

# FACTSHEET

## XIII OLYMPIC CONGRESS –

### THEME 5: THE DIGITAL REVOLUTION

#### SEPTEMBER 2009



## 1. THE THEME AND SUB-THEMES

The fifth Congress theme, dedicated to the Digital Revolution, is split in three sub-themes:

### 1.1 New management of sports rights

### 1.2 How to increase the size of the sports audience

### 1.3 Communication with stakeholders in the digital age

Over the past decade and a half, technological advances – most notably in digital technology – have revolutionised how sports images are beamed across the world.

Television – once the sole medium through which international audiences viewed major sporting events – has now been joined by PC screens, PDAs and mobile phones as viable platforms, thanks to ever-improving internet reach and bandwidth.

Such significant shifts in the media landscape mean, of course, that the Olympic Movement's existing models for managing media rights may no longer be appropriate.

As part of any assessment of how the Olympic Movement should consider reviewing its sports right management policies, it is important to consider the exact extent to which the digital revolution has already influenced how rights-holders broadcast the Games – both in beneficial and less beneficial terms.

Digital developments provide fantastic potential for reviewing how images should be transmitted, not to mention exploring more diverse and targeted ways of delivering content to different types of audience (particularly powerful in the quest to reignite the younger generation's interest in competitive sports).

Key areas of consideration for the IOC will be whether or not it should develop new Games-related content in order to boost viewer numbers and broaden the audience scope.

One obvious benefit of digital media could be that, through making content available through so many different channels, it effectively increases airtime, giving viewers and internet-users greater access to the many different events that take place during the Olympic Games.

Another benefit of the digital revolution is that it provides greater and varied opportunities for communication with the different bodies and stakeholders of the Olympic Movement, including the IOC, IFs, NOCs, athletes, OCOGs, commercial and non-commercial partners and the media.

The question now for the Olympic Movement is how it can best take advantage of digital developments to better serve its myriad of stakeholders.

With regard to the media, as platform convergence becomes increasingly commonplace, what are the ramifications for the specific media types (news agencies, print press, moving images and the internet)? And how should the IOC be responding to these changes to ensure the best, most effective and widespread transmission of the Games' content?

These are big questions, and ones that, through careful consideration, can only result in bringing the Games to increasing numbers of viewers in the most appropriate, targeted and engaging ways possible.

## 2. LINK WITH THE OLYMPIC MOVEMENT IN SOCIETY

The digital media revolution has marked today's society as much as the industrial revolution marked the world at the end of the last century.

No-one needs to underline what an impact a thoroughly reflected digital strategy of one of the most important social movements – the Olympic Movement – can have on society.



Nowadays, millions of people are already following sports events on the digital appliances and use some of these tools to train or coach.

The revolution is, however, only at its beginning, and more tools will enable the sports community to take advantage of it in their sport activities.

### 3. AGENDA AND KEYNOTE SPEAKER

**Theme 3, dedicated to The Digital Revolution, is debated on Monday 5 October in the morning in a plenary session, followed by breakout working groups for each one of the sub-themes.**

The keynote speaker in the plenary session will be **Sir Martin Sorrell**, CEO of WWP.

Sorrell has a profound knowledge of the digital media and its recent evolution, and will allow the Congress to look into upcoming trends and further evolutions.

Sorrell is widely respected throughout the advertising industry, with his words being scrutinised and quoted by many within the marketing sector.

#### **For more information/story ideas:**

- Interview with Sir Martin Sorrell in the Olympic Review, September 2009

### 4. CASE STUDIES

#### **a) New management of sports rights**

- The digital revolution allows the sports movement to explore different ways of selling rights, being packaged all together for TV and digital in one single offer, or being split up a given territory between TV, internet and mobile devices.
- The management of sports rights, and particularly TV rights, has been reviewed regularly over the last few decades. In a more recent move, the IOC has decided to negotiate the TV rights in Europe

individually with each single market, instead of the previous EBU umbrella deal.

#### **➤ For more information/story ideas:**

- News stories about the different TV rights deals on [www.olympic.org](http://www.olympic.org)

#### **b) How can the size of the sports audience be increased?**

- Beijing 2008 was the first ever Olympic Games to have full digital coverage available around the world, with rights-holding broadcasters providing images via the internet and mobile phones.
- The IOC also launched its own internet channel – “Beijing 2008” – to broadcast video highlights to territories where video-on-demand highlights rights had not been sold. Advances in “geo-blocking” and anti-piracy techniques allowed the IOC to guarantee exclusive digital coverage within these countries. It registered over 200 million views.
- A record number of six million viewers were registered during the Beijing Games on [www.olympic.org](http://www.olympic.org), with a total of 25.5 million page views and particularly high interest in videos (1.2 millions views) and the video online game offered on the site ( with over two million page views).
- The IOC has also recently got involved in social media websites, such as Facebook and Twitter.

#### **For more information/story ideas:**

- [www.olympic.org](http://www.olympic.org)
- Twitter
- Facebook
- YouTube
- Video and rough cut on the Congress topic dedicated to the digital revolution with quotes from IOC Director of Communications, Mark Adams, and Leo Laporte, creator of and contributor to a number of technology-related broadcasting projects.



### c) Communication with stakeholders in the digital age

- Over the past few years, the IOC has engaged in a 3-Net strategy, with internet, extranets and an intranet for its staff.
- Extranets play a particularly important role in the renown of the Olympic Games Knowledge Management project OGKM and in the relationship with the TOP partners. For the latter, the validation process for the use of the marks is run digitally.
- The intranet has had, over the last three years, a positive effect on the information flow within the IOC.

#### **For more information/story ideas:**

- IOC intranet and extranets

## 5. FURTHER INFORMATION

**See all additional information and story ideas under each sub-theme under chapter 4.**

Other general information includes:

- Programme of the XIII Olympic Congress
- Factsheets one each theme
- Factsheet on previous Congresses
- 12 video news releases on different sub-themes
- Olympic Review, September 2009
- Follow the Congress on Facebook and Twitter.

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## IMPRINT

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