



International  
Olympic  
Committee

The President

## Launch of the Olympic AI Agenda

London, 19 April 2024

---

When we launched Olympic Agenda, our comprehensive reform programme, in 2014, we did so under the slogan “change or be changed” – for some of you here in Great Britain this may sound familiar, it’s about “To be, or not to be? That is the question”. Today we are making another step to ensure the uniqueness of the Olympic Games and the relevance of sport, and to do this we have to be leaders of change, and not the object of change.

Today with the ever-accelerating development of digital technology and in particular AI, we are again at such a cross-road.

From our Olympic Agenda, we know that you can only be the leader of change if you take a holistic approach. While we have already seen some stand-alone AI initiatives in some specific areas of sport, there has not yet been an overall strategy for AI and sport. This is why today we are presenting this first holistic approach: our Olympic AI Agenda.

This Olympic AI Agenda lays out both the opportunities and the risks. It is a conceptual and at the same time a practical approach. It defines our vision, it defines our ambition and it defines our guiding principles, embracing the full potential of AI. It outlines five specific focus areas where AI will transform sport and the Olympic Games.

At the centre of the Olympic AI Agenda is the human being. This means: the athlete. Because the athlete is *the* heart of the Olympic Movement. Unlike other sectors of society, we in sport are not confronted with the existential question of whether AI will replace the human being. In sport, the performance will always have to be delivered by the athlete. The 100 metres will always have to be run by an athlete – a human being. Therefore, we can concentrate on the potential of AI to support the athletes.

AI can help to identify athletes and talents in every corner of the world. AI can provide more athletes with access to personalised training methods, superior sports equipment, and more individualised programmes to stay fit and healthy. Beyond sporting performance, AI can revolutionise judging and refereeing, thereby strengthening fairness in sport. AI can improve safeguarding in sport. AI will make organising sporting events extremely efficient, will transform sports broadcasting and will make the spectator experience much more individualised and immersive.

We are determined to exploit this vast potential of AI in a responsible way: our Olympic AI Agenda sets out a robust governance framework for the implementation of this strategy, which has to offer equal access for all and ensure self-determination for any individual. At the same time, we call on the governments to agree on worldwide applicable AI Governance Regulations which encourage technological development, ensure equitable progress within and among societies, and preserve human dignity.

In this way, the IOC wants to set the course for the AI future of sport with responsible leadership by embracing the change while preserving the Olympic values.

Welcome to the Olympic AI Agenda launch.