



International
Olympic
Committee

IOC MARKETING: MEDIA GUIDE

OLYMPIC WINTER GAMES

BEIJING 2022



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OLYMPIC MARKETING OVERVIEW



“Long-term partnerships are the backbone of our commercial programmes and they enable the financial security of the entire Olympic Movement.”

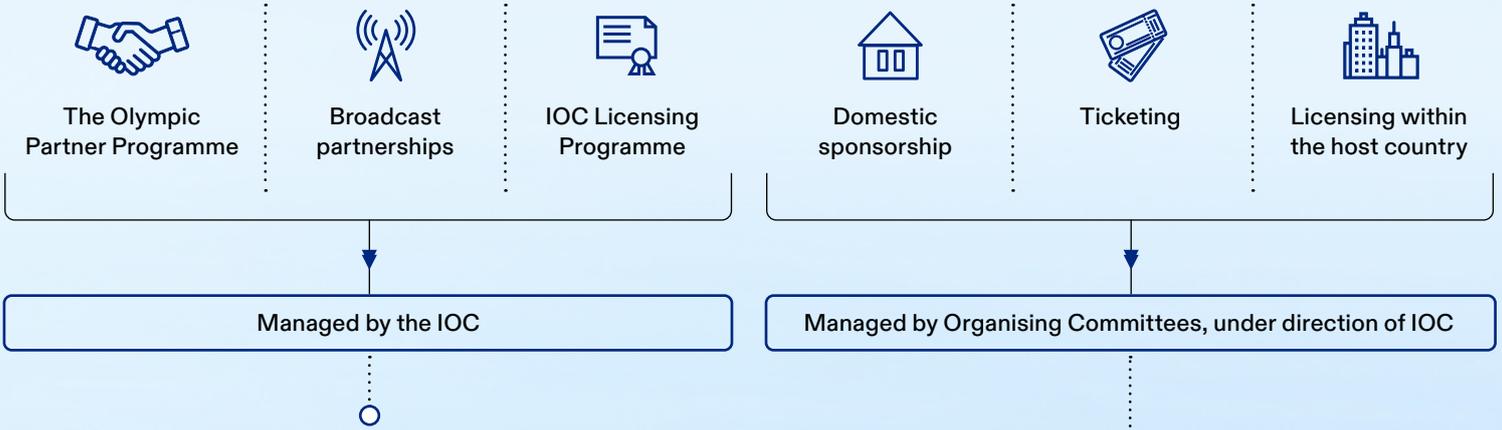
Thomas Bach, IOC President

The International Olympic Committee (IOC) is entirely privately funded and ever since the first modern Olympic Games in Athens in 1896 it has relied upon contributions from commercial partners in order to stage the Games and support the Olympic Movement.

Today, the IOC generates revenue through several different commercial programmes, including the sale of broadcast rights and The Olympic Partner (TOP) worldwide sponsorship programme.

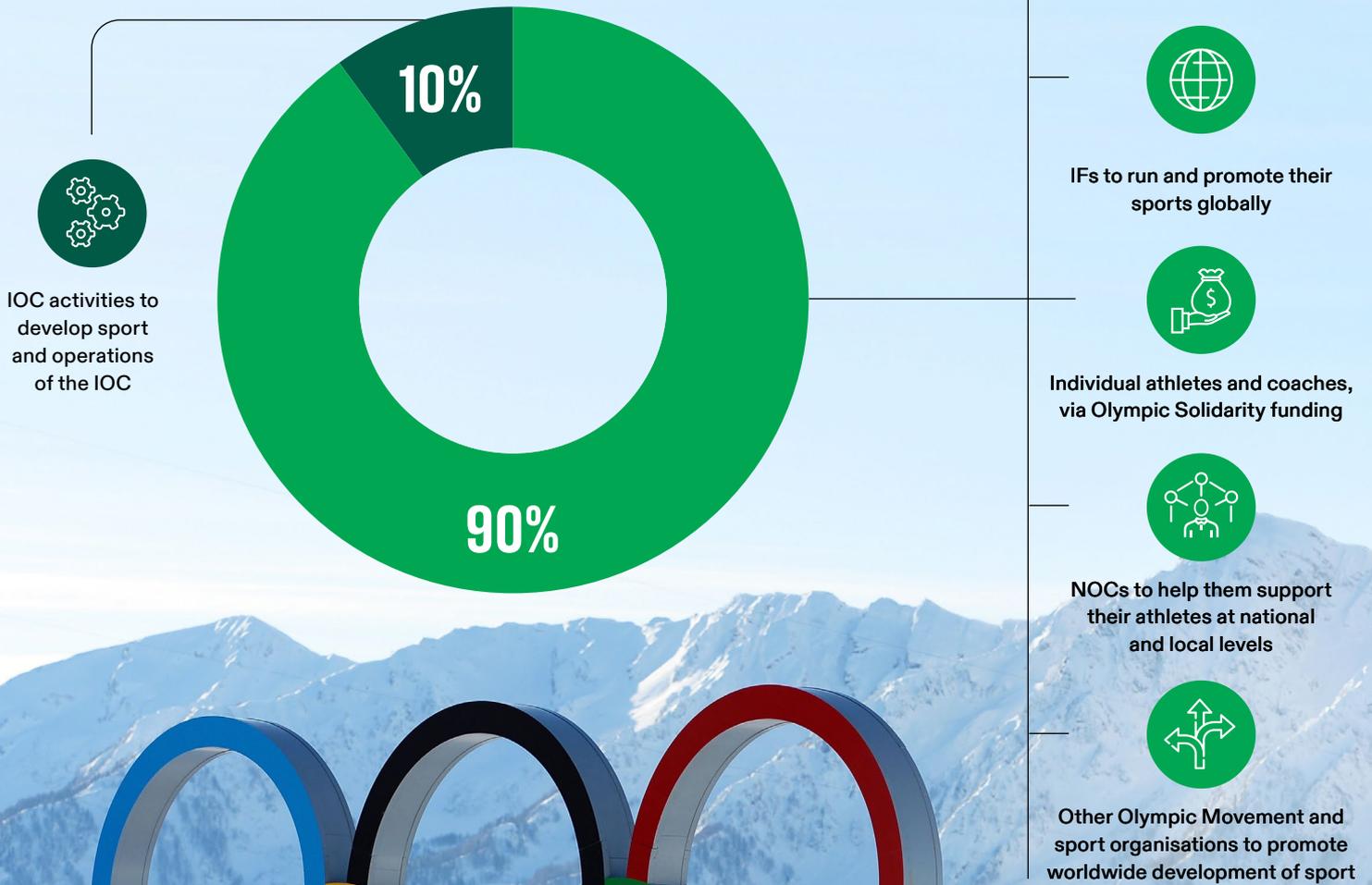
The support of these commercial partners helps ensure the financial security of the entire Olympic Movement, with 90 per cent of all IOC revenue being redistributed to support not only the Olympic Games but also athletes and sports organisations around the world, including National Olympic Committees (NOCs), International Federations (IFs) and Organising Committees for the Olympic Games (OCOGs).

The success of the Olympic marketing programmes has also contributed significantly to the growth of the Olympic Movement, the Olympic Games and sport worldwide.



OLYMPIC MARKETING REVENUE

Where the money goes



GOALS OF OLYMPIC MARKETING



Ensure the independent financial stability of the Olympic Movement



Assist in the worldwide promotion of Olympism



Generate revenue to be distributed throughout the entire Olympic Movement



Enlist the support of Olympic marketing partners in the promotion of the Olympic ideals



Protect and promote the equity that is inherent in the Olympic image and ideals



Control and limit the commercialisation of the Olympic Games



Ensure that the Olympic Games can be experienced by the maximum number of people throughout the world via broadcast coverage



Did you know...?

Every day the equivalent of over **USD 3.4 million** is distributed by the IOC to support athletes and sports organisations at all levels around the world

Sponsorship in various forms has supported the Olympic Movement since the first modern Olympic Games in Athens in 1896

The Olympic Games London 1948 were the first to award broadcast rights

OLYMPIC BROADCASTING



The IOC grants rights to television, radio, mobile and internet coverage to media companies around the world



Broadcast coverage of the Olympic Games has been the main driver of the:

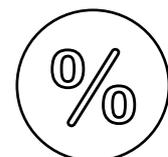
- funding of the Olympic Movement and the Olympic Games
- growth in global popularity of the Olympic Games
- global promotion of the Olympic Games and the Olympic values



This allows people all over the world to experience the magic of the Olympic Games



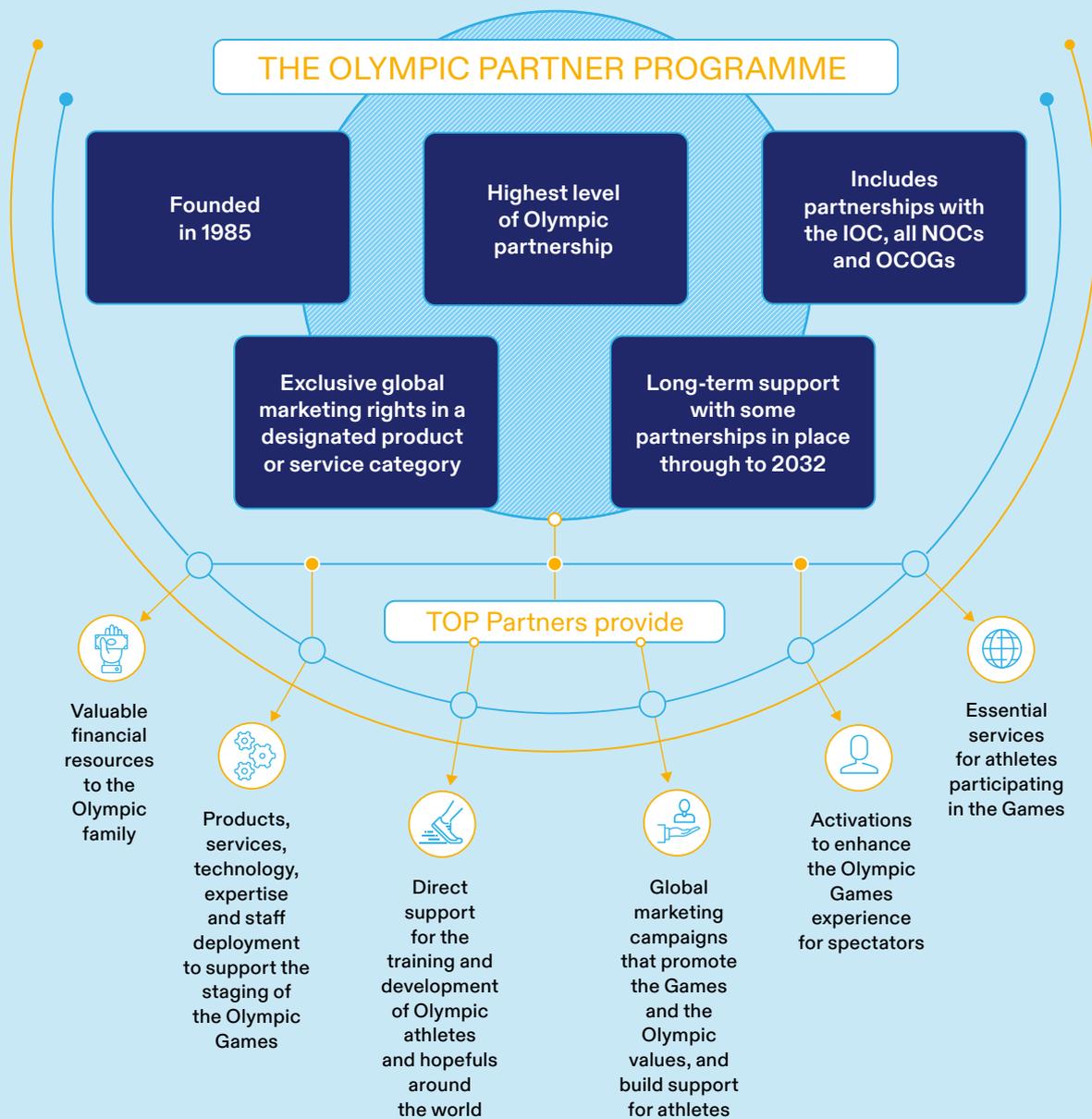
Olympic Broadcasting Services (OBS) was established in 2001 to serve as the permanent host broadcaster for the Olympic Games



90 per cent of the revenues generated by the IOC go straight back into sport and athlete development

What is the TOP Programme?

The IOC created The Olympic Partner (TOP) Programme in 1985 to diversify the Games' revenue base and establish long-term partnerships that would benefit the Olympic Movement. The programme provides the IOC with a substantial percentage of its total revenue.



OLYMPIC BROADCASTING



“Our Olympic broadcast partners support us in conveying the magic of the Olympic Games and the values of the Olympic Movement to billions of people around the world.”

Thomas Bach, IOC President

Broadcast coverage allows people all over the world to experience the magic of the Olympic Games.

As the owner of the broadcast rights for the Olympic Games, the IOC is responsible for granting the rights to television, radio, mobile and internet coverage to media companies around the world.

In negotiating these rights agreements, the IOC’s primary aim is to ensure the Games are available to the highest number of people and have the widest global audience possible. In pursuit of this goal, coverage of the Olympic Games has been made available to an increasing number of territories and media platforms throughout the world.

These Olympic broadcast partnerships have been the single greatest source of revenue for the Olympic Movement for more than three decades, with Rights Holding Broadcasters (RHBs) also greatly contributing to the global popularity of the Olympic Games and the promotion of the Olympic values across the world.



THE BEIJING 2022 BROADCAST

“Beijing 2022 will offer an incredibly exciting glimpse into the immersive and virtualised future of Olympic broadcasting, exploring new and innovative ways of producing the Games while engaging worldwide audiences further.”

Yiannis Exarchos, CEO, Olympic Broadcasting Services

Beijing 2022 will be broadcast globally across more than 220 countries and territories, with more broadcast hours than ever for an Olympic Winter Games and a record amount of coverage on digital platforms.

This means that, across the world, Beijing 2022 will be available to fans on more screens through more websites, apps and social media presences than any previous Winter Games.

Olympic Broadcasting Services (OBS, www.obs.tv) will be responsible for producing the live television, radio and digital coverage of the Olympic Winter Games Beijing 2022, and distributing the International Signal to all RHBs around the world.

OBS was established by the IOC in 2001 to serve as the permanent host broadcaster for the Olympic Games, eliminating the need to continually rebuild the broadcast operation for each edition of the Games and ensuring that the high standards of Olympic broadcasting are consistently maintained from one Games to the next.

In total, OBS will make available more than 6,000 hours of content to the RHBs (vs. 5,600 for PyeongChang 2018), including more than 900 hours of live sports and Ceremony coverage. RHBs will have access to more than double the amount of content from competition venues compared to PyeongChang 2018.



220+
countries/territories will have access to coverage



6,000+
hours of coverage produced by OBS



1ST
Olympic Winter Games to be fully produced natively in UHD HDR and 5.4.1. immersive audio



1ST
live 8K Virtual Reality



1ST
live signal distribution over the cloud

In an effort to showcase Beijing 2022’s celebration of winter sports, OBS will roll out a series of innovative technologies to help further enhance the overall Olympic viewing experience and provide worldwide audiences with a genuine feeling of being at the Games.

BEIJING 2022 WILL BE THE MOST IMMERSIVE GAMES YET

Beijing 2022 will be the first Olympic Winter Games to be fully produced natively in Ultra High Definition (UHD) High Dynamic Range (HDR) and 5.4.1. immersive audio. Athletes' performances and inspiring stories will be brought to life through ultra-vivid picture quality and a natural three-dimensional sound, creating a more riveting viewing experience with stunning detail. OBS will achieve this level of coverage thanks to a state-of-the-art IP-based core system that allows for additional services, new formats and more flexibility, while dramatically reducing the carbon footprint of the broadcast operation in the host city.

Beyond the transition to UHD, OBS will take immersive production to yet another level. Partnering with Intel, OBS will capture, produce and distribute the Olympic Winter Games in live 8K Virtual Reality (VR) for the first time. Through a much improved, smoother user experience, Olympic fans (via participating RHBs) will be able to watch the action in higher quality, true-to-life VR and feel like they're actually there alongside the athletes. These VR feeds in 8K will also provide new, exciting presentation environments for RHBs who will be able to use them to create virtual backdrops for their television studios. Switching to 8K production will be a massive step change, delivering spectacular, truly immersive VR live streaming experiences with the 'wow' factor guaranteed.

OBS will create even more engaging and dynamic viewing experiences in Beijing by deploying a greater amount of multi-camera systems for frame-freeze 'bullet-time' slow motion replays. Used to enhance the coverage of nine sports/disciplines, these systems will allow viewers to move around the athlete and capture an up-close look at the action from various angles. For curling and speed skating, OBS has partnered with Alibaba that will utilise its leading-edge Cloud solution to seamlessly deliver unique replays for viewers around the world in mere seconds.

For the coverage of the Olympic Winter Games Beijing 2022, OBS will provide more real-time data than in previous Games to give viewers and commentators an unprecedented level of analytical insight and engagement as the action unfolds. OBS has partnered with OMEGA to extend the live speed measurement for the downhill



events in alpine skiing, allowing viewers around the world to be blown away by the astonishing speeds Olympic skiers achieve. Additional 'jump' data will be offered for figure skating, freestyle skiing/snowboard halfpipe and ski jumping. Incredible motion sensors and computer vision analysis will help capture real-time data such as speed, height, length, duration, angles of skis etc. and provide new levels of jump analysis.

Among other production enhancements, the very successful athlete 'pinning' that was introduced in Tokyo will be used for the biathlon and cross-country skiing events, providing a better overview of the races and the position of the athletes at any given time and enhancing the individual stories being told.

For the coverage of some snow sports at the Olympic Winter Games Beijing 2022, OBS will offer viewers unique live drone coverage. For the first time at a Winter Games OBS will debut drone coverage at alpine skiing, biathlon, big air, cross-country skiing, freestyle skiing/snowboard cross and snowboard parallel giant slalom, providing dynamic overhead aerial action to allow viewers to understand better the relationship of athlete and field of play.



RIGHTS HOLDING BROADCASTERS AROUND THE WORLD

BEIJING 2022

ABU (Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka – FTA rights)	Infront (Sub-Saharan Africa – FTA rights)
America Movil (Latin America – pay and digital rights)	Japan Consortium (Japan – all rights)
belN (Middle East and North Africa – all rights)	NBC (USA – all rights)
Caracol (Colombia – FTA rights)	SABC (South Africa – FTA rights)
CBC (Canada – all rights)	SBS (South Korea – all rights)
CMG (China – all rights)	Seven (Australia – all rights)
Dentsu (Pan-Asia – all rights)	Sky NZ (New Zealand – all rights)
Discovery (Europe – all rights)	Supersport (Sub-Saharan Africa and South Africa – pay rights)
Globo (Brazil – all rights non-exclusive)	Televideo (Albavision) (Latin America – FTA rights)
IMC (Caribbean – all rights)	TSG AO (Russia – all rights)
IMG (Inflight/In-Ship rights worldwide except USA)	TVN Chile (Chile – FTA rights)

TECHNOLOGY BEHIND THE GAMES BROADCAST

With remote production becoming a rapidly growing part of the live sports production landscape, the collaboration between OBS and Alibaba Cloud has helped streamline the broadcast workflows. For Beijing 2022, the OBS Cloud will once again be supporting the backend of Olympic broadcasting and play a key role in content delivery, post-production and distribution.

For the first time in Olympic broadcasting, the distribution of live signals over the cloud will be of equal volume as standard delivery models. Not only do the RHBs have a new means of receiving the live content in their home countries, OBS cloud offers them a more agile solution through which they can choose which feeds they wish to receive.

The full 5G coverage implemented across all Olympic venues is providing new opportunities for live coverage, and for the

first time, OBS will capitalise on super-fast 5G wireless connectivity to deliver signals from more than 30 live and near-live cameras, including those fitted on snowmobiles at cross-country skiing and also those used in the start and finish areas at Alpine skiing.

Furthermore, teaming up with Intel, OBS has been exploring more flexible and modular production environments by designing a ‘revolutionary’ virtualised Outside Broadcast (OB) van. With mature, cloud-based infrastructure now prevalent across the broadcast industry, helping to process and distribute content faster and more accurately than ever before, virtualisation opens new opportunities that could set the groundwork for producing the Olympic Games in a whole new way in the near future. Virtualisation relies on software to simulate hardware functionality and create a virtual computing system in the cloud. The full adoption of an IP-enabled infrastructure, moving the functions of the in-venue production units away from the hardware traditionally on-premise, will provide greater flexibility and scalability, while reducing the overall broadcast footprint.



GLOBAL COVERAGE

Host market television coverage of Beijing 2022 will be aired by China Media Group (CMG). Over 600 hours of content, a Winter Games record in China, will be shown on the network's primary CCTV1 channel, the sports channels CCTV5 and CCTV5+, as well as the dedicated Olympic channel CCTV16. In addition, 1,410 hours of live and on-demand content will be available on CMG's online streaming service and mobile apps.

Among the innovations introduced by CMG for the Games will be a state-of-the-art livestreaming studio on the high-speed railway line connecting Beijing with Olympic co-host city Zhangjiakou.

The studio features the novel application of 5G+4K/8K+AI technology in a UHD TV live broadcast on a high-speed railway, and highlights CMG's commitment to embracing technological innovation and offering premium coverage of the 2022 Winter Games to the widest possible audience.

Within the host country, an unparalleled level of access will also be given to consumers on multiple streaming services, mobile apps, and social media platforms, with thousands of hours of content made available throughout the Games by Migu (China Mobile), Kuaishou and Tencent.

In the USA, NBCUniversal will present over 2,800 hours of Beijing 2022 coverage across NBC, Peacock, USA Network, CNBC, NBCOlympics.com and the NBC Sports app – a US Winter Olympic record. In a Winter Olympics first, NBCU will also provide unprecedented full-day coverage of the Opening Ceremony on Friday 4 February on NBC and Peacock.

In Europe, Discovery will be the home of the Olympics in 50 markets across the continent. Its discovery+ and Eurosport streaming services will be the only place to watch all of the Olympic Winter Games, spanning more than 1,200 hours of live coverage. Combined with extensive coverage on its leading free-to-air networks in the Nordic countries and Eurosport linear and digital platforms throughout Europe, Discovery is presenting an unprecedented level of content for an Olympic Winter Games edition (in addition to Discovery's sublicensees).

Within Canada, CBC/Radio-Canada is set to provide comprehensive around-the-clock coverage of the Games, with more than 2,400 hours of live content. Along with TV broadcasts on CBC and its partner networks Sportsnet and TSN, Canadians will be able to follow the action through CBC Gem, the CBC Sports app for iOS and Android devices, and CBC's dedicated Beijing 2022 website – which will feature live-streaming of all the broadcasts, as well as non-TV events.



RHB MEDIA CONTACTS

Broadcaster	Territories	Media Contact
Albavision-Televideo	Bolivia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Republica Dominicana, Paraguay, Peru, Uruguay	German Perez german.perez@albavision.tv
America Movil	Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Argentina, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela	Renato Flores Cartas rfcartas@telmex.com Ana Lilia Martinez analilia@amco.mx
beIN	Algeria, Bahrain, Chad, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Republic of the Sudan, Republic of South Sudan, Saudi Arabia, Somalia, Syria, Tunisia, United Arab Emirates, Yemen	Mohammed Rashid Al-Derham derham@bein.com
Caracol	Colombia	Luis Felipe Guzman lfjarami@caracoltv.com.co
CBC	Canada	Nadia Flaim nadia.flaim@cbc.ca Simon Bassett simon.bassett@cbc.ca
CMG	People's Republic of China (including Macao, but expressly excluding Hong Kong and Chinese Taipei)	cctvsports@cctv.com
Dentsu	Afghanistan, Brunei, Cambodia, Chinese Taipei, East Timor, Hong Kong, Indonesia, Iran, Laos, Malaysia, Mongolia, Myanmar, Papua New Guinea, Philippines, Singapore, Thailand, Vietnam, Kazakhstan, Turkmenistan, Tajikistan, Kyrgyzstan, Uzbekistan	Shusaku Kannan s.kannan@dentsu.co.jp
Discovery	Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, Vatican City State, United Kingdom, France including its overseas territories and possessions (i.e. Clipperton, French Guyana, French Polynesia, Guadeloupe, La Reunion, Martinique, Mayotte, Nouvelle Calédonie, Saint Barthélemy, Saint Martin, St. Pierre and Miquelon, Terres Australes et Antarctiques Françaises, Wallis and Futuna)	Fiona McLachlan fiona_mclachlan@discovery.com
Grupo Globo	Brazil	Nelson Rocco nelson.rocco@cdn.com.br Carlos Gil carlosgil@cdn.com.br

Broadcaster	Territories	Media Contact
International Media Content	Anguilla, Antigua & Barbuda, Commonwealth of the Bahamas, Barbados, Belize, Bermuda, British Virgin Islands, Cayman Islands, Dominica, Grenada, Guadeloupe, Cooperative Republic of Guyana, Haiti, Jamaica, Martinique, Montserrat, St Kitts & Nevis, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad & Tobago, Turks and Caicos	Nathalie Campbell ncampbell@sportsmax.tv
Infront	Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central Africa Republic, Chad, Comoros, Congo (Democratic Republic), Congo (Republic), Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe	Joerg Polzer joerg.polzer@infrontsports.com
Japan Consortium	Japan	Tatsuya Ogawa ogawa.t-jq@nhk.or.jp
NBC Universal	United States and its territories and possessions (i.e. American Samoa, Guam, the United States Virgin Islands, Puerto Rico)	Christopher McCloskey christopher.mccloskey@nbcuni.com
SABC	South Africa	Orapeleng Lebethe orapeleng@sabcsport.co.za
SBS	Republic of Korea, Democratic People's Republic of Korea	Sung KIM sa0622@sbs.co.kr
Seven Network	Australia	Rob Sharpe RSharpe@seven.com.au Brittany Stack BStack@seven.com.au
Sky Network	Cook Islands, Federal States of Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, New Zealand, Niue, Palau, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu	MediaEnquiries@sky.co.nz
Supersport	Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Democratic Republic of Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, South Africa, St Helena and Ascension, Swaziland, United Republic of Tanzania, Togo, Uganda, Zambia and Zimbabwe	Clinton van der Berg clinton.vanderberg@supersport.com
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OLYMPIC PARTNERSHIPS



“In these unprecedented times, the support and confidence of our Worldwide Partners is now more important than ever.”

Thomas Bach, IOC President

Support from the business community is crucial to the staging of the Games and the operations of every organisation within the Olympic Movement, including funding, technical services, and products.

The Olympic Partner (TOP) programme is the highest level of Olympic sponsorship, granting category-exclusive marketing rights to the Summer, Winter and Youth Olympic Games to a select group of global partners.

The programme – which was created by the IOC in 1985 – attracts some of the best-known multinational companies in the world. Through their support, Olympic partners provide the foundation for the staging of the Olympic Games and help athletes from over 200 nations participate on the world’s biggest sporting stage.

In fact, the entirety of the global Olympic sponsors’ financial support directly or indirectly benefits Olympic and Paralympic athletes and hopefuls. The IOC’s commercial partners also provide valuable financial resources that support the development of sport at all levels around the world, with 90 per cent of all IOC revenue redistributed to support athletes and sports organisations globally.

The IOC revenue distribution model benefits every one of the 206 National Olympic Committees (NOCs), their teams and athletes, as well as the IOC Refugee Olympic Team. This means that, thanks to the Olympic commercial partners, every day the equivalent of USD 3.4 million is redistributed by the IOC to help athletes and sports organisations at all levels around the world. This is forecast to increase in the current four-year cycle (Olympiad 2021-2024).

The Olympic Games have the unique ability to unite the world in sport and be a force for good. The IOC is proud to partner with a diverse group of companies from three different continents that support athletes from all 206 NOCs and the IOC Refugee Olympic Team, and actively promote sport and the Olympic values around the world.

“The TOP Partners’ support allows more athletes from more countries to compete in the Games, and they deliver the services and resources that are the driving force of the Olympic Movement.”

Jiri Kejval, Chair of the IOC Marketing Commission



THE WORLDWIDE OLYMPIC PARTNERS



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ALIBABA GROUP



“Beijing 2022 will be the first truly cloud-based Olympic Games, and we're very excited to support such an exciting global event with our innovations and technologies from the Alibaba ecosystem. Following our ambition to digitally transform the Olympic Games since Tokyo 2020, we continue striving to provide sports fans with an interactive and engaging experience, while supporting the host city and media broadcasters to deliver a more efficient and enjoyable Games.”

Chris Tung, Chief Marketing Officer, Alibaba Group



Exclusive category:
Cloud infrastructure,
Cloud services, ticketing
and e-commerce
platform services



**Member of the TOP
Programme since:**
2017

After signing a historic 12-year partnership with the IOC in January 2017, Alibaba Group became the official “Cloud Services” and “E-Commerce Platform Services” partner of the Olympic Games.

At the Olympic Winter Games Beijing 2022, Alibaba will continue to digitalise the Olympic Games by helping broadcasters transmit the world’s largest winter sporting event to fans via the cloud, supporting ticketing for spectators, and driving fan engagement through promoting sales of official merchandise online.

MIGRATING BROADCASTS TO THE CLOUD

For the Olympic Winter Games Beijing 2022, Olympic Broadcasting Services (OBS) will continue to use Alibaba’s cloud technologies to bolster its coverage of the Games. Alibaba first introduced the “OBS Cloud”, which supported service delivery for Rights-Holding Broadcasters (RHBs), for the Olympic Games Tokyo 2020. The technology allows media organisations to transport less equipment and reduce the number of technical staff needed to cover the Games. Watch this [video](#) to learn more about OBS Cloud.

OBS’ content delivery platform, Content+, was fully migrated to the cloud to deliver short-form content, as well as to help with content asset management and content production. During Tokyo 2020, nearly 9,000 short-form content clips were produced by the OBS Content+ crew to help enhance RHB coverage. The thousands of clips were accessible by the RHBs’ digital and social media teams from around the world.

“In terms of broadcasting, it is still relatively early days in the full change to cloud technology, and Tokyo 2020 marked a first step,” said OBS Chief Executive Officer Yiannis Exarchos. “The Beijing 2022 Winter Olympics may then become a facilitator for its wider use.”

ENGAGING FANS WITH CLOUD TICKETING

Alibaba worked closely with the Beijing 2022 Organising Committee to create the first cloud ticketing system in the history of the Olympic Games. This e-ticketing system is built entirely on cloud computing capabilities, and will be deployed and maintained on the cloud. The Beijing 2022 ticketing programme will harness Alibaba’s technological and data expertise, ensuring a fully digitally-enabled ticketing programme and modern user experience that allows fans to purchase and redistribute tickets securely.

PROMOTING OFFICIAL MERCHANDISE

In 2018, Alibaba and the IOC launched an official Olympic Games flagship store on Tmall, China’s largest B2C marketplace for brands and retailers. The Olympic Store was launched as part of the IOC’s Global Licensing Strategy, which aims to engage and connect with fans seeking official Olympic branded merchandise. The store currently features merchandise for Beijing 2022 that Chinese consumers can purchase. Starting from the 100-day countdown to the Olympic Winter Games, Tmall has displayed Beijing 2022 merchandise through Alibaba’s cloud-shelf technology in more than 7,000 stores across China.

CORE SYSTEMS ON THE CLOUD

The Olympic Winter Games Beijing 2022 will also be the first Olympics with all core systems migrated to the Cloud for better efficiency and sustainability. Traditionally, in order to support the operation of the Games, the host city has to build extensive IT infrastructure such as on-premise data centres or dedicated networks to support a series of Games-related operations. The use of the Cloud will help the host city reduce unnecessary infrastructure investment while making the Games a more efficient and sustainable global event.

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twitter.com/AlibabaGroup



youtube.com/AlibabaGroup



facebook.com/alibabagrouppofficial



instagram.com/alibaba.group



weibo.com/aligroup

ALLIANZ



“Knowing Allianz is behind me as an athlete both inside and outside of competition helps me prepare for what’s ahead with confidence. Together with athletes, Allianz looks to inspire the next generation through sport.”

Chris McCormick, Freestyle skier and athlete on the Allianz Buddy Programme



Exclusive category:
Insurance



Member of the TOP Programme since:
2021

The Allianz Group is one of the world’s leading insurers and asset managers with more than 100 million* private and corporate customers in over 70 countries. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world’s largest investors – for its insurance customers and of third-party assets.

* Including non-consolidated entities with Allianz customers.



GETTING BEHIND THE ATHLETE COMMUNITY

Allianz began its eight-year worldwide insurance partnership with the Olympic and Paralympic Movements in 2021, building on a collaboration with the Paralympic Movement since 2006.

As the Worldwide Insurance Partner, Allianz will continue to get behind the hopes, challenges and needs of the athlete community through insurance solutions and services, mentoring, career opportunities and health activities.

The insurer is hiring athletes in countries across the world and additionally has a team of more than 60 Olympians, Paralympians and hopefuls across more than 20 countries as brand ambassadors. Allianz also runs an Athlete Buddy Programme to give employees in various markets the chance to be mentored by an athlete, and athletes the chance to prepare for life after competition, as they explore different development topics together.

CONTINUING TO #SPARKCONFIDENCE

As one of the world's leading insurers, Allianz knows that in times of uncertainty, people seek stability, trust and want to have confidence in tomorrow. Through a continuation of the #SparkConfidence movement, Allianz wants to inspire people and show that even the strongest among us don't go it alone; they have people in their corner that support them for what's ahead.

Follow Allianz on Instagram for more athletes, employees, volunteers and fans sharing their story of what or who gives them confidence.

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For more on how Allianz is getting behind the Olympic and Paralympic Movements, visit confidence.allianz.com



twitter.com/allianz



youtube.com/user/allianz



facebook.com/allianz



instagram.com/allianz



linkedin.com/company/allianz

ATOS



“The Olympic Winter Games Beijing 2022 will be historic due to the exceptionally short gap of less than six months since the Olympic Games Tokyo 2020, and will once again be fully digitally connected. By capitalising on its sustainable solutions, Atos’ integration and digital technology expertise will allow the diffusion of all competitions, sharing the essential Olympic values to billions of people and enabling the enjoyment of these Olympic Games 24/7 from any device – wherever fans may be around the world.”

Patrick Adiba, CEO of Major Events, Atos



Exclusive category:
Information technology products, services and solutions



Member of the TOP Programme since:
2001

Atos has been a key technology provider for the Olympic Movement since 1989 and the Worldwide IT Partner since 2001.

Behind the scenes, the Atos team has brought its trusted digital expertise and long-term experience to ensure the successful IT delivery of the last 10 editions of the Olympic Games.

For Beijing 2022, several adaptations had to be made to provide the ever-more-critical digital services managed by Atos to fully support the Beijing 2022 Organising Committee in its goal to pursue world unity, peace and progress.

Atos had to adapt quickly to deliver this edition due to the Covid-19 pandemic and the accelerated shift from Tokyo 2020 – showing resilience and flexibility to enable fans and all stakeholders worldwide to keep track of their favourite athletes.

Atos experts started working on the planning and design of Beijing 2022 in 2018, four years in advance, as rigorous preparation is needed to ensure the successful delivery of each Olympic Games. With the Tokyo 2020 postponement, the interval between the last summer Olympic Games and Beijing 2022 has shortened to just five months, making the orchestration of these Games even more challenging. Meanwhile, Atos has also begun preparations for Paris 2024.

As the Worldwide IT Partner of the IOC, Atos provides the required data to feed the official Beijing 2022 application and website, including the results page, athletes’ biographies and medal tables. Just like any Olympic Games, testing has been thorough; Beijing 2022 launched its first international test events in October, when Atos was able to commence the first phase of Technical Rehearsals to ensure the readiness of the critical IT systems needed to run the event in February 2022.

Much like Tokyo 2020, the objective for Beijing 2022 is to ensure safe and secure Olympic Games for athletes and all event stakeholders. Atos will play its part by digitally securing the critical systems needed for the successful delivery of the globally connected experience that will be Beijing 2022.

As the secure, decarbonised digital technology landscape evolves, Atos teams are eager to pursue their 30-year commitment to the IOC by bringing continuous innovation for the successful organisation of the Olympic Winter Games Beijing 2022.

REAL-TIME RESULTS & EDGE COMPUTING SYSTEM

Atos provides critical digital solutions to Beijing 2022, including Olympic Diffusion Systems (ODS) and Olympic Management Systems (OMS) supporting the planning and operations of the Olympic Winter Games. For the first time in a winter edition of the Olympic Games, Atos implemented edge computing technology in competition venues, allowing reduced processing time. Competition data collected at the venues will be processed and transmitted in real-time with the support of on-venue local techniques – reinforcing security.

CRITICAL IT SERVICES

Atos will deliver and fully manage all critical IT services remotely to enhance delivery consistency and effectiveness. In line with its own commitments, Atos is actively participating in global efforts to reduce the environmental footprint of the Olympic Games.

- Implementing cloud-native applications – allocating resources more efficiently
- Supporting key technology rehearsals remotely – limiting the amount of travel required
- Scaling down the number of physical servers, reducing the energy consumption and reducing the environmental footprint of the Olympics.

MODERNISATION OF APPLICATIONS

For Beijing 2022, Atos has enhanced digital transformation through the modernisation of applications. While apps were previously arranged by user type, Atos has widely implemented microservices to improve productivity and speed.

MEDIA CONTACTS

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LUCIE DUCHATEAU

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For more information, visit www.atos.net



BRIDGESTONE



Exclusive category:

Tires, certain automotive services, non-motorized bicycles, seismic isolation rubber, and other diversified products



Member of the TOP Programme since:
2014

Bridgestone is a global leader in tyres and rubber that is building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Tokyo, the company employs approximately 140,000 people globally and conducts business in more than 150 countries and territories worldwide.

Bridgestone has been guided by its mission of “Serving Society with Superior Quality” since its founding in Japan in 1931, and this commitment continues through its future vision to create value for society and its customers as a sustainable solutions company. Bridgestone offers a diverse product portfolio of premium tyres and advanced solutions backed by innovative technologies designed to help improve the way people move, live, work and play.

A Worldwide Olympic Partner since 2014 and a Worldwide Paralympic Partner since 2018, Bridgestone has provided its leading products, services, solutions and expertise in support of the Olympic and Paralympic Movements across multiple Games cycles. The company remains focused on supporting the journey of global athletes and helping ensure a safe environment where they can continue to chase their dreams.

BRIDGESTONE AT THE OLYMPIC AND PARALYMPIC WINTER GAMES BEIJING 2022

As the Official Tyre of the Olympic and Paralympic Games, Bridgestone is proud to help support a safe and smooth Games-time experience for everyone involved by keeping the official IOC and IPC fleets in motion. Bridgestone will provide more than **11,500** high-performing tyres – including its Bridgestone Blizzak winter tires that provide maximum control when driving on snow and ice – to fit more than **2,500** vehicles that will transport athletes, officials, and staff during Games-time.

EMPOWERING ATHLETES – AND ALL INDIVIDUALS – TO CHASE THEIR DREAMS

Bridgestone has long believed in the power of sport to excite, unite, and inspire people across all borders and backgrounds. The company’s global Olympic and Paralympic message, “Chase Your Dream”, aims to empower people of all abilities to persevere through adversity in pursuit of their dreams, and it resonates now more than ever.

Team Bridgestone athlete ambassadors are the primary voices for these efforts, and the company is proud to help support the journey of inspiring athletes around the world who represent the heart of the Olympic and Paralympic movements.

MEDIA CONTACTS

GLOBAL MEDIA OFFICE

<http://bridgestone.mediaroom.com/>

For more information, visit www.bridgestone.com



twitter.com/teambridgestone



youtube.com/user/BridgestoneChannel/videos



facebook.com/TeamBridgestone



instagram.com/teambridgestone



COCA-COLA/MENGNUI



Exclusive category:
Non-alcoholic
beverages



**Member of the TOP
Programme since:**
1986

The Coca-Cola Company is the longest-standing partner of the Olympic Movement, having supported every Olympic Games since 1928. Coca-Cola is a founding member of The Olympic Partner (TOP) Programme and has a partnership until 2032, extending the company's association with the Olympic Movement to a historic 104-year relationship.

For the 2022 Olympic Winter Games, Coca-Cola China focused its efforts on sustainability and is offering beverages featuring 'Recycle Me' on the label in addition to specially designed bottle bins made with rPETG (Recycled Polyethylene Terephthalate Glycol). In addition, Coca-Cola China designed uniforms and accessories made of recycled beverage bottles for sanitation workers supporting multiple venues.



First-ever joint TOP partnership

In 2019, the IOC, The Coca-Cola Company and China Mengniu Dairy Company Ltd announced the first-ever Joint TOP Partnership Agreement. The partnership combined the non-alcoholic beverage and the dairy categories into a new joint category, and brought Chinese dairy company Mengniu into the family of Worldwide TOP Partners.

Founded in 1999, Mengniu Dairy Group ranked as the 10th largest dairy company globally in 2017. As China's leading dairy manufacturer, Mengniu focuses on producing dairy products that are customised for Chinese consumers.

Mengniu is the first Chinese fast-moving consumer goods company to become a Worldwide Olympic Partner, and the joint TOP partnership supports Mengniu's ambitious international growth plans, with the company aiming to become one of the top dairy producers in the world by 2025.

Jeffrey Lu, CEO and Executive Director of Mengniu, said: "Membership of the TOP Programme will act as a catalyst for Mengniu to grow around the world. This is a vital step in our international strategy, and we are honoured to have the opportunity to build the positive reputation of Chinese food and beverage brands among consumers globally.

As a Worldwide TOP Partner, we look forward to using the unrivalled platform of the Olympic Games to promote health and joy to Olympians and fans alike."

MEDIA CONTACTS

GLOBAL MEDIA

✉ press@coca-cola.com

For more information, visit www.coca-colacompany.com



twitter.com/CocaColaCo

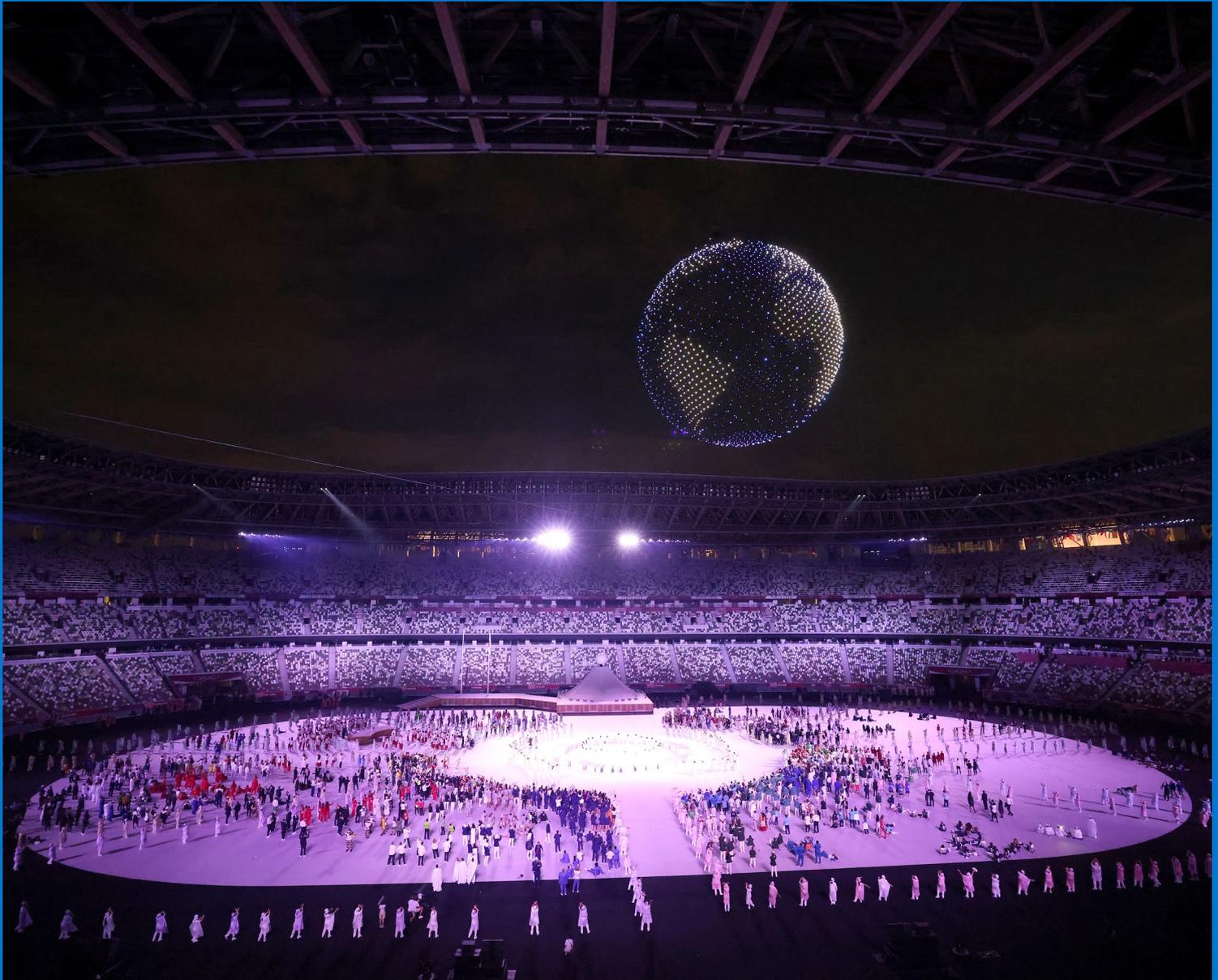


instagram.com/TheCocaColaCo



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INTEL



Intel® drones at the Opening Ceremony of the Olympic Games Tokyo 2020, on 23 July 2021

“Our extended collaboration with Intel allows us to provide the best experiences and technology to all Olympic fans who attend our events and those viewing around the world.”

Timo Lumme, Managing Director of IOC Television and Marketing Services



Exclusive category:
5G technology platforms, VR, 3D and 360-degree content development platforms, artificial intelligence platforms, sports performance platforms, drones and processors



Member of the TOP Programme since:
2017

Intel is a world leader in the design and manufacturing of essential products and technologies for an increasingly smart, connected world.

Since becoming a Worldwide Olympic Partner in 2017, Intel has been working with the IOC to accelerate the adoption of new technologies at the Olympic Games, creating a more innovative and immersive experience than ever before for athletes and fans.

Using Intel's leading-edge technology across 5G platforms, virtual reality (VR), 3D and 360-degree content development platforms, artificial intelligence (AI), along with other silicon solutions, and spectacular drone shows at the last two Games, the partnership – which runs to 2024 – is delivering new levels of fan interaction and enhancing the Games experience.

Working across the Olympic Movement with other Olympic Partners, National Olympic Committees and Organising Committees, Intel is integrating technology into many facets of the Olympic Games – including host city infrastructure, Games operations, athlete performance and data-rich fan experiences.

In 2020, Intel also launched a joint initiative with the IOC to empower and support athletes around the world by extending career coaching, mentoring, and learning and development services to athletes through the Athlete365 community.

Athletes are able to enjoy access to health and wellbeing tools such as Headspace and EXOS, learning and development services from LinkedIn Learning, plus mentoring and networking services, and athlete recruitment opportunities from Intel.



MEDIA CONTACTS

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For more information, visit newsroom.intel.cn/#gs.jm4awn



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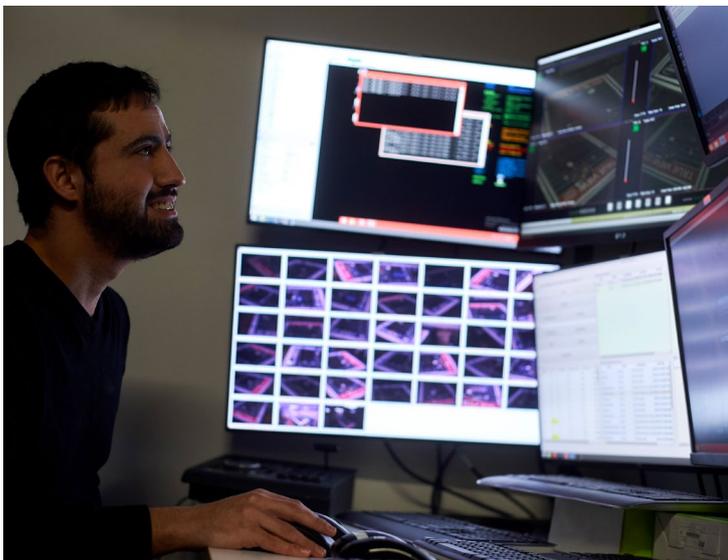


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OMEGA



“Beijing 2022 represents a special milestone for OMEGA, as we celebrate our 30th occasion as Official Timekeeper of the Olympic Games. We know from previous experience that China will deliver a fantastic event, and we are truly looking forward to timing every second of winter action. It will certainly be one of the greatest highlights of our year.”

Raynald Aeschlimann, President and CEO, OMEGA



Exclusive category:
Timepieces, timing, scoring and venue results systems and services



Member of the TOP Programme since:
2003

Since 1932, OMEGA has brought the highest level of timekeeping expertise and quality to the Olympic Games. At each edition, the Swiss company has evolved the equipment that athletes depend on, and therefore continually improved its own standards of precision and excellence.

At the Olympic Winter Games Beijing 2022, OMEGA will serve in its Official Timekeeper role for the 30th time. The past 90 years of experience have given the brand an unrivalled level of knowledge and innovation to perform the task, and yet again, OMEGA will be striving for perfection in every result.

The brand's timekeeping operation in February will consist of 300 timekeepers and 200 tonnes of equipment. This will include 20 public scoreboards and 90 sport-specific scoreboards, which will all be placed at the venues throughout the competition. Furthermore, OMEGA will rely on 350 trained volunteers to ensure everything runs as smoothly as possible.

As always, accuracy will play a key role in the results. OMEGA will therefore measure each performance with some of its most sophisticated equipment, including electronic photocells, starting gates and starting pistols, as well as the famed Scan'O'Vision MYRIA photofinish camera, which can record 10,000 images per second on the finish line of races.

New timekeeping technology will also be unveiled in Beijing. In the past few years, athletes and spectators have enjoyed the evolution of OMEGA's motion sensor and positioning systems, which provide a full range of information during events, such as live speeds, live positions and even the height of a ski jump. This winter, the technology will be extended into figure skating, and will also enable the measurement of false starts in speed skating. A new in-game display will be introduced for ice hockey, while the exciting arrival of monobob as an Olympic event will allow OMEGA to time a sport that it helped to grow.



OMEGA'S BEIJING 2022 WATCHES

In tribute to its role as Official Timekeeper, OMEGA has launched the Seamaster Aqua Terra Beijing 2022. Most noticeably, the theme of winter has been brought to life on this stainless steel timepiece thanks to a white ceramic dial with a frost-finish pattern. The icy look superbly honours the sports fans will see in Beijing – whether its Alpine skiing, bobsleigh, speed skating or ice hockey.

Turning the watch over reveals a stamped Beijing 2022 emblem on the caseback, as well as the OMEGA Co-Axial Master Chronometer Calibre 8900 – certified at the industry's highest standard of precision and magnetic resistance.

Sports fans who choose this Seamaster will find it delivered inside a distinctive Olympic Games presentation box, providing an excellent keepsake for the upcoming event and the perfect way to count down the hours until the Opening Ceremony begins.

MEDIA CONTACT

OMEGA PRESS OFFICE

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For more information, visit www.omegawatches.com



twitter.com/OMEGAWatches



instagram.com/OMEGA



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Line: [OMEGA](#)

WeChat: [OMEGA_Official](#)



PANASONIC



“Panasonic supports the Olympic Games as a Worldwide Olympic Partner, embodying the spirit of the Olympic Charter – to achieve world peace through sports for ‘the progress and development of society’. This message echoes Panasonic’s management philosophy. With support from the IOC, IPC, and OBS, we are able to contribute as a Worldwide Olympic Partner. Our AV equipment provides maximum support for the safe operation of the Games and delivers the passion and excitement of the athletes engaged in competition to the world.”

Yoshihiro Morii, Executive Officer in charge of Corporate Brand Strategy at Panasonic Corporation



	
<p>Exclusive category: Audio/TV/ video equipment, home appliances</p>	<p>Member of the TOP Programme since: 1987</p>

Panasonic Corporation, a Worldwide Olympic Partner for over 30 years and Paralympic Partner for over 20 years in the Audio and Visual Equipment category, has contributed its cutting-edge AV technology to Beijing 2022.

PANASONIC TECHNOLOGY SUPPORTS SAFE AND SECURE COMPETITIONS

Panasonic was a sponsor of Beijing 2008 and returns to the city to prepare for the Olympic and Paralympic Winter Games Beijing 2022. Under the special circumstances of Covid-19, Panasonic will provide state-of-the-art equipment to safeguard the health and safety of athletes and spectators.

It will supply washers and dryers equipped with Panasonic's nanoe technology, zaiano space deodorisers, and a large number of environmentally-friendly home appliances, including air conditioners and heaters, to create a safe, healthy, and comfortable living environment for athletes from around the world.

Panasonic's professional video solutions and broadcasting technology bring a premium viewing experience of the Olympic and Paralympic Games to the audience in front of the screen.

“LET'S SKIING!”EVENT

Panasonic brought customers, the Beijing 2022 Organising Committee and partner companies together through brand marketing events to highlight Panasonic's sponsorship of the Olympic and Paralympic Games, promote sales and strengthen relationships among the partners through shared activities.

One such event, “Let's Skiing!”, was held at the Yunding Ski Resort, where the freestyle skiing and snowboarding competitions will be held during Beijing 2022. Participants deepened relationships through product exhibition tours and conducted communication exchanges regarding business activities. They also enjoyed ski classes taught by professional coaches and virtual snowboarding experiences.

Members of Chinese media also visited, and the event was covered by various media outlets.

AN OLYMPIC AND PARALYMPIC GAMES ESSAY CONTEST HOSTED BY PANASONIC CHINA

Panasonic China hosted an essay contest with the theme, "Chasing Dreams to the Olympic and Paralympic Games."

Employees from more than 60 Chinese businesses shared their stories and how they embody the Olympic and Paralympic spirit.

The activity powered the Olympic and Paralympic Movement both within and outside the company, inspiring all employees to work together for the success of Beijing 2022.

MEDIA CONTACT

WORLDWIDE OLYMPIC AND PARALYMPIC MARKETING OFFICE

✉ Olympic@gg.jp.panasonic.com

P&G

Athletes for Good



WORLDWIDE OLYMPIC AND PARALYMPIC PARTNER





Exclusive category:
Personal care,
healthcare and household
care products



**Member of the TOP
Programme since:**
2010

P&G continues its support for Olympic athletes and the families who have stood beside them on their journeys to achieve their dreams.

Since the company became an Olympic sponsor in 2010, P&G has supported Olympic athletes and their families, just like the company’s brands support families around the world every day.

Over the years, the company has directly sponsored more than 400 global athletes, provided P&G products and services to thousands of athletes and their families, and hosted them in the P&G Family Home to relax and watch the Games together.

This winter, P&G will continue its support for athletes and families – shining a spotlight on the athletes, their journeys to the Olympic stage and telling their stories on and off the field of play, including the good work they do in their communities through the Athletes for Good program. This is a joint initiative of P&G, the IOC and the IPC that began in Tokyo and continues this year with grants to the charitable partners of 16 Olympic and Paralympic athletes and hopefuls.

MEDIA CONTACTS

✉ mediateam.im@pg.com

For more information, visit Olympics.com/ioc/partners/pg



twitter.com/proctergamble

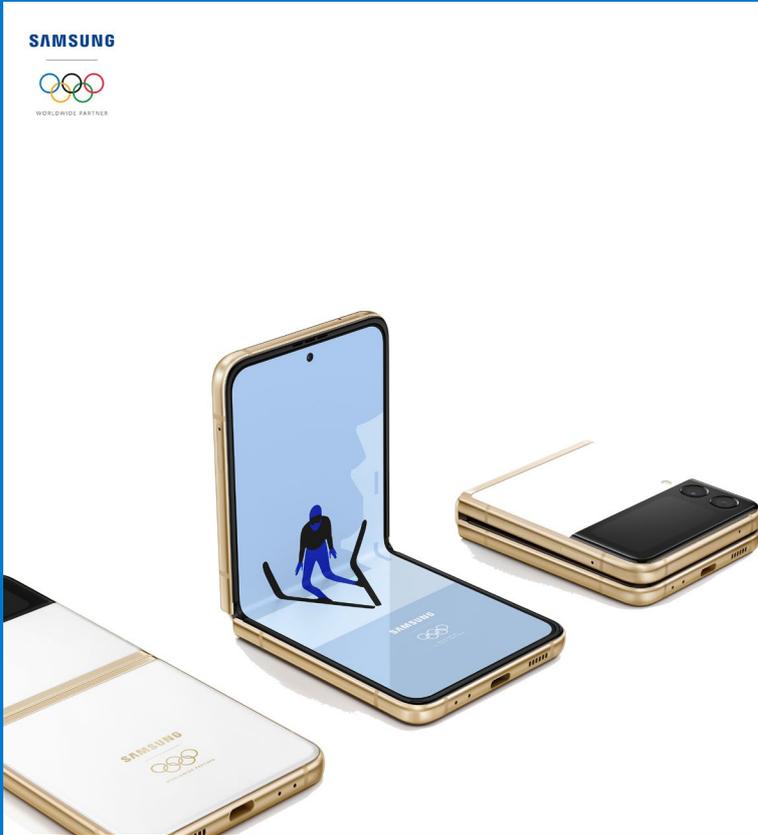


instagram.com/proctergamble



linkedin.com/company/procter-and-gamble

SAMSUNG



“Samsung's partnership with the Olympic Movement enables us to use the platform of sport to demonstrate how we have connected fans with the Games for over 30 years. We are proud to be a part of the Olympic movement and committed to empowering meaningful connections through our technological contributions.”

YH Lee, CMO & Executive Vice President, Samsung Electronics

<p>Exclusive category: Wireless communications equipment and computing equipment</p>	<p>Member of the TOP Programme since: 1997</p>

INNOVATION AND TECHNOLOGY

Samsung is an innovator in the mobile and computing category and is striving to provide a more convenient life by introducing new technologies. Samsung's latest innovations have also been applied to the Olympic and Paralympic Games, providing advanced mobile technology for Beijing 2022 to ensure athletes and fans experience the spirit of the Games with Samsung Galaxy... no matter where they may be.

GALAXY Z FLIP3 OLYMPIC AND PARALYMPIC EDITION PACKAGE

Samsung's Olympic and Paralympic Phone Edition package is one of the most beloved items athletes receive during the Games. Samsung has been producing limited-edition Olympic mobile phones and providing them to athletes since Sochi 2014, and expanded its initiative in advance of PyeongChang 2018 to support the Paralympic Games as well. The tradition will continue for Beijing 2022 as all Olympic and Paralympic athletes competing will be provided with a Samsung Galaxy foldable phone. The Galaxy Z Flip3 Olympic and Paralympic Edition device will feature an iconic design to commemorate Beijing 2022, and will be the first foldable athlete mobile phone distributed in Games-time history. The Samsung mobile devices provided during the Olympic and Paralympic Games will include a range of pre-loaded apps, containing information required for athletes at Beijing 2022. It contains all the next generation features you'd expect with Samsung's latest Z Flip innovation including cutting-edge camera features for capturing and sharing memories, and Samsung Knox, which offers the best and most secure mobile experience.

FAN ENGAGEMENT AT BEIJING 2022

Continuing Samsung's digital-first approach from the Olympic Games Tokyo 2020, Samsung has launched virtual experiences to bring fans and media closer to the games and enable them to celebrate Beijing 2022. These include:

- The Samsung Beijing 2022 Virtual Media Centre (available in English and Mandarin) will include real-time information for media and fans, an area to share Games-time experiences and information on Samsung technology.
- Samsung's #CheerTogether campaign allows fans to cheer on their favourite athletes with the power of Samsung Galaxy.
- The Samsung Athletes Lounge will return for athletes, with several on-site activations running to bring extra fun and entertainment to the Games.
- The Virtual Samsung Olympic Games Showcase in the Galaxy House on Zepeto, which offers a virtualised version of the Samsung Olympic Games showcase in Salitun. This virtual platform lets users experience a visit to the Salitun Showcase and enjoy new virtual experiences including a virtual pin promotion.
- The #StrongerTogether Challenge Beijing 2022, a digital walking challenge within the Samsung Health app that will allow fans around the world to connect together. Fans can feel the power of becoming stronger together and have a chance to win official IOC licensed Olympic NFT pins.

ATHLETE AMBASSADOR PROGRAMME: TEAM SAMSUNG GALAXY

Team Samsung Galaxy, Samsung's roster of Olympic and Paralympic athletes, is a representation of Samsung's commitment to creating a global team of athletes that is 'United by Passion' and reflects the Olympic and Paralympic spirit. During Beijing 2022, Samsung has partnered with 22 world-class athletes – representing 11 nations and consisting of 15 Olympians and seven Paralympians.

MEDIA CONTACTS

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TOYOTA



“We believe that the power of sport lies in its ability to connect people with diverse personalities and backgrounds as they compete towards a common goal with mutual respect.”

Akio Toyoda, President, Toyota Motor Corporation



Exclusive category:
Vehicles, mobility support robots and mobility services



Member of the TOP Programme since:
2017

Toyota Motor Corporation (Toyota) is a global mobility company, headquartered in Toyota City, Japan, that has been making cars since 1937. Today, Toyota employs approximately 370,000 employees in communities around the world, builds around 10 million vehicles per year in 29 countries, and sells them in more than 170 countries.

Toyota became an official partner of the International Olympic and Paralympic Committees in 2015, signing an agreement that runs through to 2024 in the first-ever mobility category, which includes vehicles (including passenger cars, urban mobility vehicles and commercial vehicles), mobility support robots, and mobility services (including vehicle and traffic safety and transportation support systems and services).

Toyota's values of courageous challenge and continuous improvement are shared by the Olympic and Paralympic Games, which unite the entire world in friendship and solidarity, and push the limits of human potential. As a partner, Toyota aims to create an ever better society through sports, and a sustainable society through mobility.

MOBILITY FOR ALL

Toyota believes that mobility goes beyond cars; it is about overcoming challenges and realising dreams. This is encapsulated in the company's vision, "Creating Mobility for All", which inspires and connects Toyota employees, partners and customers, and forms the basis of its transformation from a car company to a mobility company.

POWER OF SPORTS

Toyota believes that the power of sports brings people together and encourages them to challenge themselves every day as they continuously reach and set new goals. Sports brings out the motivation in both athletes and spectators, and spectators can be empowered by the performance of athletes. As the Founding Partner of the Olympic Channel, Toyota supports the groundbreaking digital platform that celebrates the Olympic Movement and its inspiring athletes year-round.

MEDIA CONTACT

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For more information, visit global.toyota/en or toyotatimes.jp/en/



twitter.com/ToyotaMotorCorp



youtube.com/user/toyotaglobal



facebook.com/ToyotaMotorCorporation/



VISA



Exclusive category:
Payment services,
transaction security,
pre-paid cards



**Member of the TOP
Programme since:**
1986

Visa supports the Olympic and Paralympic Movements by championing athletes, engaging fans, and enhancing Games payment experiences.

Visa has been a Worldwide Olympic Partner since 1986, when the company joined the TOP Programme as a charter member. In 2018, it extended its Olympic and Paralympic partnership through to 2032.

For more than 30 years, Visa has enabled secure and reliable payment experiences at the Games, introducing numerous innovations over the years such as contactless and wearable payment devices.



Through its long-standing partnership with the Olympic and Paralympic Games, Visa has also played an important role in empowering athletes to be successful both on and off the field of play. The Team Visa programme, which was founded in 2000, has celebrated and supported more than 500 Olympic and Paralympic hopefuls, while providing them with the tools, resources and support they need to achieve their lifelong dreams in sport and life beyond.

Visa's support of athletes also extends beyond its sponsorship of the Games. The skills that make Olympians and Paralympians successful in sport extend to the workforce, as well. After completing their competitive careers, a number of these elite athletes have taken the opportunity to join Visa's global team where they are investing in their careers and making an impact that is felt everywhere.

Through the company's Olympian and Paralympian Business Development Programme, Olympians and Paralympians are placed in business-critical rotational assignments, allowing them to gain broad exposure to strategic aspects of Visa's business, and easing their transition into a post-sport career.

Visa embraces the core values of the Olympic and Paralympic Movements – which include friendship, solidarity, equality and inspiration – and believes the Olympic and Paralympic Games can be a way to connect everyone, everywhere, through a shared love of sport.



MEDIA CONTACTS

✉ press@visa.com

For more information, visit usa.visa.com or <https://usa.visa.com/about-visa/sponsorships/promotions/olympics-partnership.html>



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DOMESTIC PARTNERSHIPS



To complement the global TOP Programme operated by the IOC, the Beijing 2022 Organising Committee has also managed a domestic sponsorship programme to support the delivery of the Olympic and Paralympic Winter Games, granting exclusive marketing rights within the host country.

In addition to financial support, these commercial deals with local Chinese partners have also helped assist with local engagement.





OFFICIAL EXCLUSIVE SUPPLIERS OF BEIJING 2022

EF Education First
 iFLYTEK
 CHINA POST
 HYLINK
 SNICKERS
 HONGYUAN GROUP
 3trees
 Dongdao
 LANDSKY
 BOSS Zhipin

OFFICIAL PARTNERS OF BEIJING 2022

Bank of China
 Air China
 YILI
 ANTA
 China Unicom
 Shougang Group
 SINOPEC
 SGCC
 PICC
 CTG

OFFICIAL SPONSORS OF BEIJING 2022

Tsingtao Beer
 Yanjing Beer
 Jinlongyu
 Shunxin
 CIH
 BEIAO
 Hengyuanxiang
 Qi An Xin
 Yuanfudao
 Yum China
 Panpan Foods

OFFICIAL SUPPLIERS OF BEIJING 2022

PwC
 Suirui Group
 Kingsoft Office
 1Rock
 BGCTV
 HBTN
 BBKA
 KEESON
 TINTAN
 SJZBP
 SHUA
 NABEL
 DONGPENG

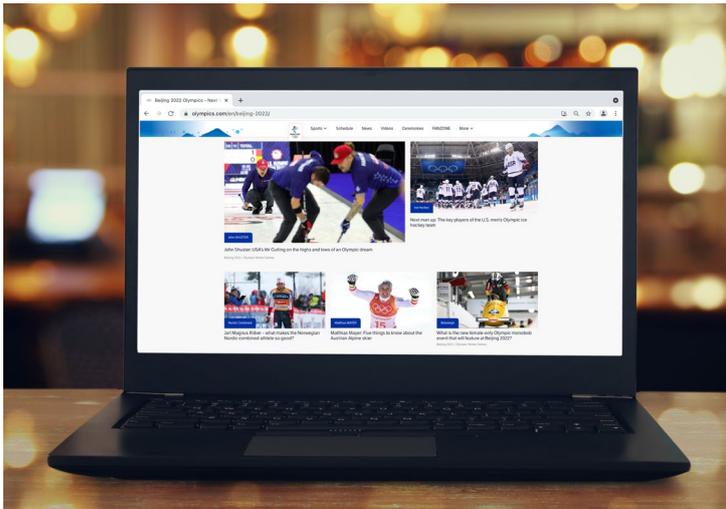
FAN ENGAGEMENT



“The Digital Fan Engagement innovation epitomises the Olympic spirit and the core values of inspiration and inclusion. The overwhelmingly emotional response from the athletes in Tokyo to this opportunity to connect with their loved ones was truly amazing. We foresee these moments to become a fundamental part of the athlete experience, connecting them to their friends and family all over the world.”

Yiannis Exarchos, CEO, Olympic Broadcasting Services

DIGITAL ENGAGEMENT



Building on the success from the Olympic Games Tokyo 2020, Olympic Broadcasting Services (OBS) will again digitally connect athletes with fans worldwide through an innovative suite of digital fan engagement applications during the Olympic Winter Games Beijing 2022.

Wherever they are in the world, fans can show their support using the power of the internet and cheer on their favourite athletes and teams. Fans have been invited to video themselves recording a message of support that will be later broadcast in Olympic venues, on Olympics.com and the digital platforms of rights-holding broadcasters (RHBs).

Presented on the big screens inside the Olympic venues, the Fan Video Wall will help enhance the atmosphere and sense of global fan inclusion, while the virtual Cheer Map will provide a dynamic display from the world's sporting fans – both contributing to further enrich the athletes' Olympic experience.

With no overseas spectators allowed, this service offers the athletes the chance to virtually see and feel their fans' support. Additionally, OBS will facilitate 'Athlete Moments' across all sports and venues, allowing athletes to connect with their family and friends back home immediately after walking off of the field of play. OBS will incorporate many of these 'Athlete Moments' into its coverage to share with the world the emotion of an athlete's connection with their family and friends.



Spectator policy

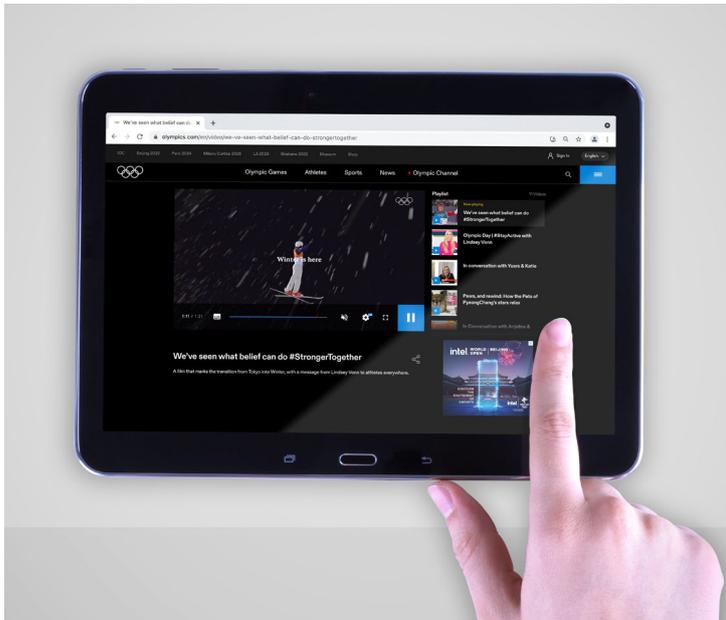
Given the current situation of the COVID-19 pandemic, and in order to ensure the safety of all participants and spectators, it was decided that tickets for Beijing 2022 would not be sold, but be part of an adapted programme that will invite groups of spectators to be present on site during the Games. The organisers expect that these spectators will strictly abide by the COVID-19 countermeasures before, during and after each event so as to help create an absolutely safe environment for the athletes.



Live Sites

Throughout the Games, seven official Beijing 2022 Live Sites (in Zhangjiakou, Yanqing, Ma'anshan and Dunhuang, as well as at three locations in Beijing) will give the opportunity to Chinese residents to experience the Games through the live broadcast coverage of Olympic events, live music and performances, sport initiations as well as different cultural expositions. Some municipalities will also offer fans the chance to discover winter sports at dedicated ice rinks and sport initiations.





STRONGER TOGETHER

“Last summer, the Stronger Together campaign showcased just what we can accomplish when we’re united. Now, we are bringing people together once again, something that will continue throughout the winter months and will allow us to realise our ambition of connecting and engaging with people all around the world.”

Lars Silberbauer, IOC Digital Engagement and Marketing Associate Director

In an evolution of its Stronger Together campaign, which was launched in the build-up to Tokyo 2020, the IOC unveiled two new short films ahead of the Olympic Winter Games Beijing 2022.

The first, launched in November 2021 and [narrated by Olympic champion Lindsey Vonn](#), aimed to shine a spotlight on winter sports and highlight the impact that “believing” can have both on and off the field of play.

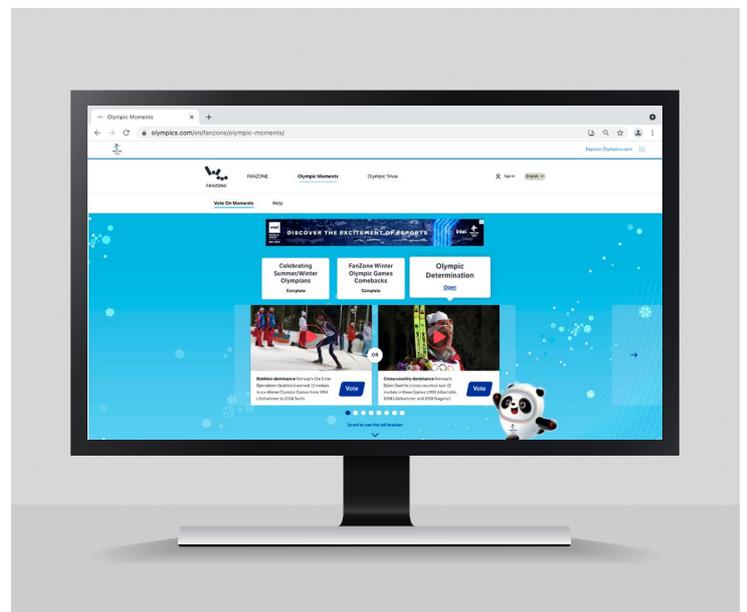
The second, launched in January 2022, focused on the unique relationship between Olympians and their supporters across the world, who mirror the athletes’ movements, demonstrating the impact of this human connection. Directed by award-winning film-maker Salomen Ligthelm and entitled “Every rise, every fall, every victory”, the film shows how the belief of others can power people to believe in themselves.

Through this continuation of the Stronger Together campaign, both films help amplify the IOC’s belief in solidarity and the power of sport and the Olympics to unite people and communities across the globe.

FANZONE

Following its successful launch for the Olympic Games Tokyo 2020, which reached 5.7 million unique users, the FanZone returns to Olympics.com for Beijing 2022, providing an interactive gamification experience to engage and unite fans around the world leading up to and throughout the Olympic Winter Games.

Fans can take part in regular Trivia competitions to win prizes or enjoy thrilling sporting action from past Winter Games via Olympic Moments, where they can vote on their favourite highlights. When Beijing 2022 begins, the Olympic Fantasy Challenge will also bring the excitement of real-time fantasy sports gaming to the Olympic Winter Games.



TOP CO-CREATIONS

Ahead of Beijing 2022, the IOC worked with several Worldwide Olympic (TOP) Partners to co-create a variety of engagement initiatives, which aimed to drive excitement among fans in the lead-up to, and during, the Olympic Winter Games. These included:

- From the Start, a new IOC Olympic Channel original series – co-created with Worldwide Olympic Partner Toyota – which highlights the incredible journeys of four athletes who are set to star at the Games. The four-episode original series sees short-track speed skating legend Arianna Fontana (Italy), world champion snowboarder Mark McMorris (Canada), Olympic luge silver medallist Chris Mazdzer (USA) and multi-sport Paralympic star Oksana Masters (USA) share the inspirational stories of how they reached the pinnacle of their sport, and includes insights from the people who believed in them and helped them along the way.
- The Visa Award, which returns for Beijing 2022 following its successful launch at the Olympic Games Tokyo 2020. This fan-voted award aims to highlight favourite Olympic and Paralympic moments that captivate, inspire and rise above the field of play. Visa subsequently gives each winning Olympian and Paralympian the opportunity to choose an eligible charity to which Visa will donate USD 50,000, in an effort to directly impact the community and promote equality and inclusion.
- The #StrongerTogether Challenge – a user-participating digital campaign jointly developed with Samsung, which provides Olympic fans around the world with the opportunity to feel the power of becoming stronger when together while walking and doing good together.
- The Intel World Open Beijing 2022, which gave both professional and amateur gamers in China the chance to compete in Data 2 – one of the most prominent e-sports titles played around the world. Following the open qualifying stages, a grand finals live event was held in Shanghai in January, with a USD 300,000 total prize pool and an accompanying global broadcast for viewers to witness the crowning of the Intel World Open Beijing champion.
- Working with Alibaba to promote Beijing 2022 through the interactive Brand Hub on Tmall – China’s largest business-to-consumer e-commerce platform.



Olympian artist Neil Eckersley will lead a live educational workshop during the Games

OLYMPIC AGORA

“The Olympic Agora is a result of Olympic Agenda 2020+5, the IOC’s strategic roadmap for the future of the Olympic Movement. It realises a key recommendation to reach out beyond the Olympic community, by engaging with diverse social groups and fostering dialogue through culture and education.”

Angelita Teo, Director of the Olympic Foundation for Culture and Heritage

Following on from the inaugural Olympic Agora Tokyo 2020, and in the run-up to the Olympic Winter Games Beijing 2022, the Olympic Foundation for Culture and Heritage has launched [a special programme of Olympic cultural content online](#).

At the heart of the Olympic Agora online programme are seven Olympian Artists-in-Residence who were selected to create and present new, original artworks inspired by the Olympic values and the magic of winter sports. Olympic Agora Beijing also features two live educational events, based on the Olympic Values Education Programme (OVEP).

The workshops, led by two Olympian artists, use arts integration as a non-formal teaching approach, and encourage children to explore the Olympic values and ideals through artistic expression.

Rounding off the Agora programme is a journey down memory lane; an online exhibition of rare, vintage black-and-white photographs that capture the Olympic Winter Games and their evolution from 1924 to 1968.

LICENSING AND MERCHANDISING



Each edition of the Olympic Games features an official licensing programme offering merchandise and souvenirs that feature the Olympic Games marks.



Through the sale of these official products, the licensing programme helps to promote the Games and the Olympic brand, while also sharing the culture of the host region and allowing members of the public to purchase their own piece of Olympic history.

These Olympic Games licensing programmes are managed by the Organising Committees, under the direction of the IOC, and help provide part of the revenues required to stage the Games, as well as an opportunity to generate business for companies that become licensees.

The official mascots of each Games often form a key part of these licensing efforts, while commemorative coins and stamps are also hugely popular among the public and Olympic collectors alike.

After unveiling the official emblem of the Olympic Winter Games Beijing 2022 in December 2017, the Beijing 2022 Organising Committee launched a Pilot Licensing Plan that included the first limited-edition licensed product - a commemorative pin of the Games emblem.

The Beijing 2022 Licensing Programme

5,200 OFFICIAL PRODUCTS



16 product categories



188 official stores



29 manufacture licensees



20 stamps



27 numismatic products



58 retail licensees



The following month, the first seven Beijing 2022 Official Stores officially opened for business, while the full Beijing 2022 Licensing Programme was launched on 31 July 2018, including commemorative stamps and coins as part of the Licensed Products Plan.

The Commemorative Stamps Programme has seen the release of 20 stamps in six sets, while the Numismatic Programme has featured 19 gold and silver commemorative coins in two sets, two circulating commemorative coins, and two circulating commemorative banknotes for the Olympic Winter Games Beijing 2022, two gold and silver commemorative coins in one set for the Beijing 2022 Paralympic Winter Games, as well as one commemorative banknote of Hong Kong currency and Macao currency respectively.

A total of 29 licensed manufacturers have joined the Licensed Products Plan and developed over 5,200 licensed products in 16 categories, including arts and crafts, jewellery, textiles, pottery, toys, apparel and accessories.

In addition, 58 licensed retailers have participated in the plan. Altogether, 188 Beijing 2022 Official Stores have been established across 19 provinces, municipalities, and autonomous regions throughout China, while the Official Olympic Store has been launched on Tmall. High-speed rail retailers have also been operating trolleys to sell official products in more than 280 high-speed trains in 31 provinces.



IOC GLOBAL LICENSING PROGRAMME

The IOC Global Licensing Strategy aims to strengthen and promote the Olympic brand, not only during the Olympic Games, but between Games as well. Through official merchandising programmes that are aligned with the Olympic image, its objective is to create a tangible connection to the Olympic Games and Olympism.



The Olympic Collection

- Aims to engage young people and to connect with a large audience
- Features authentic, high-quality products
- Focused mainly on sports equipment and toys
- Communicates the essence of the Olympic brand and values to sports fans



The Olympic Heritage Collection

- Aims to celebrate the art and design of the past Olympic Games
- Features a series of lifestyle and high-end products
- Released in limited editions
- Allow anyone to own a piece of Olympic history



The Olympic Games Programme

- Mainly developed and managed by Organising Committees in the host country, offering fans souvenirs of their Games experience
- IOC aims to drive and create a long-term strategy for international promotion and distribution of Olympic Games merchandise through the Olympic Shop (shop.olympics.com)

IOC LICENSED PRODUCTS FOR BEIJING 2022

As part of its own licensing programme, the IOC has launched an Olympic Heritage Collection for Beijing 2022, which is exclusively available for the Chinese market.

These products aim at promoting the art and design of past Olympic Games. The collection includes a set of 23 pins bearing the emblems from previous editions of the Olympic Winter Games, as well as diamond-shaped medallions in pure gold that feature the emblems and mascots of past Games.

The collection also aims at combining traditional Chinese culture with the Olympic spirit, with products including an Olympic Heritage Jade Seal featuring a traditional seal stamp, with the top taking the form of an ancient ritual vessel, and the base featuring beautiful carvings of the Olympic Games Beijing 2008 pictograms.



In addition to the Olympic Heritage Collection, the IOC has also collaborated with NWAY to release NFT Olympic Pins, which are digital versions of collectible and tradeable Olympic pins, celebrating not only the art and design of past Games but also that of Beijing 2022, featuring key assets such as the 'Look of the Games' and the Beijing 2022 mascot.

THE OLYMPIC BRAND



“Ice is ice, and a rink is a rink, so the competition is the same, but the rings make it special.”

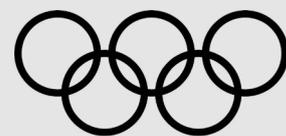
Aljona Savchenko, Germany, Olympic figure skating gold medallist

The Olympic symbol is the cornerstone of the Olympic brand, acting as the visual representation of Olympism and embodying the same positive, universal values that transcend sport.

This unique, powerful and timeless identity helps make the Olympic rings one of the most widely recognised symbols in the world, with independent research commissioned by the IOC revealing that nine out of 10 people globally are able to correctly identify the iconic emblem.

The research also revealed that the Olympic rings outperform other globally recognised symbols across a range of values, including “Global”, “Diversity”, “Inspirational”, “Optimistic” and “Inclusive”, as well as the Olympic values of “Excellence” and “Friendship”.

With such a powerful brand as its foundation, it is little wonder that the survey also found the Olympic Games to be the most appealing sports and entertainment property in the world.



The Olympic symbol

Designed by Baron Pierre de Coubertin in 1913

First shown on an Olympic flag in 1914

Visual representation of Olympism

Can be identified by 9 out of 10 people globally

Interlinked rings show how athletes come together at the Games

Represent the five continents of the world

THE BEIJING 2022 VISUAL IDENTITY

"The Olympic brand is a very powerful marketing platform for our commercial partners."

Timo Lumme, Managing Director, IOC Television and Marketing Services

In addition to the Olympic rings, each edition of the Olympic Games also features its own distinctive brand identity that can be seen throughout the host city and the Olympic venues during the Games. This 'Look of the Games' is often inspired by the culture, character and history of the host city and country, and by the Organising Committee's vision for the Games.

The Look of the Games for Beijing 2022 features core graphics that are inspired by the traditional Taoist idea of the harmonious coexistence of man and nature and include picturesque winter scenery from the host regions of Yanqing and Zhangjiakou.

The graphics also evoke the ancient art painting "A Thousand Li of Rivers and Mountains" and the tradition of Chinese calligraphy, with snowflakes representing the athletes who will participate in the Games.

For the first time in the Olympic history, the core graphics will also be dynamic, with animated versions being created to accompany the static illustrations.

The core colours of the brand were inspired by traditional colours seen in Chinese history as well as the colours seen in the host regions of Beijing, Yanqing and Zhangjiakou.

All of the colours can also be found in Chinese traditional mineral pigments, which were widely applied to all kinds of artworks in different phases of Chinese history – from century-old cave paintings and the Dunhuang Murals to the glaze used to make ceramic products.



Other key elements of the Beijing 2022 visual identity include:

The Games emblem, designed by artist Lin Cunzhen, which combines traditional and modern elements of Chinese culture, as well as features embodying the passion and vitality of winter sports. Inspired by the Chinese character for "winter", the emblem resembles a skater at the top and a skier at the bottom. The flowing ribbon-like motif between them symbolises the host country's rolling mountains, Olympic venues, ski pistes and skating rinks. It also points to the fact that the Games will coincide with the Chinese New Year.

The official motto, "Together for a Shared Future", which represents the power of the Games to overcome global challenges as a community, with a shared future for humankind. The words reflect the necessity for the world to work together towards a better tomorrow, especially given the difficulties faced throughout the COVID-19 pandemic.

The Beijing 2022 Olympic mascot, Bing Dwen Dwen, which was designed by Cao Xue and chosen from over 5,800 submissions from China and 35 countries around the world as part of a global competition arranged by the Beijing 2022 Organising Committee. Bing Dwen Dwen wears a full-body "shell" made out of ice, which resembles an astronaut suit - a tribute to embracing new technologies for a future with infinite possibilities. The shell also helps the panda to skate, snowboard and ski alongside the Olympic athletes. The bright colours of the halo around its face are a representation of the latest advanced technologies of the ice and snow sport tracks at the Games, while the heart on its left palm symbolises China's hospitality for athletes and spectators at the Winter Olympics. In Mandarin Chinese, "Bing" has several meanings, though the most common is ice. The word also symbolises purity and strength, while "Dwen Dwen" means robust and lively, and also represents children.

The 24 sport pictograms for the Olympic Winter Games, which have been inspired by traditional Chinese seal engraving, identify each of the disciplines across the seven Olympic winter sports. Each of the pictograms depicts its respective discipline with unique strokes - like those carved with a knife on Chinese seals dating back to the Qin and Han dynasties. The pictograms embody both the motion of winter sports and China's rich culture in modern graphics. According to the organisers, the sharp contrast between the red background and the white strokes also highlights the grace and dynamism of winter sports, as well as adding a festive vibe to the Games, which will echo with the Chinese Lunar New Year in 2022.





The Beijing 2022 medals - named "Tong Xin", meaning "together as one" – feature a design composed of five rings and a centre; the design is based on Chinese ancient jade concentric circle pendants with the five rings representing the Olympic spirit to bring people together and the splendour of the Olympic Winter Games being shared all over the world. In keeping with BOCOG's principles of a "streamlined, safe and splendid" Olympic Games, the shape of the gold, silver and bronze medals is simple and classic, resembling the jade-inlaid medals of the Summer Games in 2008 as well as showcasing Beijing as the first "Dual Olympic City" to host both Summer and Winter Games. The ring is concave, which echoes the traditional jade pendant design. The shallow carved designs on the rings are all based on traditional Chinese patterns.

The Beijing 2022 Olympic torch, which honours the Olympic legacy in the Chinese capital by featuring a similar design to the cauldron of the 2008 Olympic Games, which looked like a giant scroll. A unique feature of the torch will be seen during the Olympic Torch Relay, as torchbearers will be able to exchange the flame by interlocking the two torches via the 'ribbon' construction, symbolising Beijing 2022's vision to 'promote mutual understanding and respect between different cultures'.



PRESERVING THE COMMERCIAL VALUE OF THE OLYMPIC BRAND

"Our marketing partners are the pillars on which the Olympic Movement is funded, and we therefore need to ensure that their exclusive commercial rights are protected."

Timo Lumme, Managing Director, IOC Television and Marketing Services

The IOC's marketing programmes are built on its ability to offer its commercial partners an exclusive association with the Olympic symbol – one of the most universally recognised brands in the world.

Any attempt to use the Olympic symbol or other Olympic properties¹ without permission – known as ambush marketing² – can negatively affect the integrity of this brand. This directly impacts the Olympic marketing programmes, diminishing their ability to generate revenue that is redistributed by the IOC to support athletes and sports organisations at all levels around the world.

The IOC and its partners in the Olympic Movement therefore take the threat of ambush marketing very seriously. Its aim is to protect the integrity of the Olympic properties (including the Olympic symbol), the Olympic Games, and the investment of its official partners. Without the revenue and support of Olympic broadcasters and marketing partners, the Olympic Games would simply not happen.

The IOC works on a market-by-market basis with the National Olympic Committees and Organising Committee before each Games to educate each market and companies about who the official partners are and why ambush marketing is detrimental to the Olympic Games.

The IOC reviews each infringement individually, taking into consideration the circumstances of each case, such as the market, the scope of the infringement and the infringer, before taking expedient action.

¹Olympic properties (as defined by the Olympic Charter) include without limitation the Olympic symbol, flag, motto, anthem, identifications (including but not limited to "Olympic Games" and "Games of the Olympiad"), designations, emblems, mascots, flame, torches, images and/or terminology, and any and all rights derived from the Olympic Games and/or the Youth Olympic Games.

²Direct and/or indirect unauthorised association with, exploitation or promotion of, the Olympic properties and/or the Games.

BEIJING 2022 BRAND PROTECTION PROGRAMME

As part of the agreement to host the Olympic Winter Games, the Beijing 2022 Organising Committee and the national government of China pledged to the IOC that it would abide by the Olympic Charter and protect all Olympic-related intellectual properties.

All intellectual properties including emblems, logos and designations relating to the Olympic and Paralympic Games, are therefore protected in China by national law.

The use of these intellectual properties for the Olympic Winter Games Beijing 2022 is managed by the Beijing 2022 Organising Committee of the Olympic and Paralympic Games. Permission must be granted by this organisation prior to use.

GLOBAL BROADCAST AND INTERNET MONITORING

The IOC monitors the global broadcast coverage of each Olympic Games to identify illegal streaming of audio-visual content and any unauthorised use of audio-visual content, which infringes upon the rights of the official Olympic broadcast partners.

The primary purpose of the Internet Monitoring Programme (IMP) is to protect the exclusive rights awarded by the IOC to its broadcast partners, in different territories, from the threats posed by unauthorised online video material with a particular focus on live streaming activity.

For Beijing 2022, the IMP will use the most advanced technologies available to prevent, track and take appropriate action against violations, such as video infringements on any online or mobile platform.

In addition, the IMP will include the monitoring of mechanisms implemented by broadcasters to restrict access only to viewers in their licensed territories, commonly referred to as “geo-blocking”, as well as the security of the Games content delivery via their platforms.

The IOC also works with its rights-holding media partners – as well as major technology companies, including social media platforms – to ensure the timely removal of infringing content, with the biggest deterrent against piracy being the promotion of the official, high-quality broadcast coverage of the Games.



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THANKS TO OUR WORLDWIDE OLYMPIC PARTNERS



#StrongerTogether