestic Sponsorship	US\$534,000,000	US\$655,000,000	US\$796,000,000
Ticketing	US\$451,000,000	US\$625,000,000	US\$411,000,000
Licensing	US\$115,000,000	US\$66,000,000	US\$87,000,000
Total	US\$2,630,000,000	US\$3,770,000,000	US\$4,187,000,000

* All figures in the chart above have been rounded to the nearest US\$1 million.

Olympic Marketing Revenue Distribution

The IOC distributes approximately 92% of Olympic marketing revenue to organisations throughout the Olympic Movement, to support the staging of the Olympic Games and to promote the worldwide development of sport. The IOC retains approximately 8% of Olympic marketing revenue for the operational and administrative costs of governing the Olympic Movement.

Olympic Marketing Revenue Distribution

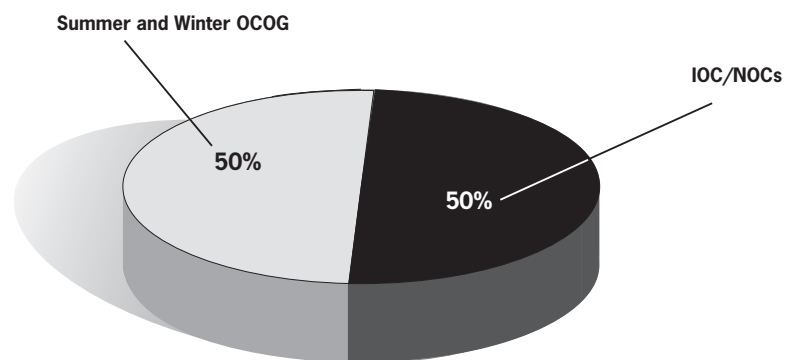


Olympic Marketing Contributions to the OCOGs

The IOC provides TOP programme contributions and Olympic broadcast revenue to the OCOGs to support the staging of the Olympic Games and Olympic Winter Games.

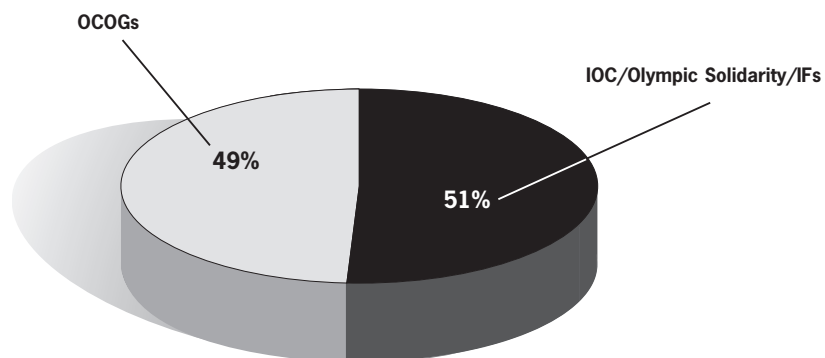
TOP Programme Revenue Distribution

The summer and winter OCOGs of each Olympic quadrennium generally share approximately 50% of TOP programme revenue and value-in-kind contributions.



Broadcast Revenue Distribution

The IOC today contributes 49% of the Olympic broadcast revenue for each Games to the OCOG. (Prior to 2004, the IOC provided 60% of Olympic broadcast revenue to the OCOG.)



Olympic Marketing Contributions to the NOCs

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 202 NOCs throughout the world. The IOC contributes Olympic broadcast revenue to Olympic Solidarity — the body responsible for managing and administering the share of the television rights of the Olympic Games that is allocated to the National Olympic Committees (NOCs). Olympic Solidarity assists the NOCs and the Continental Associations with their efforts for the development of sport through programmes carefully devised to match their specific needs and priorities.

The continued success of the TOP programme and Olympic broadcast agreements has enabled the IOC to provide increased support for the NOCs with each Olympic quadrennium. The IOC provided approximately US\$319.5 million to NOCs for the 2001 – 2004 quadrennium. Substantial additional indirect financial support is provided to the NOCs through the provision of a free athletes' village and travel grants to the Olympic Games.

Olympic Marketing Revenue Contributions to NOCs

Olympic Quadrennium	Broadcast Revenue via Olympic Solidarity	TOP Programme Revenue *	Total Revenue to NOCs
Albertville / Barcelona 1989 – 1992	US\$51.6 million	US\$35 million	US\$86.6 million
Lillehammer / Atlanta 1993 – 1996	US\$80.9 million	US\$57 million	US\$137.9 million
Nagano / Sydney 1997 – 2000	US\$118.7 million	US\$93 million	US\$211.7 million
Salt Lake / Athens 2001 – 2004	US\$209.5 million	US\$110 million	US\$319.5 million

* Separate reporting is conducted with regard to TOP revenue contributions to the NOCs of the United States (USOC) and of the host countries for each quadrennium. The figures presented above do not include the contributions to the USOC and the host country NOCs.

Olympic Marketing Contributions to the International Federations

The IOC provides financial support from Olympic marketing to the 28 IFs of Olympic summer sports and the seven IFs of Olympic winter sports. These financial contributions, drawn from Olympic broadcast revenue, are provided to the IFs to support the development of sport worldwide. The IOC distributes Olympic broadcast revenue to the summer IFs and the winter IFs after the completion of the Olympic Games and the Olympic Winter Games, respectively.

The continually increasing value of Olympic broadcast partnerships has enabled the IOC to deliver substantially increased financial support to the IFs with each successive Games. The Olympic marketing contribution to the summer IFs following the 2000 Olympic Games represented more than a fivefold increase over the contribution that followed the 1992 Olympic Games. The Olympic marketing contribution to the winter IFs following the 2002 Olympic Winter Games likewise represented more than a fivefold increase over the contribution that followed the 1992 Olympic Winter Games.

Olympic Marketing Revenue Contributions to IFs of Olympic Summer Sports

Olympic Games	Revenue to IFs
1992 Barcelona	US\$37.6 million
1996 Atlanta	US\$86.6 million
2000 Sydney	US\$190 million
2004 Athens	n/a

Olympic Marketing Revenue Contributions to IFs of Olympic Winter Sports

Olympic Winter Games	Revenue to IFs
1992 Albertville	US\$17 million
1994 Lillehammer	US\$20.3 million
1998 Nagano	US\$49.4 million
2002 Salt Lake	US\$85.8 million

CHAPTER 3

OLYMPIC PARTNERSHIP

This chapter provides facts, figures and historical information regarding the TOP sponsorship programme managed by the IOC, the Olympic Games domestic sponsorship programmes managed by the OCOGs of past Olympic Games, as well as IOC supplierships.

Olympic Sponsorship Overview

Olympic sponsorship is 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 value-in-kind contributions. Olympic sponsorship programmes operate on the principle of product-category exclusivity. Under the direction of the IOC, the Olympic Family works to preserve the value of Olympic properties and to protect the exclusive rights of Olympic sponsors.

Olympic sponsorship programmes are designed to meet the following objectives established by the IOC:

- To contribute to the independent financial stability of the Olympic Movement.
- To generate continual and substantial support through sustained, long-term partnerships.
- To provide equitable revenue distribution throughout the Olympic Family.
- To ensure the financial and operational viability of the Olympic Games.
- To prohibit the uncontrolled commercialisation of the Olympic Games.

Olympic sponsorship programmes benefit the Olympic Movement in the following ways:

- Sponsorship provides valuable financial resources to the Olympic Family.
- Sponsors 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.
- Sponsors provide direct support for the training and development of Olympic athletes and hopefuls around the world, as well as essential services for athletes participating in the Games.
- Sponsors provide essential products and services for broadcasters, journalists, photographers and other media.
- Sponsorship activation enhances the Olympic Games experience for spectators and provide the youth of the world with opportunities to experience the Olympic ideals at the global and local levels.
- Sponsorship support contributes to the success of the educational, environmental, cultural and youth-oriented initiatives of the Olympic Movement.
- Sponsors develop advertising and promotional activities that help to promote the Olympic ideals, heighten public awareness of the Olympic Games and increase support for the Olympic athletes.

Worldwide Olympic Partnership

TOP: The Olympic Partners

The Olympic Partners (TOP) programme is the worldwide sponsorship programme managed by the IOC. The TOP programme operates on a four-year term that aligns with the Olympic quadrennium. The IOC created the TOP programme in 1985 to develop a more diversified revenue base for the Olympic Games and to establish long-term corporate partnerships that would ensure the future viability of the Olympic Movement.

The TOP programme generates support for the the Organising Committees of the Olympic Games and Olympic Winter Games, all active NOCs in the world today, and the IOC.

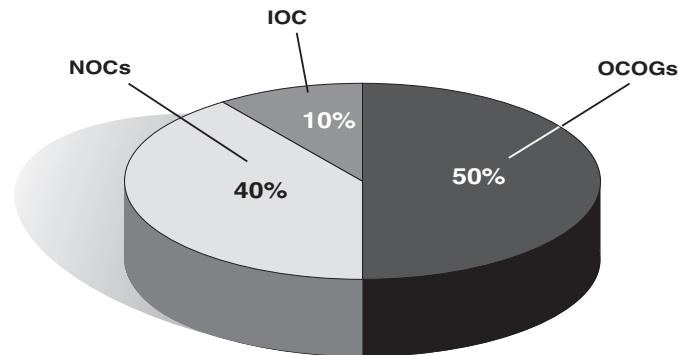
The TOP programme provides each Worldwide Olympic Partner with exclusive global marketing rights and opportunities within a designated product or service category. This includes partnership with the IOC, all active NOCs and their Olympic teams, and the two OCOGs and the Games of each quadrennium. The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

TOP Programme Evolution

Quadrennium	Games	Partners	NOCs	Revenue
1985 – 1988	Calgary / Seoul	9	159	US\$96 million
1989 – 1992	Albertville / Barcelona	12	169	US\$172 million
1993 – 1996	Lillehammer / Atlanta	10	197	US\$279 million
1997 – 2000	Nagano / Sydney	11	199	US\$579 million
2001 – 2004	Salt Lake / Athens	11	202	US\$663 million
2005 – 2008	Torino / Beijing	11	202	US\$866 million

TOP Contributions to the Olympic Movement

The TOP Partners provide vital financial support and contributions of goods and services to the Olympic games and the Olympic Movement. The IOC distributes TOP revenue and contributions according to the approximate formula illustrated in the chart below.



Notes on TOP Contributions of goods and services:

1. VIK contributions in the TOP programme occur in the form of products, services, technology, expertise and personnel deployment. These contributions are assigned a value in terms of U.S. dollars, and these values are included in the TOP revenue figures presented in this document.
2. VIK is necessary for the daily operations of Olympic Movement organisations and for the staging of the Olympic Games. The distribution of goods and services is based on the needs of each organisation. The OCOGs traditionally receive the greatest percentage of goods and services for their operational responsibilities in staging the Games.
3. The actual distribution of TOP resources may vary, as contributions of goods and services are delivered to fulfill the specific technical and operational needs of the OCOGs for the Olympic Games and Olympic Winter Games.

TOP Programme Support for the Olympic Games

The IOC provides approximately 50% of the TOP programme's quadrennial revenue and VIK contributions to the following organisations: (1) the OCOG for the Olympic Winter Games, (2) the OCOG for the Olympic Games, and (3) the NOCs of the Olympic Games and Olympic Winter Games host countries.

The growth of the TOP programme has enabled the IOC to deliver increased levels of support to the OCOGs to support the staging of the Games. The increased contributions of the TOP Partners have been significant in providing independent financial stability to the Olympic Movement and ensuring the viability of the Olympic Games.

Notes on TOP support for the Olympic Games

1. The OCOGs' combined revenue share ultimately may be higher than 50%, due to certain agreements with technology partners that provide substantial additional contributions of goods and services to each OCOG for Games operations.
2. The host country NOCs are included in the OCOGs' TOP revenue share because the Olympic Games Marketing Plan Agreement requires the OCOG and the host country NOC to centralise and coordinate all marketing initiatives within the host country.

TOP Programme Support for NOCs

The IOC provides approximately 40% of the TOP programme's quadrennial revenue to all participating NOCs. The growth of the TOP programme has enabled the IOC to provide equitable revenue distribution throughout the Olympic Movement, delivering vital and ever-increasing support to the NOCs to support the training and development of Olympic athletes and teams. The significant and increased contributions by the TOP Partners have helped ensure the development of sport in many nations and territories that lacked any financial resources prior to the creation of the TOP programme.

NOC Shares of TOP Revenue

Olympic Quadrennium	TOP Revenue Share to NOCs
TOP I (1985 – 1988)	n/a
TOP II (1989 – 1992)	US\$35 million
TOP III (1993 – 1996)	US\$57 million
TOP IV (1997 – 2000)	US\$93 million
TOP V (2001 – 2004)	US\$110 million
TOP VI (2005 – 2008)	US\$139 million

Notes on TOP Support for the NOCs

1. All active NOCs throughout the world receive funding through the TOP programme.
2. The figures presented above do not include the share provided to the NOCs within the two Olympic Games host countries for each given quadrennium, as those shares are included in the OCOG revenue share as a result of the Joint Marketing Plan in the host country.
3. Separate accounting is conducted for the TOP revenue share provided to the United States Olympic Committee (USOC). For this reason, the figures presented above do not include TOP share provided to the USOC.

TOP VI Partnership

Eleven corporations currently participate in the sixth generation of the TOP programme, known as TOP VI. During the 2005 – 2008 Olympic quadrennium, TOP VI Partners provide support for the 2006 Olympic Winter Games in Turin and the 2008 Olympic Games in Beijing. TOP VI is projected to generate approximately US\$866 million in financial and value-in-kind support for the Olympic Movement.

TOP VI Partners



The TOP VI Partners are:

- Worldwide Partners of the Olympic Games
- Partners of the International Olympic Committee
- Partners of the Torino 2006 Olympic Winter Games
- Partners of the Beijing 2008 Olympic Games
- Partners of all National Olympic Committees
- Partners of all Olympic teams competing in Torino 2006 and Beijing 2008



Corporate Web Address	www.cocacola.com
Exclusive Category	Non-alcoholic Beverages
Olympic Partnership History	Sponsored the 1928 Olympic Games in Amsterdam and every Olympic Games since Longest continuous partnership with the Olympic Movement
TOP Partnership History	Charter TOP Partner (TOP I) Member of the TOP programme since 1986

The Coca-Cola Company maintains the longest continuous relationship with the Olympic Movement. The company sponsored the 1928 Olympic Games in Amsterdam, and has supported every Olympic Games since. Coca-Cola refreshes Olympic athletes, officials and spectators with its beverages during the Olympic Games. The company has developed a strong tradition of creating programmes and events to bring the spirit of the Games to consumers in Olympic host cities and around the world. Coca-Cola also works closely with National Olympic Committees to support athletes and teams in approximately 190 countries. Coca-Cola became a charter member of the TOP programme in 1986 under the exclusive product category of non-alcoholic beverages.

The Coca-Cola Company is the world's leading manufacturer, marketer and distributor of non-alcoholic beverage concentrates and syrups used to produce more than 230 brands of products. The company has local operations in over 200 countries around the world.



Corporate Web Address	www.atosorigin.com
Exclusive Category	Information Technology
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

Atos Origin, the Worldwide Information Technology Partner, leads the technology effort for the staging of the Olympic Games: Salt Lake 2002 (operated by SchlumbergerSema), Athens 2004, Turin 2006, Beijing 2008. Atos Origin manages and integrates the contributions of all technology partners and suppliers to deliver seamless and secure technology operations and services that provide instant communications to athletes, spectators, organisers, officials, media, television viewers and Internet users worldwide. The company became a Worldwide Olympic Partner when it joined the TOP Programme as SchlumbergerSema in 2001. At the IOC Session in July 2005, Atos Origin extended its Olympic partnership through 2012.

Atos Origin is an international information technology (IT) services company. Its business is turning client vision into results through the application of consulting, systems integration and managed operations. The company generates annual revenues of more than 5 billion and employs 46,000 people.



Web Address	www.ge.com
Exclusive Category	Select products and services from GE Energy, GE Healthcare, GE Transport, GE Infrastructure, GE Consumer & Industrial, GE Advanced Materials and GE Equipment Services.
TOP Partnership History	Joined the TOP programme in 2005 (TOP VI)

As a Worldwide Partner of the Olympic Games, GE is the exclusive provider of a wide range of innovative products and services that are integral to a successful Games. From providing power, lighting, security and modular space solutions at Olympic venues to supplying ultrasound and MRI equipment to help doctors treat athletes, GE works closely with the Organising Committees, local municipalities and other Olympic Partners to understand their needs and then deliver solutions that only GE can. NBC Universal, a division of GE, is the exclusive U.S. media partner of the Games. The GE and NBC Universal partnerships extend through 2012.

GE is a diversified group of 11 businesses dedicated to creating products and services that make life better. From aircraft engines and power generation to medical imaging, television programming, and plastics, GE operates in more than 100 countries and employs more than 320,000 people worldwide.

Kodak

Corporate Web Address	www.kodak.com
Exclusive Category	Film/Photographics and Imaging
TOP Partnership History	Charter TOP Partner (TOP I) Member of the TOP programme since 1986

Kodak has played a major role in capturing and presenting the most memorable images in Olympic history. Over the past 27 Olympiads since Kodak supported the first modern Olympic Games in Athens 1896, virtually every great moment in Olympic history has been recorded on Kodak film. Kodak became a Worldwide Olympic Partner in 1986 when it joined the TOP Programme as a charter member. Kodak's exclusive Olympic sponsorship category is film, photographics and imaging. Today, Kodak provides contributions of digital and traditional photographic imaging products, services and technology to support the Organising Committee, the athletes, the media and the spectators in many ways. Kodak is the leader in helping people take, share, print and view images for memories, for information, for entertainment.

Kodak is a major participant in infoimaging, an industry composed of devices, infrastructure, services and media. The company comprises several businesses: Photography, Health, Commercial Imaging, Components, and Display.

lenovo

Web Address	www.lenovo.com
Exclusive Category	Computing Technology Equipment
TOP Partnership History	Joined the TOP programme in 2005 (TOP VI)

Lenovo Group (previously Legend Group Limited) has been actively involved in supporting sports activities within China, including sponsoring China's National Women's Soccer Team in 1999. The company became a Worldwide Olympic Partner in January 2005 when it joined the TOP programme.

Lenovo Group is the largest manufacturer of personal computers (PCs) in China. The Group's own brand PCs have been the best seller in China since 1997, as well as in the Asia Pacific region (excluding Japan). In December 2004, Lenovo announced a major acquisition that will make the group the third largest maker of PCs in the world. The transaction is expected to be closed before the end of second quarter in 2005.



Corporate Web Address	www.manulife.com
Exclusive Category	Life Insurance/Annuities
Olympic Partnership History	As John Hancock, first became a United States Olympic Committee (USOC) sponsor in 1993
TOP Partnership History	Joined the TOP programme in 1994 (TOP III) as John Hancock

Manulife Financial shares the Olympic spirit with its sales intermediaries, consumers, and employees through an array of innovative grassroots initiatives. The company has also developed a range of community outreach programmes that promote the Olympic ideals, particularly to youth. These programmes have helped provide important support to athletes worldwide in their training and competition regimens and their ultimate dreams of representing their countries at the Olympic Games. Manulife became a Worldwide Olympic Sponsor as a result of its merger with John Hancock in the spring of 2004. Previous to the merger, John Hancock began its partnership with the Olympic Movement by joining the TOP programme in 1993.

Now the fifth largest life insurance company in the world, Manulife has more than 20,000 employees and thousands of distribution partners operating in 19 countries and territories worldwide. Offering an array of financial protection products including life insurance, annuities and long-term care insurance, Manulife conducts business under multiple brands, including John Hancock in the United States and Manulife Financial in Canada, China, Southeast Asia and Europe.



Corporate Web Address	www.mcdonalds.com
Exclusive Category	Retail Food Services
Olympic Partnership History	Sponsored the 1976 Olympic Games in Montreal
TOP Partnership History	Joined the TOP programme in 1997 (TOP IV)

McDonald's became an official sponsor of the Olympic Games in 1976 and has a longstanding commitment to the Olympic Movement. At the 1968 Olympic Winter Games, McDonald's airlifted hamburgers to U.S. athletes competing in Grenoble, France who reported they were homesick for McDonald's food. Since then, the company has served its menu of choice and variety to millions of athletes, their families and fans. In 2004, McDonald's announced the continuation of its TOP sponsorship for the next eight consecutive years through the 2012 Games.

McDonald's operates more than 30,000 restaurants in 119 countries, employs 1.5 million people, and serves 50 million customers worldwide every day.



Web Address	www.omega.ch
Exclusive Category	Timing, Scoring and Venue Results Services
Olympic Partnership History	Timing and Scoring sponsor of 1996 Atlanta and Sydney 2000 Long-time IOC worldwide Olympic licensee
TOP Partnership History	Joined the TOP programme in 2003 (TOP V)

The Swatch Group is a long-time worldwide Olympic supporter and licensee that has provided timing services for 22 Olympic Games since 1932 Los Angeles. The Swatch Group, Ltd., became a Worldwide Olympic Partner when it joined the TOP programme in 2003. The company's Worldwide Olympic Partnership, currently associated exclusively with its Omega brand, extends through the 2010 Olympic Winter Games in Vancouver, in the category of timing, scoring and on-venue results services.

The Swatch Group, Ltd. is headquartered in Biel, Switzerland. The world's largest manufacturer and distributor of finished watches, Swatch Group owns 18 major watch brands and employs more than 20,000 persons in over 50 countries. Gross sales in 2004 increased by 4.7% from the previous year to 4.152 billion Swiss francs.

Panasonic

Corporate Web Address	www.panasonic.com
Exclusive Category	Audio/TV/Video Equipment
TOP Partnership History	Charter TOP Partner (TOP I) Member of the TOP programme since 1987

Under its Panasonic brand, Matsushita Electric Industrial Co., Ltd. provides the Olympic Games with state-of-the-art digital audio/video equipment, such as flat screen TV, digital video camera, DVD recorder, and professional audio/video equipment. Panasonic has also served as the Olympic Games Official Host Broadcast Equipment Supplier for several past Games. Panasonic's technology plays a vital role in delivering the sights, sounds and unique excitement of the Olympic Games, from the field of play to the spectators through its on-site large video screens and professional audio systems, to people around the world through broadcasting with its digital broadcast equipment. Panasonic began its involvement with the Olympic Games in 1984 Los Angeles as the supplier of the professional sound system and large video display for the main stadium. The company became a Worldwide Olympic Partner in 1987 when it joined the TOP programme as a charter member. Panasonic's exclusive product category is Audio, Television, Video Equipment, including Car Navigation and Recording Media Products (for audio and moving images).

Matsushita Electric Industrial Co., Ltd., best known for its Panasonic brand name, is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs.



Corporate Web Address	www.samsung.com
Exclusive Category	Wireless Communications Equipment
TOP Partnership History	Joined the TOP programme in 1997 (TOP IV)

Samsung provides wireless telecommunications equipment to the Olympic Family to support the operations of staging the Olympic Games. With its wireless telecommunications equipment, Samsung also helps Olympic athletes share their experiences with family and friends around the world. Samsung's commitment to the Olympic Games is one of the company's most significant efforts in promoting international goodwill. Samsung became a Worldwide Olympic Partner when it joined the TOP Programme in 1997 under the category of wireless telecommunications equipment. Samsung Electronics Co., Ltd. is a global leader in telecommunication technology.

Samsung Electronics employs approximately 88,000 people in 89 offices across 46 countries. The company is the world's third largest producer of mobile phones in quantity and the second largest producer of mobile phones in sales volume.



Corporate Web Address	www.visa.com
Exclusive Category	Consumer Payment Systems
TOP Partnership History	Charter TOP Partner (TOP I) Member of the TOP programme since 1986

Visa International is the exclusive payment card and the official payment system for the Olympic Games. In addition to providing payment services to Organising Committees and Olympic spectators, Visa International has developed a tradition of programmes that support Olympic athletes in many countries, as well as programmes that teach the youth of the world about the history, values and ideals of the Olympic Movement. Visa International has been a Worldwide Olympic Partner since 1986, when the company joined the TOP Programme as a charter member.

Visa is the world's leading payment brand generating more than three trillion U.S. dollars in annual card sales volume. Visa has unsurpassed acceptance in more than 150 countries, and plays a pivotal role in developing innovative payment products and technologies to benefit its 21,000 member financial institutions and their cardholders. Visa is a leader in Internet based payments and is pioneering the creation of u-commerce, or universal commerce—the ability to conduct commerce anywhere, anytime, and any way.

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 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*	Revenue & Support
1996 Atlanta	111	US\$426 million
2000 Sydney	93	US\$492 million
2004 Athens	38	US\$302 million

Olympic Winter Games: History of OCOG Sponsorship Programmes

Olympic Winter Games	Number of Partners*	Revenue & Support
1998 Nagano	26	US\$163 million
2002 Salt Lake City	53	US\$494 million

* 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.

IOC Suppliers

IOC Supplier programmes are designed to provide the IOC with key support and products required for operations. IOC Suppliers receive limited marketing rights and generally do not include direct support for the staging of the Games. The IOC currently maintains relationships with three Official Suppliers.

DaimlerChrysler

www.daimlerchrysler.com

Ground transport

DaimlerChrysler provides transport for all IOC operations in Switzerland and the various meetings around the world (outside the Olympic host countries). In addition to the IOC's direct needs, Mercedes has in the past provided the IOC, through Olympic Solidarity, with vehicles for a special sports aid programme to NOCs in developing countries. The company also supports the IOC with further financial and logistical support for various Sport environmental initiatives. DaimlerChrysler has been an IOC supplier since 1991.

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Mizuno

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Clothing

Mizuno provides the clothing and outfits for the IOC and administrative staff at the Olympic Games and other events. Mizuno was a Gold Sponsor for the Olympic Games in Nagano and is a sponsor of the Olympic Museum in Lausanne.

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Schenker

www.schenker.com

Freight forwarding and customs clearance services

Schenker AG is the IOC's official supplier for freight forwarding and customs clearance services. Schenker works with the IOC as well as the OCOGs in Athens, Torino, and Beijing. Schenker provides a specialised team of personnel focused on Olympic activities and provides services for all major IOC meetings and Sessions.

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Olympic Sponsorship History

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

Olympic Sponsorship History

1896 Athens	Companies including Kodak, a current TOP Partner, provide revenue through advertising during the Olympic Games.
1912 Stockholm	Approximately ten Swedish companies purchase sole-rights to take photographs and sell memorabilia of the Olympic Games.
1920 Antwerp	The official Olympic Games programme contains a great deal of corporate advertising.
1924 Paris	Advertising signage appears within view from the Olympic Games venues for the first and only time in history.
1928 Amsterdam	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.
1932 Lake Placid	The OCOG solicits businesses to provide free merchandising and advertising tie-ins. Many major department stores in the eastern U.S. feature the Olympic Games marks in window displays, and many national businesses use the Games as an advertising theme.
1952 Helsinki	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.
1960 Rome	An extensive sponsor/supplier programme includes 46 companies that provide technical support and products such as perfume, chocolate, toothpaste and soap.
1964 Tokyo	250 companies develop marketing relationships with the Games. The new "Olympia" cigarette brand generates more than US\$1 million in revenue for the OCOG. (The tobacco sponsorship category is later banned.) Seiko creates quartz-timing technology, providing the most accurate timing system to date.
1976 Montreal	With 628 sponsors and suppliers, domestic sponsorship generates US\$7 million for the OCOG.
1984 Sarajevo	The OCOG signs 447 foreign and domestic sponsorship agreements.
1984 Los Angeles	For the first time, the domestic sponsorship programme is divided into three categories. Each category is granted designated rights and product category exclusivity. The marketing programme is limited to the host country and U.S. companies.

Olympic Sponsorship History — continued**1988 Calgary/****1988 Seoul**

The IOC creates The Olympic Partners (TOP) worldwide sponsorship programme, in coordination with the OCOGs in Seoul and Calgary, as well as 159 NOCs. TOP 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.

The OCOGs launch independent marketing programmes.

For the first time, the IOC requires the OCOG to form a joint marketing programme with the host country NOC.

1992 Albertville/**1992 Barcelona**

TOP grows from nine to 12 partners in the programme's second generation.

1994 Lillehammer

Broadcast and marketing programmes generate more than US\$500 million, breaking almost every major marketing record for an Olympic Winter Games.

1996 Atlanta

The Games are funded entirely via private sources.

2000 Sydney

The OCOG develops the most financially successful domestic sponsorship programme to date, generating more revenue (US\$492 million) than the domestic sponsorship programme of Atlanta 1996 in a host country marketplace 15 times smaller.

A new standard for brand protection through education, legislation and advertising controls.

2002 Salt Lake

The Olympic Properties of the United States (OPUS) sponsorship for 2002 breaks records for both winter and summer Games.

The OPUS programme generates greater revenue (US\$876 million) from fewer partnerships (53) than each of the domestic sponsorship programmes for the Olympic Games in Sydney 2000 and Atlanta 1996.

2004 Athens

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.

CHAPTER 4

OLYMPIC BROADCASTING

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

Olympic Broadcast Overview

The IOC is the owner of the television rights to the Olympic Games and Olympic Winter Games. The IOC is responsible for allocating Olympic television rights to broadcast networks throughout the world through the negotiation of rights agreements. The IOC manages Olympic broadcast partnerships to ensure that the long-term interests of the Olympic Movement are protected.

The fundamental IOC television broadcast policy as set forth in the Olympic Charter is to ensure maximum presentation of the Olympic Games to the world:

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

— Rule 51, Olympic Charter: In force as from September 2004

Television rights to the Olympic Games are sold only to broadcasters that can guarantee the broadest free-to-air coverage throughout their respective territories. The Olympic Games is one of the only remaining major events in the world to maintain such a policy.

Olympic Broadcast Partnership

The long-term Olympic broadcast marketing strategy launched in 1995 is designed to achieve the following objectives:

To ensure the financial future of the Olympic Movement and the Olympic Games.

To secure financing for the Olympic Movement and future OCOGs, while avoiding fluctuations in the market.

To ensure that broadcast partners are experienced in providing the highest quality of Olympic programming so that a strong image of the Olympic Games is upheld.

To allow broadcast partners to develop stronger Olympic associations and to strengthen each partner's identity as the Olympic broadcaster within its country or territory.

To forge stronger links between sponsors, broadcast partners and the Olympic Family that will promote an agenda that supports the entire Olympic Movement with advertising and promotional programmes.

To strengthen the continuing legacy of broadcasting support from one Olympic Games to the next, allowing future OCOGs to draw on an ever-deepening reservoir of support, experience and technology.

To establish partnerships that include profit-sharing arrangements and commitments to provide additional Olympic programming to (1) ensure improved global coverage of the Olympic Games, (2) promote the ideals of Olympism, and (3) heighten awareness of the work of the Olympic Movement throughout the world.

To allow the IOC to use Olympic broadcast revenue to further finance all members of the Olympic Family and other aspects of the Olympic Movement, in addition to helping to finance the Olympic Games.

Olympic Broadcast: Worldwide Coverage

The television broadcast of the Olympic Games and the Olympic Winter 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 that all television viewers have the opportunity to experience the Olympic Games. In pursuit of this objective, coverage of the Olympic Games has continued throughout history to expand to more nations, territories and markets throughout the world.

Olympic Games: Countries Broadcasting

Olympic Games	Number of Countries/ Territories Broadcasting
1936 Berlin	1
1948 London	1
1952 Helsinki	2
1956 Melbourne	1
1960 Rome	21
1964 Tokyo	40
1968 Mexico City	n/a
1972 Munich	98
1976 Montreal	124
1980 Moscow	111
1984 Los Angeles	156
1988 Seoul	160
1992 Barcelona	193
1996 Atlanta	214
2000 Sydney	220
2004 Athens	220

Olympic Winter Games: Countries Broadcasting

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

Olympic Broadcast: Global Viewership

Global Olympic broadcast audience and viewership figures continue to rise as the Olympic broadcast expands to more nations and territories, as more viewers throughout the world gain access to television, and as the appeal of Olympic Games programming continues to grow.

Olympic Games: Broadcast Viewing Levels

Olympic Games	Broadcast Viewing Levels
	Cumulative Audience *
1988 Seoul	10.4 billion
1992 Barcelona	16.6 billion
1996 Atlanta	19.6 billion
	Total Viewer Hours **
2000 Sydney	36.1 billion
2004 Athens	34.4 billion

Olympic Winter Games: Broadcast Viewing Levels

Olympic Winter Games	Broadcast Viewing Levels
	Cumulative Audience *
1992 Albertville	8 billion
1994 Lillehammer	10.7 billion
1998 Nagano	10.7 billion
	Total Viewer Hours **
2002 Salt Lake City	13.1 billion

Note on Broadcast Viewer Measurement:

In 2000, the IOC modified its approach to measuring the global viewership of the Olympic broadcast from cumulative audience to Total Viewer Hours. This shift in methodology is designed to provide greater accuracy in determining the appeal of Olympic television programming throughout the world. The charts above reflect this revised methodology.

* *Cumulative audience is a statistic derived by determining the aggregate number of times each television viewer around the world tuned in to Olympic Games television programming.*

** *Total Viewer Hours is a statistic that measures the number of hours of Olympic programming that have captured the attention of the global television viewing audience during the period of the Olympic Games. Viewer Hours per programme is measured by multiplying the duration of the programme by the number of viewers in the audience. Total Viewer Hours for the Olympic Games and Olympic Winter Games is the sum of all Viewer Hours per programme.*

Olympic Broadcast Programming

Olympic broadcast programming is generated by the Olympic host broadcast organisation, which captures the television and radio signal from each Olympic venue and delivers the signal to the Olympic broadcast partners to air on networks throughout the world. With increased capability and technological sophistication, the host broadcaster has greatly expanded its live feed of Olympic competition and ceremonial action in recent decades.

From the full range of available material, each Olympic broadcast partner may select the particular events that it will 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. The events that are aired in the Olympic programming of one broadcast partner are not necessarily the events that are aired by another broadcast partner.

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.

Olympic Games: Hours of Coverage from the Host Broadcaster

Olympic Games	Host Broadcast Feed Hours
1988 Seoul	2,572
1992 Barcelona	2,800
1996 Atlanta	3,000
2000 Sydney	3,500
2004 Athens	3,800

Olympic Winter Games: Hours of Coverage from the Host Broadcaster

Olympic Games	Host Broadcast Feed Hours
1992 Albertville	350
1994 Lillehammer	331
1998 Nagano	600
2002 Salt Lake City	900

Olympic Broadcast Revenue Generation

The Olympic broadcast has provided the Olympic Movement with an unprecedented financial base and ensured the future viability of the Olympic Games. Olympic broadcast partnership has been the single greatest source of revenue for the Olympic Movement for more than three decades.

Increases in the Olympic broadcast revenue generated in recent decades have contributed greatly to the success of the Olympic Games and ensured the future viability of the Olympic Movement. The global broadcast revenue figure for the 2004 Olympic Games represents a fivefold increase from the 1984 Los Angeles broadcast revenue two decades earlier. The global broadcast revenue figure for the 2002 Olympic Winter Games represents a sevenfold increase from the 1984 Sarajevo broadcast revenue less than two decades earlier.

Broadcast Revenue History: Olympic Games

Olympic Games	Broadcast Revenue
1960 Rome	US\$1,178,000
1964 Tokyo	US\$1,578,000
1968 Mexico City	US\$9,750,000
1972 Munich	US\$17,792,000
1976 Montreal	US\$34,862,000
1980 Moscow	US\$87,984,000
1984 Los Angeles	US\$286,914,000
1988 Seoul	US\$402,595,000
1992 Barcelona	US\$636,060,000
1996 Atlanta	US\$898,267,000
2000 Sydney	US\$1,331,550,000
2004 Athens *	US\$1,494,028,000

Broadcast Revenue History: Olympic Winter Games

Olympic Winter Games	Broadcast Revenue
1960 Squaw Valley	US\$50,000
1964 Innsbruck	US\$937,000
1968 Grenoble	US\$2,613,000
1972 Sapporo	US\$8,475,000
1976 Innsbruck	US\$11,627,000
1980 Lake Placid	US\$20,726,000
1984 Sarajevo	US\$102,682,000
1988 Calgary	US\$324,897,000
1992 Albertville	US\$291,928,000
1994 Lillehammer	US\$352,911,000
1998 Nagano	US\$513,485,000
2002 Salt Lake *	US\$736,135,000

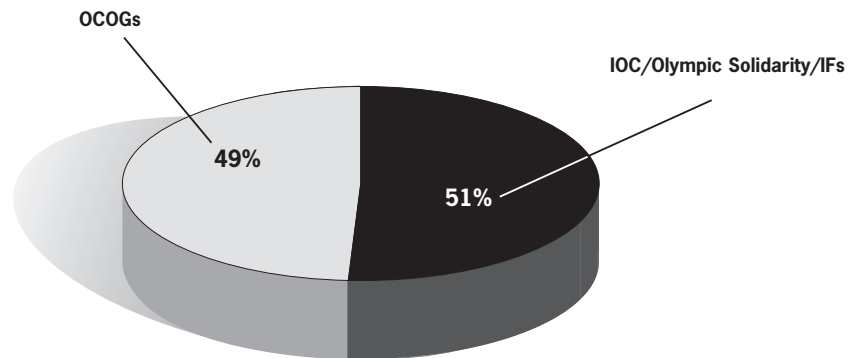
* Total broadcast revenue figures for these Games may vary due to exchange rate fluctuations.

Note: All figures above have been rounded to the nearest US\$1,000.

Broadcast Revenue: Contributions to the Olympic Movement

Olympic broadcast revenue is distributed throughout the Olympic Family, providing financial support to the OCOGs, the NOCs, the IFs, and the IOC. The IOC distributes Olympic broadcast revenue according to the formula illustrated here. This distribution plan is designed to ensure appropriate financial support throughout the Olympic Movement.

Olympic Broadcast Revenue Distribution



Olympic Broadcast Revenue Distribution

OCOG	49% of Olympic broadcast revenue is provided to the OCOG to support the staging of the Games.
Olympic Movement	51% of Olympic broadcast is distributed throughout the Olympic Family to support the Olympic Movement worldwide. This revenue is shared among the NOCs, the IFs, and the IOC.

Note: Prior to the 2004 Olympic Games, the IOC distributed 60% of Olympic broadcast to the OCOG and 40% to the NOCs, the IFs, and the IOC. The percentage shift that resulted in the distribution formula illustrated above is designed to serve the worldwide development and progress of sport. Although the distribution formula illustrated above reflects a percentage reduction in broadcast revenue provided to the OCOGs, the real value to the OCOGs has continued to increase with rising broadcast rights fees.

Olympic Broadcast Contributions to the OCOGs

The success of the Olympic broadcast in recent decades has ensured the viability of the Olympic Games and Olympic Winter Games. IOC contributions of Olympic broadcast revenue are essential to the operations of the OCOGs and the successful staging of Games. In recent years, broadcast revenue contributions from the IOC have provided as much as 45% of an OCOG's operating budget.

Olympic Games: Broadcast Contributions to the OCOGs

Olympic Games	Broadcast Revenue to OCOG
1992 Barcelona	US\$441 million
1996 Atlanta	US\$546 million
2000 Sydney	US\$797 million
2004 Athens	US\$733 million

Olympic Winter Games: Broadcast Contributions to the OCOGs

Olympic Winter Games	Broadcast Revenue to OCOG
1994 Lillehammer	US\$229 million
1998 Nagano	US\$308 million
2002 Salt Lake	US\$443 million

Olympic Broadcast Contributions to the NOCs

The continued and increased success of the Olympic broadcast has enabled the IOC to provide significantly greater support for the NOCs with each Olympic quadrennium. The IOC contributes Olympic broadcast revenue to Olympic Solidarity, an IOC organisation that provides financial support to NOCs in need. The NOCs receive financial support for the training and development of Olympic teams, Olympic athletes and Olympic hopefuls. Increased support in recent years has enabled more nations throughout the world to develop Olympic programmes and Olympic teams.

Broadcast Revenue Contributions to NOCs

Olympic Quadrennium	Broadcast Revenue via Olympic Solidarity
Albertville / Barcelona 1989 – 1992	US\$51.6 million
Lillehammer / Atlanta 1993 – 1996	US\$80.9 million
Nagano / Sydney 1997 – 2000	US\$118.7 million
Salt Lake / Athens 2001 – 2004	US\$209.5 million

Olympic Broadcast Contributions to the IFs

The IOC contributes Olympic broadcast revenue to the 28 IFs of Olympic summer sports and the 7 IFs of Olympic winter sports to assist in the development of sport worldwide. The continued success of the Olympic broadcast has enabled the IOC to deliver substantially increased financial support to the IFs with each successive Games. The chart below identifies the financial contributions that IOC Olympic marketing programmes have made to the IFs in recent years.

Broadcast Revenue Contributions to Summer IFs

Olympic Games	Revenue to IFs
1992 Barcelona	US\$37.6 million
1996 Atlanta	US\$86.6 million
2000 Sydney	US\$190 million
2004 Athens	n/a

Broadcast Revenue Contributions to Winter IFs

Olympic Winter Games	Revenue to IFs
1992 Albertville	US\$17 million
1994 Lillehammer	US\$20.3 million
1998 Nagano	US\$49.4 million
2002 Salt Lake	US\$85.8 million

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 and informative anecdotes from the history of Olympic television broadcasting.

Olympic Broadcasting History

- 1936 Berlin** 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.
- 1948 London** The first Olympic Games to establish the principle of the broadcast rights fee. BBC agrees to pay one thousand guineas (approximately US\$3000). 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.
- 1952 Helsinki** The OCOG conducts broadcast rights negotiations for the first time.
- 1956 Melbourne** The breakdown of negotiations prevents transmission of the Olympic broadcast to important markets including the U.S.
- 1956 Cortina** 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”.
- 1960 Rome** 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.
- 1964 Tokyo** 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.
- 1968 Mexico City** The Olympic Games are broadcast live in colour for the first time.
- Slow-motion footage is available live.
- 1972 Sapporo** Japanese network NHK provides the television feed for broadcasters to choose the coverage they want — the model for today’s host broadcast organisation.
- 1984 Los Angeles** Television and radio rights acquired by 156 nations.
- More than 2.5 billion people view the Olympic Games.

Olympic Broadcasting History – continued

1992 Albertville

1992 Barcelona 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 U.S., the U.K. 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.

1994 Lillehammer Broadcast and marketing programmes generate more than US\$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 1992 Albertville.

For the first time, the Winter Games are broadcast on the African continent, via M-Net and ART satellites.

1996 Atlanta The 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.

1998 Nagano Television coverage of the Games is provided to 180 countries and territories, compared to 120 countries for 1994 Lillehammer.

The Olympic Winter Games are broadcast live in Australia for the first time.

Olympic broadcasting firsts include video-on-demand and 3-D high-definition.

2000 Sydney Olympic broadcast reaches 3.7 billion viewers in 220 countries.

The IOC introduces Total Viewer Hours (TVH), a new method of measuring the Olympic television audience levels.

The Games broadcast generates 36.1 billion Television Viewer Hours.

The IOC and broadcast partners work to provide satellite coverage to East Timor.

2002 Salt Lake 2.1 billion viewers in 160 countries consume more than 13 billion TVH.

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.

2004 Athens 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.

For the first time, the Olympic Games are broadcast live in Azerbaijan.

Broadcast Rights Fees History: Olympic Games

AMERICAS

Olympic Games	Broadcaster	Rights Fee
United States		
1976 Montreal	ABC	US\$25.0 million
1980 Moscow	NBC	US\$72.3 million
1984 Los Angeles	ABC	US\$225.6 million
1988 Seoul	NBC	US\$300.0 million
1992 Barcelona	NBC	US\$401.0 million
1996 Atlanta	NBC	US\$456.0 million
2000 Sydney	NBC	US\$705.0 million
2004 Athens	NBC	US\$793.5 million
Canada		
1992 Barcelona	CTV	US\$16.5 million
1996 Atlanta	CBC	US\$20.75 million
2000 Sydney	CBC	US\$28.0 million
2004 Athens	CBC	US\$37.0 million
Central/South America		
1992 Barcelona	OTI*	US\$3.55 million
1996 Atlanta	OTI	US\$5.5 million
2000 Sydney	OTI	US\$12.0 million
2004 Athens	OTI	US\$18.0 million
Caribbean		
1996 Atlanta	CBU**	US\$190,000
2000 Sydney	CBU	US\$200,000
2004 Athens	CBU	US\$500,000
Puerto Rico		
2000 Sydney	Teleonce	US\$1 million

* OTI = Organización de la Televisión Iberoamericana

** CBU = Caribbean Broadcasting Union

ASIA

Olympic Games	Broadcaster	Rights Fee
Asia		
1992 Barcelona	ABU*	US\$2.2 million
1996 Atlanta	ABU	US\$5.0 million
2000 Sydney	ABU	US\$12.0 million
2004 Athens	ABU	US\$15.1 million
Japan		
1984 Los Angeles	Japan Pool	US\$19.0 million
1988 Seoul	Japan Pool	US\$50.0 million
1992 Barcelona	Japan Pool	US\$62.5 million
1996 Atlanta	Japan Pool	US\$99.5 million
2000 Sydney	Japan Pool	US\$135.0 million
2004 Athens	Japan Pool	US\$155.0 million
Arab States		
1992 Barcelona	ASBU**	US\$550,000
1996 Atlanta	ASBU	US\$3.75 million
2000 Sydney	ASBU	US\$4.5 million
2004 Athens	ASBU	US\$5.5 million
Korea		
1984 Los Angeles	Korea Pool	US\$2.0 million
1988 Seoul	KBS	US\$2.85 million
1992 Barcelona	Korea Pool	US\$7.5 million
1996 Atlanta	Korea Pool	US\$9.75 million
2000 Sydney	Korea Pool	US\$13.75 million
2004 Athens	Korea Pool	US\$15.5 million

*ABU = Asia-Pacific Broadcasting Union

** ASBU = Arab States Broadcasting Union

EUROPE

Olympic Games	Broadcaster	Rights Fee
Europe		
1960 Rome	EBU*	US\$700,000
1964 Tokyo	EBU	n/a
1968 Mexico City	EBU	US\$1 million
1972 Munich	EBU	US\$2 million
1976 Montreal	EBU	US\$6.6 million
1980 Moscow	EBU	US\$7.1 million
1984 Los Angeles	EBU	US\$22 million
1988 Seoul	EBU	US\$30.2 million
1992 Barcelona	EBU	US\$94.5 million
1996 Atlanta	EBU	US\$247.5 million
2000 Sydney	EBU	US\$350 million
2004 Athens	EBU	US\$394 million

* EBU = European Broadcasting Union

OCEANIA

Olympic Games	Broadcaster	Rights Fee
Australia		
1984 Los Angeles	Channel 10	US\$10.6 million
1988 Seoul	Channel 10	US\$7.4 million
1992 Barcelona	TV Olympics	US\$34 million
1996 Atlanta	Channel 7	US\$30 million
2000 Sydney	Channel 7	US\$45 million
2004 Athens	Channel 7	US\$50.5 million
New Zealand		
1992 Barcelona	TVNZ	US\$5.9 million
1996 Atlanta	TVNZ	US\$5 million
2000 Sydney	TVNZ	US\$10 million
2004 Athens	TVNZ	US\$3.5 million

Broadcast Rights Fees History: Olympic Winter Games

AMERICAS

Olympic Winter Games	Broadcaster	Rights Fee
United States		
1976 Innsbruck	ABC	US\$10.0 million
1980 Lake Placid	ABC	US\$15.5 million
1984 Sarajevo	ABC	US\$91.55 million
1988 Calgary	ABC	US\$309.0 million
1992 Albertville	CBS	US\$243.0 million
1994 Lillehammer	CBS	US\$295.0 million
1998 Nagano	CBS	US\$375.0 million
2002 Salt Lake City	NBC	US\$545.0 million
Canada		
1984 Sarajevo	CBC/CTV	US\$1.8 million
1988 Calgary	CBC/CTV	US\$3.4 million
1992 Albertville	CBC	US\$10.1 million
1994 Lillehammer	CTV	US\$12.0 million
1998 Nagano	CBC	US\$16.0 million
2002 Salt Lake City	CBC	US\$22.0 million
Central/South America		
1980 Lake Placid	Televisa	US\$100,000
1984 Sarajevo	Televisa	US\$250,000
1988 Calgary	selected countries	US\$310,000
1992 Albertville	selected countries	US\$459,000
1994 Lillehammer	selected countries	US\$501,000
1998 Nagano	OTI	US\$985,000
2002 Salt Lake City	OTI	US\$1.25 million
Caribbean		
1984 Sarajevo	Bermuda	US\$6,750
1988 Calgary	<i>no broadcast</i>	
1992 Albertville	Trinidad & Tobago	US\$5,000
1994 Lillehammer	selected countries	US\$13,500
1998 Nagano	Jamaica CVM	US\$12,000
2002 Salt Lake City	Jamaica CVM	US\$15,000

ASIA

Olympic Winter Games	Broadcaster	Rights Fee
Asia		
1984 Sarajevo	HK-TVB	US\$20,000
1988 Calgary	ABU	US\$278,000
1992 Albertville	ABU	US\$471,000
1994 Lillehammer	ABU	US\$515,000
1998 Nagano	ABU	US\$540,000
2002 Salt Lake City	ABU	US\$150,000
Japan		
1980 Lake Placid	NHK	US\$1.05 million
1984 Sarajevo	NHK	US\$2.50 million
1988 Calgary	NHK	US\$3.90 million
1992 Albertville	Japan Pool	US\$9.0 million
1994 Lillehammer	Japan Pool	US\$12.7 million
1998 Nagano	Japan Pool	US\$37.5 million
2002 Salt Lake City	Japan Pool	US\$37.0 million
Korea		
1984 Sarajevo	KBS	US\$180,000
1988 Calgary	<i>no broadcast</i>	
1992 Albertville	<i>no broadcast</i>	
1994 Lillehammer	<i>no broadcast</i>	
1998 Nagano	KBS	US\$50,000
2002 Salt Lake City	Korea Pool	US\$750,000

EUROPE

Olympic Winter Games	Broadcaster	Rights Fee
Europe		
1964 Innsbruck	EBU	US\$300,000
1968 Grenoble	EBU	US\$500,000
1972 Sapporo	EBU	US\$1.40 million
1976 Innsbruck	EBU	US\$1.20 million
1980 Lake Placid	EBU	US\$3.855 million
1984 Sarajevo	EBU	US\$5.6 million
1988 Calgary	EBU	US\$6.9 million
1992 Albertville	EBU	US\$20.3 million
1994 Lillehammer	EBU	US\$26.3 million
1998 Nagano	EBU	US\$72.0 million
2002 Salt Lake City	EBU	US\$120.0 million

OCEANIA

Olympic Winter Games	Broadcaster	Rights Fee
Australia		
1980 Lake Placid	ATRANSA	US\$60,000
1984 Sarajevo	Channel 7	US\$750,000
1988 Calgary	Channel 9	US\$1.14 million
1992 Albertville	Channel 9	US\$8.5 million
1994 Lillehammer	Channel 9	US\$5.0 million
1998 Nagano	Channel 7	US\$6.0 million
2002 Salt Lake City	Channel 7	US\$11.75 million
New Zealand		
1984 Sarajevo	BCNZ	US\$25,000
1988 Calgary	<i>no broadcast</i>	
1992 Albertville	TVNZ	US\$135,000
1994 Lillehammer	TVNZ	US\$500,000
1998 Nagano	TVNZ	US\$600,000
2002 Salt Lake City	TVNZ	US\$600,000

CHAPTER 5

OLYMPIC GAMES TICKETING

Olympic Games Ticketing Overview

The Olympic Games ticketing programme is managed by the OCOG, with the approval of the IOC Executive Board. 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 ensure the availability of tickets priced to accommodate the wide-ranging economic circumstances of the public, to establish ticket prices in accordance with the domestic market prices for major sporting events, and to ensure the transparency of the ticketing programme.

The OCOGs retain 95% of the revenue generated from Olympic ticketing programmes to support the staging of the Games. The remaining 5% is delivered as a royalty to the IOC to support the operations of the Olympic Movement.

Olympic Games Ticket Sales

Olympic Games and Olympic Winter Games ticketing programmes have been highly successful. In recent years, Olympic ticketing programmes have demonstrated the popularity of the Olympic Games in domestic host-country markets and around the world.

Olympic ticketing programmes seek to ensure that the public has the opportunity to attend Olympic Games events by providing tickets at fair market prices and by offering tickets that all socio-economic groups can afford to purchase.

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	Tickets Sold	% of Tickets Sold	Revenue to OCOG
1984 Los Angeles	6.9 million	5.7 million	82.6%	US\$156 million
1988 Seoul	4.4 million	3.3 million	75%	US\$36 million
1992 Barcelona	3.9 million	3.021 million	80%	US\$79 million
1996 Atlanta	11 million	8.318 million	82.3%	US\$425 million
2000 Sydney	7.6 million	6.7 million	88%	US\$551 million
2004 Athens	5.3 million	3.8 million	72%	US\$228 million

Olympic Winter Games Ticketing Programmes

Olympic Winter Games	Tickets Available	Tickets Sold	% of Tickets Sold	Revenue to OCOG
1988 Calgary	1.9 million	1.6 million	78%	US\$32 million
1992 Albertville	1.2 million	900,000	75%	US\$32 million
1994 Lillehammer	1.3 million	1.207 million	87.2%	US\$26 million
1998 Nagano	1.434 million	1.275 million	89.4%	US\$74 million
2002 Salt Lake	1.605 million	1.525 million	95%	US\$183 million

CHAPTER 6

OLYMPIC LICENSING

Olympic Licensing Overview

Olympic Movement organisations develop programmes to create Olympic Games-related products, merchandise and souvenirs for consumers through licensing agreements that grant the use of Olympic marks, imagery or themes to third party companies that market and manufacture the products. Licensed products generally commemorate the Olympic Games or a particular Olympic team. Olympic Games licensing includes the numismatic and philatelic programmes that create Olympic Games commemorative coins and stamps, two longstanding traditions within the Olympic Movement.

The licensee pays a royalty to the Olympic Movement organisation for the right to use Olympic marks, imagery or themes. The standard percentage royalty paid by the licensee is between 10 and 15 percent of the product sales revenue.

The Olympic Movement works to ensure that licensing programmes provide consumers with high-quality merchandise that suitably reflects the Olympic Image and the Olympic Movement, and properly commemorates the Olympic Games and Olympic teams.

The Olympic Movement also 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/Image from the potential negative impact of low-quality unauthorised merchandise.

Olympic Games Licensing Programmes

Olympic Games licensing programmes are managed by the OCOGs under the direction of the IOC. Licensing programmes are brand driven, designed to promote the Olympic Image and convey the culture of the host region within a controlled commercial environment. 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 OCOG
1988 Seoul	62	US\$18.8 million
1992 Barcelona	61	US\$17.2 million
1996 Atlanta	125	US\$91 million
2000 Sydney	100	US\$52 million
2004 Athens	23	US\$61.5 million

Olympic Winter Games Licensing Facts and Figures

Olympic Winter Games	Licensees	Revenue to OCOG
1994 Lillehammer	36	US\$24 million
1998 Nagano	190	US\$14 million
2002 Salt Lake	70	US\$25 million

Olympic Numismatic Programmes

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

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 US\$1.1 billion for the issuing authorities and the Olympic Family.

Olympic coin programmes throughout modern times have provided an estimated US\$650 million for the OCOGs, US\$20 million for the NOCs, and US\$10 million for the IOC.

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

1896 Athens	<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>
1912 Stockholm	<p>Approximately ten Swedish companies purchase sole-rights to take photographs and sell memorabilia of the Games.</p>
1928 Amsterdam	<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. The stamp is obligatory in Portugal for three days.</p>
1932 Lake Placid	<p>The OCOG solicits business organisations and retail stores to provide free merchandising and advertising tie-ins.</p>
1952 Helsinki	<p>Olympic coins are first struck in modern times to commemorate the 1952 Helsinki Olympic Games. Issued at face value, legal-tender Olympic coins provide a means of raising funds without resorting to increased government taxation.</p>
1972 Munich	<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** 137 countries issue 1,230,000 stamp series bearing the Olympic rings.
The IOC introduces an Olympic coin programme to celebrate the Centennial of the founding of the IOC and the first modern Olympic Games in 1896. This international coin programme, managed by the IOC and using the combined resources of mints from five nations, comes to a close in December 1996. Worldwide sales of US\$48 million from 90,000 gold and 500,000 silver coins make this the most successful Olympic coin programme to date.
- 1994 Lillehammer** Broadcast and marketing programmes generate more than US\$500 million, breaking almost every major Olympic Winter Games marketing record.
The licensing programme results in three times the forecast revenue and sets new standards of organisation and quality for future OCOGs.
- 1994** Four albums of stamps commemorate the Olympic Movement centennial.
- 1996** More than 150 countries issue a total of 15 million Olympic stamps.
- 1998 Nagano** Three albums of Olympic stamps commemorate the Games.
- 2000 Sydney** Merchandise is coded with the DNA of renowned Olympic athletes to ensure product authenticity.
On-line retailing is available for the first time.
The concept of the Olympic Store is implemented for the first time, including the Olympic Superstore in Sydney Olympic Park.

APPENDIX

Fundamental Principles of Olympism

Modern Olympism was conceived by Pierre de Coubertin, on whose initiative the International Athletic Congress of Paris was held in June 1894. The International Olympic Committee (IOC) constituted itself on 23 June 1894.

The Olympic Charter is the codification of the Fundamental Principles, Rules and Bye-laws adopted by the IOC. It governs the organisation and operation of the Olympic Movement and stipulates the conditions for the celebration of the Olympic Games. The following are Fundamental Principles of the Olympic Movement, as stated in the Olympic Charter, in force as from 1 September 2004:

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.

The goal of Olympism is to place everywhere sport at the service of the harmonious development of man, with a view to encouraging the establishment of a peaceful society concerned with the preservation of human dignity.

The Olympic Movement is the concerted, organised, universal permanent action, carried out under the supreme authority of the IOC, or all individuals and entities who are inspired by the values of Olympism. It covers the five continents. It reaches its peak with the bringing together of the world's athletes at the great sport festival, the Olympic Games. Its symbol is five interlaced rings.

The practise of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play. The organisation, administration and management of sport must be controlled by independent sports organisations.

Any form of discrimination with regard to a country or person on grounds of race, religion, politics, gender or otherwise is incompatible with belonging to the Olympic Movement.

Belonging to the Olympic Movement requires compliance with the Olympic Charter and recognition by the IOC.

The Olympic Movement and Commercialism

Olympic marketing programmes have contributed significantly to the growth of the Olympic Movement, the Olympic Games, and sport worldwide. Because of this growth, marketing programmes will remain essential to the future viability of the Olympic Movement and the Olympic Games.

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 stadia, 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. The TOP VI worldwide sponsorship programme today has eleven Partners, each with 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 tobacco products, alcoholic beverages (other than beer and wine), or other products that may conflict with or be considered inappropriate to the mission of the IOC or to the spirit of Olympism.

The IOC Executive Board *

The Executive Board, founded in 1921, consists of the IOC President, four Vice-Presidents and ten 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 Marketing Commission at the IOC Session.

President	
Jacques Rogge	<i>Belgium</i>
Vice Presidents	
Vitaly Smirnov	<i>Russian Federation</i>
James L. Easton	<i>United States of America</i>
Gunilla Lindberg	<i>Sweden</i>
Members	
Denis Oswald	<i>Switzerland</i>
Mario Vázquez Raña	<i>Mexico</i>
Ottavio Cinquanta	<i>Italy</i>
Sergey Bubka	<i>Ukraine</i>
Lambis V. Nikolaou	<i>Greece</i>
Toni Khoury	<i>Lebanon</i>
Gerhard Heiberg	<i>Norway</i>
Alpha Ibrahim Diallo	<i>Guinea</i>
Zaiging Yu	<i>China</i>
Richard L. Carrión	<i>Puerto Rico</i>

* As of 15 July 2005

IOC Marketing Commission *

The IOC Marketing Commission was established as the IOC New Sources of Financing Commission in 1983 to ensure the financial stability of the Olympic Movement. The New Sources of Financing Commission became the IOC Marketing Commission in 1997.

IOC Marketing 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 Marketing Commission: Mandate

To review and study possible sources of financing and revenue for the International Olympic Committee (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.

Chairman

Gerhard Heiberg *Norway*

Members

Thomas Bach	<i>Germany</i>	Lambis V. Nikolaou	<i>Greece</i>
Richard L. Carrión	<i>Puerto Rico</i>	Carlos Arthur Nuzman	<i>Brazil</i>
Ottavio Cinquanta	<i>Italy</i>	Yong Sung Park	<i>Korea</i>
Robert Ctvrtlik	<i>United States of America</i>	Richard W. Pound	<i>Canada</i>
James L. Easton	<i>United States of America</i>	Craig Reedie	<i>Great Britain</i>
René Fasel	<i>Switzerland</i>	Francesco Ricci Bitti	<i>Italy</i>
Patrick Joseph Hickey	<i>Ireland</i>	Juan Antonio Samaranch Jr.	<i>Spain</i>
Mustapha Larfaoui	<i>Algeria</i>	Adne Sondral	<i>Norway</i>
Samih Moudallal	<i>Syrian Arab Republic</i>	Olegario Vázquez Raña	<i>Mexico</i>
Nawal El Moutawakel	<i>Morocco</i>	Hein Verbruggen	<i>Netherlands</i>

* As of 15 July 2005

TV Rights and New Media Commission *

Mission

The TV Rights and New Media Commission is responsible for preparing and implementing the overall IOC strategy for future broadcast rights negotiations.

To this end, the Commission collects marketing intelligence and consults with experts, determines the rights and benefits packages to be sold, and organises the tender and negotiation process. The Commission also deals with issues pertaining to the current broadcast rights agreements. The IOC has signed long-term broadcast agreements for the Olympic Games in all major markets, up to 2008.

Chairman

Jacques Rogge	Belgium
---------------	---------

Members

Thomas Bach	Germany
Richard L. Carrión	Puerto Rico
Ottavio Cinqunta	Italy
John D Coates	Australia
Gerhard Heiberg	Norway

* As of 15 July 2005

IOC Television & Marketing Services SA

IOC Television and Marketing Services SA was established by the IOC in 2005 following the acquisition of its exclusive marketing agency, Meridian Management SA, and the centralisation of Olympic broadcasting and marketing responsibilities. Led by Managing Director Timo Lumme, IOC Television and Marketing Services is a wholly owned company of the IOC.

Gerhard Heiberg

Chairman, IOC Marketing Commission

Timo Lumme

Managing Director, IOC Television & Marketing Services

2008 Beijing: BOCOG Basic Facts

The Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG) is responsible for the staging of the 2008 Olympic Games and for the management of the domestic marketing programmes that support the 2008 Olympic Games.

Election 2008 Host City:	13 July 2001 112th Session of the IOC Moscow, Russia
IOC Ratification of Marketing Plan:	1 July 2003 Prague, Czech Republic
Launch of Marketing Programme:	1 September 2003 Beijing, China
2008 Beijing Management:	Beijing Organising Committee for the Games of the XXIX Olympiad
BOCOG Postal Address:	BOCOG 24 Dongsi Shitiao Street Beijing 100007 China
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Official 2008 Beijing Web Site:	www.beijing-olympic.org.cn

2010 Vancouver: VANOC Basic Facts

The Vancouver Organising Committee for the 2010 Olympic Winter Games (VANOC) is responsible for the staging of the 2010 Olympic Games and for the management of the domestic marketing programmes that support the 2010 Olympic Winter Games.

Election 2010 Host City:	2 July 2003 115th Session of the IOC Prague, Czech Republic
IOC Ratification of Marketing Plan:	22 February 2005
2010 Vancouver Management:	Vancouver Organising Committee for the 2010 Olympic Winter Games
VANOC Postal Address:	Vancouver 2010 Suite 400 - 1095 West Pender Street Vancouver, BC Canada V6E 2M6
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