

marketingMATTERS

THE OLYMPIC MARKETING NEWSLETTER

FEBRUARY 2002

PUBLISHED BY THE INTERNATIONAL OLYMPIC COMMITTEE

Unprecedented Success for Salt Lake 2002



SALT LAKE 2002



Salt Lake 2002 is expected to establish several Olympic Winter Games records in Olympic marketing and broadcast programmes.

Broadcasting:

Preliminary research indicates that the Salt Lake 2002 broadcast is likely to reach the most viewers in Winter Games history, with greatly expanded live and prime-time coverage. Approximately 3 billion viewers in more than 160 countries are expected to watch some coverage of the Winter Games. An estimated 9,750 hours of dedicated Olympic coverage will be broadcast around the world. This represents more than 600 hours of coverage per day, globally. In the U.S. alone, broadcast coverage will increase from approximately 176 hours in Nagano to 370 hours.

Sponsorship:

The TOP worldwide sponsorship programme continues to make vital contributions to the Games, as TOP Partners develop new and innovative ways to facilitate the operations of the Games and enhance the Olympic Games environment.

The local Salt Lake sponsorship managed by the Olympic Properties of the United States (OPUS) has also succeeded in generating great support from partners that contribute essential products and services to the staging of the Games.

The Salt Lake sponsorship programme has generated more substantial support from far fewer partnerships than ever before. The following chart compares the local sponsorship effort in Salt Lake with those of Atlanta 1996 and Lake Placid 1980.

	1980 Lake Placid	1996 Atlanta	2002 Salt Lake
Local Partners	231	111	53
Sponsorship Revenue	US\$30 million	US\$633 million	US\$840 million

Ticketing:

Salt Lake 2002 has available the greatest number of tickets in Winter Games history. More than 1.656 million tickets are available, up from 1.4 million in Nagano. As of January 8, the Salt Lake Organizing Committee

(SLOC) has sold 1.365 million tickets (82.5% of availability), already more than any previous Olympic Winter Games.

Internet: www.saltlake2002.com

SLOC has made successful use of the operational and promotional value of the Internet. Approximately 74% of tickets sold to the U.S. public have been sold on-line, a substantial increase over the total of 4% percent of tickets sold on-line for Sydney 2000.

The Presentation of the Games:

The IOC has worked with SLOC and city authorities to eliminate unauthorised marketing activity. Salt Lake City, the first Olympic host city to benefit from the IOC's transfer of knowledge programme, has employed the experience from Sydney's tightly managed "Look of the Games" strategy and balanced presentation of sponsor activities. Salt Lake has also addressed the issues that the Olympic Movement faced six years ago when the City of Atlanta allowed a city-driven commercial programme to distort the image of the Olympic Games.

Finance:

SLOC is entirely funded through marketing and broadcast support. The marketing programmes that support the 2002 Winter Games are the most successful in Olympic history.

Nagano 1998	SLOC Bid Projections	SLOC Actual
US\$ 690 million	US\$ 746 million	US\$ 1,300 million

The IOC has contributed nearly US\$575 million (from Broadcast and TOP revenues) to SLOC, surpassing the commitment it made at the time of the bid by more than US\$200 million.

"The IOC will continue to pursue revenues to finance the activities of the Olympic Movement, but it will do so only in balance with the values inherent in Olympism. ... Our sponsors, most of them having been with us for more than a decade, are wonderful supporters of the Olympic Movement's goals. In return, we will continue our pursuit of working with them to develop a closer knit partnership to improve upon the win-win situation that their support of the Olympic Movement provides. By continuing to generate and distribute the revenue, we will go a long way in sustaining the Movement's universality." — Dr. Jacques Rogge, IOC President, in a speech to the National Press Club in Washington, D.C., November 2001

Winter Games Broadcast Records Predicted

Expanded Coverage and Reach for 2002

Olympic broadcasters have indicated that Salt Lake 2002 could set new records for worldwide television viewing of the Olympic Winter Games. Research conducted by Sports Marketing Surveys' Olympic Television Research Centre projects a significantly greater audience with sharp increases in prime-time and live coverage over the 1998 Olympic Winter Games in Nagano.

- Expectations are that approximately 3 billion people will tune in to watch the Winter Olympic Games, out of an estimated 3.9 billion people worldwide who have access to television.
- An estimated 9,750 hours of dedicated Olympic coverage will be

broadcast around the world. This represents more than 600 hours of coverage per day, globally.

- Initial reports also indicate substantial increases in the number of countries and channels broadcasting the Games, as well as a rise in the number of hours devoted to different sports due to expanded coverage by cable and satellite sub-license rights holders.
- In the U.S., NBC reports that 60% of all events (including all figure skating) will be carried live. Approximately 80% of programming on MSNBC will be coverage of live events. CNBC will carry only live ice hockey during its evening telecasts.

Television Coverage Enhancements for Salt Lake 2002

Many Olympic broadcasters have announced intentions to increase and enhance their coverage of Salt Lake 2002 over previous Olympic Winter Games.

- 79% of Olympic broadcasters intend to show expanded coverage of Salt Lake 2002 compared to previous Games.
- 47% of Olympic broadcasters indicate an increase in prime-time coverage.
- 39% of Olympic broadcasters indicate an increase in live coverage for Salt Lake 2002.
- 34% of Olympic broadcasters intend to enhance coverage of Salt Lake 2002 with new and innovative broadcasting techniques.

“As part of the IOC’s commitment and policy to broaden the reach, coverage and quality of Olympic Games broadcasting, we are very encouraged by this early feedback from our broadcast partners. We are looking forward to excellent and improved global TV results — where more people in more places at more appropriate times of the day get to experience the magic and, importantly, the action of an Olympic Winter Games.” — Dr. Jacques Rogge, IOC President

Salt Lake 2002: Across the Continents

All broadcast hours are estimates, based on preliminary research by Sports Marketing Surveys with Broadcast Rightsholders. Not all broadcasters have yet submitted broadcast information, so charts below cover a representative sample. A full and comprehensive analysis of the Salt Lake Games Broadcast will be published by the IOC post Games.

- Significant increase in prime time coverage across major markets
- Significant increase in overall Games coverage across major markets
- Other major markets with extensive coverage
- Live coverage in Latin America for the first time
- Singapore and India to broadcast the Olympic Winter Games for the first time

Total Broadcast Coverage

Country	Channel	Hours Nagano	Hours Salt Lake
Pan Europe	Eurosport	284	336
Germany	ARD, ZDF, Premier	225	800
U.S.	NBC, CNBC, MSNBC	176	370
U.K.	BBC/BBC Interactive	100	500
South Africa	Supersport	276	546
Switzerland	TS1, TSR, SFD	683	730
Ukraine	National	107	135
Netherlands	NOS	135	175
Bosnia Herzegovina	RTV	109	200
China	CCTV	98	124
Hong Kong	Jade/Pearl	2	20
Japan	NHK/NAB	500	820

Other Major Broadcasters

Country	Channel	Hours Salt Lake
Australia	Ch. 7	80
Brazil	TV Globo/Globosat	34
Canada	CBC	250+
Czech Republic	CT	280
Denmark	TV 2/Zulu	246
Finland	YLE	191
France	FR2/3	176
Hungary	MTV	128
Italy	RAI	160
Korea	KBS, MBC, SBS	189
New Zealand	TVNZ	86

Increases in Prime Time Coverage

Country	Channel	% Hours Prime Time Nagano	% Hours Prime Time Salt Lake
Australia	Ch. 7	41	63
Canada	CBC	24	34
Korea	KBS	8	20
Norway	NRK	11	21
	TV2	5	50
Poland	TVP	12	41
South Africa	Supersport	31	53
Sweden	SVT	9	22
Switzerland	TS1, TSR, DRS	3	40
UK	BBC	16	35

Host Broadcaster Delivers Record Feed

The Salt Lake 2002 Olympic Winter Games host broadcaster, International Sports Broadcasting (ISB), will cover all 78 events live for the first time in Olympic Winter Games history and provide the most extensive broadcast feed in the history of the Olympic Winter Games. The host broadcaster will feed more than 160 countries with approximately 900 hours of Games images, a significant increase over Nagano's 600 hours of host broadcast coverage.

ISB

649 East South Temple
Salt Lake City, UT 84102
Tel: +1.801.328.0115
Fax: +1.801.521.3036

Mark Parkman - Vice President, Operations

	Salt Lake 2002	Nagano 1998	Lillehammer 1994
Countries Broadcasting	160	160	120
Host Broadcast Coverage	900 hours	600 hours	331 hours

Record Revenue from Salt Lake 2002 Broadcast

The IOC has negotiated record revenue levels for the Salt Lake 2002 Olympic Winter Games. This will provide US\$443 million for SLOC, a significant increase over the broadcast revenue contribution to 1998

Nagano Olympic Winter Games. The NOCs, the IFs of winter sports, and the IOC will share the balance of US\$295 million in broadcast revenue.

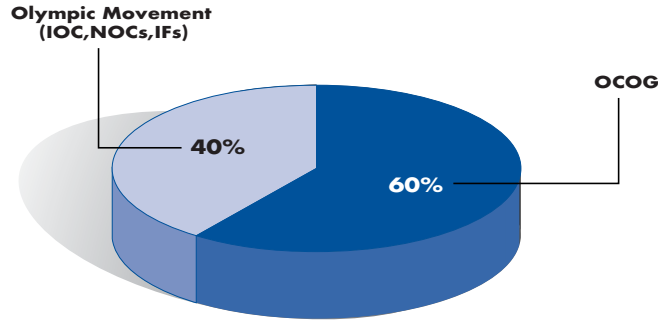
Olympic Winter Games Comparison:

	Salt Lake 2002	Nagano 1998	Lake Placid 1980
Total Broadcast Revenue	US\$738 million	US\$513.5 million	US\$21 million

2002 Olympic Winter Games Rights Holders and Broadcast Revenue

Country	Broadcaster	Rights Fees
United States	National Broadcasting Company (NBC)	US\$545 million
Canada	Canadian Broadcasting Corporation (CBC)	US\$22 million
Latin America	Organización de la Televisión Iberoamericana (OTI)	US\$1.25 million
Australia	Seven Network (Seven)	US\$11.75 million
New Zealand	Television New Zealand (TVNZ)	US\$600,000
Europe	European Broadcasting Union (EBU)	US\$120 million
Asia	Asia-Pacific Broadcasting Union (ABU)	US\$150,000
Japan	Japan Pool (NHK)	US\$37 million
Korea	Korea Pool (KP)	US\$750,000
South Africa	Supersport International	US\$400,000

Broadcast Revenue Distribution



A New Standard in Sponsor Support

Two major sponsorship programmes support the staging of the Salt Lake 2002 Olympic Winter Games: the TOP worldwide sponsorship programme managed by the IOC and the Salt Lake 2002 sponsorship programme managed jointly by SLOC and the Olympic Properties of

the U.S. (OPUS) within the host country. Partners on all levels are providing unprecedented levels of support for the Games, the Olympic teams and the Olympic athletes.

The TOP Partners

The TOP Partners continue to contribute vital resources of products, services and technology to the staging of the Olympic Games and develop innovative programmes that enhance the Olympic experience for athletes, spectators and media.

TOP V will generate record revenue of approximately US\$600 million from 2001 to 2004. TOP Partners will contribute more than US\$130 million to SLOC in financial and value-in-kind support for Salt Lake 2002, the most support ever for an Olympic Winter Games.



Non-Alcoholic Beverages
Kelly Brooks
Manager, Global Sports Communications
Tel: +1 404.676.1055
www.cocacola.com



Wireless Communications Equipment
Tae-Yon Cho
PR Manager Olympic Projects
Tel: +82 2 727 7821
Fax: +82 2 727 7826
www.samsung.com



Life Insurance/Annuities
Becky Collet
Manager,
Sports Marketing, Public Relations
Tel: +1 617.572.6435
Fax: +1 617.572.8707
www.jhancock.com



Information Technology
Christine Hirzel
Olympic Communications Manager
Tel: +1 212.350.9404
Fax: +1 212.350.9408
www.slb.com



Film / Photographics & Imaging
Charlie Smith
Director,
Corporate Media Relations
Tel: +1 716.724.4513
Fax: +1 716.724.0964
www.kodak.com



Periodicals, Newspapers, Magazines
Blaise Cashen
Olympic Director
Tel: +1 212.522.2482
Fax: +1 212.522.0610
www.cnni.com



Retail Food Services
Bridget Coffing
Director of Communications
Tel: +1 630.623.6263
Fax: +1 630.623.3994
www.mcdonalds.com



Consumer Payment Systems
Mike Sherman
Vice President,
Corporate Communications
Tel: +1 650.432.3923
Fax: +1 650.432.7431
www.visa.com



Audio, TV, Video Equipment
Ned Itani
Corporate Communications, Matsushita
Tel: +81 3 5473 8850
Fax: +81 3 3433 4478
www.panasonic.com



Document Publishing & Supplies
Nancy Wiese
Director,
Worldwide Marketing Communications
Tel: +1 203.968.3374
Fax: +1 203.968.4458
www.xerox.com

Additional information on the TOP Partners is available in the 2002 Olympic Marketing Fact File online at www.olympic.org

OPUS Partners and Sponsors

OPUS has developed the most successful Olympic Games sponsorship programme in Olympic history. OPUS Partners and Sponsors continue to contribute vital resources of products, services and technology to SLOC for general operations and for the staging of the Olympic Games.

The Salt Lake 2002 OPUS sponsorship programme has been highly successful, generating more support than any previous local Olympic sponsorship programme.

OPUS sponsors will contribute US\$840 million in support for SLOC, the USOC and U.S. Olympic teams.

SLOC will receive US\$575 million in support from this programme.

The USOC and U.S. Olympic teams will receive the remaining US\$265 million to support the U.S. Olympic athletes through the 2004 Olympic Games in Athens.

Total OPUS Partnership Revenue:	US\$840 million*
OPUS Partnership Contribution to SLOC	US\$575 million

* Revenue generated to date

OPUS PARTNERS



Long distance telecommunications, paging, wireless service, broadband
Media contact: Cynthia Neale
Tel: +1.908.221.7249



Domestic automobiles and trucks
Media contact: Dawn Mann
Tel: +1.313.667.7627



Retail banking services
Media contact: Jean Johnson
Tel: +1.512.397.2169



Local telecommunications services
Media contact: Tyler Gronbach
Tel: +1.303.992.2155



Alcoholic and non-alcoholic malt beverages
Media contact: John Donohue
Tel: +1.314.577.9660



Retail oil and gas
Media contact: Fred Gorell
Tel: +1.415.894.4443

OPUS SPONSORS



Home and auto insurance; property and casualty insurance
Media contact: Karen Uhler
Tel: +1.847.402.5299



On-line career management
Media contact: Sandy Yusen
Tel: +1.617.272.8317



Health insurance products
Media contact: Iris Shaffer
Tel: +1.312.297.5572



Direct sales of skin care products
Media contact: Kay Lin Hermansen
Tel: +1.801.345.2108



Passenger air transportation and air cargo and freight services
Media contact: Tracey Bowen
Tel: +1.404.715.2554



Retail of office supplies
Media contact: Eileen Dunn
Tel: +1.561.438.4930



Computer hardware and non Unix servers
Media contact: Brad Williams
Tel: +1.858.848.2511



Timing
Media contact: Robert Swanson
Tel: +1.201.512.3027



Flowers, cards, commemorative items
Media contact: Eileen Gaffen
Tel: +1.816.274.4673



Electronic security systems
Media contact: Lee Pernice
Tel: +1.561.989.7361



Corporate tickets and hospitality
Media contact: Mike Korologos
Tel: +1.801.350.0636



Retail home improvement
Media contact: Mandy Holton
Tel: +1.770.384.2935



Telecommunications equipment
Media contact: Rick Rinderle
Tel: +1.908.933.7385



Electrical utility services
Media contact: Margaret Kesler
Tel: +1.801.220.6734



Volunteer and staff uniforms
Media contact: Daryl Santos
Tel: +1.801.972.0404



Air conditioning and heating equipment
Media contact: Bob Russell
Tel: +1.717.771.6314

The Salt Lake 2002 Technology Consortium

Olympic sponsors will coordinate their efforts in an information technology consortium to provide the solutions for Salt Lake 2002 and beyond. Headed by TOP Partner SchlumbergerSema, 15 Olympic sponsors will deliver the vast and complex information technology needs for Salt Lake 2002.

As part of their broader agenda to control escalating Games-related costs, the IOC has returned to the format of a technology and telecommunications consortium for the staging of the Games, rather than retaining the single-supplier approach that was used in Sydney, Nagano and Atlanta.

The IOC has appointed SchlumbergerSema (through Beijing 2008), which was integrally involved in the success of 1992 Barcelona, to the lead role in providing the technology needs for Salt Lake 2002. SchlumbergerSema is joined in the IT consortium by both global and domestic companies.

Salt Lake 2002 Technology Consortium Partners:

SchlumbergerSema	Panasonic	Samsung
Xerox	Kodak	Seiko
Gateway	Wige Mic	Ikano
Sun Microsystems	Nova	AT&T
Qwest	Lucent	MSNBC

“The IOC sought to nurture the consortium to reduce the costs of pulling off the mammoth task of delivering IT solutions at the Games. Furthermore, the consortium approach ensures that the right IT experts are fulfilling each of the specialised information technology needs for the Games. We also believe that the spirit of this co-operative effort is all too appropriate for the Olympic Games, the only event in the world that unites nations, athletes and people of the world in the spirit of friendly competition.” — Phillippe Verveer, IOC Director of Technology

Salt Lake 2002 Ticketing

The Salt Lake 2002 ticketing programme is on its way to achieving the greatest success of any ticket programme in Olympic Winter Games history. The programme offers more tickets for competition and ceremonies than any previous Olympic Winter Games.

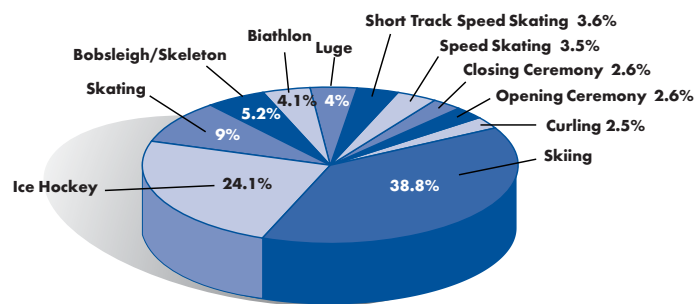
- A total of 1.65 million tickets are available for Salt Lake 2002.
- More than 1.365 million tickets were sold as of 8 January 2002, surpassing the total tickets sold for 1998 Nagano.
- To date, over 82.5% of available tickets have been sold.

- Salt Lake City will host an estimated 70,000 visitors per day during the 17 days of the Games. Salt Lake 2002 is expected to attract 400,000 unique visitors (excluding accredited media, coaches and athletes).
- 74% of ticket sales to the U.S. public have been conducted on-line to date, compared to 4% of sales on-line in Sydney.
- The Olympic Games continues to provide a greater percentage of event tickets to the world’s public than most major sporting events. 18% of Olympic Winter Games tickets have been purchased by Olympic sponsors.

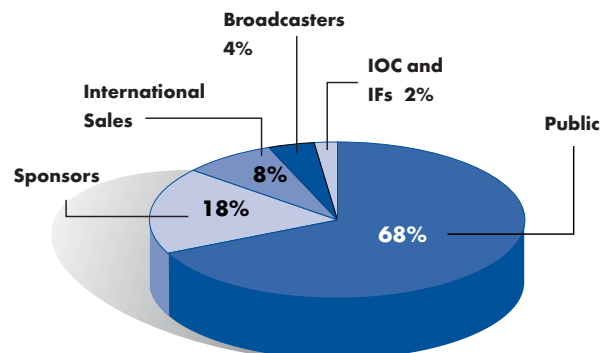
	Tickets Available	Tickets Sold	Percent Sold
2002 Salt Lake	1.656 million	1.365 million*	82.5%*

* Figures represent ticket sales as of 8 January 2002.

Percentage of Games tickets available by sport and ceremony:



SLOC 2002 Ticket Distribution



Number of Games tickets available by sport and ceremony:

Sport / Ceremony	Tickets
Alpine Skiing	508,441
Nordic Skiing	133,892
Ice Hockey	399,259
Skating	266,423
Bobsleigh/Skeleton	87,104
Biathlon	69,005
Luge	66,279
Curling	40,648
Closing Ceremony	42,774
Opening Ceremony	42,226

Salt Lake 2002 Ticket Pricing Plan:

- 78% of all tickets are priced at less than US\$100
- 50% of all tickets are priced at less than US\$60
- Average sport ticket price: US\$82
- Sport ticket price range: US\$20 – \$425

Salt Lake 2002 Licensing

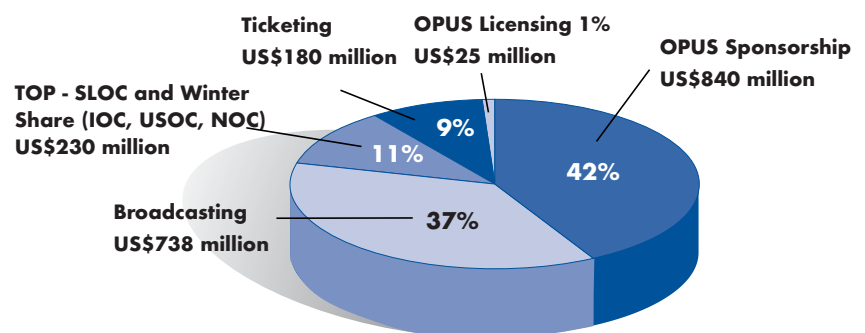
The Olympic Movement continues to ensure that official Olympic Games licensing programmes provide consumers with high-quality collectibles that enhance the positive image of the Olympic Games. A full range of apparel, collectibles, and other official merchandise is available commemorating the Salt Lake 2002 Olympic Winter Games and reflecting the local culture and design. SLOC has emphasised high standards in the development of official licensed merchandise, combining highly affordable goods with high-end merchandise.

- 69 companies are Salt Lake 2002 licensees
- More than 600 Salt Lake 2002 pin designs have been developed for retail sale to date
- Retail sales that are expected to total US\$245 million
- Merchandise is available through retail, Internet, and premium sales.
- Approximately 1,200 retail outlets carry Salt Lake 2002 products.

Financing the Salt Lake 2002 Winter Games

The Salt Lake 2002 Olympic Winter Games benefit from the most successful marketing programme in Olympic Winter Games history. SLOC is entirely funded by broadcasting, marketing and ticketing revenue generated by the IOC and SLOC. This revenue will even provide a legacy fund to the state of Utah for the maintenance of venues after the Games, as well as for some capital construction costs for the Games. (Please note: This excludes state and federal funding for capital infrastructure and transport grants for improvements in Utah.)

Salt Lake 2002 Marketing Revenue Generation



Note:
The TOP V programme will generate in excess of US\$600 million for the four-year period of 2001-2004, including the Salt Lake and Athens Games. The above-mentioned "Winter Share" for the IOC, NOCs and USOC represents an arbitrary allocation of 40% of the TOP programme total for the Winter Games, and not contractual values.

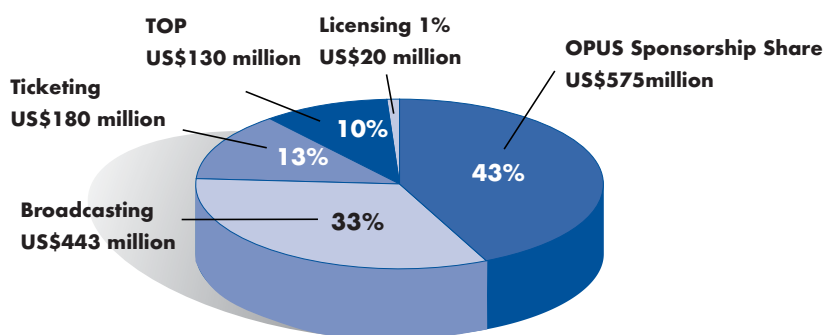
Financing the Salt Lake 2002 Winter Games – *continued*

SLOC will receive nearly US\$1.35 billion of this revenue to stage the 2002 Olympic Winter Games. The remaining US\$650 million will be distributed throughout the Olympic Family.

The chart below identifies the amount of revenue contributed directly to SLOC from each Olympic marketing programme, illustrating the marketing sources of SLOC's budget of US\$1,348 million.

- NOCs that have athletes competing in Salt Lake City will benefit more than ever before from the IOC global Olympic marketing programmes, as they will receive proceeds from the TOP programme as well as subsidies from Olympic broadcast revenue distributed via Olympic Solidarity.
- The IOC will increase by more than 70% the revenues distributed to the Winter IFs for the Nagano Games, granting them more than US\$85 million for their participation in Salt Lake 2002.

Broadcast and Marketing Contributions to SLOC



SLOC's share of Olympic marketing revenue will be over 60% greater than that which it projected at the time of the bid and 85% more than what was generated by the Nagano Organizing Committee for the 1998 Olympic Winter Games. The IOC has contributed nearly US\$575 million to SLOC, surpassing the commitment it made at the time of the bid by more than US\$200 million.

The Olympic Winter Games: Back in the U.S.

Fewer Partners Providing Greater Support

The increasing value of Olympic sponsor contributions over the past two decades has helped the Olympic Family to control the marketing agenda that supports the Olympic Games.

The Salt Lake Olympic Winter Games are supported by far fewer sponsors than 1980 Lake Placid (the last time the Olympic Winter Games were held in the U.S.) and 1996 Atlanta (the last time the Olympic Games were held in

the U.S.). The Salt Lake sponsorship programme has generated substantially greater support than any previous Olympic Games or Olympic Winter Games sponsorship programme.

	1980 Lake Placid	1996 Atlanta	2002 Salt Lake
Local Sponsors	231	111	53
Licensees	165	125	69
Total Local Partners	396	236	122

	1980 Lake Placid	1996 Atlanta	2002 Salt Lake
Sponsorship Revenue	US\$30 million	US\$633 million	US\$840 million
Licensing Revenue	US\$2 million	US\$91 million	US\$25 million
Total Local Partnership Revenue	US\$32 million	US\$724 million	US\$865 million

Protecting the Image of the Games

The IOC devotes substantial time and resources to protect the unique presentation of the Olympic Games, which remain the only major event free of advertising and commercial messages within venues.

Following the example set in Sydney, Salt Lake has succeeded in addressing the issues that the Olympic Movement faced in 1996 when the City of Atlanta allowed a city-driven commercial programme to distort the overall image of the Olympic Games.

In both Salt Lake City and Park City, the IOC has worked extensively with SLOC and city authorities to ensure that all parties work to prohibit any unauthorised city marketing. Salt Lake 2002 benefits from close collaboration among all the parties, especially the local city authorities, who believe that one of the primary benefits of hosting the Olympic Games is to enhance, not to distort, the city's image.

Principal Television Rights Holders – Salt Lake 2002

USA: NBC

National Broadcasting Company, Inc.
30 Rockefeller Plaza
New York, NY 10121
U.S.A.
Tel: +1 801 214 7288 Fax: +1 801 214 7541
Mike McCarley - Director of Communications,
NBC Olympics, IBC - Salt Lake City

New Zealand: TVNZ

TV New Zealand
GPO Box 3819
Victoria Street West 100
Auckland
New Zealand
Tel: + 649 916 7000 Fax: + 649 916 7593
Shaun Brown – Head of Television

Canada: CBC

Canadian Broadcasting Corporation
205 Wellington St. West
Toronto, ONT M5V 3G7
Canada
Tel: +1 416 205 6500 Fax: + 1 416 205 6520
Alan Clark – Chef de Mission, 2002 Olympic Winter Games

ASIA: ABU

Asia-Pacific Broadcasting Union
P.O. Box 1164
59700 Kuala Lumpur
Malaysia
Tel: + 60 3 2282 1946 Fax: + 60 3 2282 5292
Michael Williams - Senior Officer, Sports
Head, ABU Production Operations Olympic Games

Central/South America: OTI

Organización de la Television Ibero-Americana
Tennyson 10, Col. Polanco
11560 Mexico, DF
Mexico
Tel: + 525 281 3438 Fax: + 525 280 7847
Amaury Daumas – Secretary General

Japan Pool

Nippon Hoso Kyokai (NHK)
2-2-1 Jinnan, Shibuya-ku
Tokyo 105-8001
Japan
Tel: + 81 3 3465 1111 Fax: + 81 3 3465 1747
Yosuke Fujiwara – Senior Producer, NHK Sports

Europe: EBU

European Broadcasting Union
CP 67
Ancienne Route 17A
1218 Grand-Saconnex/GE
Switzerland
Tel: + 41 22 717 2111 Fax: + 41 22 747 4000
Wilfried Verlinde – Head, TV Sports Programme Division

Korea Pool

31 Yoido-Dong, Youngdungpo-ku
150 – 728 Seoul
Republic of Korea
Tel: + 82 2 789 26 10 Fax: + 82 2 783 82 49
Yoon Byung-kun – Deputy Managing Director,
Sports Division

Australia: Seven Network

Seven Network Limited
Level 13,
1 Pacific Highway
North Sydney, NSW 2060
Australia
Tel: + 61 2 9967 7777 Fax: + 61 2 9967 7900
Harold Anderson – Director of Sports and Olympics

South Africa: Supersport International

239 Oak Avenue
Ferndale 2194
South Africa
Tel: + 27 11 686 7640 Fax: + 27 11 686 7787
Robin Kempthorne - Head of Productions

Winter "Celebrate Humanity" Gains Significant Media Support

The Celebrate Humanity campaign invites the world to celebrate the determination, the efforts and the values of the Olympic athletes. The IOC has created a new series of promotional spots that depict moments from the Olympic Winter Games.

Well over 90% of broadcasters are supporting the campaign.

The range of spots has given the broadcasters the opportunity to choose those most appropriate for the national culture and style of promotion. The campaign has been translated into several languages.

- In the U.S., Olympic broadcaster NBC, as well MSNBC and CNBC, are supporting the campaign. NBC affiliate KSL is airing the campaign heavily.
- In Canada, CBC is airing the campaign heavily on both English and French language channels.
- The European Broadcasting Union (EBU) has fully embraced the campaign, which is now being aired by most members throughout the continent.
- Eurosport has been airing Celebrate Humanity since July 2000 to more than 100 million households.
- Celebrate Humanity has been translated into several major Asian languages and will be aired extensively throughout the continent.

- Following its success of Celebrate Humanity during the Sydney 2000 Olympic Games, Australia's Seven Network has committed to the winter campaign.
- CNN is providing significant international support for Celebrate Humanity.
- Celebrate Humanity will also be extended to cinema, with more than 800 cinemas throughout the U.S. running the spots as a result of a new partnership between the IOC and Val Morgan Cinema advertising. Large video screens in Japan, China and New York City's Times Square have also begun to run the campaign.
- Print versions of the campaign are running throughout Time, Inc. publications, including *Sports Illustrated*, *Time*, *Fortune* as well as many other international publications.

The Winter Celebrate Humanity campaign includes eight television announcements, four radio announcements and four print executions. The campaign was created and produced by award-winning agency TBWA/Chiat Day, and run pro bono either as a public service promotional announcement or as part of contractual agreements with Olympic marketing partners.

Olympic Notes

www.olympic.org

Olympic Marketing Resources On-line

To facilitate updated media access to news and information about Olympic marketing programmes, the *2002 Olympic Marketing Fact File* and the

Marketing Matters #20 newsletter will be primarily distributed on-line via the IOC's institutional Olympic web site, www.olympic.org.

Athena: Olympic Marketing Extranet



ATHENA, the Olympic Marketing Extranet and the on-line resource for worldwide Olympic marketing, has been redeveloped with enhanced content, better information integration, cleaner navigation, improved layout and new graphics. ATHENA, the first resource of its kind in the sports marketing industry, is now the Olympic Movement's primary outlet for Olympic marketing information, news and resources — where Olympic marketing information will be posted first, in a comprehensive and user-friendly manner. Olympic Partners can access ATHENA by logging on to www.olympicmarketing.com.

Digital Olympic Images at OTAB

The Olympic Television Archive Bureau (OTAB) makes downloadable digital images from the Olympic Games available on-line to the Olympic Family and Olympic partners, at www.otab.com.

Contact: Julia Veng Sieck
Tel: + 44 208 233 5353
E-mail: jsieck@imgworld.com

Journey to Athens — www.athens.olympic.org



The ATHENS 2004 National Sponsoring Programme has already reached 107% of its targeted revenue of approximately 72.7 billion GRD (213.3 million Euro), from only seven of its 40 sponsor categories. ATHENS 2004 has launched a new and enhanced web site at www.athens.olympic.org.

ATHOC Grand National Sponsorships

Alpha Bank	Banking services
OTE / COSMOTE	Telecommunications
Athenian Brewery / Heineken	Beer
Delta / Fage	Dairy
ERT	Radio and Television
Swatch	Timing
Hyundai	Automotive
Greek Post (ELTA)	Post & Courier Services

Torino 2006 Launch — www.torino2006.it



The Torino Organising Committee for the 2006 Olympic Winter Games (TOROC) launched its marketing programme in September 2001. In November 2001, TOROC unveiled the emblem for

the 2006 Olympic Winter Games. The primary design element of the emblem is an abstract rendering of the Mole Antonelliana, an architectural landmark in Torino by Alessandro Antonelli.

Plans for Beijing 2008 — www.beijing-olympic.org.cn



The IOC is working closely with the Beijing Organising Committee for the Olympic Games (BOCOG) to develop the 2008 marketing plan, which is scheduled to launch in early 2003.

The IOC and BOCOG will stage an Olympic Image and Design conference in mid-year of 2002.

2002 Olympic Market Research

The IOC will undertake a number of market research and survey studies as part of the Olympic Movement's commitment to strengthening and promoting the Olympic Image and to provide valuable information to broadcasters, sponsors and the media.

Studies cover four key areas: broadcast research; Games-time spectator, athlete, corporate guest and media research; Olympic Image tracking; Games-time experience and attitudes research.

The IOC will make the top-line results and full reports available to the media as soon as the surveys are finalised and analysed.

For further information on IOC market research, please contact IOC Marketing Communications.

Gerhard Heiberg New IOC Marketing Commission Chair

IOC President Dr. Jacques Rogge appointed Mr. Gerhard Heiberg, IOC Member in Norway, to the position of IOC Marketing Commission Chairman in December 2001.

Mr. Heiberg was Chairman, President and CEO of the Lillehammer Olympic Organising Committee and Paralympic Committee that delivered the highly successful 1994 Olympic Winter Games. In that role, he gained first-hand experience in Olympic marketing and exhibited a keen understanding of the support that partnership provides for the Olympic Movement.

Mr. Heiberg is currently Chairman of Norscan Partners, holds directorships across a broad range of companies in the banking, petroleum

and service industries, and has served on boards throughout Europe, Asia, the Middle East and the U.S. He served as Chairman of Den Norske Bank (Norway's largest bank) until 2000, and continues to serve on the Nordic Advisory Board of Dresdner Kleinwort Wasserstein and the Corporate Assemblies/Stockholders Committee of ABB. He also served as Chairman of the Norwegian Trade Counsel, as a member of the Conference Board in the U.S., and as counselor of Insead in France and Cemai in Mexico.

An IOC member since 1994, Mr. Heiberg has served on the Co-ordination Commissions for the Olympic Winter Games of 2002 and 2006, as well as the IOC Sports and Environment Commission.

"The IOC has established one of the greatest marketing programmes in the world. As the Chairman of the IOC Marketing Commission, I hope to develop the established marketing programmes further in the effort to provide even greater support for the athletes and the youth of the world, and to protect and promote the Olympic Image and the rights of Olympic Partners." — Gerhard Heiberg, Chairman, IOC Marketing Commission

Salt Lake 2002 Contacts

IOC Marketing Operations

January 29 – February 24

IOC Marketing Office

SLOC Headquarters

299 South Main Street, 14th Floor

Salt Lake City, UT 84111

Marketing Operations Tel: +1.801.212.4804

Marketing Operations Fax: +1.801.212.4805

IOC General Media Inquiries:

Emmanuelle Moreau Mobile +1.801.215.2929

Sandrine Chappuis Mobile +1.801.215.2930

IOC Marketing Media Inquiries:

Karen Webb Mobile +1.801.215.2951

Sheelpa Patel Mobile +1.801.215.2953

Steve Eden Mobile +1.801.949.8782

SLOC Contact Information

Tel: +1.801.212.2002

Fax: +1.801.212.7644

Mark Lewis – President and CEO, OPUS

Caroline Shaw – Chief Communications Officer

Linda Luchetti – Associate Director, Marketing Communications OPUS

Olympic Marketing Fact File – Online www.olympic.org

To facilitate access to key up-to-date marketing information the 2002 Olympic Marketing Fact File is now available online and will be updated regularly. The Fact File:

- Provides a comprehensive overview of current and past Olympic marketing programmes.
- Is a key reference document on Olympic marketing for media, academic institutions, and Olympic marketing partners.

Next Issue

Marketing Matters #21 will be published following the Salt Lake Olympic Winter Games and will provide a complete marketing overview including:

- Salt Lake Games-time research results
- Salt Lake 2002 broadcast analysis
- SLOC marketing programme results
- Salt Lake sponsorship information

FOR MORE INFORMATION

PLEASE CONTACT



INTERNATIONAL OLYMPIC
COMMITTEE

www.olympics.com

Château de Vidy
1007 Lausanne
Switzerland
Tel: 41 21 621 6111
Fax: 41 21 621 6216

François Carrard
*Director General and Director of
Communications*

Michael Payne
Marketing Director

Karen Webb
*Group Manager, Marketing
Communications*



ATHENS ORGANISING
COMMITTEE FOR THE
OLYMPIC GAMES

www.athens.olympic.org

Athens
Greece
Tel: (30 10) 20 04 000
Fax: (30 10) 20 04 004

Marton Simitsek
Executive Director

Serafim Kotrotsos
*Head of Communications and
Media*



TORINO ORGANISING
COMMITTEE FOR THE
OLYMPIC WINTER GAMES

www.torino2006.it

Torino
Italy
Tel: (39 011) 63 10 511
Fax: (39 011) 63 10 500

Fabio Fortina
Marketing Director

Andrea Varnier
*Communications and Image
Director*



BEIJING ORGANISING
COMMITTEE FOR THE
OLYMPIC GAMES

www.beijing-olympic.org.cn

Beijing
China
Tel: 86 (10) 65 22 2027
Fax: 86 (10) 65 28 2008

Yuau Bin
Chief of Marketing