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SYDNEY OLYMPIC GAMES PROJECTED TO SET GLOBAL BROADCAST RECORDS

*Reach, Coverage, and Viewership All to Rank at the Top
Broadcast Projected to Reach 3.7 Billion, Capture 40 Billion-Plus Total Viewing Hours*

LAUSANNE, Switzerland (3 August, 2000) – The Olympic Games in Sydney will be the most televised and watched Olympic Games to-date, according to projections released today by the International Olympic Committee (IOC). The projections are based on the IOC's Pre-Games Television Report developed by Sports Marketing Surveys Ltd. (SMS) and a recent Ipsos-Reid World Poll demonstrating very high interest in watching the Olympic Games in advance of broadcaster promotion.

- Olympic coverage will be broadcast to practically the entire world, expected to reach 3.7 billion of the 3.9 billion people in the world who have access to television.
- The duration of broadcast coverage will break all records, with nearly half of the broadcasters increasing coverage above that of the Olympic Games in Atlanta. South African broadcasters will increase their coverage by 434 percent, televising 930 hours of Olympic programming; Canadian broadcasters by 326 percent, airing 1,039 hrs.; Chinese broadcasters by 263 percent, televising 740 hrs.; and U.S. broadcasters by 162 percent, airing 442 hours.
- Average viewing intentions over the course of the Games range from seven hours in developing markets to over 15 hours in the U.S. and Germany to over 30 hours in Australia and Japan and up to 45 hours in Finland and Korea.
- Total Viewer Hours are expected to eclipse 40 billion viewer hours as a result of increased coverage, reach, and interest in the Olympic Games.

The IOC/SMS projection of high viewer interest was substantiated by data collected during June and July 2000, as part of the Ipsos-Reid World Poll, an omnibus survey of persons in living 39 countries conducted by Ipsos-Reid, one of the world's leading public opinion research firms. The poll found 71 percent of those questioned around the world were very or somewhat interested in watching the Sydney Olympic Games on television. In Japan, 88 percent of those questioned were very or somewhat interested; in Australia, 78 percent; in India, 69 percent; in China, 79 percent; and in the U.S., 72 percent.

“To have this much interest registered so far out in advance of the Olympic Games bodes very well for Olympic viewership,” said Andrew Grenville, senior vice president of Ipsos-Reid. “You can only expect these numbers to grow as the excitement of the Games build and broadcaster promotions roll out.”

Stephen Proctor, managing director of Sports Marketing Surveys, added, “Our preliminary research suggests the Sydney Olympic Games is going to set new global television broadcast records. Many broadcasters intend to dedicate more air-time than ever before and to introduce innovative broadcast techniques specifically for the Sydney Olympic Games. This, together with improved access to television around the world, suggests that these Olympic Games will be the most televised Olympics to date.”

**Broadcast Reach – Global Audience**

The latest research statistics from the United Nations and the World Advertising Industry state 3.94 billion of the world's 6 billion people now have access to a television set. Of these 3.94 billion people, it is estimated 3.70 billion will watch some part of the Olympic Games. This represents an increase of 700 million people over the broadcast reach of the Atlanta broadcast in 1996.

Regional breakdowns of the expected Olympic audience are below:

Region	Population	Population w/ Access to TV	Est. Olympic Audience / Reach	Penetration of Olympic Broadcast
Africa	778 M	283 M	208M	27%
Central and South America	515 M	419M	357M	69%
North America	304 M	303 M	282M	93%
Asia	3,569 M	2,153 M	2,180M	61%
Europe	783 M	758 M	653M	83%
Oceania	30 M	24 M	22M	74%
TOTALS	5,979 M	3,941 M	3,702 M	62%

This increase in reach is due to a cascade of several factors, among them:

- more people have gained access to television;
- the Olympic Games are broadcast on the dominant networks in the countries across the world. So far, broadcasters in 220 countries will broadcast the Games, up from 214 countries for Atlanta. (For comparison, there are 188 member states in the United Nations and 199 National Olympic Committees.);
- more broadcasters in more countries are signing up to televise the Olympic Games;
- these broadcasters are interested in developing more programming due to the growing popularity of the Games around the world.

Global audience for the Olympic Games will be further enhanced by **radio** coverage, which has a broader access in developing markets and is expected to take the global Olympic audience to well over 4 billion people.

Internet coverage also is expected to set further records. In 1988, for the Winter Olympic Games in Nagano, the official Games site established new world records at the time for the most watched sports site, with more than 2 million individual users. Only two years later, for the Olympic Games in Sydney, the official Games site, *www.olympics.com*, is expected to exceed 35 million individual users, and over a billion hits.

“Interest in the Olympics has continued to grow with each Games, and Sydney will be no exception, setting new global records for broadcasting,” said Richard Pound, IOC vice president and chairman of the Marketing and Television Rights Negotiating Commissions. “No event in the world offers the coverage or reach that the Olympic Games provide.”



Broadcast Coverage – Number of Hours Transmitted

The broadcast coverage in Sydney also will be at an all time high. Examples of significant increases are below:

Country	Sydney Coverage (hrs.)	Atlanta Coverage (hrs.)	Increase
Australia	1,207	308	899 hrs. / 292%
Canada	1,039	244	795 hrs. / 326%
South Africa	930	174	756 hrs. / 434%
China	740	204	536 hrs. / 263%
Greece	452	161	291 hrs. / 181%
U.S.A.	442	169	273 hrs. / 162%
Japan	558	333	225 hrs. / 68%
Argentina	435	298	137 hrs. / 46%

“This increase in coverage also means there will be a far greater exposure for all sports at the Games – and it ensures those sports, which in the past were passed over, now receive the exposure they deserve,” added Mr. Pound.

Other broadcasters will maintain or slightly increase the great amount of coverage they normally air during the Olympic Games.

Country	Sydney Coverage (hrs.)	Atlanta Coverage (hrs.)	Increase
South Korea	940	884	56 hrs. / 6%
Brazil	754	678	76 hrs. / 11%
Spain	416	416	0 hrs. / 0%
U.K.	332	297	35 hrs. / 11%
Italy	340	282	58 hrs. / 21%
Poland	284		36 hrs. / 15%
Russia	233	196	37 hrs. / 19%

During Atlanta, the host Olympic broadcaster transmitted 3,000 hours of coverage. SOBO, the Sydney Olympic Broadcasting Organization, will cover all Olympic events and broadcast 3,400 hours of live coverage to the rightsholding broadcasters. The national broadcasters are able to take any portion of the host broadcaster feed and enhance it with profiles and interviews of interest to its domestic audience.



A sampling of broadcasters shows two-thirds of them plan enhancements of their coverage.

- Broadcasters in at least eleven countries, such as Gambia, Malta, Belarus, Lithuania, and Sri Lanka, will televise the Games live for the first time.
- Networks in several countries, such as South Africa and Korea, plan to introduce new channels dedicated specifically to the Olympic Games.
- Networks in other countries, such as Australia, South Africa, and Spain, will provide 24-hour coverage through various channels.
- Using six channels to broadcast the Olympic Games in Sydney as opposed to the one it used for Atlanta, the Asia-Pacific Broadcast Union will cover every medal competition for every event.
- More than 30 percent plan to produce special audio programs.
- Nearly 25 percent will increase prime time programming.

Viewer Interest

The Ipsos-Reid World Poll returned strong results in terms of viewer interest. The question asked was: "As you know, the 2000 Summer Olympic Games will be held in Sydney, Australia, this September. How interested are you in watching these upcoming Summer Olympics on TV? Very interested, somewhat interested, not very interested, or not at all interested?". A listing of the percentages of people from the 39 countries very or somewhat interested in watching the Olympic Games on TV is below:

Argentina	56%	Denmark	69%	Israel	52%	Romania	72%
Australia	78%	Estonia	78%	Japan	88%	Russia	63%
Austria	50%	Finland	80%	Kazakhstan	66%	Slovakia	83%
Belgium	57%	France	68%	Latvia	77%	Slovenia	76%
Brazil	68%	Germany	66%	Lithuania	80%	S. Korea	81%
Canada	75%	Greece	79%	Mexico	60%	Ukraine	69%
Chile	57%	Hungary	65%	Norway	65%	U.K.	63%
China	79%	Iceland	64%	Philippines	67%	U.S.	72%
Croatia	65%	India	69%	Poland	58%	Uzbekistan	78%
Czech Rep.	62%	Ireland	80%	Portugal	41%		

These numbers, already high for such an early stage, are expected to grow as the excitement of the Games build and the broadcasters begin to promote their coverage. (Ipsos-Reid is a new firm arising from the merger of the Angus Reid Group of North America with Paris-based Ipsos. For further information on how the Ipsos-Reid World Poll was conducted go to www.angusreid.com.)



Viewing Patterns / New Viewership Measurement Methodology

As interest in the Olympic Games continues to rise, viewership totals also are expected to eclipse previous records. Total Viewer Hours, a measure of how many hours of programming actually captured the attention of the world's viewers over the course of the Games, are expected to surpass 40 billion.

To properly indicate the viewer interest, the IOC, together with Sports Marketing Surveys, has developed a new measurement methodology, called Total Viewer Hours (TVH). TVH uses the duration of the program multiplied by the program audience to provide the total viewer hours per program (defined in hours). The sum of all the viewer hours per program creates the total viewer hours. The TVH formula defines the event in terms of the total number of hours watched by all viewers and, therefore, allows for comparison between events with different program duration.

The previous measure, cumulative audience (the sum total of all the audiences of all the programs broadcast) proved an insufficient measure of Olympic viewer interest in that it indicated only the number of people who watched, without any consideration of the length of the program. It gave equal value to a viewer who watched a one-minute segment to another who watched an hour-long program.

According to Michael Payne, IOC director of marketing, "This new methodology for global audience measurement will provide a far more accurate analysis for tracking the broadcast – and provide for a clearer comparison with other programs. It is far more important to understand the true unduplicated audience number – the true global reach – and the average viewing hours per market – the popularity – than some global cumulative audience that actually tells you very little."

Advertising During Olympic Programming

While increasing profits, several broadcasters, including those in Australia and the U.S., actually are reducing the number of advertising minutes by about ten percent during their normal prime-time broadcasts. This will help further reinforce the special nature of the Olympic broadcast, which remains one of the last remaining events / broadcasts to forbid any form of commercial overlay over the actual sports or ceremonial coverage.

In many of the major markets, nearly 75 percent of the advertising inventory has been purchased by Olympic sponsors, up from 20 percent less than ten years ago.



IOC Broadcast Policy

Television is the means by which most of the world experiences the Olympic Games, so the fundamental IOC television policy is to try to ensure the maximum presentation to the world. Television rights to the Games, therefore, are sold only to broadcasters that can guarantee the broadest coverage throughout their respective countries free of charge. The IOC often has declined higher offers for Games television rights because a broadcaster could reach only a limited part of the population. The Olympic Games remains one of the last major events that maintains this free-to-air policy.

The IOC President commented, “The Olympic Games are special to everyone, so everyone should be able to watch them on TV free-of-charge.”

Broadcast Rights Fee Revenue

The sale of broadcasting rights fees for Olympic Games in Sydney will provide the Olympic Movement with US\$1.3 billion, a 49 percent increase over the amount generated by the sale of rights fees for the Games in Atlanta and a 109 percent increase over the same figure for Barcelona.

Region / Country	Sydney 2000 (In US\$M)	Atlanta 1996 (In US\$M)	Barcelona 1992 (In US\$M)
US	705.0	456.0	401.0
Europe	350.0	250.0	94.5
Japan	135.0	99.5	62.5
Australia	45.0	30.0	34.0
Canada	28.0	20.8	16.5
South Korea	13.8	9.8	7.5
Asia-Pacific	12.0	8.0	2.2
Central/South America	12.0	5.5	3.6
Africa	10.5	6.6	6.2
New Zealand	10.0	5.0	5.9
Arab States	4.5	3.4	0.5
Chinese Taipei	3.0	1.9	1.1
Philippines	1.6	1.0	0.3
Caribbean	0.2	0.2	0.1
Puerto Rico	1.0	0.8	0.3
TOTALS*	1,331.6	898.3	636.0

* Total may not add up due to rounding.



Distribution of Broadcasting Rights Fee Revenue

The IOC distributes the broadcasting fee revenue throughout the Olympic Movement. Sixty percent of the revenue is provided to the organizing committee of the Olympic Games. The Sydney Organizing Committee (SOCOG) will receive US\$798 million in broadcast fees alone, which provides for almost 45 percent of SOCOG's budget. In total, the IOC provides SOCOG with over US\$1 billion. The original figures included in the Sydney budget allowed for only US\$488 million from broadcast rights fee revenue and an overall IOC contribution of less than US\$600 million.

The remaining 40 percent is distributed in relatively equal shares to the three pillars of the Olympic Movement: the 35 Olympic international sports federations, the 199 national Olympic committees, and the IOC. The IOC uses its portion of the revenues to fund its operations and programs in support of the Olympic Games, the Olympic Movement, and sport around the world.

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