



International
Olympic
Committee

IOC MARKETING REPORT

BEIJING 2022



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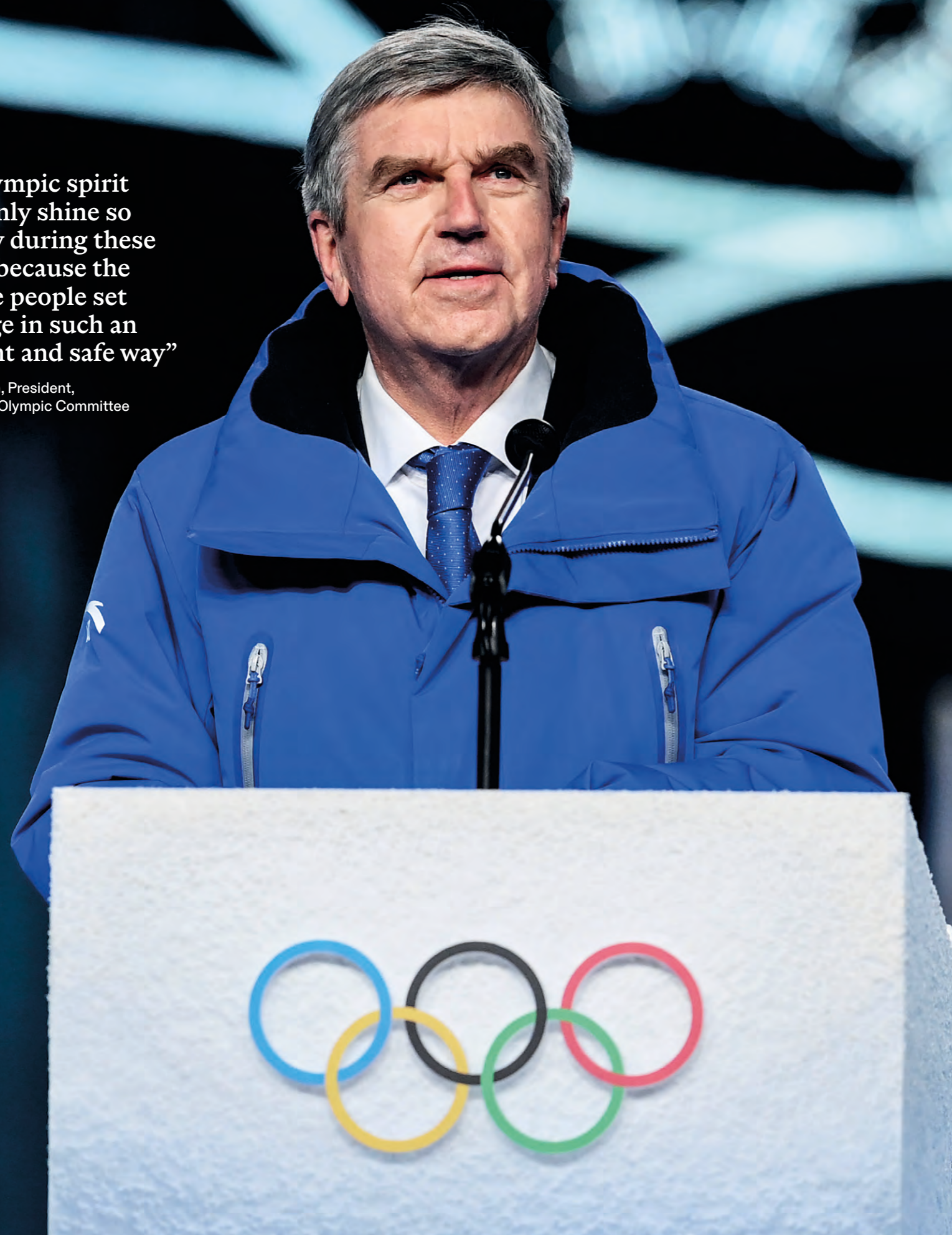


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“The Olympic spirit could only shine so brightly during these Games because the Chinese people set the stage in such an excellent and safe way”

Thomas Bach, President,
International Olympic Committee



FOREWORD BY THOMAS BACH

For 16 incredible days, we admired the outstanding performances of the world’s best winter sport athletes during the Olympic Winter Games Beijing 2022.

Each and every one of them strived to achieve their personal best, and we were all deeply touched by how they were also wishing and cheering for their competitors to achieve their best as well.

The athletes of the world showed us that we can go faster, aim higher and become stronger when we stand together.

This is the true Olympic spirit, with athletes respecting each other, supporting each other and embracing each other, demonstrating that in this Olympic community we are all equal. We are all equal – regardless of what we look like, where we come from, or what we believe in.

The Olympic spirit could only shine so brightly during these Games because the Chinese people set the stage in such an excellent and safe way.

The Olympic Villages were outstanding. The venues – magnificent. The organisation – extraordinary. The support of the National Olympic Committees, the International Federations, our Worldwide Olympic Partners and Media Rights Holders – unwavering.

This Marketing Report details the many efforts of our commercial partners to support these Games, and for their incredible commitment we are deeply grateful. Without their backing, the Olympic Winter Games Beijing 2022 simply would not have been possible.

Our deepest thanks and gratitude also go to the Organising Committee, the public authorities and all our Chinese partners and friends for making these Games such a huge success. On behalf of the best winter sport athletes of the world, I say: Thank you, our Chinese friends!

This unforgettable experience was only possible because of our gracious hosts, the Chinese people. With over 340 million people now engaged in winter sports, with the great success of the Chinese athletes, the positive legacy of these Olympic Games is ensured.

As the first city to host both summer and winter Olympic Games, Beijing 2022 will go down in history, and with these truly exceptional Games, we welcome China as a winter sport country.

Thomas Bach, IOC President

“With billions of engagements across digital platforms, including Olympic and Media Rights Holders’ properties, these were the most digitally engaged Olympic Winter Games ever.”

Jiří Kejval, Chair IOC Marketing Commission



FOREWORD BY JIŘÍ KEJVAL

History was made during the Olympic Winter Games Beijing 2022, with athletes breaking records on the snow and ice, and audiences around the world also helping to break records away from the field of play.

Throughout the Games, the world’s greatest winter sports athletes delivered outstanding and compelling performances, and their achievements were reflected by the unprecedented attention they generated from fans around the world.

Indeed, with billions of engagements across digital platforms, including Olympic and Media Rights Holders’ properties, these were the most digitally engaged Olympic Winter Games ever.

Thanks to Olympic Broadcasting Services, there were more hours of broadcast coverage made available than at any previous Olympic Winter Games edition, while our media rights partners around the world also provided their viewers with access to record amounts of coverage through digital platforms.

The huge interest in the Games could be seen through the fact that the Beijing 2022 Opening Ceremony achieved the highest global audience reach ever for an Olympic Winter Games Opening Ceremony, while in the host country the coverage of Beijing 2022 reached more than 600 million people through TV alone.

This extraordinary reach underlines the vital role that our media rights partners play in each edition of the Olympic Games, and we are indebted to them for their ongoing support and their tireless innovation in sharing the magic of the Games with fans around the world.

The continued growth in digital coverage once again highlights the changing media landscape, and we are pleased to be able to use the incredible opportunities that digital platforms offer as we bid to reach even greater numbers of sports fans. Their digital-centric consumption habits could be seen in the record numbers using our Olympic website and app for a Winter Games edition, with more than 64 million people reached on these platforms during Beijing 2022, and 2.8 billion engagements across our Olympic social media handles throughout the Games.

Through collaborations with our Worldwide Olympic Partners, we were also able to engage fans in new and innovative ways for Beijing 2022, while their expertise, people, services, products, technology and financing were as essential as ever to the success of these Games.

In this Marketing Report, we aim to highlight the many achievements seen across broadcasting, digital engagement, our commercial partnerships and other marketing programmes for these Olympic Winter Games, which promise to mark a new era for winter sport following the widespread engagement of the Chinese public. And by redistributing 90 per cent of the revenues we generate through our commercial programmes to athletes and sports organisations at all levels across the world, the IOC will be able to continue supporting this exciting evolution for winter sport.

Jiří Kejval, Chair, IOC Marketing Commission

“I would like to express my heartfelt thanks to our Official Sponsors, Licensees, and all the friends at home and abroad for their care and support for the Olympic and Paralympic Winter Games Beijing 2022”

Cai Qi, President, Beijing 2022 Organising Committee



FOREWORD BY CAI QI

Thanks to the invaluable support of the Chinese Government, and in close cooperation with the IOC and other domestic and international stakeholders, we proudly delivered a streamlined, safe and splendid Games to the world, which made Beijing the world's first city to have hosted both the Summer and Winter Olympic Games in history.

Marketing is an important part of Games preparations. We are glad that the marketing efforts for the Olympic and Paralympic Winter Games Beijing 2022 have achieved the desired goals. Our Sponsorship Programme received the attention and support of many enterprises at home and abroad. Forty-five well-known enterprises signed to be the Official Sponsors, providing vital funds, materials, technology and services for the Games.

Under the Licensing Programme, which blended the Olympic spirit and excellent traditional Chinese culture, we launched more than 5,200 products. Bing Dwen Dwen was the biggest hit of them all, in addition to commemorative coins and banknotes, commemorative stamps and philatelic products, and films and videos themed on the Olympic Winter Games, all of which were warmly welcomed by the consumers.

We fully respected and effectively protected the Olympic intellectual property rights and the rights and interests of the sponsors. Despite the global COVID-19 pandemic, we worked together with sponsors and licensees and saw them grow while contributing to the Games.

On behalf of Beijing 2022, I would like to express my heartfelt thanks to our Official Sponsors, Licensees, and all the friends at home and abroad for their care and support for the Olympic and Paralympic Winter Games Beijing 2022.

Let's keep moving forward, hand in hand, together for a shared future!

Cai Qi, President, Beijing 2022 Organising Committee



BEIJING 2022
Olympic rings logo

**TOGETHER FOR A
SHARED FUTURE**

BEIJING
Olympic rings logo

BEIJING
Olympic rings logo

BEIJING
Olympic rings logo

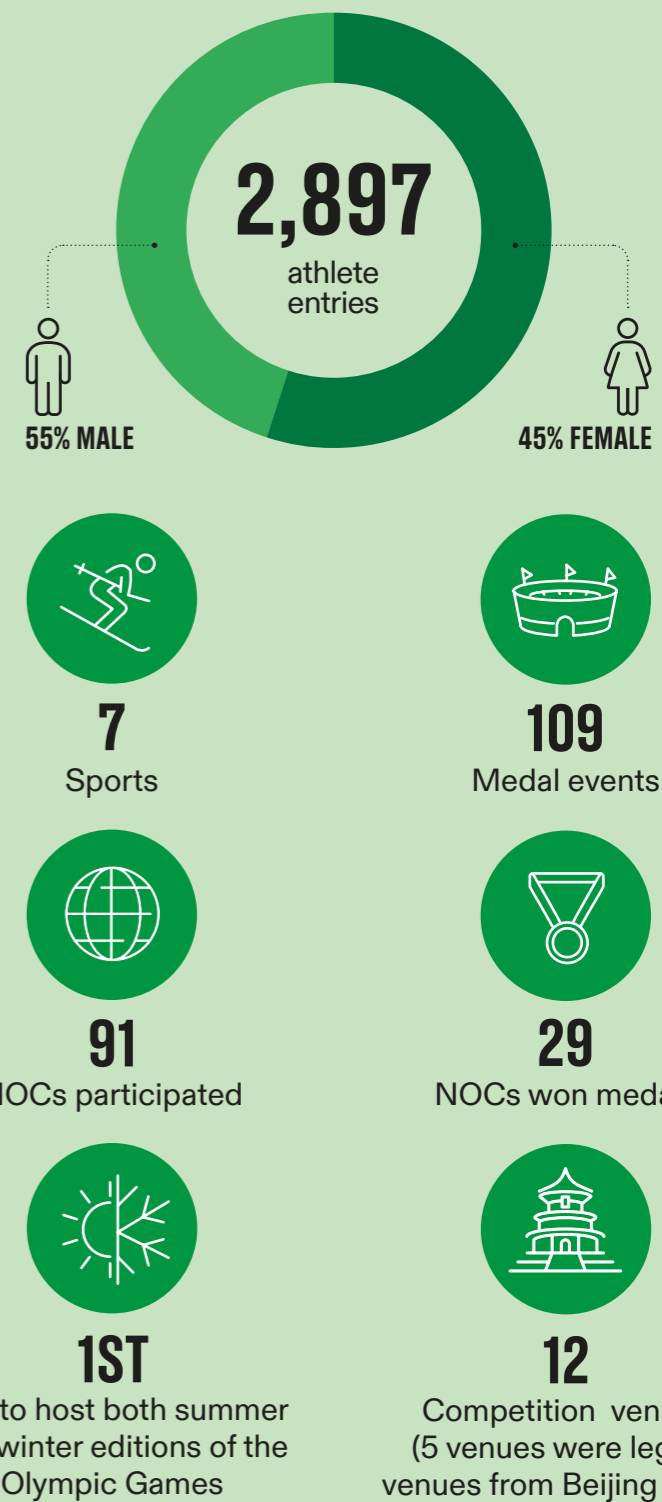
BOC
BOC

DAIBELD

USA



BEIJING 2022 IN NUMBERS



TOGETHER FOR A SHARED FUTURE

The Olympic Winter Games Beijing 2022 marked the start of a new era for winter sport. Guided by its vision of a “Joyful Rendezvous upon Pure Ice and Snow,” Beijing 2022 built on the legacies of the landmark Olympic Games Beijing 2008 and encouraged more than 340 million people across China to embrace winter sports – an achievement that has the power to transform the winter sports industry in the years to come.

In becoming the first city to have hosted both the summer and winter editions of the Olympic Games, Beijing welcomed almost 2,900 of the world’s greatest winter sports athletes for 16 memorable days that saw outstanding performances on the snow and ice, while also raising the bar for equality and inspiring the next generation of Olympians.

Indeed, the addition of seven new events – women’s monobob, freestyle skiing

big air (men’s and women’s), and mixed team events in short-track speed skating, ski jumping, freestyle skiing aeriels and snowboard cross – to Beijing 2022’s sports programme brought about the most gender-balanced Olympic Winter Games to date, with more female athletes (45.44 per cent) and women’s events than at any previous Games.

The 109 events in seven Olympic winter sports were held in the three competition



zones of central Beijing, Yanqing and Zhangjiakou. Beijing hosted four snow events (snowboard big air and freestyle skiing big air, men’s and women’s), plus all the ice events (curling, ice hockey and skating), making use of the legacy venues of Beijing 2008.

“This unforgettable experience was only possible because of our gracious hosts, the Chinese people. With over 340 million people now engaged in winter sports, with the great success of the Chinese athletes, the positive legacy of these Olympic Games is ensured.”

Thomas Bach, IOC President



Yanqing, a suburban district of Beijing (80km to the northwest) and home to the famous Badaling and Juyongguan stretches of the Great Wall, hosted the Alpine skiing and sliding events (bobsleigh, skeleton and luge).

Zhangjiakou, further to the northwest in the neighbouring Hebei province, hosted all the other snow events (snowboard, freestyle skiing, cross country skiing, ski jumping, Nordic combined and biathlon) in its Chongli district, a popular skiing destination.

Each of these venues provided the stage for world-class performances throughout the Games, with athletes rewriting the record books time and again.

“What an Olympic Games it has been.”

Aleksander Aamodt Kilde (NOR), Beijing 2022 silver and bronze medallist in Alpine skiing

RECORD-BREAKING PERFORMANCES



Zoi Sadowski-Synnott
(snowboard slopestyle)
won New Zealand's first ever
Olympic Winter Games gold medal



Eileen Gu
(CHN, freestyle skiing)
became the first freestyle skier to win
three medals in a single Games



Chloe Kim
(USA, snowboarding)
became the first woman to win
back-to-back halfpipe titles



Johannes Thingnes Bø
(NOR, biathlon)
won four gold medals –
more than any other athlete



The host nation, China,
won nine golds and a total
of 15 medals – its best Winter
Olympic Games performance



Ireen Wüst
(NED, speed skating)
became the only athlete to win
an individual gold medal in five
Olympic Games, Summer or Winter

The host nation was enthralled by the achievements of freestyle skier Eileen Gu, who won three medals – including two memorable golds – to emerge as one of the biggest stars in winter sport.

Zoi Sadowski-Synnott, meanwhile, etched her name into New Zealand folklore by winning the country's first ever Olympic Winter Games gold medal, as she topped the podium in the women's slopestyle event, before Nico Porteous added a second Kiwi gold just a day later in the ski halfpipe.

No one made more trips to the top of the Beijing 2022 podium than biathlete Johannes Thingnes Bø, with the Norwegian becoming just the second person to win four gold medals at a

single Winter Games and the first to do so since US speed skater Eric Heiden won five golds in 1980. Having also won bronze in the 20km individual event, Bø's total medal tally was five – the same as compatriot and fellow biathlete Marte Olsbu Roiseland, who won three golds and two bronze, France's Quentin Fillon Maillet, who claimed two golds and three silvers in biathlon, and Alexander Bolshunov (ROC), who won a medal in each of the five cross-country skiing events he competed in.

Other memorable performances included those of Dutch speed skater Irene Schouten, who won three golds and one bronze, and Norway's Therese Johaug, who clinched three gold medals in cross-country skiing.

“This whole experience has been so great; I've had a smile on my face since we got here.”

Zack DiGregorio (USA), Beijing 2022 Olympian in luge

Short-track speed skater Suzanne Schulting, of the Netherlands, also made headlines by breaking the 1,000m world record *en route* to gold – one of four medals she won in Beijing – while Swedish speed skater Nils van der Poel broke his own world record when he won men's 10,000m gold in 12:30.74.





“There has been a special atmosphere and Beijing has shown unique charm as the first city in history to have staged the summer and the winter Olympic Games.”

Cai Qi, Beijing 2022 President

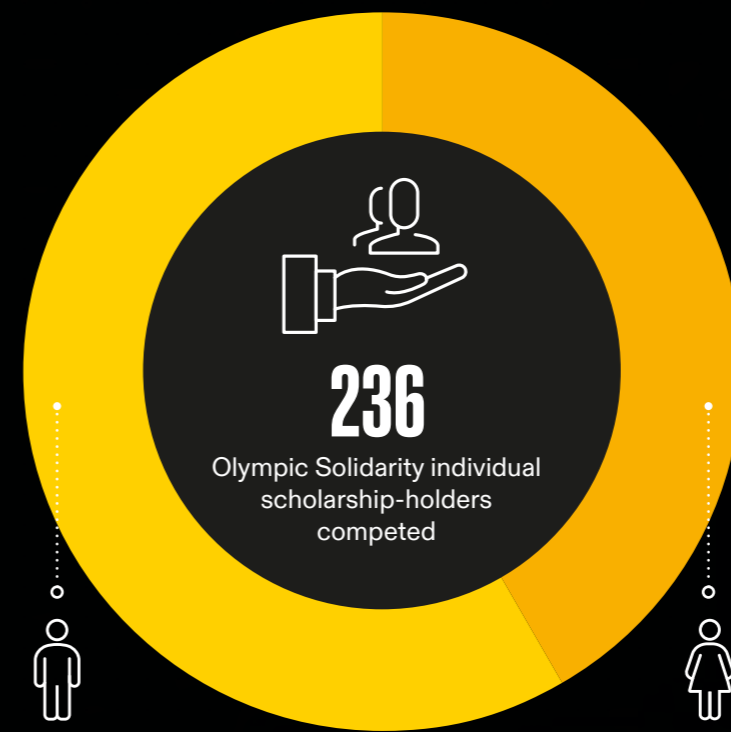
“I’m really happy because these Olympics have been amazing.”

Kelly Sildaru (EST), Beijing 2022 bronze medallist in freestyle skiing

There was also a sweet moment of Olympic redemption for US snowboarder Lindsey Jacobellis, who won two snowboard cross gold medals 16 years after falling in the Olympic final in Turin, while the Olympic spirit was evident throughout the Games, such as when the competitors in the women’s big air event embraced Japan’s Iwabuchi Reira after she fell on her final jump.

These moments, and countless more, helped create what IOC President Thomas Bach called “a truly exceptional Olympic Winter Games” as Beijing 2022 signalled China’s arrival on the winter sports landscape and the moment the world came Together for a Shared Future.

OLYMPIC SOLIDARITY



138
men

98
women



10
Medals won by individual scholarship-holders:

- 3** gold
- 2** silver
- 5** bronze



93
NOCs received NOC Olympic Solidarity funding



3
Medals won by teams who received Olympic Solidarity grants

- 1** silver
- 3** bronze





OLYMPIC MARKETING OVERVIEW

The International Olympic Committee (IOC) is an entirely privately funded organisation that relies on contributions from commercial partners to stage the Olympic Games and support the Olympic Movement. Indeed, Olympic marketing can be traced all the way back to the very first modern Olympic Games in Athens, Greece in 1896.

Today, the success of the IOC's multi-faceted Olympic marketing programme – which includes global media and sponsorship agreements – continues to ensure the financial security of both the Olympic Movement and the Olympic Games, with the revenue that is generated being redistributed to support athletes and sports organisations around the world.

The IOC distributes 90 per cent of its revenue to organisations throughout the Olympic Movement in order to support the staging of the Olympic Games and the worldwide development of sport.

This means that every day the equivalent of USD 4.2 million is distributed by the IOC to support athletes and sports organisations at all levels around the world.

The success of the Olympic marketing programmes therefore contributes significantly to the growth of the Olympic Movement and the Olympic Games and the development of sport and athletes worldwide.



Did you know...?



Olympic marketing can be traced all the way back to the Olympic Games Athens 1896, when commemorative stamps were sold to support the staging of the Games



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



The Olympic Partner (TOP) Programme was created by the IOC in 1985, offering the highest level of Olympic sponsorship to a select group of global partners

USD 7.6BN

IOC total revenue 2017-2020/21



\$4.2M

The equivalent amount distributed by the IOC every day to support athletes and sports organisations at all levels around the world

90%

Distributed to support the staging of the Olympic Games, promote the worldwide development of sport and the Olympic Movement, and assist with the implementation of Olympic Agenda 2020 and Olympic Agenda 2020+5

10%

IOC activities to develop sport and cover the operational costs of governing the Olympic Movement



HOW IOC REVENUE SUPPORTS SPORT AND ATHLETES

The IOC generates revenue from media rights deals and global sponsorship agreements. The IOC redistributes 90% of this revenue to organisations throughout the Olympic Movement.

This includes:



The entirety of this financial support directly or indirectly benefits Olympic and Paralympic athletes and hopefuls, allowing them to pursue their sporting dreams

This includes:





OLYMPIC BROADCASTING

OLYMPIC BROADCASTING

Once the Opening Ceremony of Beijing 2022 had achieved the highest global audience reach ever for an Olympic Winter Games Opening Ceremony, it was clear that there would be unprecedented broadcast interest in these Games.

And, once the sporting action got underway, broadcast and digital coverage would go on to reach new heights throughout Beijing 2022.

“The global audience for Beijing 2022 proves once again that the Olympic Winter Games remain one of the most-watched sports events in the world.”

Timo Lumme, Managing Director of IOC Television and Marketing Services



“During Beijing 2022, we saw that the trend towards digital consumption of broadcast coverage is not only continuing – it is accelerating at record-breaking pace.”

Thomas Bach, IOC President

Around the world, there were more hours of coverage made available to fans than at any previous Olympic Winter Games edition, including record coverage through digital platforms.

This saw Beijing 2022 become the most digitally engaged Olympic Winter Games ever, with billions of engagements across digital platforms, including Olympic and Media Rights Holders' properties.

In total, Beijing 2022 reached a global audience of more than two billion people, with viewers around the world consuming almost 12 billion hours of coverage across both linear TV and digital platforms. This equates to an average of 5.9 hours per viewer.

But while digital viewing and consumption increased significantly – with the number of people watching digitally increasing by 123.5 per cent compared with the Olympic Winter Games PyeongChang 2018 – linear TV remains the most dominant platform, accounting for 92 per cent of all broadcast hours consumed globally.



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



These agreements must include free-to-air coverage to ensure the broadest audience possible



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

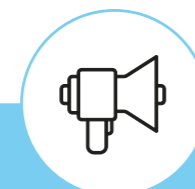
Broadcast and digital coverage of the Olympic Games has been the main driver of:



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

MOST IMMERSIVE OLYMPIC WINTER GAMES EVER

Viewers around the world were able to enjoy the most technically advanced Olympic Winter Games coverage ever thanks to the efforts of Olympic Broadcasting Services (OBS), which was responsible for producing all the broadcast coverage of the Games and providing the international television and radio signals to all the Media Rights Holders (MRHs) around the world.

In total, OBS produced more than 6,000 hours of coverage, including more than 1,000 hours of live sports and Ceremony coverage, and introduced several cutting-edge innovations to deliver an enhanced and more immersive experience to audiences across all platforms.

While the Olympic Games Beijing 2008 were the first to be produced and broadcast entirely in High Definition (HD), Beijing 2022 represented another significant broadcast milestone by becoming the first Olympic Winter Games to be natively produced in Ultra High Definition (UHD) High Dynamic Range (HDR) with 5.1.4 immersive audio. The adoption of this new standard helped bring audiences right into the heart of the action, with a higher quality of images and sounds and an enriched viewing experience.

In addition, a collaboration with Worldwide Olympic Partner Intel helped OBS capture, produce and distribute coverage in live

“We committed to delivering the most innovative Games ever, despite the challenges of the pandemic.”

Yiannis Exarchos, CEO of Olympic Broadcasting Services (OBS)

8K Virtual Reality (VR) for the first time, offering fans the chance to watch the action in higher quality, true-to-life VR and feel as if they were actually there alongside the athletes.



RECORD-BREAKING COVERAGE



2BN+

viewers watched Beijing 2022 coverage

Up
4.7%



713BN+

minutes of coverage consumed globally

Up
17.6%



5.9

hours watched per viewer

Up
12%



from PyeongChang 2018



64%

of viewers watched on both linear TV and digital platforms

25%

watched linear TV only

11%

watched digital only



LINEAR TV REMAINS THE MOST DOMINANT PLATFORM FOR CONSUMPTION

92%
linear TV

8%
digital



20BN+
digital video views across all platforms



182,975
hours of coverage available globally – more than any other Olympic Winter Games



OBS also collaborated with Worldwide Olympic Partner OMEGA to provide more real-time data than at previous Games, giving viewers and commentators an unprecedented level of analytical insight including live speed measurements for the downhill events in Alpine skiing and “jump” data for figure skating, freestyle skiing/ snowboard halfpipe and ski jumping, with motion sensors and computer vision analysis helping to capture real-time data such as speed, height, length and duration.

For Beijing 2022, OBS also further transitioned its broadcast workflows to the cloud, offering additional services to the MRHs, such as new remote editing capabilities and live distribution of the multilateral signals either in HD or UHD.

Other innovations included a collaboration with Worldwide Olympic Partner Alibaba to seamlessly deliver unique multi-camera replays of curling and speed skating events, as well as the introduction of a virtualised Outside Broadcast (OB) van for live production of curling, in partnership with Alibaba and Intel.



MEDIA RIGHTS HOLDERS AROUND THE WORLD

BEIJING 2022

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

HOW THE GAMES WERE BROADCAST



24
Media Rights Holders
(including the Olympic Channel)



160+
broadcast organisations
(including sublicensees)



10,000
broadcast personnel



1,600+
microphones



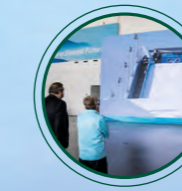
6,000+
hours produced
by OBS



660+
OBS cameras



1,000
hours of sports and
Ceremonies coverage



Live 8K VR coverage for the
first time at a Winter Games

Enhanced
real-time data
for broadcast
analysis

Virtualised OB
van for curling
coverage



GLOBAL COVERAGE HIGHLIGHTS

CHINA

Over
62.8 billion
views recorded on
China Media Group's
(CMG) multiple
platforms

More coverage
of Beijing 2022 was
consumed in China
than the three
previous Olympic
Winter Games

Broadcast coverage
reached more than
686m
people in the host
country through
TV alone



USA

“NBCUniversal’s presentation of the Beijing Olympics dominated across all platforms and once again showed that nothing captivates Americans for 18 consecutive days and nights like the Olympic Games.”

Mark Lazarus, Chairman,
NBCUniversal Television
and Streaming

166 million
Americans watched
NBCUniversal's
Beijing 2022
coverage across
all platforms

With
4.4 billion
streaming minutes
across digital and social
media, Beijing 2022
was NBCUniversal's
most streamed Winter
Games ever



EUROPE

“The Winter Olympics has proven to be a terrific success for discovery+ and all our channels and platforms across Europe.”

Jean-Briac Perrette, CEO & President,
Global Streaming and Interactive,
Warner Bros. Discovery

More than
156 million
Europeans visited Discovery's
platforms with over one billion
streaming minutes consumed
– 19 times more than the last
Olympic Winter Games

Discovery+ and
Eurosport streaming
services saw eight times more
streaming viewers during
Beijing 2022 as users consumed
more than double the content
with average consumption
exceeding seven hours
per viewer



FRANCE

18.2 million
video views on
France Télévisions'
digital platforms

Nearly
45million
viewers – or 8 out of 10
French people – watched
the Games on France
Télévisions' channels

A peak of
3.7 million
viewers tuned in to watch
biathlete Quentin Fillon-
Maillet win his second
gold of the Games in the
men's pursuit



CANADA

“For the entirety of Beijing 2022, Canadians spent more time with CBC than any other network in Canada.”

Chris Wilson, Executive Director, Sports and Olympics, CBC

Canadians streamed nearly half a billion
468 million minutes of Beijing 2022 video coverage on CBC digital platforms, up 11 per cent over PyeongChang 2018



More than 70 per cent of Canadians –
26.5 million unique viewers – watched CBC/Radio-Canada's Beijing 2022 coverage

Despite its late start due to the time difference, a peak audience of
2.7 million watched live during the Canada vs USA women's ice hockey gold medal game, making this Canada's most-watched moment of Beijing 2022

AUSTRALIA

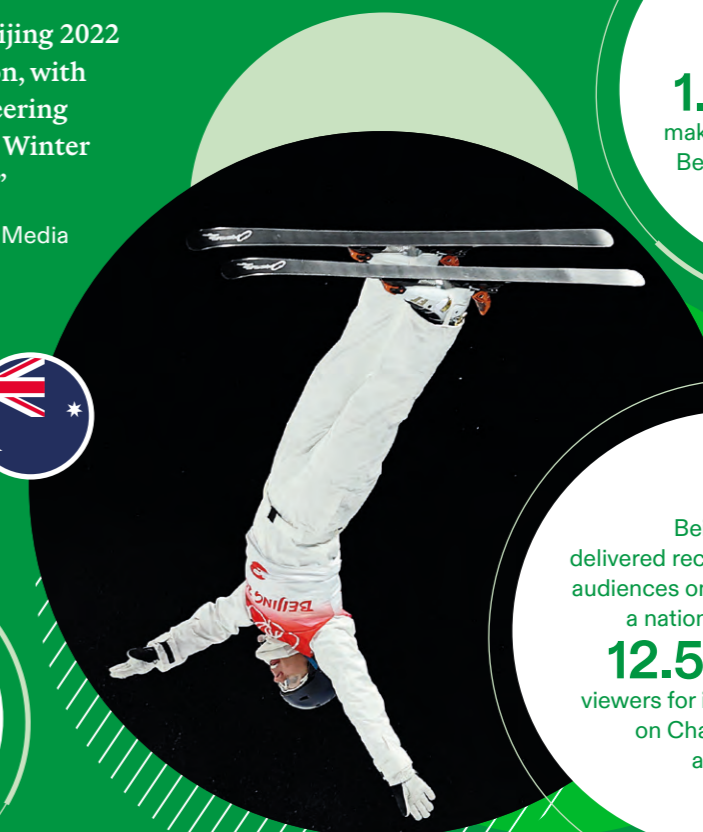
“Seven’s broadcast of Beijing 2022 has captivated the nation, with 12.5 million viewers cheering on Australia’s best-ever Winter Olympics performance.”

Kurt Burnette, Seven West Media Chief Revenue Officer and Director of Olympics

The audience for the women's aerials final peaked at
1.09 million, making it the most-watched Beijing 2022 sports event in Australia



Total streaming for Beijing 2022 surpassed PyeongChang 2018 after only four days of competition



Beijing 2022 delivered record-breaking digital audiences on 7plus and reached a national audience of
12.5 million viewers for its linear broadcast on Channel 7, 7mate and 7two

REST OF THE WORLD

Across the Middle East and North Africa region, over
67 million hours of Beijing 2022 were consumed on beIN linear TV channels – more than six times the hours viewed during PyeongChang 2018.

With almost
162 million hours viewed on Globo TV channels in Brazil, Beijing 2022 achieved a higher consumption than any of the three previous Olympic Winter Games editions



OLYMPIC PARTNERSHIPS



OLYMPIC PARTNERSHIPS

The support of the Worldwide Olympic Partners was essential to the successful staging of the Olympic Winter Games Beijing 2022.

“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.”

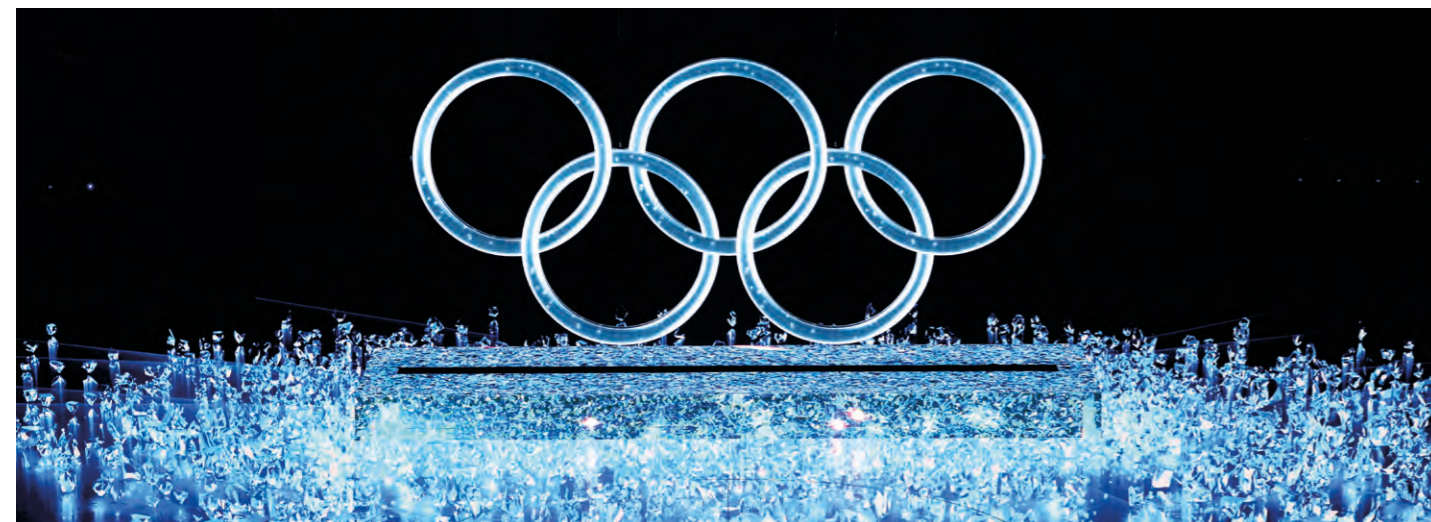
Jiri Kejval, Chair of the IOC Marketing Commission

As members of The Olympic Partners (TOP) Programme, these leading multinational companies provided essential products, services and expertise to ensure smooth Games-time operations, while their funding also directly and indirectly supported each of the athletes who competed in Beijing.

The TOP Programme was launched by the IOC in 1985, creating a reliable revenue base for the Olympic Games and the entire Olympic Movement by offering partners exclusive global marketing rights and opportunities within a designated category, as well as supply rights to the IOC and the Organising Committees for the Olympic Games (OCOGs).

Revenue from the TOP Programme has since grown from USD 96 million for the 1985-1988 cycle to almost 2.3 billion for 2017-2020/21. This has in turn increased the amount of funding for athletes and organisations within the Olympic Movement, with the IOC redistributing 90 per cent of its revenues to support the staging of the Olympic Games and promote the worldwide development of sport and the Olympic Movement.

These funds benefit sports organisations at all levels around the world, including the more than 200 National Olympic Committees, which use this income to develop and support their athletes, enabling them to send a team to each edition of the Olympic Games.



The Worldwide Olympic Partners



What is the TOP Programme?



TOP Partners provide:

- Solutions and expertise for the staging of the Olympic Games
- Crucial support to implement common purpose-led initiatives
- Services and direct support for Olympic athletes
- Engaging activations for fans to experience the Olympic ideals
- Valuable financial resources for the entire Olympic family

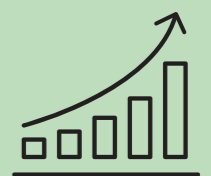


The success of the TOP Programme has therefore been a significant factor behind the increased universality of the Games, with more athletes from more NOCs now able to compete.

The TOP Partners have also played an integral role in the development of the Olympic Games, providing cutting-edge technology, best-in-class services and expertise, and numerous innovations that have helped the Games maintain

their position as the world’s greatest sporting event. In addition, the global Olympic marketing campaigns launched by the TOP Partners help to not only promote the Olympic Games but also increase support for the athletes themselves.

The following pages outline the varied and widespread support offered by the TOP Partners to ensure the success of Beijing 2022.



128.8%

Increase in revenue generated from the TOP programme for the 2017-2020/21 period, compared with 2013-2016



ALIBABA GROUP

“Alibaba is committed to the digitalisation of the Olympic Games, and providing the technology infrastructure to promote a more inclusive and engaging experience. We hope to unite athletes and fans around the world with our cloud technology, and allow the Olympic spirit to inspire us all as we celebrate the joy of sports.”

Daniel Zhang, Chairman and CEO of Alibaba Group

FACT BOX

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

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

Since becoming a Worldwide Olympic Partner in 2017, Alibaba has committed to helping the IOC transform the Olympic Games for the digital era.

At the Olympic Winter Games Beijing 2022, this included helping broadcasters transmit the Games to fans via the cloud, while also migrating all core Games technology services to Alibaba Cloud and driving fan engagement through promoting sales of official merchandise online.



Olympic Broadcasting in the Cloud

In collaboration with Olympic Broadcasting Services (OBS), Alibaba's cloud technologies helped increase broadcasting efficiency for Beijing 2022 while providing a more innovative and inclusive viewing experience for fans.

For the first time during the Olympic Winter Games, Media Rights Holders (MRHs) could receive live footage through the public cloud infrastructure – a more agile option with only a fraction of the cost compared to other transmission methods. With Content+, MRHs could access all content produced during the Olympic Winter Games, including live coverage, remotely with ease.

The implementation of OBS Live Cloud also provided an alternative to heavy investment for MRHs and the host cities, with Games-related content transmitted over the public cloud, effectively reducing the carbon footprint of broadcasting related operations.

In addition, OBS also leveraged multi-camera replay videos with Alibaba, providing replays of competition highlights for curling and speed skating within seconds, bringing engaging and dynamic viewing experiences to audiences around the world via MRHs on the cloud.

Core Systems on Alibaba Cloud

In an effort to bolster the IOC's digitalisation efforts, all core Games technology services for Beijing 2022 were migrated to Alibaba Cloud, increasing efficiency and sustainability.

The move to cloud-based services further reduces the time and cost investment on IT infrastructure, hardware and associated management. With the advanced cloud-based capability to analyse real-time intelligence, the planning and management for Beijing 2022 was further streamlined and improved for a more seamless user experience.

“Cloud ME” Technology

Alibaba launched an innovative cloud-based technology using true-to-life reality to help bring people closer together at the Olympic Winter Games Beijing 2022. Powered by Alibaba's real-time communication (RTC) solution, “Cloud ME” helped overcome COVID-19 restrictions and geographical barriers by allowing people to meet via life-sized true-to-life projection.

By stepping into a pop-up studio in the Cloud ME booth, users could have their full-body image projected realistically into a remote booth elsewhere, in which their projected personas will be displayed to meet and greet other users.

The technology was unveiled with a virtual meeting between International Olympic Committee President Thomas Bach in Beijing closed-loop and Daniel Zhang, Chairman and CEO of Alibaba Group, in Shanghai.

Alibaba's ‘Virtual Influencer’

Alibaba unveiled a new ‘virtual influencer’ to help engage fans during the Olympic Winter Games Beijing 2022. Developed by Alibaba DAMO Academy – Alibaba Group's global research initiative – and based on cloud technology and artificial intelligence (AI), ‘Dong Dong’ offered an advanced digital persona with authentic human-like features who could interact with fans while also helping to promote Olympic merchandise that could be bought in the official Olympic shop in China on Tmall.



2M

From February 4 to 20, Alibaba's Virtual Influencer's livestreaming was viewed by more than two million viewers



20+

During Beijing 2022, over 20 broadcast organisations used Live Cloud to receive the multilateral live signals of the Games in either ultra-high definition (UHD) or high definition (HD) via OBS Cloud

Cloud Showcasing

Developed by the Beijing 2022 Organising Committee and supported by Alibaba's digital technologies, the Beijing 2022 Cloud Showcasing provided a virtual exhibition to promote the Olympic Partners and give Olympic fans the chance to win souvenirs. Leveraging Alibaba DAMO Academy's knowledge on the cloud, Alibaba also unveiled its own Cloud Showcasing – a virtual 3D exhibition that highlighted Alibaba's journey as a Worldwide Olympic Partner.

Cloud Official Olympic Store on Tmall

Starting from the 100-day countdown to the Olympic Winter Games, Alibaba's e-commerce platform Tmall displayed Beijing 2022 merchandise through Alibaba's cloud-shelf technology in more than 7,000 stores across China. From the kiosks in the stores, consumers could create their own Olympic-themed merchandise such as T-shirts and bags tailored to their preferences, and get their personalised items delivered to their home within a couple of days.



ALLIANZ

“Allianz gives athletes confidence as we know they are supporting us before, during and after the Olympic Games. Allianz's commitment to athletes and the wider Olympic Movement is exciting and I'm proud to be part of the team.”

Melanie Hasler, Winter Olympian and Allianz sales agent

FACT BOX

Exclusive category:
Insurance

Member of the TOP
Programme since: 2021

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 part of its long-term athlete support, the insurer got behind 13 athlete ambassadors at the Olympic and Paralympic Winter Games Beijing 2022, while continuing the #SparkConfidence movement on social media.

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. The #SparkConfidence movement connected athletes, employees, volunteers and fans around the world by encouraging them to reflect on and share their story of who or what gives them confidence. This included Sofia Goggia (and her dog, Belle), the Italian skier who won a silver medal at Beijing 2022, and Melanie Hasler, the Swiss bobsleigh pilot and Allianz sales agent.

The #SparkConfidence movement received over 50 million ad impressions (digital views) on social media.

Behind the athlete community

Looking ahead, 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 70 Olympians, Paralympians and hopefuls across more than 20 countries as brand ambassadors. This included 13 ambassadors at the Olympic and Paralympic Winter Games Beijing 2022.

Allianz also runs an Athlete Buddy Programme to give employees the opportunity to be mentored by an athlete, and athletes the opportunity to prepare for life after competition.

The programme will return for a second edition in 2022, reaching 73 athletes and employees across 27 markets.

Allianz



13 ATHLETES

Allianz supported a team of 13 athlete ambassadors at the Olympic and Paralympic Winter Games Beijing 2022, including seven Olympians and six Paralympians



50M+

Allianz achieved over 50 million ad impressions (digital views) for its #SparkConfidence campaign on social media





ATOS

“The Olympic Winter Games Beijing 2022 were historic due to the exceptionally short six-months gap since the Olympic Games Tokyo 2020, and once again were fully digitally connected. By capitalising on our sustainable solutions, Atos’ integration and digital technology expertise allowed the diffusion of all competitions, sharing the essential Olympic values to billions of people and enabling the enjoyment of these Olympic Winter Games 24/7 from any device – wherever fans may be around the world. We are proud of our 30 years contribution to the Olympic and Paralympic Movement driving digital innovation for the Games.”

Patrick Adiba, CEO of Major Events, Atos

FACT BOX

Exclusive category:
Information technology products, services and solutions

Member of the TOP Programme since: 2001

As the Worldwide IT Partner of the IOC and IPC, Atos ran and orchestrated the key digital IT systems that helped to deliver the Olympic and Paralympic Winter Games Beijing 2022 safely and securely, making several adaptations to provide the ever-more-critical digital services it manages to fully support the IOC, IPC and Beijing 2022 Organising Committee.

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

Atos provided more than 50 critical IT applications that supported the smooth running of the Games, including 187 competitions over a month-long period. These included the Olympic Management System, which supported the planning and operations (including accreditations, workforce management, volunteer portal, competition schedule, sports entries and qualifications, eVoting), and the Olympic Diffusion System, which delivered real-time results to fans, journalists, and broadcasters worldwide. Atos also secured the IT infrastructure with cloud-based security services. Highlights included:

- 187 events in the Olympic and Paralympic Winter Games programme with near-instant transmission of results to fans, journalists, and broadcasters
- Billions of viewers
- 100,000 hours of technical testing
- Over 64 million people used the Olympic website and app, with results provided by Atos
- Over 250,000 accreditations issued, which also served as a secure official border entry document into China

- 118,802 participants managed through the workforce system, including the Organising Committee of the Olympic and Paralympic Games employees, and the 18,000 volunteers
- Over 850,000 secure data transactions from the Olympic Management System to integrated third party systems
- Physical servers reduced by nearly 30 per cent compared to previous Winter Games editions – operating from 257 servers for PyeongChang 2018 to just over 179 for Beijing 2022

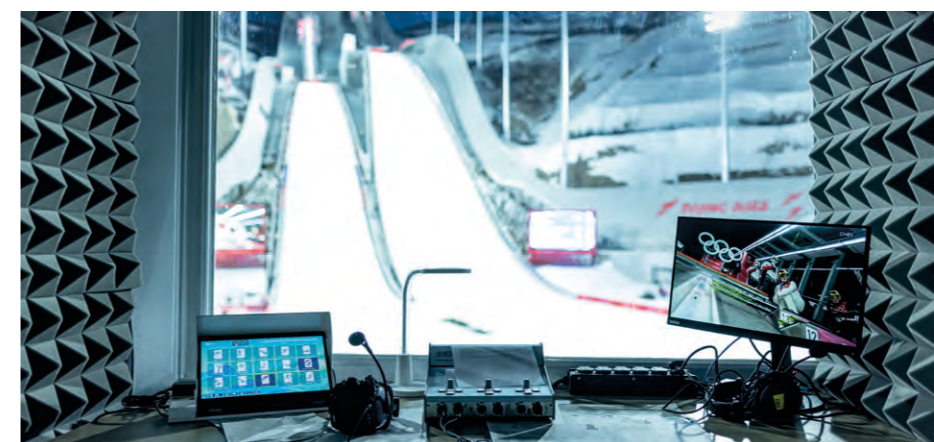
Critical IT services

Atos delivered 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. This included:

- 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.

Real-time results and edge computing system

For the first time at an Olympic Winter Games, Atos implemented edge computing technology in competition venues, allowing reduced processing time. Competition data collected at the venues was therefore processed and transmitted in real-time with the support of on-venue local techniques – reinforcing security.



Atos



100,000

hours of technical testing led by Atos ahead of the Games



850,000+

secure data transactions from the Olympic Management System to integrated third party systems

Innovating further for Beijing 2022 through DevSecOps

Atos has continued to modernise its applications since Tokyo 2020 to keep pace with maturing cloud native technologies. In this context, the use of microservices and containers makes more and more sense. While apps were previously arranged by user type, Atos has widely implemented microservices to improve productivity and speed.

For Beijing 2022, security was built into the process from the very beginning, bringing more efficiency and end-to-end ownership of all activities. The DevSecOps (Development - Security - Operations) is an approach that allows to integrate data security from the beginning of a project to quickly detect and correct anomalies.

In a first for the Games, Atos deployed its systems on a public cloud. This resulted in the need to create applications that could run on different IT environments and to implement innovative technologies and ways of working, such as Edge computing or DevSecOps, in order to bring more security and agility to the whole architecture.

All critical systems were orchestrated in a public cloud from Atos’ Central Technology Operation Center in Barcelona.



INTEL

“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

FACT BOX

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 an industry leader, creating world-changing technology that enables global progress and enriches lives. Inspired by Moore's Law, it continuously works to advance the design and manufacturing of semiconductors to help address its customers' greatest challenges. By embedding intelligence in the cloud, network, edge and every kind of computing device, it unleashes the potential of data to transform business and society for the better.

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.



Intel technology provided the first ever live 8K Virtual Reality coverage of an Olympic Winter Games



As a leader in e-sports, Intel hosted the Intel World Open Beijing 2022 to help build excitement ahead of the Games



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.

intel

Intel at Beijing 2022

For Beijing 2022, Intel built upon its previous Olympic experiences, applying new data and technologies like AI, 5G, and VR to bring deeper levels of connectivity and interaction to Olympic fans around the world. This included:

- Providing Intel® Xeon® Scalable processors that made it possible to transmit live sporting events over a 5G network for the first time, with Intel partnering with Olympic Broadcasting Services (OBS) to capture and transmit the events at latencies similar to those of fibre-connected content capture devices.
- Partnering with OBS to help capture, produce and distribute the Olympic Winter Games in live 8K Virtual Reality (VR) for the first time.
- The Intel-powered Venue Simulation System (VSS), an end-to-end 3D modelling and simulation platform, which was deployed by Intel partner VORLID to help broadcasters, venue designers, and event managers visualise over a dozen Olympic Winter Games venues and create detailed event plans without traveling to the sites.
- Working with OBS to deploy a virtual outside broadcasting (OB) van for live event production. The virtual OB van relied on commercial off-the-shelf (COTS) Intel® hardware and virtualised software reference architecture to mirror the functions of a traditional OB van while reducing costs and increasing scalability.
- Providing Intel® 3D Athlete Tracking (Intel® 3DAT) technology, Intel®-powered edge computing systems, and the Intel 3DAT software development toolkit (SDK), which were used to produce two live, interactive programmes for the Opening Ceremony and an artistic, lifelike one-minute animation that was broadcast at the figure skating exhibition gala.
- Helping to build excitement ahead of the Games through the Intel World Open Beijing 2022, which gave both professional and amateur gamers in China the chance to compete in Dota 2 – one of the most prominent e-sports titles played around the world.





OMEGA

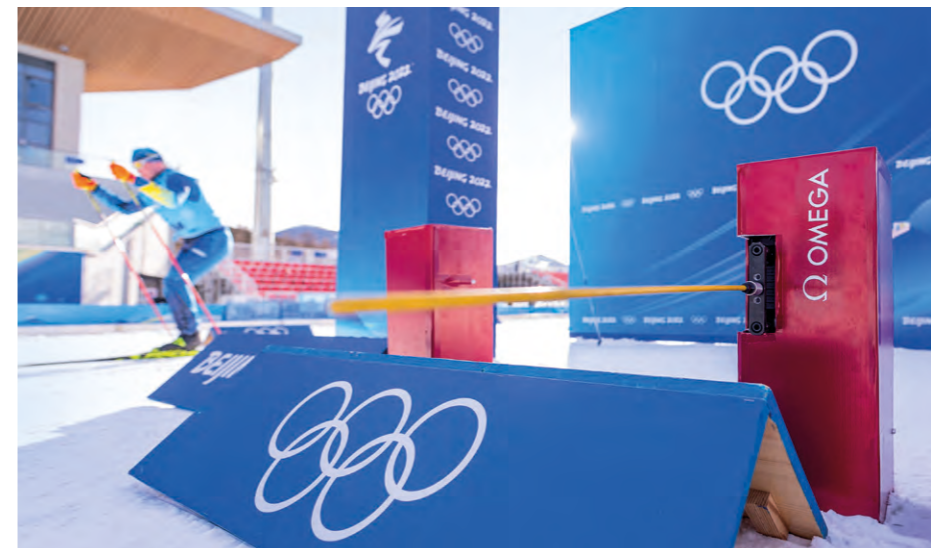
“Beijing 2022 was a very memorable way to mark OMEGA’s 30th occasion as Official Timekeeper of the Olympic Games. Along with measuring the Paralympic Games, we loved recording the dreams of all the athletes and thank the organisers for hosting such a successful and well-planned event.”

Raynald Aeschlimann, President and CEO of OMEGA

FACT BOX

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. For the Olympic Winter Games Beijing 2022, the Swiss company performed its role for the 30th time, bringing 300 timekeepers and 200 tonnes of equipment for the task. During the course of the Games, the brand measured 1.2 million results, which included 17 Olympic records and two new world records. In addition to this, OMEGA was behind the clock yet again for the Paralympic Games, a duty it has proudly fulfilled since 1992.

OMEGA’s Technology at Beijing 2022

OMEGA brought its most sophisticated equipment to Beijing 2022, including 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 technology was also unveiled in Beijing. This included 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. For Beijing 2022, the technology welcomed a new jump analysis in figure skating, and also enabled the measurement of false starts in speed skating. A new in-game display was also introduced for ice hockey.

Sporting Highlight Of Beijing 2022

For OMEGA, the arrival of monobob at the Olympic Winter Games was a very special moment. Since 2011, this dynamic discipline has been a passion for the brand. Not only has OMEGA helped to pioneer the development and growth of monobob, but it was also there in St. Moritz, when the discipline was first introduced at the iconic Olympia Bob Run.

OMEGA

For Beijing 2022, OMEGA celebrated the introduction of monobob on the Olympic programme, and was thrilled to be a part of the very first history-making results in this dynamic discipline.

OMEGA Olympic Games Marketing

OMEGA’s marketing for Beijing 2022 was based around a new “We Measure” campaign. The images and film were dedicated to the special attributes of every athlete – from willpower and teamwork, through to passion, precision and bravery. In the television commercial, this concept was brought to life in a montage of different sporting images, backed by Vivaldi’s “Winter” concerto. The whirlwind of scenes fully celebrated Olympic winter sports, while also delivering an impactful view of the host country and OMEGA’s sporting ambassadors.

OMEGA Beijing 2022 Watches

Two unique OMEGA watches were created for the Olympic Winter Games Beijing 2022. This included a special Seamaster Aqua Terra featuring a white ceramic dial with a frost-finish pattern. The icy look superbly honoured the wintry sporting occasion, while on the stainless steel caseback, the watch revealed a stamped Beijing 2022 emblem.

The next Special Edition was a Seamaster Diver 300M crafted in stainless steel with a unique grade 5 titanium bezel ring. On the blue ceramic dial, fans were able to find five special minute-markers each created in the five colours of the iconic Olympic rings. Once again, the Beijing 2022 logo was stamped on the caseback.



200 TONNES

OMEGA’s timekeeping operation for Beijing 2022 consisted of 200 tonnes of equipment



1.2 MILLION

OMEGA measured 1.2 million results during Beijing 2022





PANASONIC

“With support from the IOC, IPC, and OBS, we were able to contribute as a Worldwide Partner. Panasonic’s AV equipment and home appliances provided maximum support for the safe and hygienic operation of the Games; they delivered the passion and excitement of the athletes engaged in competition to the world. We will continue to support Paris 2024 with our state-of-the-art technologies.”

Yoshihiro Morii, Executive Officer in charge of Corporate Brand and Communications Strategy, Panasonic

FACT BOX

Exclusive category:
Audio/TV/video equipment,
home appliances

**Member of the TOP
Programme since: 1987**

Panasonic has been a Worldwide Olympic Partner for over 30 years and a Paralympic Partner for over 20 years and once again contributed its cutting-edge technologies to Beijing 2022, providing state-of-the-art digital audio/video equipment to help bring the sights, sounds and unique excitement of the Olympic Games to life.

Transcendent Visual Artistry on the Ice

Panasonic helped illuminate several Beijing 2022 venues with its PT-SRZ34KC projectors, with their superior brightness and image quality providing a three-dimensional, vibrant visual feast.



These Panasonic projectors produced projection-mapped shows directly onto the ice at the Capital Indoor Stadium, National Aquatics Centre, National Indoor Stadium, Wukesong Sports Centre and National Speed Skating Oval, with these eye-catching visual presentations helping to enhance the sports presentation at each venue.

Providing Life Solutions to Athletes

Panasonic provided top-of-the-line, L-series laundry machines to the Olympic and Paralympic Villages to give athletes comfortable and convenient laundry access. The machines were equipped with dual-modal bacteria elimination technology using Ag ions and UV light, which not only cleaned but sterilised clothes while preserving and protecting their fibre structures and elasticity. Panasonic’s high-quality machines enabled the athletes to focus on their top performances by taking care of their personal needs during the competition.

Panasonic Virtual Showcase at Beijing 2022

On January 25, Panasonic officially launched its virtual showcase, Zhimei Pavilion, to be accessible for the duration of the Olympic and Paralympic Winter Games Beijing 2022.

Panasonic



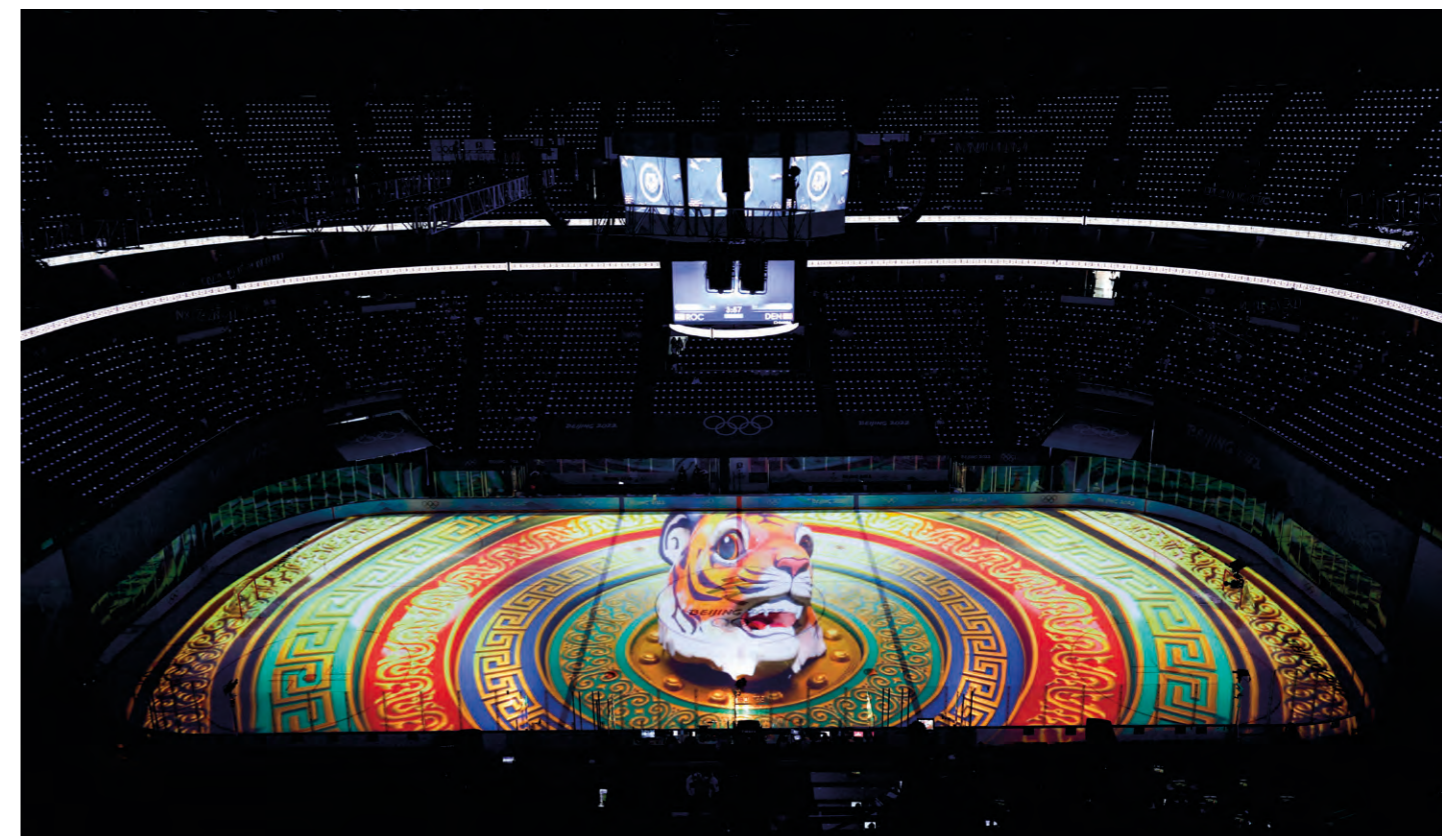
Panasonic projectors provided five Beijing 2022 venues with immersive projection-mapped shows



Panasonic’s virtual showcase enabled visitors to learn more about the company’s rich Olympic history

At the Pavilion, visitors learned about Panasonic’s concept for Beijing 2022 while having fun, such as participating in online games and visiting the Panasonic exhibition zone.

This virtual showcase demonstrated to visitors in detail how Panasonic products have supported and contributed to the Olympic and Paralympic Games.





SAMSUNG

“Even under the challenging situations they faced on many levels, the Olympic and Paralympic athletes of Beijing 2022 displayed a level of composure that showed their professionalism in various ways and their stories will be shared on continuously. Samsung Electronics was proud to support the athletes of Beijing 2022 as they continue to empower meaningful connections through our advanced device technology and contributions.”

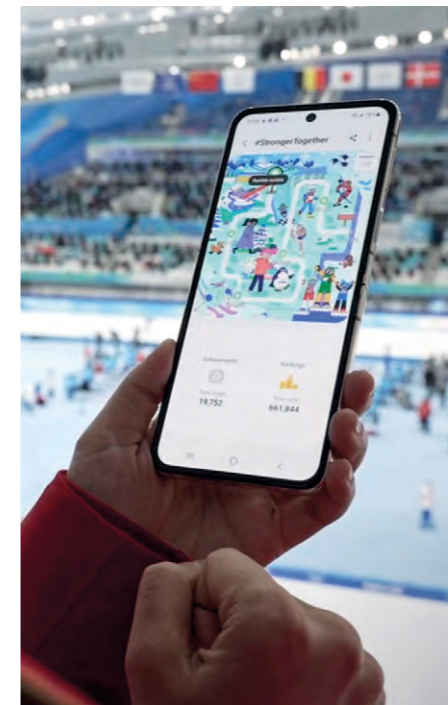
Younghee Lee, CMO & Executive Vice President, Samsung Electronics

FACT BOX

Exclusive category:
Wireless communications equipment
and computing equipment

**Member of the TOP
Programme since:** 1997

Samsung's mobile innovations and digital-first activations empowered athletes and fans to be 'United by Passion' for the Olympic and Paralympic Winter Games Beijing 2022. In partnership with the IOC and International Paralympic Committee, Samsung's campaign promoted the power of sport, bringing together the global community in new and innovative ways, and enhancing the Olympic experience through its immersive, state-of-the-art technology.



Highlighting mobile innovations with the Galaxy Z Flip3 5G Olympic and Paralympic Edition

Samsung has been producing limited-edition Olympic mobile phones and providing them to all athletes since Sochi 2014, and expanded its initiative in advance of PyeongChang 2018 to support the Paralympic Games as well. This tradition continued for Beijing 2022, with participating athletes receiving a Galaxy Z Flip3 5G Olympic and Paralympic Edition smartphone.

Featuring a sleek design to commemorate Beijing 2022, this was the first foldable athlete mobile phone distributed to Games participants. The device helped enhance the athlete experience and allowed competitors to stay connected to family, friends and fans throughout the Games, enabling them to capture memories and the excitement around Beijing. Additionally, the Samsung mobile devices provided during the Olympic and Paralympic Games featured a range of pre-loaded apps, containing all the information required for athletes at Beijing 2022.

Uniting diverse passions and opening up new possibilities and connections through Team Samsung Galaxy

Through Team Samsung Galaxy, Samsung also supported a roster of athlete ambassadors for Beijing 2022. The team included 22 world-class athletes – representing 12 National Olympic and Paralympic Committees and consisting of 15 Olympians and 7 Paralympians – who have each defied barriers and inspired fans through their athletic achievements and off-field contributions to their communities.

Throughout the Games, Team Samsung Galaxy athletes served as ambassadors for Samsung's 'United by Passion' campaign, showcasing their own unique 'Passion Stories' which illustrate how they came to be the athletes they are today and the personal passions that have shaped them outside sport.

Empowering the Beijing 2022 experience with Samsung's digital-centric technology

For fans and media who were unable to attend Beijing 2022 due to the COVID-19 pandemic, Samsung developed several digital-first initiatives to bring them closer to the action at the Games.

These included the Samsung Beijing 2022 Virtual Media Centre, which offered press resources, brand information and exclusive on-site content from the Games on a daily basis, and the #CheerTogether campaign, which allowed fans to show athletes their support virtually.

In addition, Samsung once again operated its Samsung Olympic Showcase during Beijing 2022. As part of this, Samsung launched a new pin promotion, offering athletes and fans the chance to receive limited edition pins to commemorate the Games. The Samsung Athletes Lounge also returned for athletes, with several on-site activations to entertain and engage them during the Games.

For those unable to be on-site, Samsung Olympic House was also launched on Zepeto's metaverse platform, offering a virtual version of Samsung's Sanlitun Olympic showcase in the host city.

Finally, Samsung launched the #StrongerTogether Challenge Beijing 2022 – a digital walking challenge within the Samsung Health app that allowed fans around the world to connect with one another. Fans could feel the power of becoming stronger together and were given a chance to win official IOC licensed Olympic NFT pins.

SAMSUNG



921,561

Total number of participants in the #StrongerTogether challenge for Beijing 2022



2.3 BILLION

Total number of steps taken in the #StrongerTogether Challenge steps,



A long-standing Olympic partner

As a Worldwide Olympic Partner since 1997, Samsung has been providing the Olympic Games with its innovative mobile technology for more than 25 years, ensuring the Games are fully connected and enabling athletes and fans alike to create, capture and share their unforgettable Olympic experiences.

In 2018, Samsung and the IOC extended their Olympic partnership through to 2028, with Samsung also expanding its product category to include other computing equipment such as tablets, laptops, personal computers, and printers, further enhancing its commitment to the Olympic Movement.



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

FACT BOX

Exclusive category:
Vehicles, mobility support robots and mobility services

Member of the TOP Programme since: 2017

During the Olympic and Paralympic Winter Games Beijing 2022, the Organising Committee focused on reducing CO2 emissions and protecting the environment, and undertook various initiatives aimed at realising its sustainable development goals.

Toyota provided 2,205 electrified vehicles, including hybrid electric vehicles (HEVs), battery electric vehicles (BEVs), and fuel cell electric vehicles (FCEVs), to support the transportation of athletes and officials in order to realise a safe, secure, and green games. The new MIRAI, which was introduced on a large scale for the first

time in China, and a compact fuel cell bus developed especially for the Games based on "Toyota Coaster", were among the electrified vehicles that made a significant contribution to reducing CO2 emissions. In addition, the Coaster, Sienna, and Hiace welfare vehicles, were used to transport Paralympic athletes.

Toyota will continue to utilise these FCEVs and welfare vehicles, as a legacy of Beijing 2022, after the Games. In addition, Toyota aims to cooperate in the development of China's hydrogen fuel cell industry and to realise "Mobility for All".



TOYOTA



Toyota provided 2,205 electrified vehicles to support the Games



A compact fuel cell bus was developed especially for the Games

Based on the idea that environmentally friendly vehicles can only contribute to the environment if they are widely used, Toyota will offer a variety of carbon-neutral options to meet the needs of China and other countries and regions. And it will continue to advance these efforts, such as reducing CO2 emissions at its plants and dealerships, contributing to the realisation of carbon neutrality.





Air China

Air China became an Official Partner of the Olympic and Paralympic Winter Games Beijing 2022 in August 2017. In addition to helping to promote the Games, Air China provided passenger air transportation services, including over 330 flights carrying more than 13,600 passengers and in excess of 33,000 pieces of luggage. To support athletes and other Games participants, Air China built ticketing service counters and check-in counters in the three Winter Olympic Villages and, as part of its efforts to promote the Games, it decorated planes with Winter Olympic designs and held a series of flying activities, attracting widespread social media attention. In June 2021, Air China also integrated the Olympic Winter Games into its onboard safety instructions, combining the Games mascot, winter Olympic sports and other winter Olympic elements with aviation safety knowledge, and promoting the Olympic Winter Games Beijing 2022 to a vast number of passengers.

Yili

The Yili Group became an Official Partner of the Olympic and Paralympic Winter Games in August 2017, which followed its partnership with the Olympic and Paralympic Games Beijing 2008. As well as providing its wide variety of dairy products to help meet the needs of athletes and other Games participants, Yili partnered with the Beijing 2022 Organising Committee to launch the Yili Winter Olympics Academy, which

DOMESTIC PARTNERSHIPS

“Our Sponsorship Programme received the attention and support of many enterprises at home and abroad. Forty-five well-known enterprises signed to be the Official Sponsors, providing vital funds, materials, technology and services for the Games.”

Cai Qi, Beijing 2022 President

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 Chinese partners also helped assist with local engagement in the host country, contributing to the goal of engaging more than 300 million Chinese people in winter sports in the build-up to the Games.

The Beijing 2022 domestic sponsorship programme attracted more than 40 commercial partners across four tiers, with the highest level – the Official Partners of Beijing 2022 – featuring 11 of the biggest corporations in China.

Bank of China

The Bank of China is the longest-running bank in the host country and celebrated its 110th anniversary in 2022. As an Official Partner of the Olympic and Paralympic Winter Games Beijing 2022, Bank of China celebrated its second Olympic partnership, following its support of Beijing 2008, and provided a range of financial services including credit support for several venues and infrastructure projects, as well as the establishment of five temporary outlets and four offline self-service facilities in venues such as the Olympic Village and the Main Press Centre. In addition, Bank of China helped promote the Games and engage the Chinese public through a series of marketing and publicity campaigns, and the sponsorship of several international competitions and winter sport activities in the lead-up to Beijing 2022.



provides members of the public with a comprehensive and high-quality ice and snow experience platform offering teaching, facilities and nutrition, and contributed to the growing popularity of winter sports within the host country as part of the goal of engaging 300 million Chinese people in winter sports ahead of the Games.

ANTA

ANTA Sports Products Limited, which was established in 1991, is one of the leading sportswear companies in China, and has been the official sports apparel partner of the Chinese Olympic Committee since 2009. As an Official Partner of the Olympic and Paralympic Winter Games Beijing 2022, ANTA produced and distributed a total of 33,000 uniforms for volunteers staff and technical officials, and also launched a licensed collection of national flag-themed sportswear.

China Unicom

China Unicom, as an Official Partner of the Olympic and Paralympic Winter Games Beijing 2022, provided analogue and digital cellular mobile telecommunication services for the Games, helping to

meet the mobile and fixed network needs of all Olympic participants. China Unicom helped Beijing 2022 build more connections within China, and brought many “smart” and high-tech elements to the Games, including three innovative application systems that contributed to the success of Beijing 2022.

Shougang Group

Shougang became an Official Partner of the Olympic and Paralympic Winter Games Beijing 2022 in 2018. Drawing on the rich industrial heritage resources in Shougang Park and the regeneration of industrial heritage sites, Shougang constructed competition and non-competition venues such as the headquarters of the Beijing 2022 Organising Committee, Shougang Park National Winter Sports Training Centre and Big Air Shougang, which drew widespread attention and demonstrated the transformation and development of Shougang Old Industrial Zone.

CNPC

China National Petroleum Corporation (CNPC) is one of the major oil and gas producers and suppliers in the world and, after sponsoring the Olympic Games

Beijing 2008, it also became an Official Partner of the Olympic and Paralympic Winter Games Beijing 2022. During the Games, 16 gas stations were selected as exclusive stations for the needs of Beijing 2022, while four hydrogen stations were also built. CNPC also launched several engagement initiatives to help promote the Games, including Olympic-themed gas stations and fuel cards.

Sinopec

Sinopec Group is China's largest oil and petrochemical products supplier and its second largest oil and gas producer. It is also the world's largest refining company and second largest chemical company. As an Official Partner of the Olympic and Paralympic Winter Games Beijing 2022, Sinopec supported the Organising Committee's goal of hosting a ‘green’ Games. In addition to providing clean energy, Sinopec also manufactured the shell of the Olympic torch with carbon fibre composite materials. During the Beijing 2022 Opening Ceremony, the stadium cauldron was lit with hydrogen, fully reflecting the green and low-carbon concept of the Games. In addition, Sinopec's engagement initiatives included Olympic-themed gas stations and fuel cards.



SGCC

State Grid Corporation of China (SGCC) is the largest public utility company in the world and became an Official Partner of the Olympic and Paralympic Winter Games Beijing 2022 in 2019, following on from its support of the Olympic Games Beijing 2008. SGCC completed 28 electric power projects to support the Games, providing 99.999 per cent reliability of the electric power supply. It also built a green power trading platform to help realise 100 per cent green power supply for the Games venues.

PICC

Founded in 1949, PICC Group is a leading insurance company in China and a Fortune Global 500 company, and became an Official Partner of the Olympic and Paralympic Winter Games Beijing 2022 in December 2019. As an Official Partner of Beijing 2022, PICC Group shared with Worldwide Olympic Insurance Partner Allianz co-exclusive rights in the Property & Casualty Insurance Services category within the territory of the Chinese Olympic Committee. An objective of

this collaboration was to develop and launch joint products and activations to ensure the best possible insurance solutions for Beijing 2022. PICC Group was also involved with the construction of several Beijing 2022 venues such as the National Speed Skating Oval and the National Alpine Ski Centre, providing the projects with a variety of property and casualty insurance services.

CTG

China Three Gorges Group (CTG) is the world's largest hydropower development and operation enterprise and China's largest clean energy group. In 2021, the installed capacity of renewable energy exceeded 100 million kilowatts, with its power generation ranking first in the world. As an Official Partner of the Olympic and Paralympic Winter Games Beijing 2022, CTG contributed to the goal of using clean energy to power the Games, reaching a total of 51 million kWh of green electricity transactions with Winter Olympic venues, helping to realise 100 per cent green electricity supply for all venues, and sponsoring 200,000 tons of carbon emission reduction to help Beijing 2022 fully realise carbon neutrality.



FAN ENGAGEMENT





FAN ENGAGEMENT

The Olympic Winter Games Beijing 2022 provided the IOC with an opportunity to further extend its digital engagement with fans globally, in line with one of the key recommendations of Olympic Agenda 2020+5.

And, with overseas spectators unable to attend events in-person due to COVID-19 related restrictions, these wide-ranging digital engagement initiatives were essential to ensuring that fans around the world were still able to experience the unique thrill of the Games.

In addition to the significant increases in digital viewing and consumption of broadcast coverage, the Olympics Web and App platforms reached 68 million unique users during Beijing 2022 – more than double the reach achieved during the Olympic Winter Games

PyeongChang 2018. Olympic social media handles also achieved an incredible 3.2 billion engagements throughout the Games, attracting more than 11 million new followers across various platforms.

The result was the most digitally engaged Olympic Winter Games ever, with new technologies and digital innovations allowing more fans than ever to watch, follow and engage with the Games on a variety of platforms and devices.

“Digitalisation is a huge opportunity for us to address people more directly, engage with youth, and promote our Olympic values.”

Thomas Bach, IOC President



Hospitality and Ticketing

Due to the COVID-19 countermeasures that were in place for the Games, the Hospitality and Ticketing programmes could not be fully implemented as initially planned by the Beijing 2022 Organising Committee. A controlled number of domestic spectators were permitted to attend the competition and ceremony sessions in-person, which proved successful in creating an exciting atmosphere for athletes at the venues.

MOST DIGITALLY ENGAGED OLYMPIC WINTER GAMES EVER



68M
unique users on Olympics Web and App during Beijing 2022



3.2BN
engagements across Olympic social handles during Beijing 2022



2.1BN
video views of #OlympicSpirit on TikTok



140M
personalised emails in nine languages sent to fans during Games time

782M
video views on Olympics Douyin channel during Beijing 2022



530M
video views on Olympics Instagram channel during Beijing 2022

11M+
new followers on Olympic social channels



459M
video views on Olympics YouTube during Beijing 2022

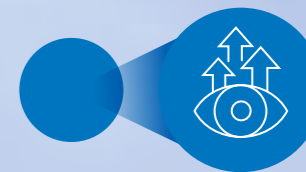
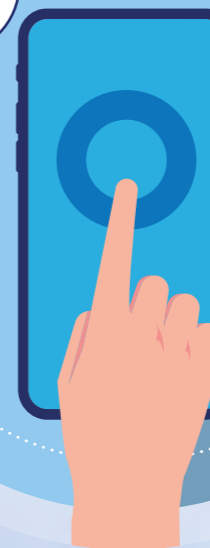
47M
virtual cheers sent by fans on Olympics.com



24BN
impressions on Weibo from two dedicated Beijing 2022 hashtags



329M
video views on the Olympics Facebook channel during the Beijing 2022 period



58%

increase in unique viewers on Olympics YouTube channel, compared with PyeongChang 2018



BROADCAST AUDIENCE ENGAGEMENT

First presented for the Olympic Games Tokyo 2020, the Digital Fan Engagement initiative developed by Olympic Broadcasting Services (OBS) once again proved a valuable tool to reach out to and effectively engage with fans around the world and counterbalance the impact that the COVID-19 pandemic had on Olympic fan attendance.

“This captures some of the most emotional moments of the Games.”

Yiannis Exarchos, CEO of Olympic Broadcasting Services (OBS), on the Athlete Moment initiative

For Beijing 2022, this innovative suite of applications enhanced broadcast coverage by enabling fans worldwide to digitally connect with their favourite athletes, helping to make them feel part of the Olympic Winter Games. These tools included:

- The Fan Video Wall, which invited fans to record a video message of support that was then broadcast in Olympic venues, on Olympics.com and on the digital platforms of Media Rights Holders (MRHs), helping to enhance the in-venue atmosphere and the sense of global fan inclusion, while also enriching the athletes' Olympic experience.
- The Virtual Cheer Map, which provided fans the opportunity to cheer for their favourite athletes via a 'cheer button'

that was available via MRHs' platforms, International Federations' websites and Olympics.com. The virtual cheers were then collected and compiled into a live world cheer map, providing a dynamic display of the world's sporting fans and allowing athletes the chance to virtually see and feel their fans' support.

- The Athlete Moment initiative, which was expanded for Beijing 2022 across all sports and venues, allowing even more athletes to connect with their family and friends back home immediately after walking off of the field of play. OBS then incorporated many of these 'Athlete Moments' into its coverage to share the emotion of an athlete's connection with their family and friends with a worldwide audience.



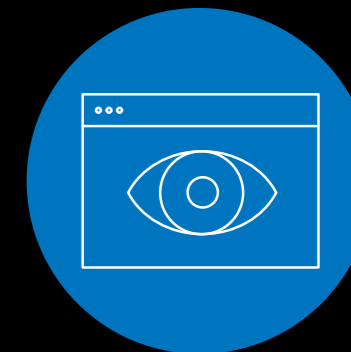
FANZONE

Following its successful launch for the Olympic Games Tokyo 2020, the FanZone returned to Olympics.com for Beijing 2022, providing an interactive gamification experience to engage and unite fans around the world before and during the Olympic Winter Games.

Fans could test their knowledge of the Olympic Movement with fun and interactive trivia competitions, while also voting on their favourite moments from previous Games. Once Beijing 2022 began, the Olympic Fantasy Challenge also brought the excitement of real-time fantasy sports gaming to the Olympic Winter Games.



731,000
FanZone users
during the Games



2.1M
FanZone
page views



STRONGER TOGETHER

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

Launched with 100 days to go to the Games, and narrated by Olympic champion Lindsey Vonn, the first film 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 showed how the belief of others can power people to believe in themselves.

This continuation of the Stronger Together campaign helped amplify the IOC’s belief in solidarity and the power of sport and the Olympics to unite people and communities across the globe.

In celebration of the awe-inspiring performances seen during Beijing 2022, a third original short film premiered during the Closing Ceremony, highlighting some of the most memorable moments from the Games.

Entitled *Powered by Belief*, the inspirational film honoured the athletes who came together from around the world in peaceful competition and celebrated how having belief in themselves – and from others – helped them achieve their goals.



2.4BN

impressions through social media channels, out of home, direct marketing and PR. The campaign also aired globally during the Opening Ceremony.



720,000

live views of the first Olympics Twitch stream, which saw Olympic gymnastics medallist Nile Wilson (GBR) compete against gamer Captain Puffy on the official Beijing 2022 video game.

Digital Partnerships

The IOC partnered with major digital platforms to further engage fans during the Games.

Highlights included:

- Live results, medal counts, and highlights from official broadcasters being made available across Google products, including Google Search, Google Assistant and YouTube, and the Microsoft product ecosystem, including Microsoft Bing and Windows.
- A dedicated content hub on TikTok, allowing fans to engage with the latest content from the Games.
- The #OlympicSpirit hashtag challenge on TikTok, enabling fans to share how they were celebrating the Games.

- An augmented reality experience on the official Olympics account on Instagram, enabling fans to virtually try a range of winter sport headwear and equipment, including ski goggles, ice skates and a luge helmet.
- More than 20 limited time #OlympicGames emojis spanning the Olympic mascots, sport pictograms and medals, which were available on Twitter in over 30 languages.
- Custom sticker packs featuring iconic Olympic venues and the Beijing 2022 mascots, which were made available on LINE and Tenor.

A custom Beijing 2022 video template that generated more than 40 million views on Kuaishou.



The Olympics App was the No.1 sports app across 20+ territories thanks to global collaborations with Google Play Store and the App Store



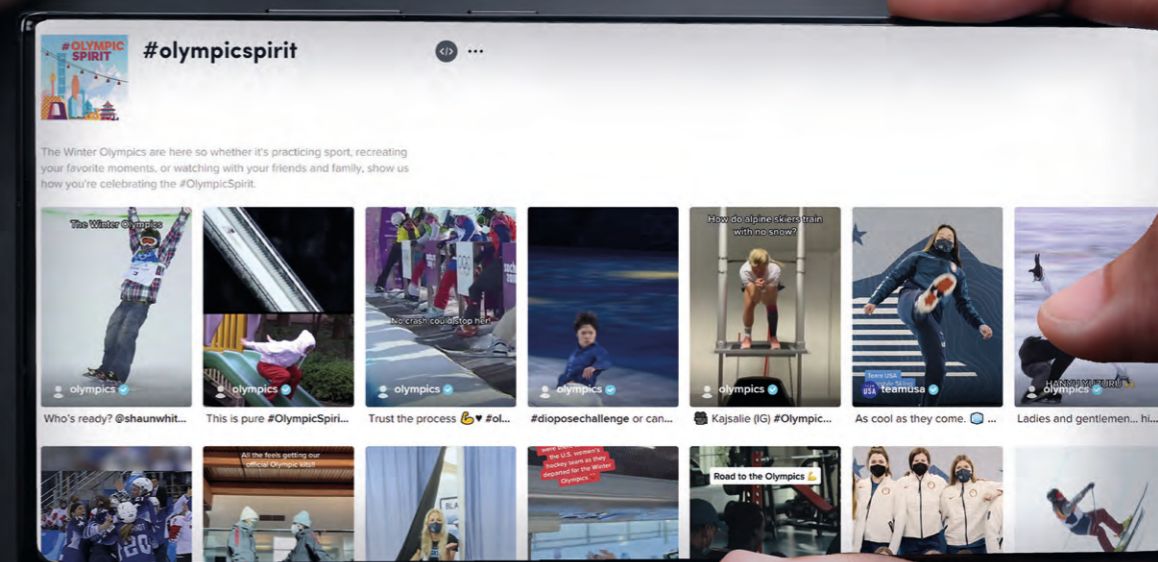
2.1BN video views of #OlympicSpirit on TikTok



1BN impressions of official Olympics content on Kuaishou



178M views of Olympic archive GIFs on Google's Tenor



Collaborations with TOP Partners

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:

- The Visa Award, which returned for Beijing 2022 following its successful launch at Tokyo 2020, giving fans the opportunity to vote for the most inspiring moments that best exemplified the shared Olympic, Paralympic and Visa values of friendship, acceptance and inspiration. Olympic speed skater Kai Verbij (NED) and the Ukrainian Paralympic team were subsequently selected as the winners, with Visa making a USD 50,000 donation to each of their chosen charities.



- The #StrongerTogether Challenge – a digital walking challenge within the Samsung Health app that allowed fans around the world to connect with one another.



#StrongerTogether
Challenge

- The Intel World Open Beijing 2022, which gave both professional and amateur gamers in China the chance to compete in Dota 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. In total, there were 63.8 million live views across the qualifiers and grand finals.



- Promoting Beijing 2022 through Alibaba's interactive Brand Hub on Tmall – China's largest business-to-consumer e-commerce platform. The hub enabled fans in China to keep track of competition schedules, results and other updates, as well as interact with fan engagement campaigns.
- The Beijing 2022 Cloud Showcasing Platform, hosted by Alibaba's technology, which gave visitors the chance to learn more about the TOP Partners, interact with their various engagement initiatives and participate in online games and other activities.



TOYOTA PRESENTS from the
START

From the Start presented by **TOYOTA**

Ahead of Beijing 2022, a new IOC Olympic Channel original series – co-created with Worldwide Olympic Partner Toyota – was released to highlight the incredible journeys of four athletes en route to the Games and the people who supported them from the start.

The four-episode original series saw 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 included insights from the people who believed in them and helped them along the way.

OLYMPIC AGORA

Following on from the inaugural Olympic Agora Tokyo 2020, the Olympic Foundation for Culture and Heritage (OFCH) launched an Olympic Agora arts and culture programme for Beijing 2022 that was entirely digital, due to the pandemic situation.

At the heart of the online programme were 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.

With works spanning painting, graphic design, art photography and Chinese brush painting, the seven Olympian artists for the Olympic Agora were: Christopher Coleman (USA, Bobsleigh, Albertville 1992 and Lillehammer 1994);

Neil Eckersley (Great Britain, Judo, Los Angeles 1984 and Seoul 1988); Gao Min (China, Diving, Seoul 1988 and Barcelona 1992); Kader Klouchi (Algeria, Long Jump, Barcelona 1992); Cameron Myler (USA, Luge, Calgary 1988, Albertville 1992, Lillehammer 1994 and Nagano 1998); Laurene Ross (USA, Skiing, Sochi 2014 and PyeongChang 2018); and Ye Qiaobo (China, Speed Skating, Albertville 1992 and Lillehammer 1994).

The Olympic Agora Beijing 2022 also featured two live educational events, based on the Olympic Values Education Programme (OVEP), and an online exhibition of rare, vintage black-and-white photographs that capture the origins of the Olympic Winter Games.



4.2 MILLION

impressions for the Olympic Agora on the Olympic Museum's owned channels



1.7 MILLION

video views



47.3 MILLION

potential reach, through earned traditional media

LICENSING AND MERCHANDISE





LICENSING AND MERCHANDISE

Olympic champions such as Eileen Gu, Nathan Chen, Ayumu Hirano and Irene Schouten weren't the only stars to make headlines and shine in the limelight of the Olympic Winter Games Beijing 2022. Bing Dwen Dwen, the official Games mascot, also became one of the most popular personalities in the Olympic venues and throughout the host country.

Plush toys of the cute, cartoony panda were a ubiquitous sight in the hands of medal-winners on every podium during the Games – and the mascot was as equally sought-after by fans and consumers as it was by athletes hoping to receive one alongside an Olympic gold, silver or bronze medal.

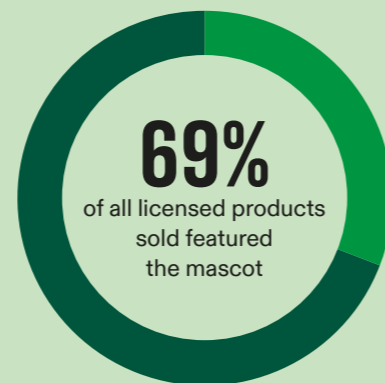


Products featuring Bing Dwen Dwen – from plush toys and figurines to keychains and pin badges – proved to be the cornerstone of the Beijing 2022 Licensing Programme, accounting for 69 per cent of all products sold.



6BN

views of the Bing Dwen Dwen topic on Weibo



1.4M

mascot plush toys sold during the Games

5.2M

mascot plush toys sold up to May 2022

BEIJING 2022 LICENSING PROGRAMME

In addition to Bing Dwen Dwen merchandise, the Beijing 2022 Licensing Programme featured a vast array of more than 4,600 licensed products in 16 different categories – including apparel, pins, arts and crafts, jewellery, textiles, toys, and accessories – all featuring Olympic iconography, such as the Games emblems, slogan and pictograms.

As well as providing fans with official souvenirs to commemorate the Games, the licensing programme played a key

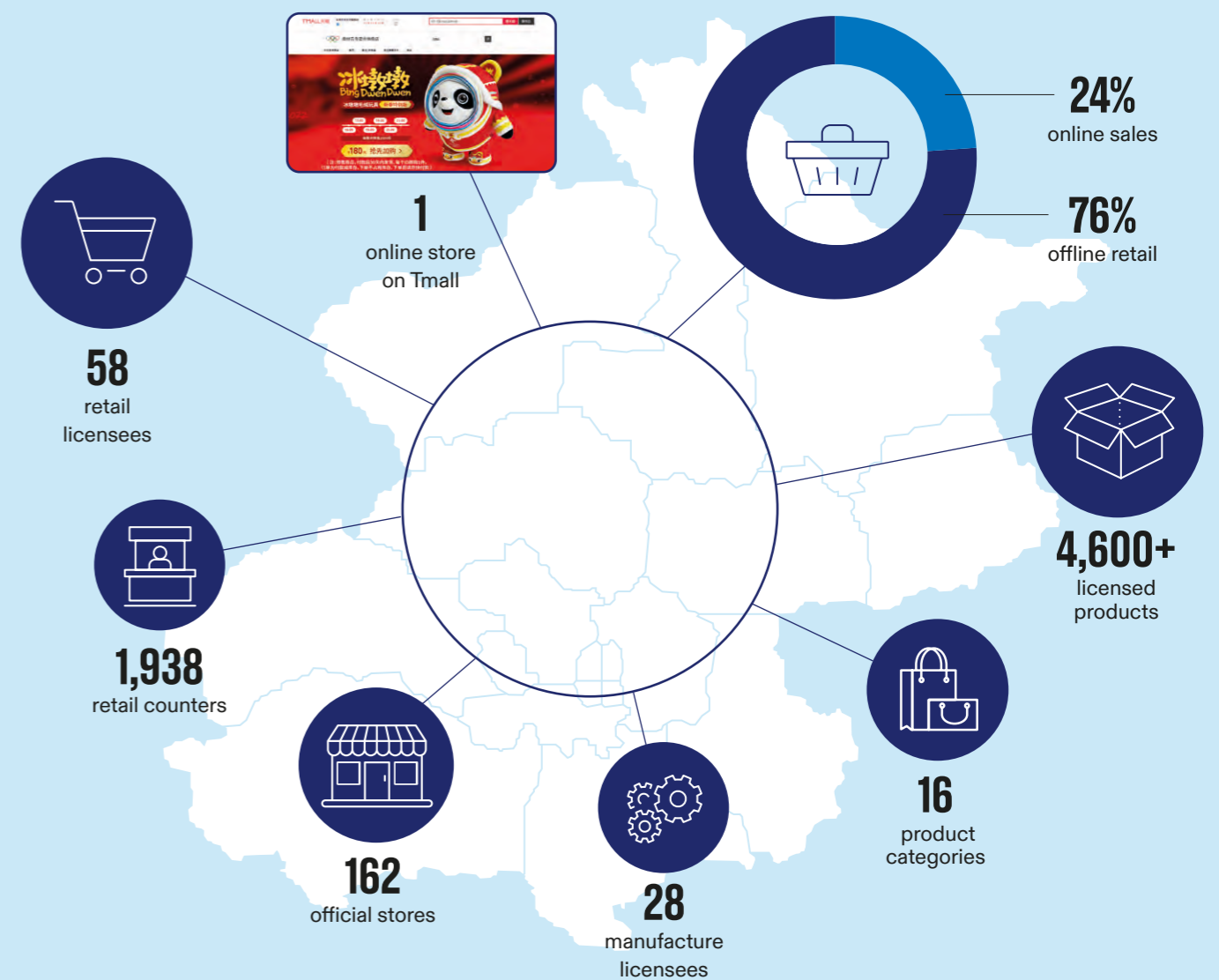
role in promoting Beijing 2022 and the Olympic brand, while also sharing the culture of the host city and the host country with a wide audience.

Like all Olympic Games licensing programmes, it was managed by the Organising Committee, under the direction of the IOC, and helped provide part of the revenues required to stage the Games, as well as an opportunity to generate business for companies that became licensees.

The official products were sold throughout China via 162 official Beijing 2022 stores, as well as at 1,938 retail counters offered by 58 licensed retailers across the country.

An Official Olympic Store was also launched on Tmall, while high-speed rail retailers operated trolleys to sell official products in more than 280 high-speed trains in 31 provinces.

BEIJING 2022 LICENSING IN NUMBERS



COMMEMORATIVE COINS AND STAMPS

The Commemorative Stamps Programme for Beijing 2022 saw the release of 20 stamps in six sets, with 210 million stamps in circulation, while the Numismatic Programme featured 19 gold and silver commemorative coins in two sets, two circulating commemorative coins, and two circulating commemorative banknotes. A total of 800 million commemorative coins and banknotes were in circulation.



20 commemorative stamps in 6 sets

210 MILLION commemorative stamps in circulation

2 commemorative circulation coins

19 Olympic commemorative coins

2 commemorative circulation banknotes

800 MILLION commemorative coins and banknotes in circulation

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
- Allows 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



Official Beijing 2022 mobile game

The IOC launched the official Beijing 2022 mobile game, *Olympic Games Jam: Beijing 2022*, in February 2022. The arcade-style multiplayer sports party game enabled players to compete against dozens of other gamers in a series of randomised winter sport mini-games until a gold medal winner was crowned. Winners were able to accumulate points that could then be used to earn the chance to win an NFT prize on the nWayPlay Marketplace. Players could also customise the look of their in-game avatar with clothing, equipment and full body skins.



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

These products aimed to promote the art and design of past Olympic Games, with a collection featuring 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 featured the emblems and mascots of past Games.

The collection also aimed to combine 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 carvings of the Olympic Games Beijing 2008 pictograms.

In addition to the Olympic Heritage Collection, the IOC also collaborated with NWay to release NFT Olympic Pins, offering digital versions of

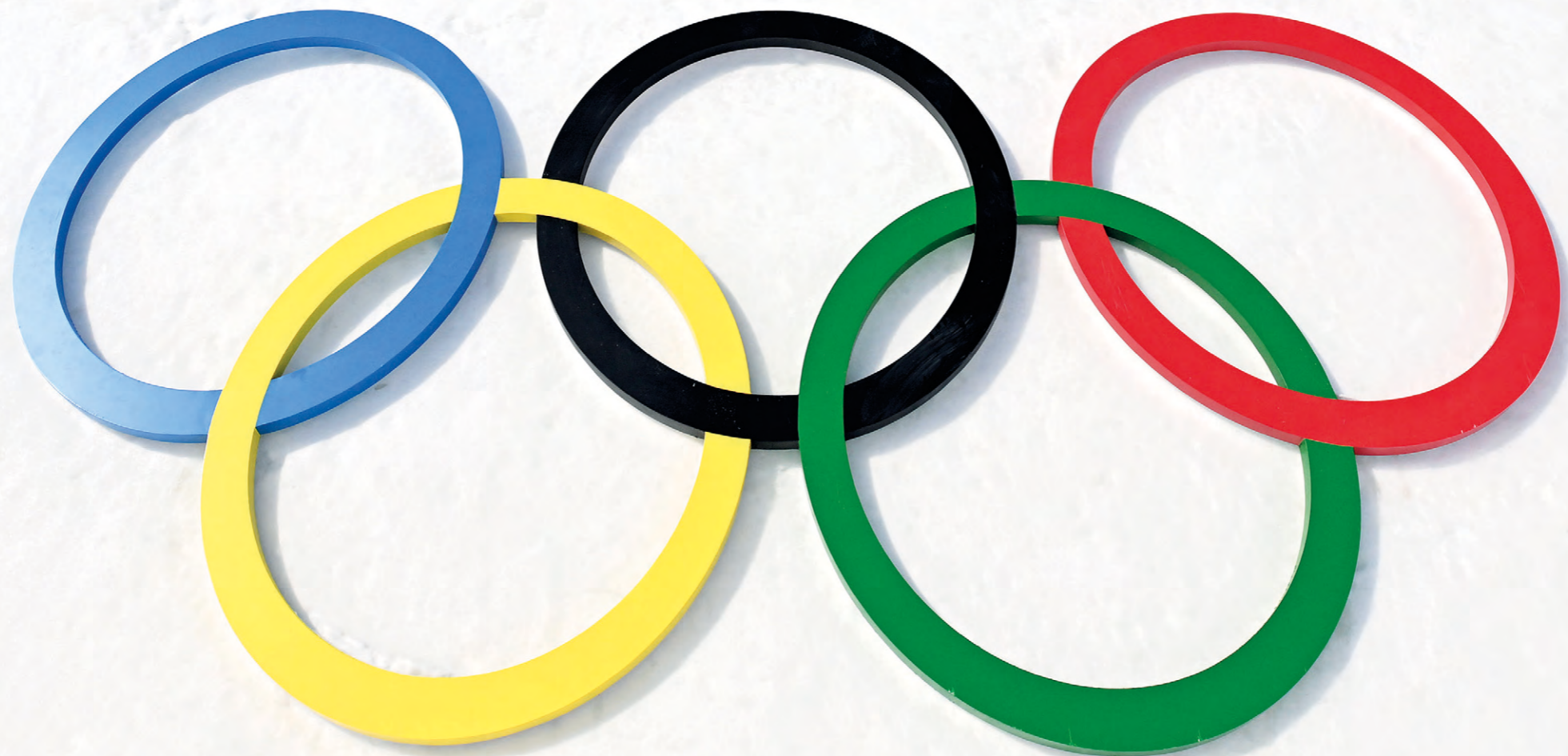


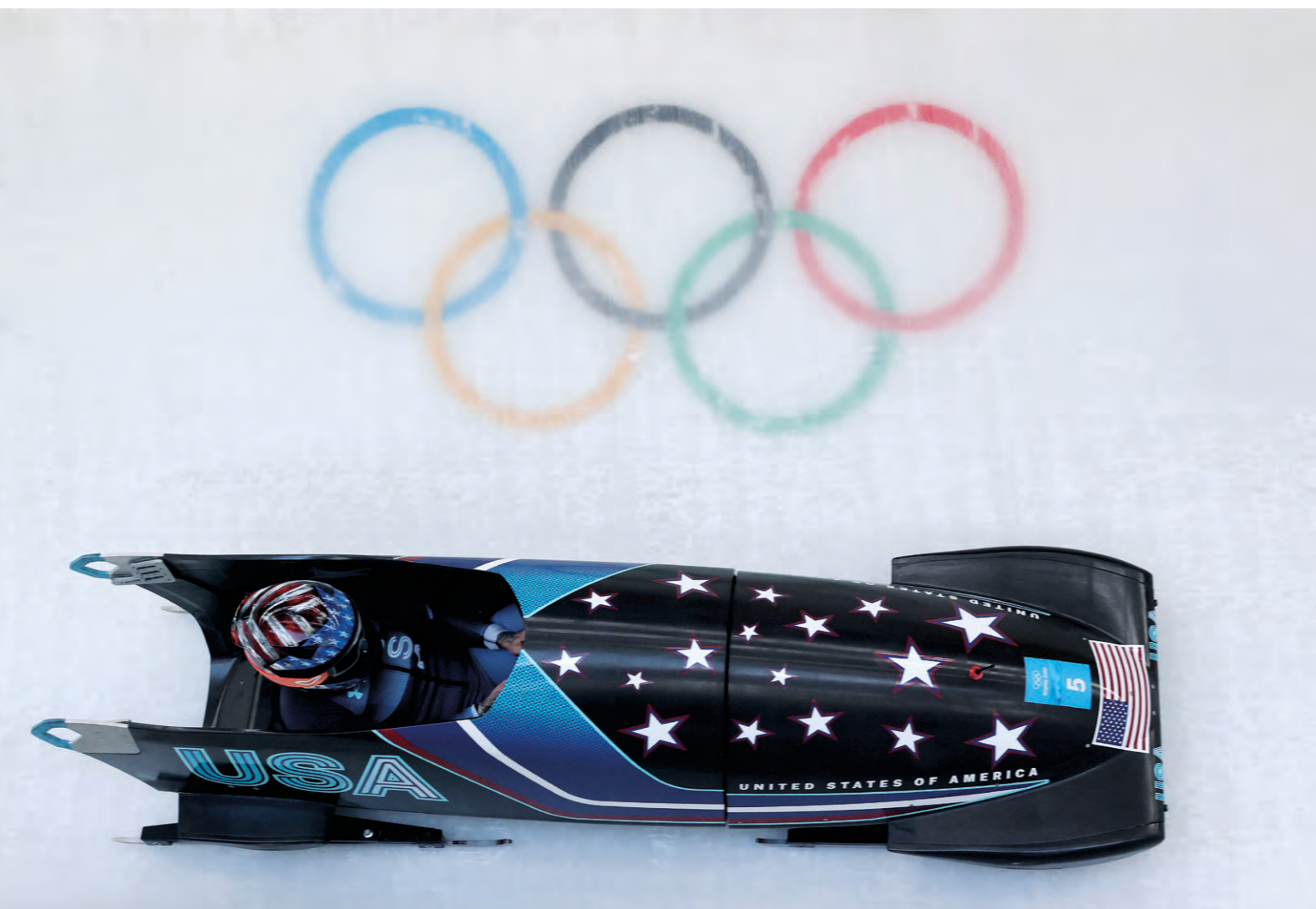
collectible and tradeable Olympic pins. These aimed to celebrate not only the art and design of past Games but also that

of Beijing 2022, and featured key assets such as the 'Look of the Games' and the Beijing 2022 mascot.



THE OLYMPIC BRAND





THE OLYMPIC SYMBOL

Throughout the Olympic Winter Games Beijing 2022, the Olympic symbol shone like a beacon from the top of the city's Olympic Tower. Soaring 258 metres above Beijing, the iconic rings stand as a proud reminder of Beijing's unique position in Olympic history, as the first city to host both the summer and winter editions of the Olympic Games. They also serve as a permanent tribute to China's strong commitment to sport and the Olympic values.

Very few symbols have this kind of significance. But the Olympic rings boast a unique, powerful, and timeless identity that transcends sport.

First seen at an Olympic Games in 1920 and based on a design created by Pierre de Coubertin in 1913, the rings are now 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 this iconic emblem.

Seen by billions of people during each edition of the Olympic Games and spread throughout the world as the official symbol of the Olympic Movement, the widespread recognition of the Olympic rings can also be attributed to their unique symbolism. As the visual expression of Olympism, which aims to demonstrate how sport can contribute to building a better world, the rings also represent the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games.

The rings therefore embody positive, universal values that make them far more than a logo, and form the cornerstone of the Olympic brand, with each edition

of the Olympic Games acting as a celebration of Olympism and a stage for the expression of this powerful and impactful brand.

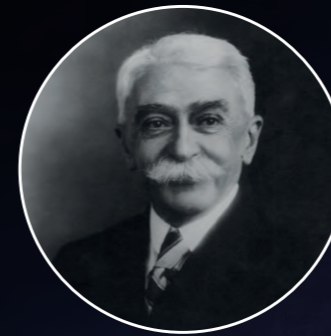
“Just seeing the rings; it's something magical. You dream about this as a kid.”

Ireen Wust (NED), six-time Olympic gold medallist in speed skating

“It's hard to describe the feeling when you see the rings; it's like nothing else.”

Meghan Tierney (USA), two-time Olympian in snowboard cross

THE OLYMPIC SYMBOL



Designed by Baron Pierre de Coubertin in 1913



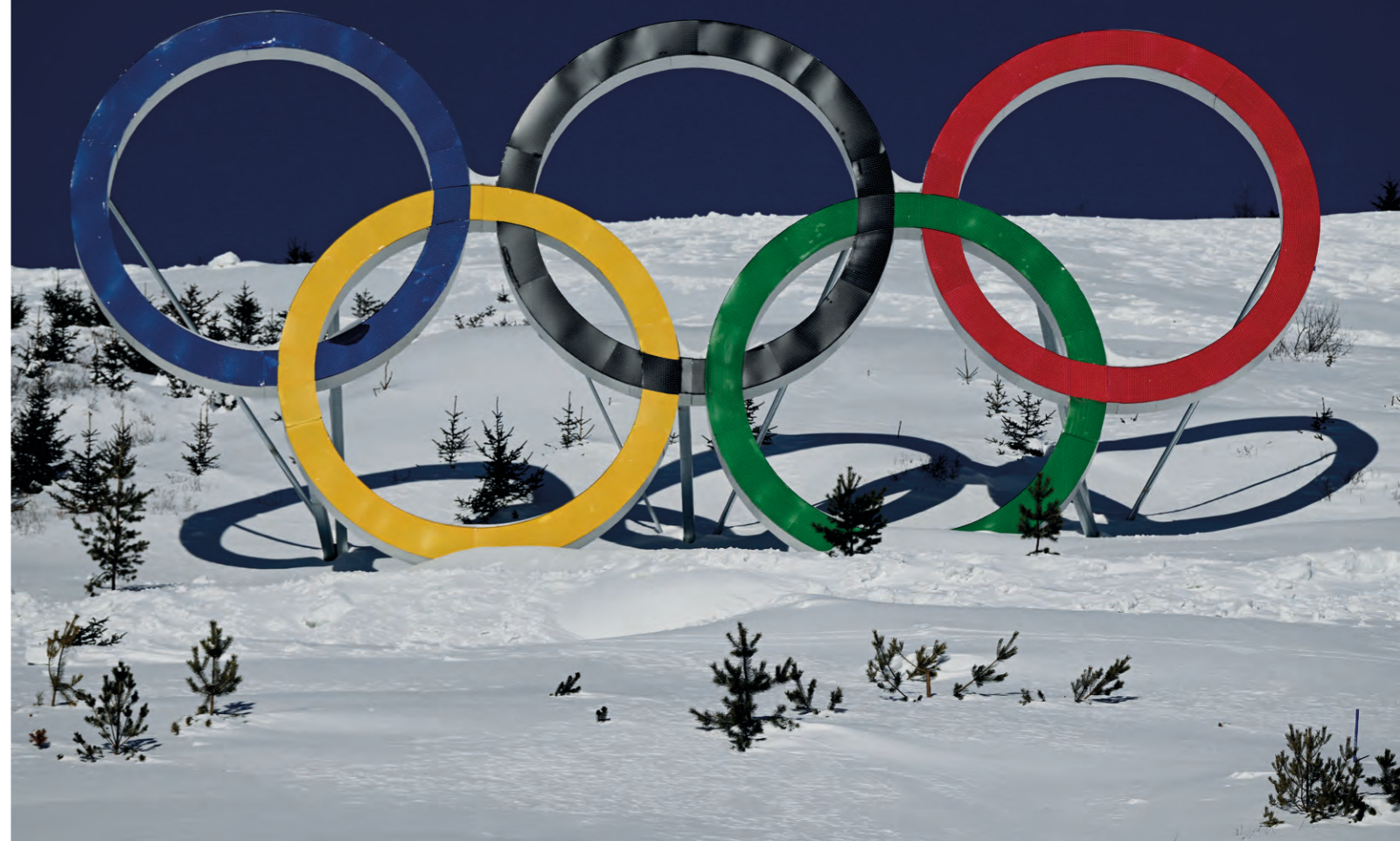
First shown on an Olympic flag in 1914

Visual representation of Olympism

Can be identified by 9 out of 10 people globally

Interlinked rings show how athletes come together at the Games

Rings represent the five continents of the world



THE BEIJING 2022 VISUAL IDENTITY

While the Olympic rings have been a constant presence at each Olympic Games for over 100 years, every edition also features its own unique visual identity. As well as helping to differentiate from one edition to the next, this special branding 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.

Seen throughout the host city and the Olympic venues, these distinctive designs – known as the 'Look of the Games' – provide an eye-catching backdrop to the sporting action and add to the visual spectacle of each Games.

The Look of the Games for Beijing 2022 featured core graphics inspired by the

traditional Taoist idea of the harmonious coexistence of man and nature and included picturesque winter scenery from the host regions of Yanqing and Zhangjiakou. The graphics also evoked the ancient art painting "A Thousand Li of Rivers and Mountains" and the tradition of Chinese calligraphy, with snowflakes representing the athletes who were participating in the Games.

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 centuries-old cave paintings and the Dunhuang Murals to the glaze used to make ceramic products.

For the first time at a Winter Games, the core graphics were also dynamic, with animated versions being created to accompany the static illustrations.

"The emblems of Beijing 2022 combine Chinese culture, an international, modern style and winter sports together."

Cai Qi, Beijing 2022 President



Other key elements of the Beijing 2022 visual identity included:

The **Games emblem**, designed by artist Lin Cunzhen, which combined 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 resembled a skater at the top and a skier at the bottom, with the flowing ribbon-like motif between them symbolising the host country's rolling mountains, Olympic venues, ski pistes and skating rinks. It also pointed to the fact that the Games coincided with the Chinese New Year.



The **official motto**, "Together for a Shared Future", represented the power of the Games to bring the world together and overcome challenges, with a shared future for humankind. The words reflected the need 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 wore a full-body "shell" made out of ice and resembling an astronaut suit – a tribute to embracing new technologies for a future with infinite possibilities. The heart on its left palm, meanwhile, aimed to symbolise 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 were inspired by traditional Chinese seal engravings. Each of the pictograms depicted an Olympic discipline with unique strokes – like those carved with a knife on Chinese seals dating back to the Qin and Han dynasties. The pictograms embodied 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 highlighted the grace and dynamism of winter sports.



The **Beijing 2022 medals** – named "Tong Xin", meaning "together as one" – featured a design based on Chinese ancient jade concentric circle pendants with the five rings representing the Olympic spirit to bring people together. In keeping with the Organising Committee's principles of a "streamlined, safe and splendid" Olympic Games, the shape of the gold, silver and bronze medals was simple and classic, resembling the jade-inlaid medals of the Olympic Games Beijing 2008 as well as showcasing Beijing as the first city to host both the Summer and Winter Games.



The **Beijing 2022 Olympic torch**, which honoured the Olympic legacy in the Chinese capital by featuring a similar scroll-like design to the cauldron of the 2008 Olympic Games. A unique feature of the torch was seen during the Olympic Torch Relay, as torchbearers were 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

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.

¹ Olympic 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.

² Direct 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, were therefore protected in China by national law.

The use of these intellectual properties for the Olympic Winter Games Beijing 2022 was 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 media rights partners.

The primary purpose of the Internet Monitoring Programme (IMP) is to protect the exclusive rights awarded by the IOC

“Our marketing and media rights 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

to its Media Rights Holders (MRHs), in different territories, from the threats posed by unauthorised online video material with a particular focus on live streaming activity.

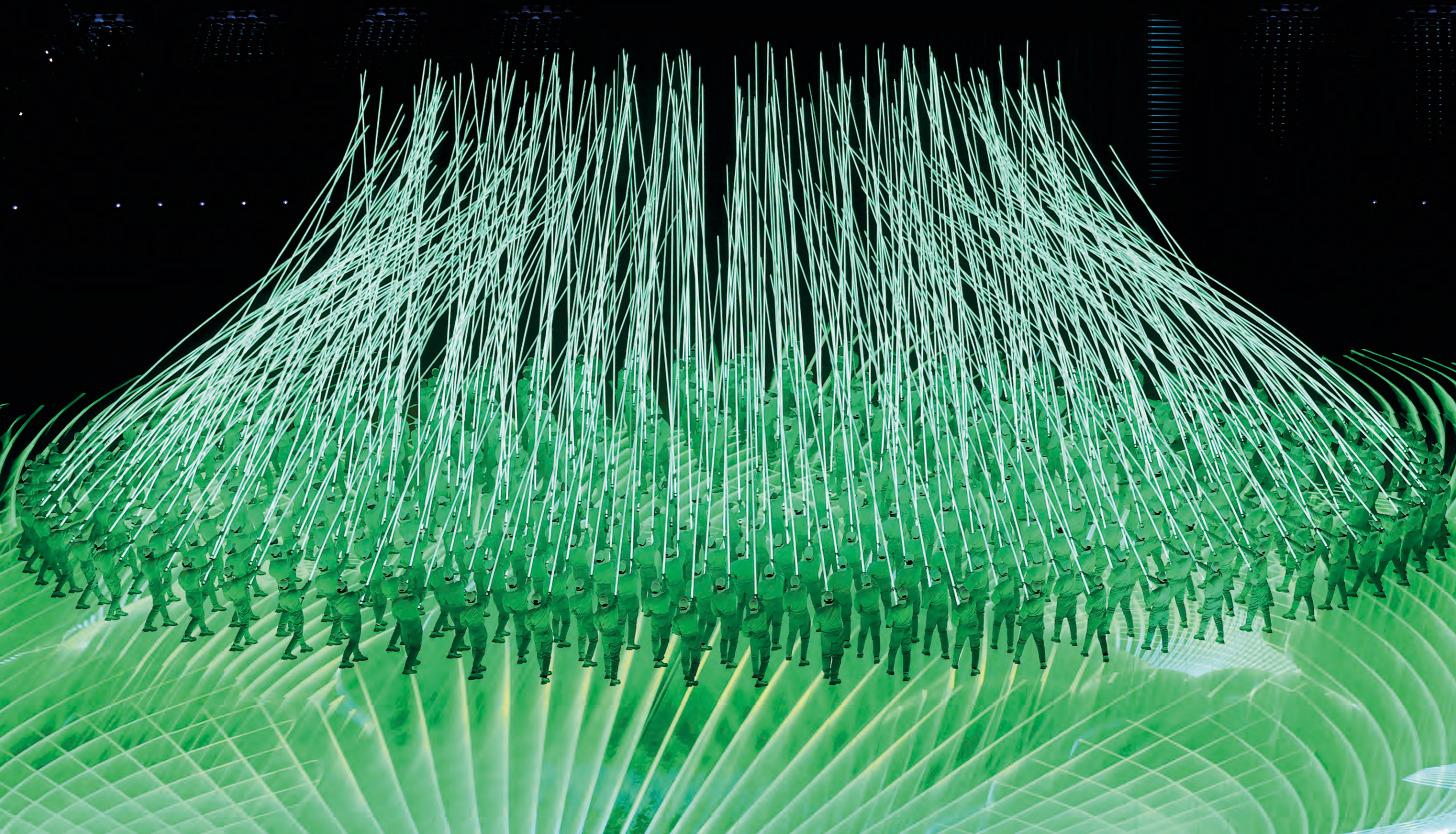
For Beijing 2022, the IMP used the most advanced technologies available to prevent, track and take appropriate action against violations, such as video infringements on any online or mobile platform.

In addition, the IMP included 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 worked with its MHRs – 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.



ACKNOWLEDGEMENTS



“We are deeply grateful to our Worldwide Olympic Partners and Media Rights Holders for their continued support of the Olympic values and athletes, which was evident throughout the Olympic Winter Games Beijing 2022.”

Thomas Bach, IOC President



Olympic Media Rights Partners



Worldwide Olympic Partners



Official Partners of Beijing 2022

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

Official Sponsors of Beijing 2022

- Tsingtao Beer
- CIH
- Yuanfudao
- Yanjing Beer
- BEIAO
- Yum China
- Jinlongyu
- Hengyuanxiang
- PANPAN FOODS
- SHUNXIN
- Qi An Xin

Official Exclusive Suppliers of Beijing 2022

- EF Education First
- iFLYTEK
- China Post

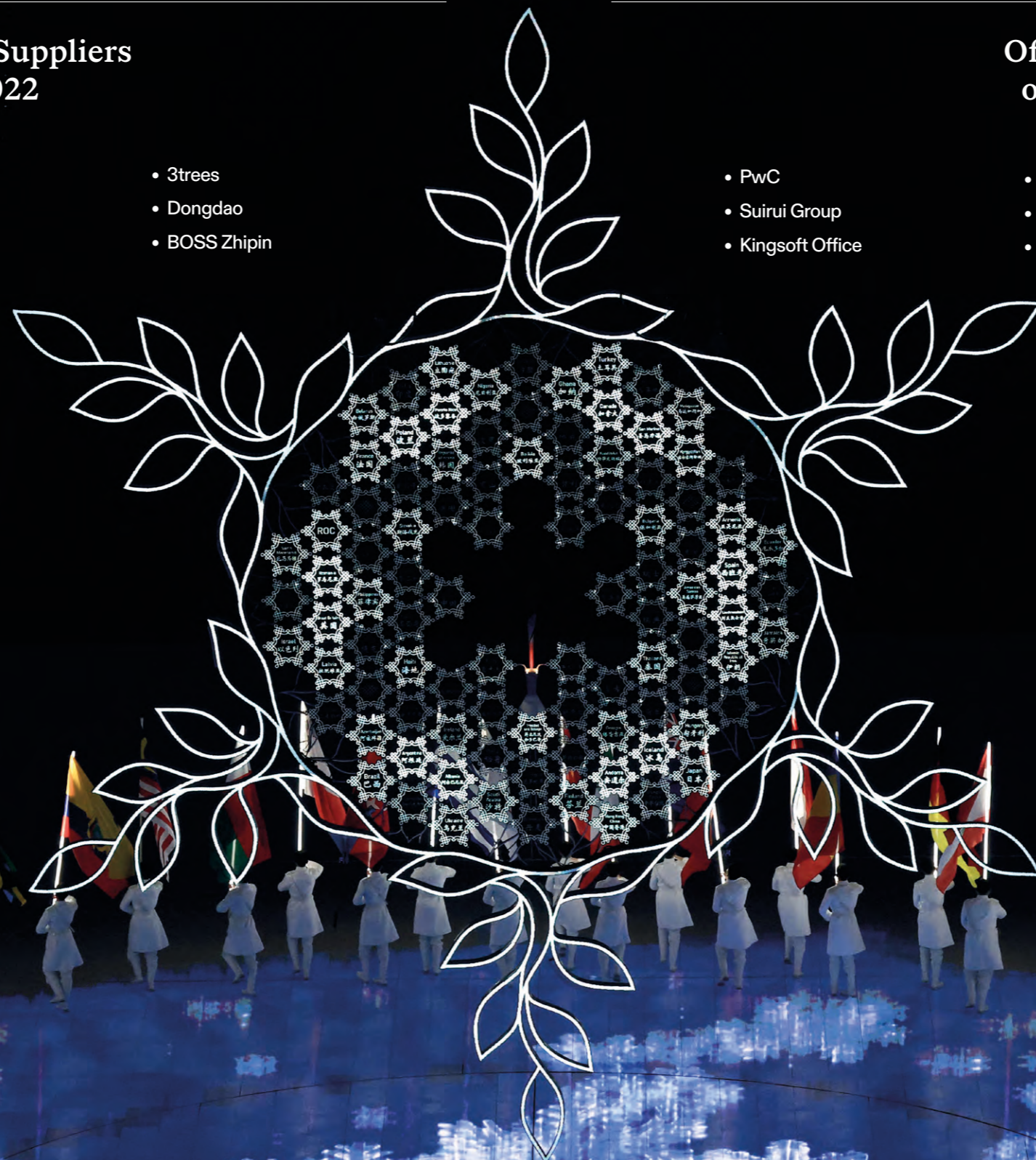
- HYLINK
- Snickers
- Hongyuan Group

- 3trees
- Dongdao
- BOSS Zhipin

- PwC
- Suirui Group
- Kingsoft Office

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