



INTERNATIONAL  
OLYMPIC  
COMMITTEE

International Olympic Committee  
**MARKETING REPORT**  
*Rio 2016*





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## Thomas Bach, President, International Olympic Committee

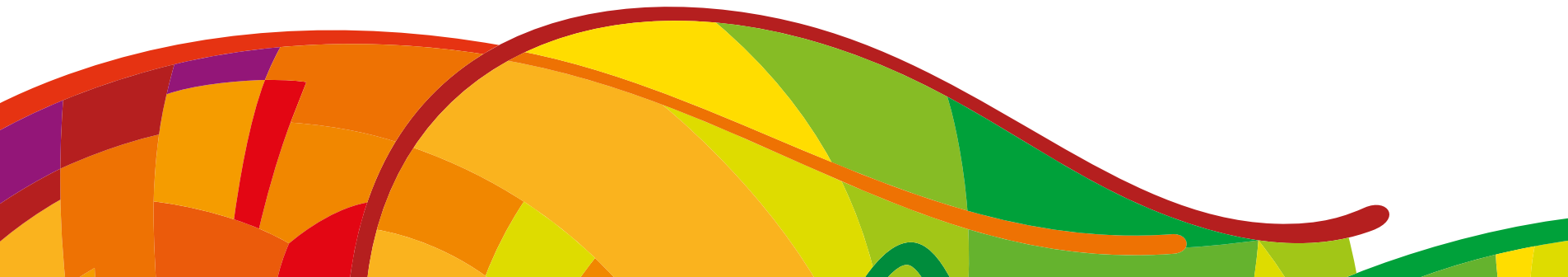
The Olympic Games Rio 2016 provided 16 glorious days of world-class sport and the celebrations across the city truly demonstrated Brazil's unique *joie de vivre*.

Throughout the Games, the athletes amazed us all with their incredible performances, the first-ever Refugee Olympic Team inspired us with their talent and human spirit, and the volunteers warmed our hearts with their smiles. Without doubt, the Olympic Games Rio 2016 helped show us the power of sport to unite the world and demonstrated that diversity can enrich us all.

They truly were marvellous Olympic Games in the Marvellous City, and the whole of Brazil should feel proud of this. These Olympic Games are leaving a unique legacy for generations to come. History will talk about a Rio de Janeiro before and a much better Rio de Janeiro after the Olympic Games.

I would like to express my gratitude to our Olympic Broadcast Partners who helped share events in Rio de Janeiro with the world, and to our Worldwide Olympic Partners for their invaluable contributions, which gave the world's best athletes the chance to compete on the Olympic stage. Within this Marketing Report, you will see just how important their contributions were to the Olympic Games Rio 2016 and to the Olympic Movement as a whole.

**Thomas Bach**







## Tsunekazu Takeda, Chairman, IOC Marketing Commission

The Olympic Games Rio 2016 will long be remembered for the fantastic performances of the Olympic athletes and the warm reception of the Brazilian people, who helped create a carnival atmosphere throughout the city.

The *cariocas* can feel very proud of their city's Games being such a success, but Rio 2016 also owes much to the support of our Olympic marketing partners, who provide essential resources to help stage and operate each edition of the Olympic Games.

This Marketing Report details these invaluable contributions and highlights just how important these partners are to the Olympic Movement.

The Olympic Broadcast Partners helped bring the Olympic experience to a bigger global audience than ever before, with more coverage available than for any previous Olympic Games. Rio 2016 also provided another watershed moment in the history of Olympic broadcasting as digital coverage exceeded traditional TV coverage for the first time at an Olympic Games.

Our Worldwide Olympic Partners showed their continued support by providing crucial services and products to the Organising Committee and helping to promote both the Games and the Olympic values through their innovative global marketing activations.

Without these efforts, which are integral to the successful staging of each Games, the inspirational athletes from more than 200 National Olympic Committees would not be able to excel on the Olympic stage and the world would not be able to share in their performances.

In recognition of this, the IOC Marketing Report for Rio 2016 aims to act as an expression of gratitude to our partners, while also highlighting the power of Olympic marketing.

**Tsunekazu Takeda**



## Carlos Nuzman, President, Rio 2016 Organising Committee

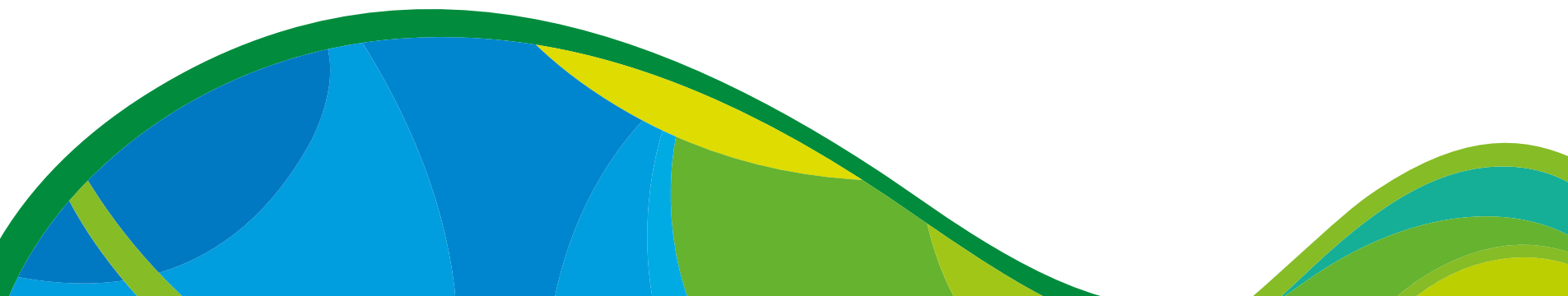
Rio delivered history. We organised the first ever Olympic Games in South America. And thanks to the teamwork of all our partners, we staged spectacular and memorable Games.

For Brazil, the Games were 20 years in the making. They started with a dream: turning Rio into an Olympic City. Many people thought it was impossible. But we did it. We welcomed the world with Brazilian human warmth, respect, joy and solidarity. Everyone involved displayed great reliability, courage, verve and much resolve to deliver the Games against a background of great economic challenges and political instability.

None of this would have been possible without the understanding and support of our partners; the IOC, the three levels of government, the International Federations and National Olympic Committees and, of course, the great support and expertise of our marketing partners. Alongside their important financial contributions, our partners helped us with their invaluable knowledge and experience in finding creative, innovative and efficient solutions to ensure we could deliver excellent Games that the athletes and spectators deserved.

Every Games has its challenges and I'm proud to say that we rose to every one and succeeded. We surpassed our commercial targets, we sold millions of affordable, accessible tickets, and we delivered a merchandising programme that saw queues around the block at Rio 2016 stores. These were also Games of transformation. Rio after the Games is a different, much developed and improved city than before the Games. But the transformation goes much deeper than infrastructure and venues. Through the power of our communications and our marketing partners we transformed perceptions about Brazil's ability to deliver the greatest event in the world. We staged Olympic Games that will forever remain in the history of world sport, and we demonstrated that the Olympic Movement can be truly global.

**Carlos Nuzman**









An aerial photograph of a massive crowd of people gathered at night. The crowd is illuminated by bright blue and white lights. In the center, there is a large, brightly lit area with a white path and several large, green, palm-like plants. A long line of people in colorful costumes (red, yellow, and blue) is visible, possibly performing or marching. The overall atmosphere is festive and celebratory.

# Chapter One A New World



# A New World

*“These were marvellous Olympic Games in the Marvellous City.”*

Thomas Bach, IOC President

As soon as Rio 2016’s spectacular Opening Ceremony brought the Games of the XXXI Olympiad to life with a pulsating mix of bossa nova beats and samba sounds, it was clear that the first Olympic Games to be held in South America were going to be unique. And so it proved over 16 magnificent days in the ‘Marvellous City’, as Rio de Janeiro played host to a seemingly endless array of iconic sporting performances, all set against the inimitable carnival atmosphere that was created by *cariocas* and Olympic fans from around the world.

*“I am proud of my country, my city and my people. Rio has delivered history.”*

Carlos Nuzman, President, Rio 2016 Organising Committee

Time and again, these passionate crowds were thrilled by the feats of inspirational Olympians such as Michael Phelps, who cemented his position as the most decorated Olympic athlete of all time by adding five more gold medals and one silver to his collection, and Usain Bolt, who secured his own place in Olympic folklore by winning an unprecedented three sprint golds for a third successive Games.

Other athletes to light up Rio’s glittering arenas included Japanese wrestler Kaori Icho, who etched her name into the history books by becoming the first woman to win an individual gold medal in four straight Olympic Games in any sport, and US shooter Kim Rhode, who made it six medals in six Games with a bronze in the skeet.



**206**

Athletes from 206 NOCs competed in Rio



**1**

Rio 2016 featured the first ever Refugee Olympic Team



More than **11,000** athletes, 45% of athletes were women



2

NOCs, Kosovo and South Sudan competed at their first Olympic Games



87 NOCs won medals  
59 NOCs celebrated gold



28 Sports, 306 Events



37

Venues

*“I already miss the beauty of Rio and the friendliness of its people. Thank you Rio for hosting the Games and for making us feel so welcomed.”*

**Michael Phelps**, USA, 23-time Olympic gold medallist

New stars emerged too, with 19-year-old gymnast Simone Biles twisting and turning her way into the hearts of fans around the world with her four gold medal-winning performances, and Brazilian judoka Rafaela da Silva, who grew up in Rio’s infamous City of God *favela*, proving an inspiration as she won the host nation’s first gold of the Games.

There was no shortage of emotion, either, thanks to the participation of the first-ever Refugee Olympic Team, featuring 10 athletes who, as IOC president Thomas Bach put it, would send “a signal to the international community that refugees are our fellow human beings and are an enrichment to society”.

Wherever they went, the refugee team received a rapturous reception, although the biggest cheers were saved for the host nation, who were able to revel in iconic gold medals in three of the country’s most popular sports – beach volleyball, volleyball and football – sparking delirious celebrations throughout Rio and the rest of Brazil.

In total, more than 11,000 athletes from a record 206 National Olympic Committees (NOCs) competed in Rio, with Kosovo and South Sudan sending athletes to the Games for the first time.

*“There is something magical behind these Games. They will stay with me for the rest of my life.”*

**Bruno Schmidt**, Brazil, beach volleyball gold medallist





BRA



GRAEL KUNZE

ESP



ECHEGOTEN DELAUNO

SIN

BRA

EST



TARANDISE SEPP

FIN



TARANDISE SEPP

JPN



MARUOCHI IRIKAWA

ITA

EST

JPN



*“This kind of atmosphere I experience a few times in my life, mostly when I am in my country. This felt like I’m in my country. It felt like I’m Brazilian.”*

**Novak Djokovic**, Serbia, tennis

By the time the Olympic flame had been extinguished, 87 of those NOCs had won medals, with Bahrain, Puerto Rico, Singapore, Vietnam, Tajikistan and Cote d’Ivoire all celebrating their first gold medals, and Fiji, Jordan and Kosovo winning their first Olympic medals of any colour.

In his speech at the Closing Ceremony, President Bach hailed the unique legacy from these “marvellous” Games, which will benefit generations to come. “History will talk about a Rio de Janeiro before and a much better Rio de Janeiro after the Olympic Games,” he said.

And inspired by new heroes, new passions and the transformational power of sports, it’s clear that Rio 2016 really did create ‘A New World’.

*“This is a dream and I don’t want to wake up too soon.”*

**Rami Anis**, Refugee Olympic Team, swimming



**36,000**

Volunteers from  
161 countries



**25,000+**

Accredited media



**26 Million**

Visits to Olympic.org  
(More than double compared  
to London 2012)



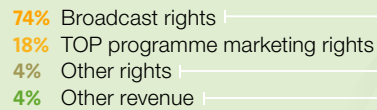
More than **4 Billion**  
impressions for the IOC’s  
social media posts

# Olympic Marketing Overview

The International Olympic Committee is entirely privately funded, meaning commercial partnerships are crucial to the continued success of the Olympic Games and the operations of every organisation within the Olympic Movement.

## REVENUE SOURCES 2013-2016

\* Forecast/estimate



## REVENUE 2013-2016

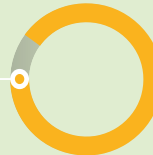
\* Forecast/estimate

Up 6.2% to USD 5.6 billion compared with 2009-2012

## WHERE THE MONEY GOES

**90%**

Redistributed to wider sporting movement to support the staging of the Olympic Games, promote the worldwide development of sport and the Olympic Movement



**10%**

Spent on IOC activities to develop sport and the operations of the IOC

**3.25M USD**

Every day the IOC distributes the equivalent of USD 3.25m to help athletes and sports organisations at all levels around the world



## HOW THE OLYMPIC MOVEMENT GENERATES REVENUE

### THE IOC MANAGES



The sale of media rights to the Olympic Games



The Olympic Partner (TOP) worldwide sponsorship programme



The IOC's official supplier and licensing programme

### OCOGs MANAGE



Domestic sponsorship



Ticketing

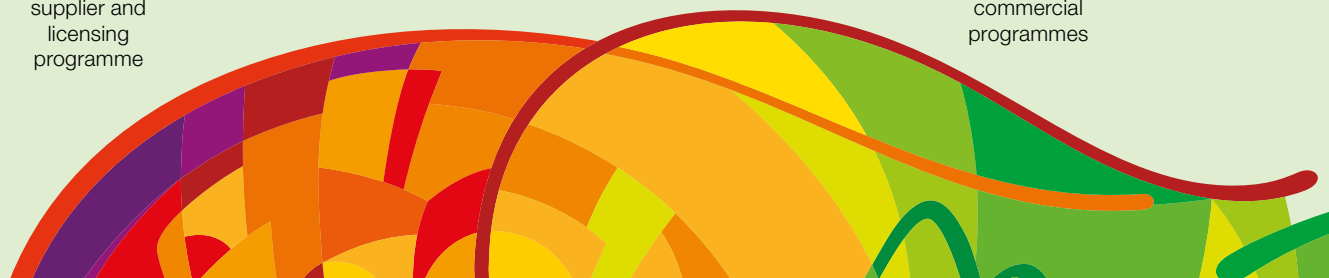


Licensing

### NOCs MANAGE



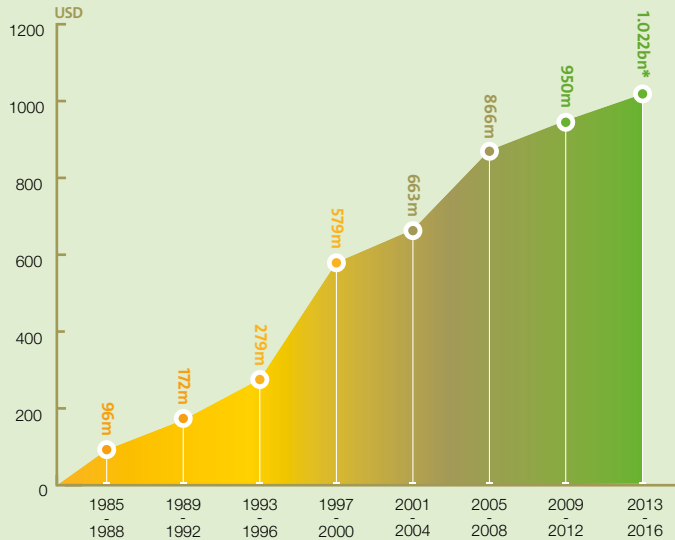
Their own complementary commercial programmes



### THE OLYMPIC PARTNER (TOP) PROGRAMME

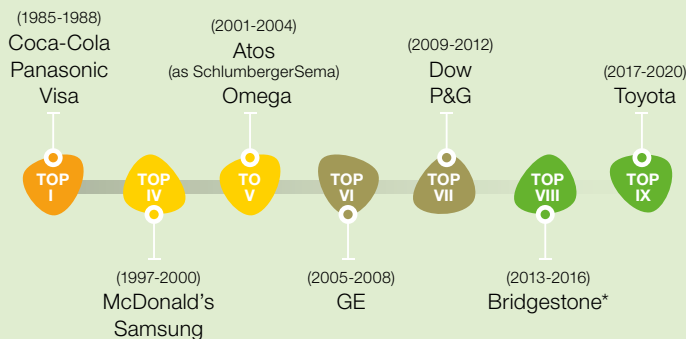
TOP programme revenues have grown from USD 96m to over USD 1bn in the last 30 years:

\* Forecast/estimate



**7.6%** TOP programme revenues for 2013-2016 are forecast to be 7.6% higher compared with the period from 2009-2012

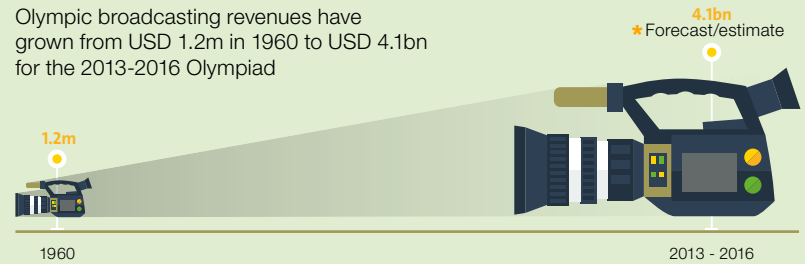
### WHEN CURRENT TOP PARTNERS JOINED



\*Bridgestone's marketing rights were limited to Brazil, the Republic of Korea, Japan and the USA until the end of 2016 (worldwide from 2017)

### OLYMPIC BROADCASTING

Olympic broadcasting revenues have grown from USD 1.2m in 1960 to USD 4.1bn for the 2013-2016 Olympiad



**7.1%** Olympic broadcast revenues for 2013-2016 are forecast to be up 7.1% compared with the period from 2009-2012

### IOC CONTRIBUTIONS TO SUPPORT THE OLYMPIC GAMES



### OLYMPIC SOLIDARITY

Olympic Solidarity is responsible for administering and managing the NOCs' share of the broadcast rights from the Olympic Games



**815**

Olympic scholarship holders representing 171 NOCs and 22 sports participated in the Olympic Games Rio 2016

They won a total of **101** medals



**509.285M USD**

Olympic Solidarity's 2017-2020 budget of USD 509.285m represents a 16 per cent increase over the previous four-year cycle



Chapter Two  
Broadcasting



SO

GER

GER





# Broadcasting

*“With half of the world’s population watching the Games, Rio 2016 were the most consumed Olympic Games ever. These figures show the great appeal and the relevance of the Olympic Games.”*

Thomas Bach, IOC President

## **BROADCAST OF THE OLYMPIC GAMES RIO 2016**

The Olympic Games Rio 2016 was the most consumed Olympic Games ever – taking into consideration broadcast coverage viewed on television and digital platforms, as well as engagement on social media

Half of the world’s population watched the Olympic Games Rio 2016, with viewers having access to more Olympic content than ever before. The average television viewer watched over 20% more coverage of Rio 2016 than London 2012, with 584 TV channels, more than 270 dedicated digital platforms and hundreds of official broadcaster pages on social media platforms conveying the magic of the Olympic Games to the world.

Broadcasters around the world made more television coverage (up 13.5% on London 2012) and more digital coverage (up 198.6% on London 2012) available than ever before, with Rights Holding Broadcasters (RHBs) distributing a record of 357,000 hours of total coverage – up 97% from the 181,523 hours broadcast for the Olympic Games London 2012.

Rio 2016 truly marked a watershed moment in the history of Olympic broadcasting, highlighting the changes in media consumption habits and underlining how broadcasters are expanding their digital offerings to provide their viewers with more choices than ever before in terms of how, when, and where they can watch the Olympic Games.



Rio 2016 was the most consumed Olympic Games ever\*



More TV coverage and more digital coverage available than ever before

\*taking into consideration broadcast coverage viewed on television and digital platforms, as well as engagement on social media



Half the world's population watched coverage of the Olympic Games Rio 2016



Olympic Games Rio 2016 broadcast coverage viewed online was over double London 2012

*“The record-breaking digital coverage of Rio 2016 shows that watching the Olympic Games no longer means simply turning on your TV, with more and more fans choosing to stream content on their connected devices wherever and whenever they want.”*

**Timo Lumme**, Managing Director, IOC Television and Marketing Services

Across digital platforms, the reach of the Olympic Games Rio 2016 was truly unprecedented as digital coverage jumped to over 243,000 hours – double the coverage on traditional television of Rio 2016 and almost three times the digital offering for London 2012. This was the first time at a summer Olympic Games that more coverage was available on digital platforms than on TV, ensuring that Rio 2016 was the most digitally enabled Olympic Games ever.

There was a 10% increase of the total audience on official broadcaster digital platforms (websites and apps) and Rio 2016 broadcast coverage viewed online was more than double that for London 2012.

The Olympic Broadcast Partners also successfully used an official presence on social media platforms to engage viewers in their territories. In total, there were over seven billion video views of official content from broadcasters and other official stakeholders on social media platforms.







## OLYMPIC BROADCASTING SERVICES

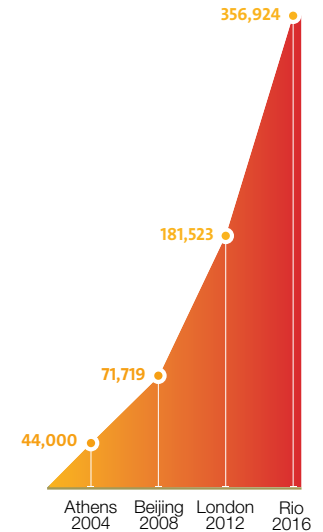
The record-breaking coverage of Rio 2016 was produced by Olympic Broadcasting Services (OBS), which was created by the IOC in 2001 in order to serve as the Host Broadcast organisation for all Olympic Games, Olympic Winter Games and Youth Olympic Games.

OBS was responsible for producing and transmitting the international television signal for Rio 2016, delivering live, unbiased radio and television coverage of every sport from every venue to RHBs, for the enjoyment of billions of viewers around the world.

In total, OBS used more than 1,000 cameras to produce approximately 7,100 hours of live coverage, with 160+ Super Slow Motion (SSM) and High Speed Slow Motion (HSSM) cameras helping to capture unique camera angles and close-ups and to convey a greater emotional insight into the action. OBS also used drones for live coverage for the first time at an Olympic Games, providing a new and dynamic viewpoint for canoe sprint and rowing. This was in addition to pre-recorded drone footage of sports such as golf, BMX and canoe slalom.

Following a successful debut at the Olympic Winter Games Sochi 2014, OBS again made the Olympic Video Player (OVP) available to RHBs. This advanced multi-platform video player was designed to enhance and complement the enjoyment of the Olympic viewing experience, offering live and on-demand HD video of all competition sessions, as well as short-form highlights and real-time statistics. In total, 14 RHBs offered a tailored OVP platform, broadcasting the Games to 56 territories including highly populous areas such as India, Latin America and Thailand.

## THE GROWTH IN OLYMPIC COVERAGE



**7BN+**

Video views of official  
content on social  
media platforms

**584**

TV channels aired  
coverage from Rio

*“Rio 2016 has laid the groundwork for the future of Olympic broadcasting, with its delivery mix and distribution approach, along with the use of advanced technologies to enhance the viewing experience.”*

**Yiannis Exarchos**, CEO, Olympic Broadcasting Services

Rio 2016 also paved the way for innovation, introducing Virtual Reality (VR) experiences and taking 8K Super Hi-Vision (SHV) production to new levels. For the first time, Olympic content was available through VR technologies, with more than 85 hours of live VR coverage and 360-degree video, creating a totally new and immersive viewing experience and placing viewers closer to the action than ever before.

Following a test coverage project during the Olympic Games London 2012, the Olympic Games Rio 2016 were also partially covered in 8K SHV, providing an advanced, super high-definition experience for viewers, with 16 times the resolution of regular high definition. Not only was it the first time an Olympic Games was captured in such resolution with 22.2-channel surround sound, but also the first time 8K coverage was distributed via satellite (approximately 100 hours were aired live in Japan), in addition to being delivered globally as down-converted 4K by several other RHB organisations.





Ω OMEGA

4



*“For the Olympic Games, the whole world is captivated, turns on its television and supports their country.”*

**Carli Lloyd**, USA, Olympic gold medallist in football



More than **270** dedicated digital platforms available to view coverage

## GLOBAL BROADCAST HIGHLIGHTS

With billions of viewers tuning in to watch the action from Rio de Janeiro, the global interest in the Olympic Games was higher than ever before. Across the world, RHBs enjoyed record audience figures on both television, digital and social media platforms.

### BRAZIL

Nine out of 10 Brazilians who had access to TV watched at least some coverage of the Olympic Games on television thanks to Grupo Globo, which led the host country’s largest-ever broadcast operation. This represented a 117% increase over the 86 million Brazilians who watched coverage of the Olympic Games London 2012.

The men’s football final – which saw hosts Brazil triumph over Germany – attracted a combined audience of 47.1 million viewers across TV Globo, Rede Record, Band and SporTV. This was the highest sports audience in Brazil since the current auditing system was established in 2006.



**20%**

More coverage of Rio 2016 watched by the average television viewer compared to London 2012

*“We used all the force of our content platforms to make the Games a truly national experience and the result was historic.”*

**Roberto Marinho Neto**, Sports Division CEO, Grupo Globo

### REST OF SOUTH AMERICA

In Argentina, the highest audience during the Olympic Games Rio 2016 was for live coverage of the men's singles tennis final between Andy Murray and Argentina's Juan Martin del Potro. The coverage aired on Canal 7 gained an audience of 2.27m viewers – higher than any audience during London 2012 – and was seen by 20.5% of those watching television at the time (compared with the channel's average share of viewing of 4.1%).



In Colombia, broadcast coverage of football matches featuring the men's national team proved particularly popular with viewers. The highest rated audience was for live coverage of the Japan vs Colombia match, which was seen by an average of 4.6 million viewers on Caracol TV. This easily eclipsed the highest single audience that was recorded in Colombia during the Olympic Games London 2012 (2.9 million viewers), while coverage of the match also attracted a share of viewing of 34.6%, compared with the channel's average annual share of viewing of 23.8%.

### NORTH AMERICA

In the USA, NBC averaged 24.49 million viewers for its live prime time coverage (including the Opening and Closing Ceremonies). The highest rated programme was on the evening of 9 August, when the audience peaked at 42.55 million as Michael Phelps won the men's 200m butterfly final. In total, 78% of US TV homes tuned into NBC's Olympic Games coverage.

*“There is no event that aggregates audiences on such a massive scale for so long and across as many platforms as the Olympics, and that includes young people.”*

**Mark Lazarus**, Chairman, NBC Sports Group



In addition, NBC's unprecedented digital coverage resulted in nearly 50 million viewers watching coverage on web, mobile and connected devices, while there were 100 million unique users and 222 million visits to the NBC Olympics website – up 29 per cent and 44 per cent respectively from London 2012. In total, NBC viewers watched 3.4 billion streaming minutes during Rio 2016, including 2.71 billion live streaming minutes – 1.2 billion minutes more than the live stream totals for every previous Olympic Games combined.

NBC also partnered with Snapchat to distribute Olympic-related content on the media and messaging app via a Discover channel and multiple daily Live Stories. In total, this content received 2.2 billion views, totalling 230 million minutes of consumption. On Facebook, NBC published nearly 900 videos during the Games including 160 Facebook Live posts, with this content generating more than 600 million views.

*“The best athletes from Canada and around the world inspired us day after day in Rio and it was our privilege to share these moments of triumph and heartbreak with so many Canadians.”*

**Greg StremLaw**, Executive Director, CBC Sports

In Canada, CBC/Radio-Canada's coverage of the Olympic Games Rio 2016 offered Canadians more hours of live coverage than any previous Games, and audiences responded by watching in record numbers. In total, CBC/Radio-Canada's coverage reached 32.1 million Canadians – more viewers than have watched any previous Olympic Games in Canada. In terms of digital audiences, CBC/Radio-Canada's English- and French-language websites and apps generated more than 229 million total page views and nearly 37 million video views over the course of the Games. These video views alone accounted for more than 734 million minutes of video watched by Canadians during Rio 2016.



*“We are incredibly proud to bring moments of national significance such as these magnificent Games to the widest possible audience.”*

**Barbara Slater**, Director of Sport, BBC

### EUROPE

The highest audiences in Europe were seen in the United Kingdom, reflecting the British Olympic team’s success in Rio, with the BBC attracting 45.24m viewers – a record TV audience for an Olympic Games not held in the UK.

BBC One’s coverage peaked at 11.4 million viewers as Jason Kenny won track cycling gold in the keirin, while BBC Two and BBC Four also enjoyed their highest viewing figures of 2016.



In addition, the BBC achieved the highest UK golf audience on record during the concluding stages of the men’s Olympic golf tournament, with 8.3 million viewers tuning in to BBC1 to watch Great Britain’s Justin Rose secure a historic gold medal.

BBC Sport's online coverage also set new records, reaching 68m unique browsers in the United Kingdom, and over 100m globally. The most popular streamed event was the men's singles tennis final, in which 1.7m browsers followed Britain's Andy Murray as he retained his Olympic title by beating Juan Martin del Potro of Argentina.

In Germany, ARD achieved the highest audience of the Games for live coverage of the women's beach volleyball, as 8.55 million viewers watched Germany's semi-final victory over Brazil. This equated to a 28.7% audience share – more than double the channel's primetime average of 13.5%.



Broadcasters in France aired substantially more coverage of Rio 2016 than of any previous Olympic Games, with a total of 2,025 hours available compared with 1,179 hours for London 2012.

The highest audience of the Games in France was 5.602 million viewers for FR3's live coverage of the men's +100 kg judo final, which saw French hero Teddy Riner claim gold. The share of viewing achieved by this 18-minute broadcast was 31.5% – over three times the channel's 2015 average share of 9.2%.

Elsewhere in Europe, impressive audience shares were also recorded in Norway, where 74.3% of TV viewers were watching women's handball on TV2; in the Netherlands, where 64.8% of TV viewers tuned in to NPO1 to watch women's hockey; and in Finland, where 66.6% of viewers watched coverage of the athletics events on 13 August.

**ASIA & OCEANIA**

There was huge interest in Rio 2016 in Japan, which will host the next edition of the Olympic Games in 2020. Viewers in Japan watched more coverage of Rio 2016 than they did for London 2012, and the three most watched programmes were all for women's events.

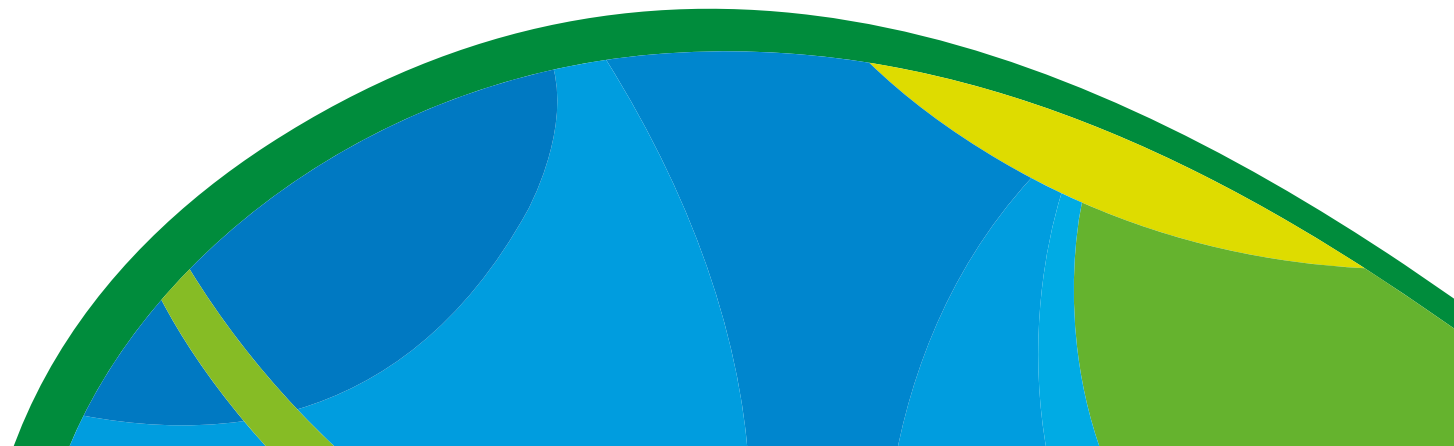
Live coverage of the women's marathon, aired on TBS, attracted an audience of 27.8 million viewers – 22.6% of the potential TV audience in Japan and 38.1% of all those watching television at that time. This compares with TBS's average audience share of 13.5%.

TV Asahi also delivered an impressive audience of more than 17 million (22.6% share) for its live coverage of the women's volleyball match between Japan and Korea – more than double the highest audience for the channel during London 2012 (which had received 7.66 million viewers for live judo coverage).

High audiences were also recorded in China for Rio 2016 coverage, with the men's badminton final between China's Chen Long and Malaysia's Lee Chong Wei attracting more than 55 million viewers. This was the highest audience of Rio 2016 in China and was higher than the audience of any Olympic events from London 2012. The broadcast also earned CCTV5 an audience share of 14% – 10 times the channel's average share (1.4%).

Elsewhere in Asia, broadcasters in South Korea (KBS, SBS & MBC) aired more coverage of Rio 2016 than of any previous Olympic Games. A total of 1,495 hours was aired – compared with the previous high of 1,371 hours that was aired during London 2012.

The largest audience achieved in South Korea during the Games was the 3.365 million viewers who tuned in to free-to-air channel KBS 2 to watch coverage of Inbee Park's gold medal-winning performance in the women's golf event. The average share of viewing for the three-hour-and-40-minute broadcast was 24.6% – more than double the average share of viewing for this channel (11.4%).



In India, live coverage of the women's singles badminton final between PV Sindhu and Carolina Marin attracted more than five million viewers –an unprecedented number for any event outside of international cricket. In total, coverage of the Olympic Games Rio 2016 attracted 202 million TV viewers in India, in addition to 10 million on digital platforms.

In Australia, the Seven Network offered 903 hours of free-to-air coverage – almost 300 hours more than any previous Olympic Games. The highest audience achieved during Rio 2016 was the 2.263 million viewers who tuned in for live coverage of the Opening Ceremony, which equated to almost 10% of the potential television audience in the country.

## AFRICA

Recent technological developments have helped improve coverage throughout Africa, allowing more people than ever before to follow the Games. This meant nearly 300 million people on the sub-Saharan Africa were able to watch coverage from Rio – an increase of 75% compared with London 2012.

Within South Africa, the highest audience of the Games was 4.6 million viewers for SABC2's prime time coverage on 12 August, which equated to a 33.4% share of the national TV audience, compared with the channel's average of 13.9%. This audience was the third highest sports audience of the year and almost double the highest audience achieved in South Africa by coverage of London 2012.



*“The Olympic Games have been delivered to Africa as never seen before.”*

Hédi Hamel, CEO, TV Media Sport



# Olympic Channel

*“The launch of the Olympic Channel ensures that fans will be able to continue their excitement of Rio and the Olympic Games all year long.”*

**Mark Parkman**, General Manager, Olympic Channel

The Olympic Channel was launched on 21 August following the Rio 2016 Closing Ceremony.

The new, multi-platform digital experience offers fans the chance to discover, engage and share in the power of sport and the excitement of the Olympic Games all year round. Offering original programming, new, live sports events and highlights, the Olympic Channel provides additional exposure for sports and athletes 24 hours a day, 365 days a year in support of the IOC’s goal, set out in Olympic Agenda 2020.



Programming on the Olympic Channel features both short form and long form content focusing on elite athletes and their quest for success as part of the channel’s overall mission to reach younger generations and fans through content that strengthens their connection to the Olympic Movement outside of the Games themselves. The scope of the Olympic Channel’s original programming covers a diverse array of subjects including training, educational and youth-oriented topics, sustainability, sports science and nutrition, healthy and active lifestyles, historical footage and official films from the IOC’s archives.

In addition to engaging fans, the Olympic Channel team is working to build and strengthen collaborations with key stakeholders including with athletes, International Federations, National Olympic Committees, Rights-Holding Broadcasters (RHBs), Worldwide TOP Partners, Organising Committees for the Olympic Games, candidate cities and recognised sports organisations.

Looking ahead to 2017, language and localisation features are a high priority. The global platform is initially offered in English with more languages to be added in early 2017. And in partnership with broadcast partners (RHBs) and National Olympic Committees, the Olympic Channel is developing localised versions that will offer region- and language-specific user experiences on linear and digital platforms in certain territories, leading to more personalised experiences for Olympic fans around the world.

Additionally, through the Olympic Channel Founding Partner programme, Worldwide TOP Partners are offered the opportunity to receive exclusive advertising on the platform, and will work with the Olympic Channel team to co-develop inspiring and exciting content. Founding Partners supporting the Olympic Channel are Bridgestone and Toyota.

The Olympic Channel is available worldwide via mobile apps for Android and iOS devices and at [olympicchannel.com](http://olympicchannel.com)









Chapter Three  
Sponsorship



### \$95M TO \$1BN

TOP revenues have grown from USD 95 million in 1985 to more than USD 1 billion in 2016



### 7.6%

Sponsorship revenues grew by 7.6% from 2009-2012 to 2013-2016

## Sponsorship

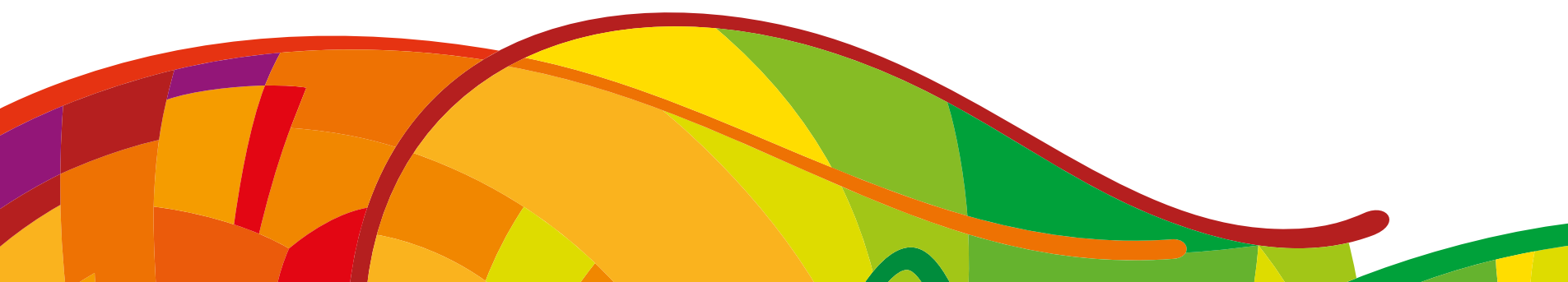
*“Our relationship with the Worldwide Olympic Partners is more than a commercial relationship, it is a partnership.”*

**Thomas Bach**, IOC President

Ever since 1896, each edition of the Olympic Games has relied upon the support of commercial partners, and they continue to play an integral role in the staging of the Games and the operations of every organisation within the Olympic Movement. Over the last 30 years, the IOC’s official sponsorship agreements have provided an increasing proportion of funding for the Olympic Movement, supporting not only the staging of the Olympic Games but also helping more athletes from more countries participate on the world’s biggest sporting stage than ever before.

In addition to valuable financial resources, Olympic partners provide products, technology and expertise to the IOC, Organising Committees of the Olympic Games (OCOGs) and the National Olympic Committees (NOCs), while also helping to promote the Games around the world through their marketing campaigns and sponsorship activations, helping the Olympic Movement reach the widest global audience possible.

In return for their support, Olympic partners are able to enjoy exceptional global exposure by showcasing their brand to billions of people around the world through the unique marketing platform provided by the Olympic Games. Olympic partners are also able to align their brands with the Olympic rings – one of the most widely recognised symbols in the world, which is associated with a set of ideals and values that resonate strongly across the globe. In addition, the Olympic Games offer partners the chance to use marketing programmes, showcasing, internal reward schemes and community outreach initiatives to develop innovative ways to build their brands, increase sales, connect with the public, build customer relationships, motivate their employees, enhance their corporate reputation and leave a lasting company legacy in the communities where they do business.







## THE OLYMPIC PARTNERS (TOP) PROGRAMME

The Olympic Partners (TOP) programme is the highest level of Olympic sponsorship, granting category-exclusive marketing rights to the Summer, Winter and Youth Olympic Games to a select group of global partners. The programme – which was created by the IOC in 1985 – attracts some of the best-known multinational companies in the world. Through their support, Olympic partners provide the foundation for the staging of the Olympic Games and help more athletes from more countries participate on the world's biggest sporting stage.

Operating on a four-year term in line with each Olympiad, the TOP programme is now in its eighth generation (TOP VIII), with revenues having grown from USD 95 million in TOP I to more than USD 1 billion in TOP VIII. This revenue is subsequently distributed by the IOC to all NOCs, IFs and OCOGs, to support the development of sport around the world.

For Rio 2016, the Worldwide Olympic Partners helped bring the Olympic Games to life through global promotional campaigns, with unprecedented real-time social media activation, as well as popular showcasing venues at the Olympic Park and around Rio de Janeiro. They also provided critical financial support to the Rio 2016 Organising Committee and every NOC, as well as products, technology and services to directly assist in the staging of the Games. In addition, they supported community, education, sustainability and infrastructure development projects throughout the host city.

The following pages outline these and many other essential contributions that the Worldwide Olympic Partners made to the Olympic Games Rio 2016, and highlight the innovative programmes that they developed to support athletes and share the universal values of the Olympic Movement with billions of people around the world.

### TOYOTA

In 2015, the IOC announced that the Toyota Motor Corporation (Toyota) will join the TOP programme in 2017 (TOP IX), becoming the 12th member of the TOP programme in the newly-created mobility category (marketing rights in Japan with immediate effect). The mobility category is designed to support the sustainability goals of the Olympic Movement, ensuring it adopts the most sustainable, efficient mobility solutions. In line with Olympic Agenda 2020, with sustainability as one of its key pillars, the IOC and Toyota will work with the Organising Committees and NOCs from 2017 through to 2024 to support sustainable mobility solutions for the Games and the Olympic Movement's operations.

**TOYOTA**





**180,000**

Visitors to Coca-Cola's Olympic Park experience



**50,000+**

Pins traded at Coca-Cola's Olympic Park experience



**500 Million**

Social media impressions for Coca-Cola's #ThatsGold campaign

## Coca-Cola

*“While the gold medal is an icon of sporting success, Coca-Cola believed that gold moments could happen far beyond the podium. We are proud to have brought #ThatsGold to life in such a major way in both Rio de Janeiro and around the world.”*

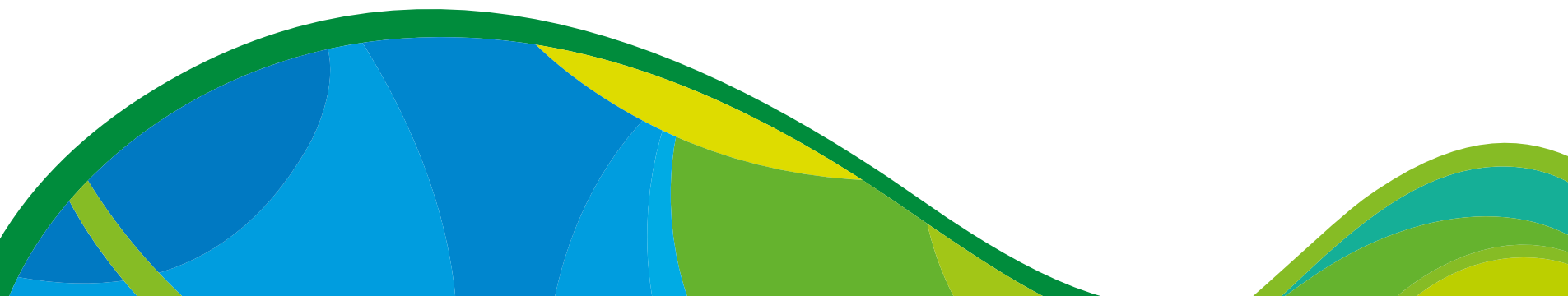
**Rodolfo Echeverria**, Vice President of Global Creative, The Coca-Cola Company

Coca-Cola's marketing campaign for the Olympic Games Rio 2016 focused on celebrating gold – but not just the gold found on the medal podium. In the 88th year of its Olympic partnership, Coca-Cola aimed to celebrate with fans across the world the ‘gold’ feeling that comes from accomplishing something great, however simple, in an everyday moment.

The **#ThatsGold** initiative was achieved in the following ways:

### GLOBAL TELEVISION AND PRINT CAMPAIGN

Coca-Cola's #ThatsGold global television commercial and out-of-home campaign featured famous gold moments from previous Olympic Games and the faces of some of the most famous athletes from around the world, including US swimmer Nathan Adrian, Australian hurdler Michelle Jenneke and rising British athlete Jodie Williams. In line with Coca-Cola's recent ‘Taste the Feeling’ global creative campaign, the images featured in the global creative depicted authentic, real gold moments on and off the podium with a Coca-Cola, Coca-Cola Light/Diet, Coca-Cola Zero or a Coca-Cola Life. The television commercial, meanwhile, centred on the gold moments that happen both on and off the podium during the Olympic Games.





Coca-Cola  
BRASIL É OURO  
#ISSOÉOURO  
3 DE MAIO A 1 DE AGOSTO 2016

Coca-Cola  
BRASIL É OURO  
#ISSOÉOURO  
3 DE MAIO A 1 DE AGOSTO 2016

Coca-Cola  
ARRASANDO  
#ISSOÉOURO  
3 DE MAIO A 1 DE AGOSTO 2016

Coca-Cola  
ARRASANDO  
#ISSOÉOURO  
3 DE MAIO A 1 DE AGOSTO 2016

Rio 2016  
OLYMPIC GAMES



SINTA O SABOR



## TORCH RELAY

In the lead up to the Olympic Games Rio 2016, Coca-Cola served as a Presenting Partner of the Olympic flame on its 95-day journey through Brazil as part of the Rio 2016 Olympic Torch Relay. By the time the torch arrived in Rio de Janeiro, the flame had been carried by more than 12,000 people, having visited 320 cities and covered 20,000km on land and over 16,000km by air. Nearly 2,000 Coca-Cola Torchbearers helped the flame reach the most remote and diverse corners of Brazil, having been chosen based upon the inspiring work they have done in their communities, for embracing positivity and for the gold spirit with which they bring people together.

## THE COCA-COLA OLYMPIC GAMES STATION

For the first time in its Olympic Games history, Coca-Cola created an official 'must see' hangout for teens in Rio where they had the chance to experience #ThatsGold in a number of ways, from innovative tech activities to headline events with their idols. Located in the new heart of the city at the Official Rio Live Site in Praca Maua, the "Parada" – as the locals called it – was named the top experience in Rio de Janeiro in terms of buzz during the Olympic Games.

## #ISSOÉOURO (#THATSGOLD) EXPERIENCE

Within the Olympic Park, the Coca-Cola experience offered a visually stunning activation, including ice-cold Coca-Cola served in commemorative gold aluminium bottles, a celebration of the Olympic Torch Relay (featuring photo opportunities with the torch), highlights of the long standing partnership between Coca-Cola and the Olympic Games, and a pin trading and retail experience. With more than 180,000 visitors and 50,000+ pins traded, #IssoÉOuro quickly became one of the most talked about experiences in the Olympic Park.

## GLOBAL INFLUENCERS

To help spread #ThatsGold across the world, Coca-Cola enlisted a selection of global influencers, including Australian superstars Cody and Alli Simpson, Canadian actress and fashion blogger Allie Evans, and British YouTuber Jake Boys. The influencers created a series of online content that defined what #ThatsGold meant to them and encouraged their social media followers to celebrate their own gold moments. These influencers helped Coca-Cola celebrate #ThatsGold to the tune of 500 million impressions.

The Coca-Cola logo is displayed in its classic red script font with a white outline, positioned in the lower right quadrant of the page.

**75%**

Fewer servers were used than at London 2012

**400**

IT security events were monitored each second (compared with 200 per second in London)

**100 Million**

Messages were sent to the media to share results and data – an increase of around 40% on London 2012

# Atos

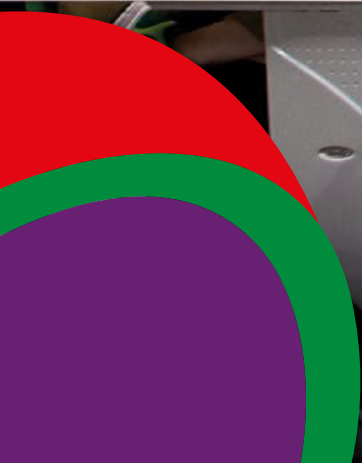
*“Atos, as Worldwide IT Partner, is supporting the IOC on its digital journey. For each Olympic Games, we bring innovations in technology to further add to the enjoyment of fans around the world.”*

**Patrick Adiba**, Atos Group Executive Vice President, Chief Commercial Officer and CEO for the Olympic Games

The Olympic Games Rio 2016 had more digital coverage than any previous Olympic Games and, as the Worldwide IT Partner and lead integrator, Atos was at the centre of this digital transformation by providing the complex IT systems and solutions that were vital to the success of the Games.

From archery to golf to rugby to wrestling, Atos systems were responsible for distributing the results of every single event at the Olympic Games Rio 2016 to the world in less than half a second – a technological feat that was years in the making.

## Atos



write  
history  
daily

144  
Torneo - Lomas



## Swimming

Schedule  
Olympic Aquatics Stadium  
Monday, 8 August 2016



Event	Start Time	Status
<a href="#">Women's 200m Freestyle - Heats</a>	13:02	Finished
<a href="#">Men's 200m Butterfly - Heats</a>	13:34	Finished
<a href="#">Women's 200m Individual Medley - Heats</a>	13:56	Finished
<a href="#">Women's 200m Freestyle Semifinals</a>	22:03	Running
<a href="#">Men's 200m Freestyle Final</a>	22:21	Scheduled
<a href="#">Women's 100m Backstroke Final</a>	22:30	Scheduled
<a href="#">Men's 100m Backstroke Final</a>	22:38	Scheduled
<a href="#">Women's 100m Breaststroke Final</a>	22:54	Scheduled
<a href="#">Men's 200m Butterfly Semifinals</a>	23:10	Scheduled
<a href="#">Women's 200m Ind. Medley Semifinals</a>	23:36	Scheduled



## WHAT ATOS DELIVERED

Driven by the maturity of mobile technology, Atos led the IOC's IT effort to enable Games results and other data to be shared both online and through traditional means faster, to any platform, anywhere.

Atos provided the IT systems that supported the running of the Games and enabled billions of fans around the world to experience Rio 2016. A team of 3,500 IT experts supported this complex project. Together, the team enabled:

- The first use of the Cloud at an Olympic Games to host the volunteer portal, the accreditation and workforce systems – reducing cost and improving efficiency
- 75% fewer servers were used than at London 2012, reducing costs and energy consumption
- 90 competition and non-competition venues were fitted with a complete IT infrastructure to ensure events could take place as scheduled
- 400 IT security events per second were monitored (compared with 200 per second in London)
- 300,000 accreditations were processed
- 100 million messages were sent to the media to share the results and data – an increase of around 40% that reflects the growing demand for more data from the Games

## DIGITAL TRANSFORMATION

The digital transformation challenge faced by the Olympic Games – to securely create the most connected and digital enabled experience to date, while managing more demands on increasingly sophisticated technology solutions such as Cloud, data and IT security – replicates the challenges that businesses face every day.

Atos ran a content and insight driven multi-channel programme for Rio 2016 to tell, share and show what is behind the digital journey of the Olympic Games and how it relates to any business.

Atos will use its experience in delivering the IT backbone behind the Olympic Games Rio 2016 to help companies worldwide drive their own digital transformation, driving new business models by accelerating innovation and success in a responsible and sustainable way.

The Atos logo is displayed in a bold, blue, sans-serif font.

**7,000+**

People visited the interactive Fan Zone at the Olympic Golf Course



**270,000** Students and teachers were reached throughout Brazil

by Bridgestone's partnership with the Transforma education programme

**999 Million**

Combined media and social media impressions were generated by Bridgestone's efforts around the Olympic Games Rio 2016



# Bridgestone

*"Rio 2016 was an incredibly valuable experience for Bridgestone. We take great pride in being part of the Olympic Movement, and we are truly inspired to build upon the strong foundation we've established through our first Olympic Games."*

**Masaaki Tsuya**, CEO and Representative Executive Office, Bridgestone Corporation

Bridgestone, the world's largest tyre and rubber company, made its debut as a Worldwide Olympic Partner at the Olympic Games Rio 2016. After signing with the IOC in 2014, the company was granted activation rights in Brazil, Japan, South Korea and the United States for Rio 2016 ahead of global rights that begin in 2017 and continue through 2024.

With more than 90 years of history in Brazil, Bridgestone was proud to support the first-ever Olympic Games held in South America through a passion for performance and a commitment to serving society that it shares with the Olympic Movement.

## CHASE YOUR DREAM

Bridgestone's global manifesto for the Olympic Games, entitled "Chase Your Dream," was created to guide the company's efforts around its Worldwide Olympic Partnership. This manifesto came to life at the Olympic Games Rio 2016 through more than 400 banners, billboards, street signs and out-of-home advertisements that canvassed the host city.





BRIDGESTONE  
OUT

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## **BUILT TO PERFORM**

The centrepiece of Bridgestone's marketing programme in the USA and Brazil, "Built to Perform" highlighted the parallels between elite athletic performance and Bridgestone tyre innovation. The execution included compelling television spots, social media campaigns and an extensive digital brand experience at BridgestonePerformance.com that illustrated the concept that world-class athletes and Bridgestone tyres are not born – they are built.

To celebrate this shared passion for performance, Bridgestone also supported six US Olympic and Paralympic athletes and hopefuls, including gymnast Aly Raisman and marathon runner Meb Keflezighi, to form Team Bridgestone for the Olympic Games Rio 2016.

## **GOLF FAN ZONE PRESENTED BY BRIDGESTONE**

In celebration of golf's return to the Olympic Games for the first time since 1904, Bridgestone teamed up with the International Golf Federation to serve as the exclusive presenting partner of an interactive Fan Zone that hosted more than 7,000 visitors on-site at the Olympic Golf Course. Bridgestone provided clubs, balls, bags and associated golf equipment to let fans new and old experience the game up-close by taking swings, making putts and working with certified coaches. All equipment was donated after the Games to the Brazilian Golf Confederation for use in programmes designed to promote and grow the sport in the host country.

## **FIRST FOUNDING PARTNER OF THE OLYMPIC CHANNEL**

With a belief that the Olympic Movement and the world's greatest athletes should be celebrated every day, Bridgestone proudly became the first Founding Partner of the Olympic Channel during the Olympic Games Rio 2016. The new, ground-breaking digital platform launched worldwide on 21 August and allows fans to experience the power of sport and the Olympic Movement anytime, anywhere and on any device. Bridgestone's Olympic Channel partnership extends through 2020 and begins as the presenting sponsor of "Against All Odds," a new series that follows athletes who have overcome adversity to reach their goals.

## **TRANSFORMA EDUCATION PROGRAMME**

Bridgestone contributed to the social legacy of Rio 2016 through its work with Transforma, the official education programme of the Rio 2016 Organising Committee. Through Bridgestone's support, Transforma expanded its teacher training sessions and community sports festivals to Santo André and Camaçari – two cities in which the company maintains operations. In addition, Bridgestone reached more than 270,000 students across Brazil through the creation of digital training modules for sustainability practices related to water, waste, animals and conscious consumption, as well as four television programmes focused on sport and education.



**20**

Projects related to  
Rio 2016's extended  
infrastructure

**2.2 Million**

Tons of GHG reduced

**181,000**

Additional students  
reached by Transforma  
education programme

# Dow

*“Dow’s partnership with the Olympic Movement enables us to use the platform of sport and the Olympic rings to demonstrate how our science and technologies can advance some of the world’s most pressing challenges – from climate change to more sustainable construction.”*

**Louis Vega**, Vice-President, Dow Olympic & Sports Solutions

As the Official Chemistry Company of the Olympic Games and Official Carbon Partner of Rio 2016, Dow helped the first Olympic Games in South America to build an unprecedented legacy for the whole region. From the most comprehensive carbon mitigation programme in Olympic history to an education programme that connected science and sports to seven million students, Dow celebrated its 60th anniversary in Brazil by playing a key role in the successful delivery of Rio 2016.







## CARBON MITIGATION

Dow led a unique cross-sector collaboration effort to leverage the Olympic Games as a catalyst for the adoption of more sustainable solutions that are relevant to help address one of the world's major challenges: climate change.

With an industry-leading portfolio of solutions that extract value from chemical and biological sciences, Dow stepped up to the challenge of helping Rio de Janeiro deliver the Olympic Games and participated in over 20 projects related to the event's extended infrastructure.

Dow science was present in all four venue clusters of the Olympic Games Rio 2016. At the Olympic Park in Barra, wire and cable technologies and construction chemicals could be found at venues such as the Olympic Tennis Centre, Olympic Aquatics Stadium and the Main Press Centre/International Broadcast Centre (MPC/IBC) complex. The Olympic Village, also in Barra, relied on construction chemicals, coatings and polyurethanes to ensure the comfort needed for athletes to perform on the world's main stage.

In Deodoro, Dow chemistry provided polyethylene and polyurethane technologies for the hockey pitches' innovative synthetic turf system, as well as for the competition balls. The iconic Maracanã stadium relied on game-changing chemistry for piping, flooring and waterproofing, while in Copacabana, bike lanes using more sustainable water-borne acrylic epoxy road markings paved the way for millions of *cariocas* and visitors.

## EDUCATION + SCIENCE = TRANSFORMA

Aligning with its 2025 Sustainability Goals, Dow served as the premier corporate partner of Transforma – Rio 2016's education programme – and provided content focused on physics, chemistry, biology and environmental studies to be taught through the lens of the Olympic Games.

Dow's support also helped Transforma expand to seven additional cities in which the company has operations in the Brazilian states of São Paulo and Bahia. As a result of this expanded reach, more than 181,000 students were added to the pool of seven million who benefited from training opportunities and sports festivals provided by the programme.



**180+**

Infrastructure projects with GE technology in every venue

**1,500+**

MRIs, Ultrasounds and X-Rays by GE diagnostic equipment

**200,000+**

Lights provided for more than 40 venues, generating energy savings of 50% for the City of Rio

**GE**

*“We are proud of our work with the IOC and local Organising Committees in delivering a variety of critical healthcare, energy, power, water and lighting solutions for the Olympic Games across six host cities to date.”*

**John Rice**, Vice Chairman, GE

### PROVIDING CRITICAL INFRASTRUCTURE

GE celebrated 10 years of Olympic Games sponsorship with Rio 2016, surpassing 1,000 infrastructure projects completed in host cities since 2006.

For the Olympic Games Rio 2016, GE was involved in over 180 infrastructure projects, with its leading edge technology being used in every venue. GE provided lighting to nine fields of play and other critical venues, ensured power connectivity to the International Broadcast Centre and power back up with 3,000 Uninterruptible Power Supply (UPS) units, and equipped the Olympic Polyclinic with leading-edge healthcare technology and records management.

For the first time, all Olympic physicians were able to use a single system to manage health records electronically through GE's Electronic Medical Records platform. Over 7,000 patient visits to the Polyclinic were processed with more than 1,500 diagnostics in MRI, Ultrasound and X-Rays performed during the Games period.







## SUPPORTING PEAK PERFORMANCE

GE is a proud sponsor of the Brazilian canoeing team and, since 2015, has worked with them in the development of software to monitor and analyse athletes' training in real time. The team had an outstanding Games in Rio, with Isaquias Queiroz winning two silvers and one bronze to become the only Brazilian athlete to ever win three medals in a single edition of the Olympic Games.

## UNPRECEDENTED CUSTOMER ENGAGEMENT

The Olympic Games Rio 2016 gave GE an opportunity to host over 800 guests in a programme that included tours of the company's Global Research Centre in Rio where it undertakes technology research and development in key industries including Oil & Gas, transportation and healthcare.

GE achieved unprecedented reach and engagement with its audiences both in Brazil and globally, with its Olympic sponsorship stories generating 100% positive media coverage in over 15 countries, across traditional channels as well as social media.

## LEAVING A MEANINGFUL LEGACY

As part of GE's commitment to the Olympic Games and their host cities, its legacy gifts to Rio de Janeiro include better, more efficient lighting for critical public spaces including Flamengo Park, Rio's largest public park and the venue for the Olympic sailing and cycling events, and the Lapa area, a central and historical district. GE's LED floodlighting and roadway fixtures with tele-management technology will decrease power consumption with between 50-78% energy savings, will save Rio City Hall maintenance expenditure, increase the sense of security and improve lighting quality for the enjoyment and benefit of Rio's inhabitants and visitors.

In addition to this lighting gift, GE is transforming the technology at Souza Aguiar Hospital based in the city of Rio de Janeiro. Souza Aguiar Hospital delivers care to a largely under-served population in Rio, operating the second largest emergency centre in Latin America. Here, they treat an average of 7,500 patients performing 600 surgeries per month. To improve the efficiency, number of surgeries and patient safety through lower radiation dosage, GE will replace the dated installed base of surgery/diagnostic imaging equipment with more advanced technology and provide radiology imaging systems (PACS) for the renovated Radiology clinic. This equipment will mean more patients can be treated faster with a potential increase in surgeries performed of 30%.





**50,000**

Meals served to athletes and others in McDonald's on-site restaurant in the International Zone



**95**

Olympic Crew members from Brazil, Japan, Korea, China and the United States staffed the McDonald's on-site restaurant



**100**

Children travelled to Rio as part of McDonald's Olympics Kids programme



## McDonald's

*"In Rio, McDonald's provided a once-in-a-lifetime experience for kids to take part in the Rio 2016 Opening Ceremony and walk in the Parade of Nations with athletes from 207 countries. By gathering kids from all around the world, McDonald's was able to provide an environment for kids to build friendships, and to create memories and experiences that will last forever."*

**Colin Mitchell**, Vice President, Global Brand Marketing, McDonald's

McDonald's support of the Olympic Movement began with the Olympic Winter Games Grenoble 1968, when the company airlifted hamburgers to USA athletes after they reported being homesick for McDonald's food.

The Olympic Games Rio 2016 marked the company's 11th consecutive Games as the Official Restaurant, with McDonald's setting out to celebrate the spirit of the Games with everyone around the world.

McDonald's Olympic activities therefore created opportunities for connections between fans, athletes and customers through the power of friendship as part of its #FriendsWin digital initiative, which celebrated the spirit of friendship that is at the heart of the Olympic values.







### **MCDONALD'S OLYMPICS KIDS PROGRAMME**

McDonald's brought together 100 children from around the world in the spirit of friendship for a once-in-a-lifetime opportunity to experience the Olympic Games Rio 2016 first-hand and participate in the Opening Ceremony at the Maracanã stadium in front of 80,000 spectators and billions of television viewers worldwide.

McDonald's Olympics Kids accompanied each country's flag bearer and delegation during the Opening Ceremony, and held a plant native to Brazil that was planted in the Deodoro Olympic Park following the Games.

McDonald's Olympics Kids also had the opportunity to attend Olympic events, meet athletes, make new friends and experience special Olympic moments with behind-the-scenes access at the Games. In addition, the children shared the sights and sounds of the Games through their eyes with their hometown press, family, friends and their communities.

### **MCDONALD'S OLYMPICS RESTAURANTS & CREW**

McDonald's continued its role in feeding the coaches, officials, athletes and their family and friends on-site at the Games in its International Zone Restaurant, where the menu featured local Brazilian favourites such as Pao de Queijo and the Egg, Cheese & Bacon Sandwich. McDonald's also served its iconic menu items like the Big Mac and Chicken McNuggets, and a selection of grilled chicken, burgers, salads, McCafe items, and its world-famous fries.

The McDonald's on-site restaurant in the International Zone was staffed by 95 Olympic Crew members from McDonald's Brazil, Japan, Korea, China and the United States, who served more than 50,000 meals to athletes and others.

McDonald's also provided a Dessert Kiosk for spectators in the Olympic Park in the Barra Region, serving thousands of tasty desserts during the Games. In addition, with more than 100 McDonald's restaurants in the greater Rio area, operated by Arcos Dorados, it was able to welcome guests from around the world throughout the Host City.



**480**

Timekeepers

**450**

Tonnes of equipment

**200KM**

Of cabling

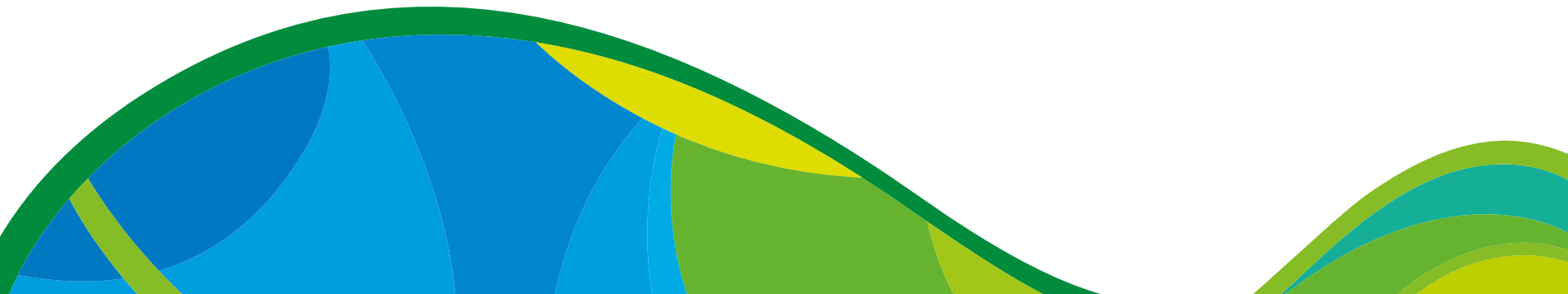
# Omega

*“There is no better example of human achievement, dedication and excellence than what we see at the Olympic Games. Rio 2016 had so many incredible moments and, as the Official Timekeeper, we felt particularly proud to witness and record every one.”*

**Raynald Aeschlimann**, President and CEO of OMEGA

Omega first served as the Official Timekeeper of the Olympic Games in Los Angeles in 1932. Since then, its relationship with the IOC has lasted for 84 years and 27 Olympic Games. By developing and evolving the most precise timekeeping equipment in the world, the brand is now trusted implicitly by every athlete who competes.

  
**OMEGA**









## RIO 2016 TIMEKEEPING TECHNOLOGY

Omega debuted several new timekeeping technologies in Rio:

- The Archery Targeting System: For the first time, technology was used to record scores in archery. The new target featured a built-in scanning system with 0.2mm accuracy. This precision is impossible for the human eye to detect.
- The OMEGA Scan'O'Vision MYRIA: A high-speed camera positioned on the finish line of races that can take 10,000 digital images per second. The quality of images is much improved from previous versions of the camera.
- Hi-resolution scoreboards: The improved scoreboards displayed information with bold new colours and animations. They were a great advancement from the amber and black displays used in the past.
- The False Start Detection System: Integrated into the starting blocks in athletics, the system was able to measure an athletes' pressure 4,000 times per second.
- New Photoelectric Cell Technology: The next generation of this vital equipment included four photoelectric cells instead of two. It enabled Omega to detect more body patterns as athletes crossed the line.

## OMEGA'S OLYMPIC GAMES MARKETING

Omega's international advertising campaign for the Olympic Games Rio 2016 focused on the dreams of athletes. The series of print, retail, digital and television commercials featured Omega's brand ambassadors including Michael Phelps, Chad le Clos, Sergio Garcia and Jessica Ennis-Hill. On major social media platforms, Omega used interactive posts to successfully connect with fans and promote the various timekeeping and watch stories.

## OMEGA'S RIO 2016 WATCH COLLECTION

Omega created three unique timepieces to celebrate the Olympic Games taking place in Rio;

The Seamaster Diver 300M "Rio 2016" Limited Edition was inspired by the host city itself, featuring a wave pattern similar to the mosaic design on Copacabana's famous sidewalks.

The Seamaster Bullhead "Rio 2016" Limited Edition featured a yellow, green, red, blue and black colour theme to represent the iconic Olympic rings, while the Speedmaster Mark II "Rio 2016" featured sub-dials that were decorated with gold, silver and bronze rings to recall the medals awarded during the Games.



**110**

Projectors supplied  
for Opening and  
Closing Ceremonies

**4K**

Resolution used to film  
the Opening Ceremony

**500SQM**

Of floor space in the  
Stadium of Wonders pavilion

# Panasonic

*“Panasonic is proud to be the ‘Official Ceremony Partner’ for the first time and support the Olympic Games Rio 2016 Ceremonies, creating another successful era of Panasonic’s contributions to the Olympic Movement.”*

**Satoshi Takeyasu**, Executive Officer, Panasonic Corporation

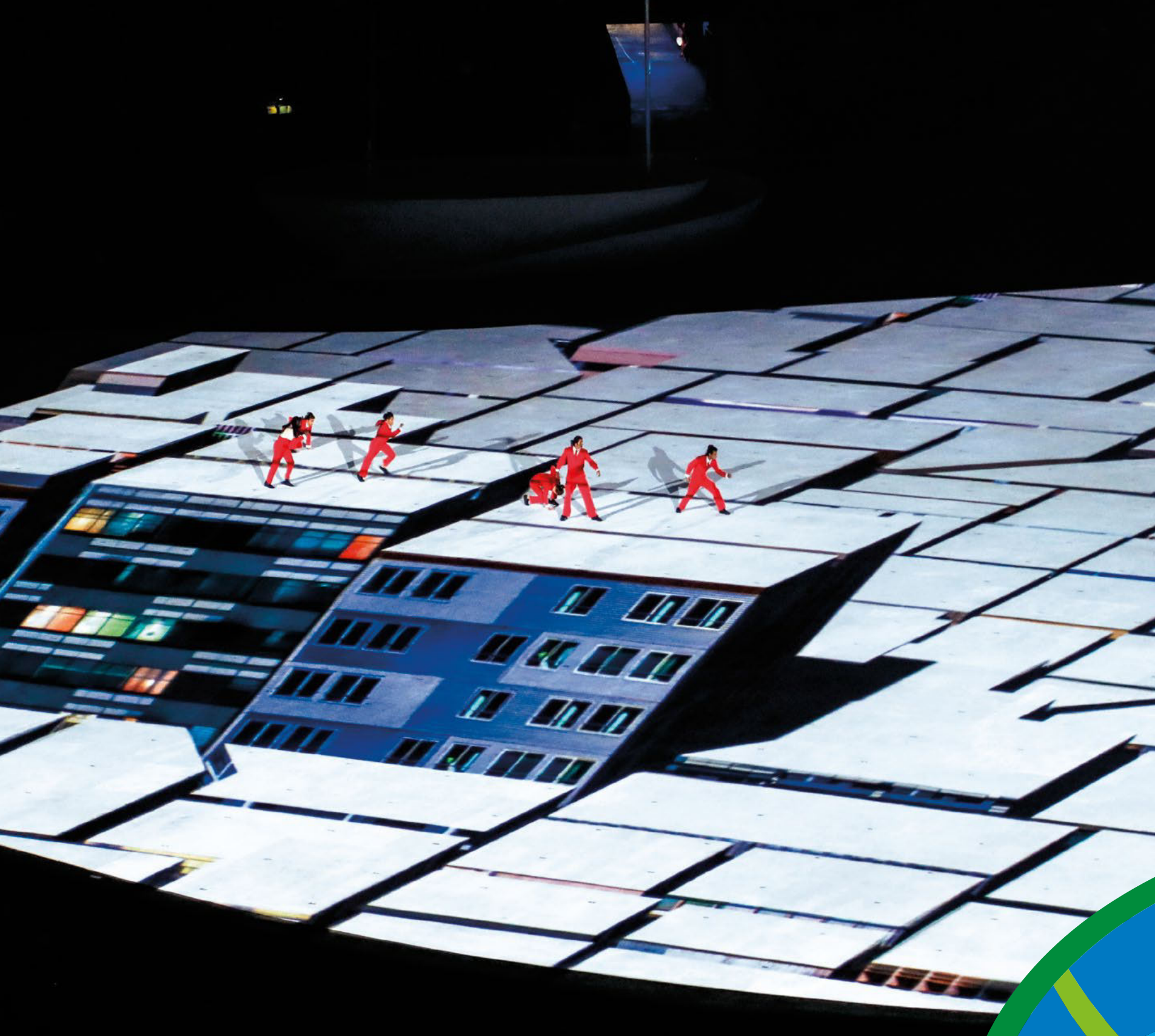
Panasonic Corporation is the Official Worldwide Olympic Partner in the Audio and Visual Equipment category and has contributed to the Olympic Games with its cutting-edge AV technology for more than a quarter of a century.

Through cooperation with the IOC, the Rio 2016 Organising Committee and Olympic Broadcasting Services (OBS), Panasonic supplied its state-of-the-art visual equipment to the Opening and Closing Ceremonies, competition venues and broadcasting locations for the Olympic Games Rio 2016.

**Panasonic**

**Panasonic**





## OFFICIAL CEREMONY PARTNER

Panasonic's Olympic marketing slogan is "Sharing the Passion" and the company is committed to using its technologies to connect people who are passionate about sports with the Olympic Games and the Olympic athletes.

For Rio 2016, Panasonic signed a partnership with the Rio 2016 Organising Committee to become an "Official Ceremony Partner", providing turn-key visual solutions including full system design, projection mapping and technical operations to the Opening and Closing Ceremonies.

In total, Panasonic supplied around 110 units of its high brightness compact 20,000 lumens projectors and other full line-up visual systems to create impressive images for the spectators inside the iconic Maracanã Stadium and the audiences around the globe.

## THE 'STADIUM OF WONDERS'

Throughout the Olympic Games, Panasonic welcomed visitors to its corporate pavilion, the 'Stadium of Wonders', which was located at Sugarloaf Mountain, in the Copacabana district of Rio de Janeiro.

With a floor area of roughly 500 square meters, the pavilion screened visual content accumulated over Panasonic's 25-plus-year support of the Olympic Games, in collaboration with the IOC and Rio 2016.

## FILMING IN 4K FORMAT AT THE OPENING CEREMONY

With the support of the IOC and OBS, Panasonic filmed the Rio 2016 Opening Ceremony in stunning 4K resolution and then shared the footage with visitors to its Stadium of Wonders pavilion during the Games.

## FACEBOOK PAGE AND OFFICIAL WEBSITE

Panasonic's past sponsorship activities were introduced on Panasonic's Facebook page and its "Sharing the Passion" website, which is dedicated to its partnership with the Olympic Games.

During the Olympic Games Rio 2016, Panasonic utilised these outlets to post timely updates on its activities from the ground, sharing the passion and excitement of the Games with the world.

**Panasonic**



**2,412**

Visitors to the P&amp;G Family Home

**2,700+**

Beauty and grooming services offered to athletes and their families

**221M+**

Views for Thank You, Mom - 'Strong' film

**P&G**

*"P&G was honoured to provide a Family Home and Olympic Village Salon in Rio. We know families never get thanked enough for the role they play on an athlete's journey, so this was a way for our brands to do just that."*

**Marc Pritchard**, Global Brand Building Officer, P&G

As the Worldwide Olympic Partner in the personal care and household products category, P&G brands help take care of many of the everyday needs of athletes and families during the Olympic Games, just like the company's brands support and serve moms and families every day around the world.

On the road to Rio 2016, P&G and its brands also sponsored athletes from more than 21 countries and during the Games the company's Thank You, Mom programme brought 15 mothers of Olympians from 14 countries to watch their children compete on the world's biggest stage.

### **P&G FAMILY HOME AND OLYMPIC VILLAGE SALON**

The P&G Family Home welcomed 276 mothers, 260 athletes and 2,412 total guests over the course of the Games. Daily activities included hot towel shaves in barber chairs, hair styling, makeovers and nail treatments, all courtesy of Gillette®, Pantene®, Aussie® and CoverGirl®. Family Home Guests were also invited to join the Always #LikeAGirl movement by recording a video encouraging girls around the world to "Keep Playing #LikeAGirl".

Alongside the P&G Family Home, the P&G Olympic Village Salon provided athletes from more than 204 countries – as well as mothers, fathers and family members – with over 2,700 beauty and grooming services by brands such as Pantene®, Gillette® and Head & Shoulders®.



SMALL BUT  
POWERFUL





Stylists at the P&G Olympic Village Salon helped 27 flagbearers and multiple gold medallists – including Ginny Thrasher (USA, shooting) Helen Glover (GB, Rowing), Anna Van Der Breggen (NED, cycling) and Kayla Harrison (USA, Judo) – prepare for their moments in the spotlight.

In total, 54 events celebrating countries, cultures, and the relationship between an Olympic athlete and their mother took place at the P&G Family Home, including 22 athletes who honoured their mothers with touching “Thank You, Mom” moments, such as Hungarian swimmer Katinka Hosszu, Brazilian swimmer Thiago Pereira, and Spanish swimmer Mireia Belmonte.

A variety of other events took place in the P&G Family Home, including 43 appearances by P&G’s family of athletes such as American gymnasts Simone Biles (Tide®) and Gabby Douglas (Venus®), French judoka Teddy Riner (Gillette®), Japanese table tennis player Kasumi Ishikawa, American decathlete Ashton Eaton (Gillette®), British heptathlete Jessica Ennis-Hill (Pampers® and Olay®), American sprinter Allyson Felix (Bounty®), Canadian canoeist Mark Oldershaw (Pampers®).

The P&G family of athletes – who are supported by more than 18 brands around the globe – earned a total of 58 Olympic medals including 27 gold medals, 13 silver medals and 18 bronze medals.

### **THANK YOU, MOM**

P&G’s ‘Thank You, Mom’ campaign kicked off in April 2016 with the launch of ‘Strong’ – a film that follows the journeys of four moms and their kids, showing the moments, both large and small, when a mother’s strength makes all the difference, and building to the moment each child summons their own courage on the world’s biggest stage – the Olympic Games.

The critically acclaimed films from P&G’s previous Olympic Games campaigns, ‘Pick Them Back Up’, ‘Kids’ and ‘Best Job’, are among the most viewed Olympic Games videos of all time and ‘Strong’ builds on that tradition of storytelling, with a fresh new take on the pivotal role moms play in their kids’ lives. Since launch, the film has been viewed more than 221 million times in 28 languages across multiple platforms.



**1M+**Visitors to Samsung  
Galaxy Studios**7M+**Downloads of  
The Rio 2016 App**12,500**Galaxy S7 edge  
Olympic Games Limited  
Edition mobile phones  
provided to athletes

# Samsung

*“We are thrilled that fans and athletes around the world were able to connect with the Olympic Games through our immersive programmes and mobile technology.”*

**Younghee Lee**, Executive Vice President of Global Marketing,  
Mobile Communications Business at Samsung Electronics

As the Worldwide Olympic Partner in the Wireless Communications Equipment category, Samsung provided the most advanced mobile products to the Olympic Games Rio 2016 to make these the most connected Olympic Games ever.

## **GALAXY S7 EDGE OLYMPIC GAMES LIMITED EDITION**

Samsung partnered with the IOC to provide 12,500 Galaxy S7 edge Olympic Games Limited Edition mobile phones to all Rio 2016 Olympians, enhancing their experiences in Rio and enabling them to communicate with friends and family around the world. For the first time ever, the Rio 2016-inspired device incorporated an Olympic Games design embedded into the phone itself, featuring a custom colour scheme that included the five official colours of the Olympic rings.

## **SAMSUNG GALAXY STUDIO**

The Samsung Galaxy Studio in the Olympic Park featured immersive interactions for fans and consumers to experience Samsung’s latest mobile products and technologies. Through a Galaxy S7 rental programme, fans experienced the Galaxy ecosystem and participated in immersive experiences such as 4D virtual reality kayaking and interactive fitness challenges, while they also visited the ‘Social Galaxy’ to see their social networking feeds come to life in full 360 degrees. There were 12 additional Olympic Games-themed Samsung Galaxy Studios throughout Brazil, many of which offered VR live-streaming of Olympic Games events. More than one million people visited Samsung Galaxy Studios during the Olympic Games Rio 2016.


**SAMSUNG**



Galaxy



### THE RIO 2016 APP

In collaboration with the Rio 2016 Organising Committee, Samsung developed The Rio 2016 App, the official mobile application of Rio 2016, which provided athletes, fans and consumers with updates on all the latest Olympic Games news. The app also featured the official schedule, venue and event information, results, medal counts, and real-time updates. More than seven million fans downloaded The Rio 2016 App.

### RIO 2016 PIN PROMOTION

Samsung offered fans the chance to celebrate the Olympic spirit, add to their Olympic pin collections and win once-in-a-lifetime prizes through the Rio 2016 pin promotion. Fans could collect up to 30 specially designed Olympic Games pins – 22 sport-themed pins and eight Rio de Janeiro themed pins – with those who collected all 30 pins and a commemorative pin board being entered to win prizes including a round-trip package for two to Tokyo, host city of the Olympic Games 2020, a Galaxy S7 edge Olympic Games Limited Edition and other mobile accessories.

### DEFYING BARRIERS

Samsung, in collaboration with Academy Award® winning director Morgan Neville, created 'A Fighting Chance' – a documentary short that follows four less-heralded hopefuls for the Olympic Games Rio 2016 who are determined to defy imposed barriers.

Samsung also released two powerful digital contents, 'The Chant' and 'The Anthem', which conveyed how the Olympic Games inspire harmony and collective progress, and how technology can help break down barriers and unite the world through deep, borderless connections.





3

Wearable payment innovations introduced



4,000

Point-of-sale payment terminals throughout the Olympic Park



61

Athletes formed Team Visa

*“The Olympic Games Rio 2016 provided an unparalleled opportunity to promote the Visa brand on the world stage.”*

**Chris Curtin**, Chief Brand & Innovation Marketing Officer, Visa Inc.

As the exclusive payment provider at the Olympic Games, and a TOP Partner for the past 30 years, Visa has a proud history with the Olympic Movement, and the Olympic Games Rio 2016 provided a globally unifying platform for Visa to showcase how the latest payment innovations are helping athletes, fans, cardholders and clients improve everyday experiences.

### ON-SITE OPERATIONS

Visa created the most technologically advanced payment system ever at the Olympic Games Rio 2016 and introduced three wearable payment innovations, which re-imagined the existing ways to pay. Visa debuted a payment ring that was given to Team Visa athletes and clients to test out during the Olympic Games, which allowed them to make contactless payments with the tap of their hand. Visa also partnered with Brazilian bank Bradesco to unveil a payment wearable band exclusively offered to the host country. The third payment innovation, created by Visa and Swatch, is the Swatch Bellamy watch, which is widely available to consumers and was sold at both of the Olympic Megastores in Rio. Visa also worked with fellow TOP Partner and key global partner Samsung to bring mobile payments to life at the Olympic Games Rio 2016 through Samsung Pay. Consumers were able to pay using their Visa on their Samsung device at any one of the 4,000 point-of-sale payment terminals throughout the Olympic Park in Rio.

VISA



Rio 2016



worldw onso



**VISA** Rio 2016

worldwide sponsor

**VISA**



sponsor





## OLYMPIC PARTNERSHIPS

At the Olympic Games Rio 2016, Visa leveraged its sponsorship rights in new ways by creating unique partnerships to engage with fans from all over the world. Visa partnered with Uber to launch RioPOOL, which united Uber riders in a global carpool, highlighting Visa as the leader in payments innovation and global acceptance. Riders on-site in Rio and in select cities around the world had the opportunity to select RioPOOL in their Uber app, carpool together and enjoy a fun Olympic-themed ride where they took Olympic-spirited 'selfies' and were connected with other riders.

## VISA MARKETING CAMPAIGN

The Uber Carpool was an extension of the Visa Carpool campaign that launched in June, in advance of the Games. The Carpool commercial featured 19 athletes from Team Visa travelling to Rio and using different Visa form factors to get there. The ad campaign was a celebration of the individual athletes' journeys to the Olympic Games, and paid homage to Visa's ongoing support of these athletes.

## TEAM VISA

Since its inception in 2004, the Team Visa programme has helped provide athletes with the tools, resources and support they need to reach their highest potential, regardless of origin or background. For Rio 2016, Visa was proud to have the most diverse Team Visa to-date with 61 athletes in total featuring Olympic and Paralympic athletes who embody Visa's core values – acceptance, partnership and innovation – while Visa also announced its partnership with members of the Refugee Olympic Team. Team Visa athletes won an impressive 25 medals between them.

The VISA logo is displayed in a bold, blue, italicized sans-serif font.

## Domestic Sponsorship

*“Without the knowledge, support, flexibility and collaboration from our Marketing Partners, it would not have been possible to overcome the complex financial-political conditions and make the Olympic Games Rio 2016 a huge success.”*

**Renato Ciuchini**, Chief Commercial Officer, Rio 2016

In addition to the funding and support offered by the Worldwide Olympic Partners, the Olympic Games Rio 2016 also benefited from a domestic sponsorship programme – managed by the Rio 2016 Organising Committee – which granted exclusive marketing rights within the host country to further help fund and stage the Games.

Featuring seven domestic partners, 12 official supporters and 30 official suppliers, the programme enjoyed great success, raising significant funds to support the Games and providing the Rio 2016 Organising Committee with help and expertise for specific operational needs during the planning and staging of the Games.

The following section outlines the contributions and support that the Rio 2016 domestic partners offered to help make the Games such a success.





## Bradesco

Bradesco became the first domestic sponsor of the Olympic Games Rio 2016 in November 2010, with exclusive rights in the Finance and Insurance Services categories.

During the Games, Bradesco was responsible for providing banking services to the athletes and professionals from national and international media, with Service Points in Olympic venues. It also assisted the general public with kiosks for the sale of collectible prepaid cards and ATMs.

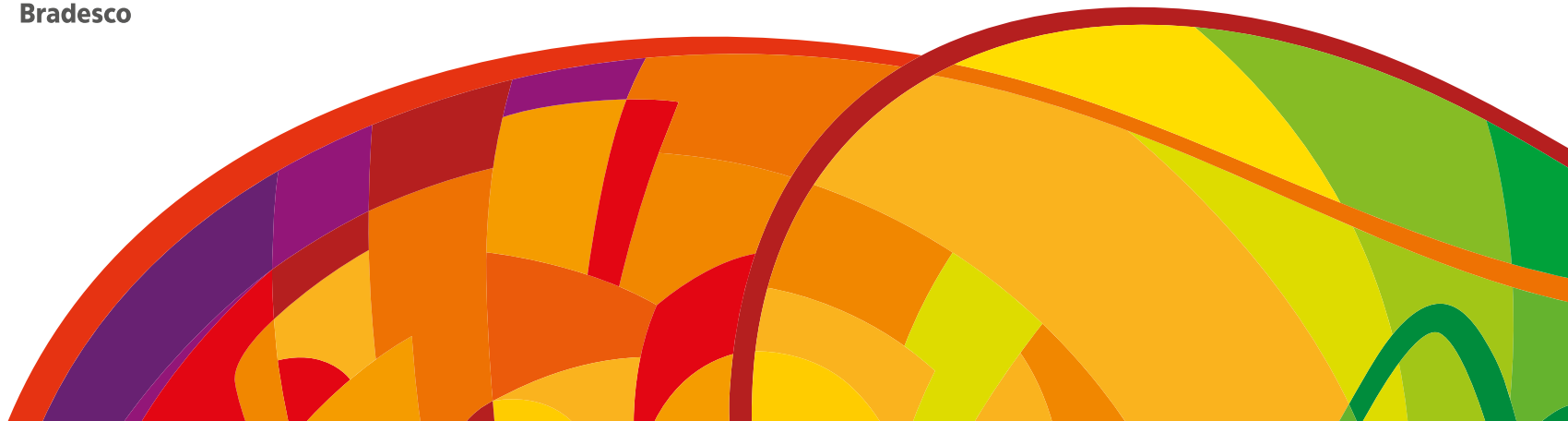


Throughout the Games, Bradesco also operated the interactive Casa BRA, which offered visitors the chance to meet the Olympic mascots and enjoy an exhibition featuring the Olympic torches of previous Olympic Games. The space received approximately 74,000 visitors during the Games, while Bradesco also operated a hospitality programme for around 6,500 guests and employees, who were able to enjoy live events as well as the Opening and Closing Ceremonies.

In addition to being an official sponsor of Rio 2016, Bradesco also handled financial and insurance services for Team Brazil and the Olympic Torch Relay, and supported six Brazilian national sports confederations – judo, basketball, aquatic sports, rugby, sailing and rowing.



**Bradesco**



## Bradesco Seguros

The Bradesco Seguros Group – a member of the Bradesco Organisation – is the largest conglomerate in the Brazilian insurance, capitalisation, and open pension funds market. With more than 4,700 branches of the Banco Bradesco network, the group is present in all 5,570 Brazilian municipalities and works in complete synergy with the bank, including customer services, offices and branches.



Among the initiatives it developed for the Olympic Games Rio 2016

was “Get Ready Brazil: The Journey of Sports to Rio” – a travelling museum that helped spread the Olympic spirit throughout all five regions of Brazil. For this project, two trucks transporting an Olympic exhibition visited 44 municipalities across the country, offering free admittance to the public, before finally arriving in Rio for the Games. Showcasing more than 100 items belonging to the collection of the IOC, the Brazilian Olympic Committee and the Rio 2016 Organising Committee – in addition to items from private collections – the exhibition attracted more than 200,000 visitors.

In order to communicate the participation of the Bradesco Seguros Group as the official insurer and sponsor of the Olympic Games Rio 2016, an advertising campaign was also launched in 2015, highlighting the importance of practice and preparation in sport as well as the ability to deal with day-to-day mishaps. The campaign featured three TV commercials as well as print adverts, radio spots and digital activations and reached an audience of almost 30 million people on Facebook and YouTube.



**Bradesco**  
Seguros

## Claro, Embratel & Net

Claro, Embratel and NET were the Official Sponsors and Providers of Telecommunications Services for the Olympic Games Rio 2016.

As part of the América Móvil Group, one of the largest telecommunication companies in the world, Claro, Embratel and NET provided the entire telecommunications services infrastructure for Rio 2016, leveraging decades of experience from both major Brazilian and international events to build facilities compatible with the size and technology of the Olympic Games.



In total, Claro, NET and Embratel provided Rio 2016 with a dedicated telecommunications backbone of 370km (230 miles) of fibre-optic circuit, 60,000 LAN network connections for data and voice services, 60,000 Internet access points, 20,000 3G and 4G mobile phone lines, 10,000 IP phone lines, 8,000 Wi-Fi access points and 12,000 CATV (Cable Television, or Community Antenna Television) points. In all, the network had a total capacity of 40 gigabits per second, connecting over 100 Rio 2016 venues.

In addition, Embratel offered two dedicated Data Centres with Tier III International Certification guaranteeing security and maximum availability. Embratel Data Centres also hosted the online portals for volunteers and ticket sales.

Expanding upon Claro's mobile network infrastructure, 97 new 3G and 4G Radio Base Stations were installed to support the increase in cell-phone use during the event. Thousands of chips for mobile phones (with voice and data plans) were also provided to serve all Olympic Family members and the Rio 2016 Organising Committee.



As the market leader in cable TV and broadband internet services in Brazil, NET provided 12,000 TV subscription outlets, 10,000 IP telephones lines, and 8,000 Wi-Fi access points across the city of Rio de Janeiro, including the Olympic Village and competition venues. The company also provided 25 HD channels from official broadcasters as well as 40 live stream video signals, contributing to the most comprehensive Olympic coverage in history, with every event broadcast on live television.



Embratel also provided the network that captured video signals of all Rio 2016 sports competitions, delivering them to the International Broadcast Centre (IBC), from where the images were broadcast to approximately five billion viewers in 200 countries around the world. Hundreds of thousands of hours of transmission were delivered by the Olympic Broadcasting Services to broadcast rights holders around the world. Approximately 3,000 professionals from Claro, Embratel and NET dedicated their services to the event.

In the Olympic Park, the Claro Pavilion also offered visitors the chance to enjoy an augmented reality experience, literally placing them within a life-size, 3D replica of the official Olympic Games logo. The experience gave visitors an aerial view of Rio de Janeiro and transported them to various Olympic venues throughout the Host City. The Pavilion also offered the opportunity to take photos with the Olympic Torch and with life-size cut-outs of Olympic athletes, as well as an interactive NET lounge with live Games broadcasts, detailed mapping of Embratel fibre optics and Games infrastructure contributions, and four big screens with live Games action displayed alongside pictures posted to Claro social media accounts.

## Correios

The Brazilian post office, known as Correios, became an official sponsor of Rio 2016 in January 2014, when it was chosen as the Official Logistics Operator.

The company played a key role in the first Olympic Games in South America by delivering more than 30 million items for the event, including athletes' equipment, furniture for the Olympic Village and fixtures for the Olympic venues. Correios also sold more than 14 million Rio 2016 licensed products such as official stamps, envelopes, custom boxes and aerograms.



In addition, the company leveraged its Olympic sponsorship to engage more than 120,000 employees, who were given the opportunity to participate in the Rio 2016 volunteer programme as well as hospitality activities and ticket contests, among others. In addition, 300 employees were chosen to take part in the Olympic Torch Relay.

As well as its Rio 2016 partnership, Correios enjoys a long-standing partnership with Brazilian sport. The company has been investing in the development of Olympic athletes and sports for more than 20 years and also supports the Brazilian Olympic Committee (COB) and the Brazilian sports federations for aquatics, tennis and handball.





## Nissan

As the official Automotive Partner of the Olympic Games Rio 2016, Nissan provided 4,200 vehicles to serve as the official Olympic fleet, not only during the Games but also in the lead up to the event and throughout the Olympic Torch Relay. The Nissan Kicks, the official vehicle of Rio 2016, was launched in Brazil to coincide with the start of the Games.



In the run up to and during the Games, Nissan's Olympic digital campaign featuring Usain Bolt, Nissan's 'Global Director of Excitement', generated nearly nine million views. In addition, Nissan's Olympic social media hashtag #QuemSeAtrave (#WhoDares) was one of the best-performing brand hashtags of the Games. In total, there were 2.9 billion impressions on Twitter for Nissan's Olympic specific hashtags.

During the Olympic Games, Nissan also set up a Nissan Kicks Hotel on Copacabana Beach – a fully-rebranded hotel complete with interior and exterior Nissan signage, Olympic-themed dynamic displays, rooftop parties with top acts that performed in the Opening Ceremony, and press conferences with Olympic athletes.

Central to Nissan's efforts was a 40-metre high bungee jump on the Olympic Boulevard, with additional activations including the "Nissan Kicks House" in the Olympic Park's Live Site in Barra to showcase the company's technologies and the recently-launched Nissan Kicks. On the eve of the Games, Nissan also unveiled and offered test drives of its BladeGlider and e-Bio Fuel-Cell prototypes – high performance electric sport cars, a first-of-their-kind in Brazil, which run on bio-ethanol electric power.

**NISSAN**

15

Agosto  
August





Chapter Four  
Ticketing & the  
Spectator Experience

lação de Ingressos - Entr  
Ticket Scan Entry



# Ticketing

*“With the joy of life of the Brazilians, they turned this into a great party for everybody.”*

**Thomas Bach**, IOC President

From the cacophony of noise produced by passionate fans in iconic venues such as the Maracanã, the Maracanãzinho and the Copacabana Beach Volleyball Arena, to the huge crowds of people who gathered in the Olympic Park each day, the Olympic Games Rio 2016 never failed to deliver the carnival atmosphere that the Brazilian city is famed for.

The Rio 2016 Ticketing Programme was designed to allow as many people as possible to enjoy the Olympic Games experience, with more than half of the tickets available for R\$70 (about USD 22) or less, and the cheapest tickets costing just R\$40 (about USD 13). A number of reduced price tickets were also available to senior citizens, students and people with a disability or reduced mobility.

In total, the Rio 2016 Organising Committee sold 6.2 million tickets for the Games, raising R\$1.140 billion (USD 321m) for the Rio 2016 operating budget and highlighting the desire of Olympic fans to watch the world's greatest athletes in person.

*“The Brazil crowd has been great. The energy they brought was just ridiculous. I want to thank them for that.”*

**Usain Bolt**, Jamaica, nine-time Olympic gold medallist



**6.2 Million**  
Tickets sold



**R\$1.140BN**  
(USD 321m) in revenue



**100,000**  
Tickets sold in less than  
four hours on 21 July



**1.1 Million**  
Tickets available for  
R\$40 (USD 13)



**5.2 Million**  
Ticket requests made by the  
end of the first sales phase

*“We were delighted with how well the Brazilian public embraced the Olympic Games Rio 2016. It’s clear that there was a great desire to be part of the first Games in South America, and fans from Brazil and around the world helped create a real party atmosphere in each and every one of the venues.”*

**Donovan Ferreti**, Director of Ticketing, Rio 2016 Organising Committee

### TICKET SALES

The Rio 2016 ticket sales programme was launched for the Brazilian public on 31 March 2015. Residents of Brazil were able to apply to buy tickets in two draws directly from the official Rio 2016 website ([www.rio2016.com](http://www.rio2016.com)), first in March and August 2015, and then in October 2015, which was based on the principal of first come, first served.

Within the first 24 hours of tickets going on sale, fans from across Brazil applied for 750,000 tickets, while more than 5.2 million requests had been made by the end of the first sales phase. The most sought-after tickets were for volleyball, followed by football and basketball, with the men’s volleyball final proving most popular. At that time, there were 220 applications for each ticket available for the big game.

Following the two initial sales phases, further tickets were made available as seating plans in Olympic venues were finalised. From April 2016, new batches of tickets were released every Thursday, with the top-selling day – 21 July – seeing Olympic fans buy more than 100,000 tickets in less than four hours.

Any remaining tickets were then made available at the ticket box offices located in the four competition zones, Rio city and the football host cities from June 2016 until the end of the Games.







*“We will want to tell our grandchildren about the Rio 2016 Games and these are our tickets to history.”*

**Mário Andrada**, Executive Director of Communications, Rio 2016



More than **3 Million** tickets priced R\$70 (USD 22) or less

### OVERSEAS TICKET SALES

Fans outside Brazil were able to buy tickets from Authorised Ticket Resellers (ATRs), appointed by their country's National Olympic Committee (NOC). From 1 June 2016, international spectators not residing in Brazil were also given the opportunity to buy tickets on the Rio 2016 ticketing website.

### TICKET RESALE PROGRAMME

In October 2015, a ticket resale programme was launched to enable those who bought via the official Rio 2016 website to resell any tickets they could no longer use in a secure manner.

The online service was the only official resale facility and aimed to ensure that unwanted tickets were resold to genuine fans at a fair price. As well as combating the illegal sale of tickets on the black market, the service provided new opportunities for fans to buy tickets for events that were no longer available.

### TICKETING PARTNERS

**Visa** – In recognition of Visa's long-standing support of the Olympic Games, Visa was the only card accepted at the Olympic Games Rio 2016 and the only card accepted in the ticket sales process for Brazilian residents.

**CTS Eventim** – CTS Eventim was the exclusive Ticketing Services Provider for the Olympic Games Rio 2016. The company won the bid, based on technical expertise, to provide operational solutions for the ticketing programme, to help Rio 2016 Organising Committee provide a transparent ticket distribution system for the Games.

**LATAM Viagens** – LATAM Viagens was the Supporter of the Olympic Games Rio 2016 Official TRIP Hospitality Programme, offering fans the chance to purchase a complete Olympic experience, including tickets for sporting events, hospitality passes, land transport services and more.



**220**

Applications for each ticket available for the men's volleyball final





**2.9 Million**  
Visitors to the  
Olympic Boulevard



**1.17 Million**  
Tourists visited Rio de Janeiro  
during the Games



**292,400**  
Visitors to the Barra  
Olympic Park Live Site

## Spectator Experience

The Rio 2016 Organising Committee's vision for its spectator experience during the Games was to create, "A celebration of passion and transformation that will provide a memorable experience for a young territory". And so it proved, with fans enjoying a party atmosphere as they flocked to venues, the Olympic Parks, Live Sites and the Olympic Boulevard in their millions to join in the unique festival provided by the first Olympic Games to be hosted in South America.

According to global independent research commissioned by the IOC, 82% of Brazilian spectators surveyed said their experience was better than expected and rated their enjoyment as 9.5 out of 10.

### LIVE SITES

The unique party atmosphere created during Rio 2016 was not limited to the Olympic venues, with fans also congregating at specially equipped Live Sites in the Barra and Deodoro Olympic Parks and in Rio city to watch live coverage of Olympic events on the big screens.

In Barra Olympic Park, the 26,000m<sup>2</sup> live site welcomed almost 300,000 fans during the Games, who were able to follow events on big screens while enjoying live music and other attractions. The outdoors area was also home to a programme of cultural events that was open to anyone with a ticket to the Park, which also offered fans a range of other activities, such as sponsor activations and official merchandise outlets, including the Rio 2016 Megastore.

In addition to the Barra Olympic Park, which hosted 16 sports during the Games, much of the Rio 2016 sporting action was centred on a second Olympic Park in Deodoro, which staged 11 different Olympic disciplines and also offered a Live Site that attracted more than 56,000 fans.

Within the City of Rio, a Live Site in the popular Parque Madureira also welcomed 340,000 fans during the Games, while there was also a Live Site for fans in the football city of Manaus. In addition, the Tokyo 2020 Organising Committee also initiated three Live Sites in order to allow Japanese fans to watch the Olympic Games Rio 2016.



*“It’s an experience that I’ll remember all my life. You have all the world’s nationalities together in the same place, in peace. It’s a wonderful thing to see.”*

**Jennifer Maher**, an Olympic fan from the USA

### OLYMPIC BOULEVARD

One of the most popular destinations during the Olympic Games Rio 2016 was the Olympic Boulevard at Porto Maravilha – the newly renovated port district in the heart of Rio’s historic centre.

Stretching 3km (1.9 miles) along the dockside, the Boulevard was home to the Olympic cauldron throughout the Games, attracting millions of visitors who were also able to watch more than 100 hours of Olympic action on specially-erected big screens, while also enjoying live concerts and an array of street performers, including jugglers, mimes, dancers and musicians.

In addition, the Olympic Boulevard – which was free to enter and open from 9am to around 10pm every day – featured 50 food trucks serving a range of Brazilian cuisine and offered fireworks and light shows to keep the crowds entertained.

One of the most popular attractions proved to be the hot air balloon that was tethered near the waterfront, taking passengers 150m (nearly 500ft) into the air for breath-taking views across the Olympic city. By the end of the Games, more than 5,200 flights had been taken.

In total, the Olympic Boulevard received almost three million visitors during the Games.



**56,970**

Visitors to the Deodoro  
Olympic Park Live Site



**5,200**

Flights on the Olympic  
Boulevard's hot air balloon



**340,000**

Visitors to the Parque  
Madureira Live Site



**Chapter Five**  
Licensing and  
Merchandising





## Licensing and Merchandising

*“We welcomed more than 3.5 million Olympic fans at the Megastores in Copacabana and the Olympic Park who were looking to take home a unique souvenir of Rio 2016 – whether that be a T-shirt, mascots, sporting goods or the famous Brazilian flip-flops, which were among our biggest sellers.”*

**Sylmara Multini**, Director of Licensing & Retail, Rio 2016 Organising Committee

With over 5,000 licensed Rio 2016 products on offer in the 132 official Rio 2016 stores and more than 40,000 authorised points of sale across Brazil, there was certainly no shortage of options for Olympic fans looking to find a special souvenir from the first Olympic Games to be held in South America.

From pins and pens to towels and T-shirts, the Rio 2016 licensing programme featured a huge range of products to suit all tastes and budgets and proved to be a huge success, generating over R\$1bn (over USD 300m) in retail sales to help support and promote the Olympic Games Rio 2016, while also showcasing the unique identity of the host city.



**5,000**

Official products on offer



**132**

Official Rio 2016 stores



**R\$1BN**

(USD 300m) in retail sales





**4,200SQM**  
Size of Olympic  
Park Megastore



**3.5 Million**  
Megastore visitors



**R\$380**  
(USD 120) average  
spend per customer

*“As a mom of two kids, I couldn’t leave Rio without some official merchandise. I bought the official mascot, some T-shirts, a hat, a couple of mugs and some playing cards. I also bought myself a pair of Havaianas.”*

Canadian fan **Jaime Damak**

### LICENSED PRODUCTS

The Rio 2016 Organising Committee agreed contracts with 59 licensed companies to provide official products for the Games, in categories such as apparel and footwear, sporting goods, household goods, accessories, stationery, souvenirs, toys and many others.

Among the highlights were plush mascot toys, Havaianas flip-flops – which became the biggest sellers of the Games, with 2.5 million pairs sold – and Lego models of the Rio 2016 mascots, which were offered for the first time in the history of the Olympic Games.

### RETAIL OPERATIONS

The incredible popularity of the Rio 2016 licensed products was highlighted by the hordes of fans that flocked to the two huge Megastores that operated within the Barra Olympic Park and on Copacabana Beach throughout the Games.

In total, 3.5 million fans passed through the doors of these Megastores, while licensed products were also offered at more than 40,000 independent retailers throughout Brazil and in the 132 official Rio 2016 stores that were located at airports, shopping centres and hotels across the country. Official stores also operated in the Athletes’ Village and at all the Olympic venues during the Games, while an official online store was also available for Brazilian customers.





Rio 2016™

Rio 2016™

Praia Beach



Rio 2016™

Rio 2016





10  
REAIS

Rio 2016  
Olympic rings

BRASIL

### PHILATELIC PROGRAMME

Following a tradition that has been part of every modern Olympic Games since 1896, a series of commemorative postal stamps were also launched to mark Rio 2016.

In total, three batches of stamps were released, featuring 31 different designs celebrating Olympic sports, the Olympic Torch, the Opening and Closing Ceremonies, and the official Games mascots. For the first time in Olympic history, stamps inscribed in Braille were also released in celebration of the Paralympic Games.

### COIN PROGRAMME

Commemorative coins have also been a regular feature of Olympic Games memorabilia since Helsinki in 1952, and the Rio 2016 Organising Committee partnered with the Brazilian Central Bank to issue four batches of limited edition coins in the build up to the Games.

In total, more than 320 million coins were produced, featuring 36 different designs depicting Olympic sports, Rio landmarks, Brazilian cultural icons and the official Games mascots.

In addition, Rio 2016 and the Brazilian Mint released a series of souvenir medallions to commemorate the Games. Available in gold, silver, 'golden bronze', and bronze – and bearing designs of famous Rio landmarks, the Rio 2016 mascots and the torch relay – the medallions were priced from R\$70 (US\$21) to R\$9,560 (US\$2,817), with only 50 units produced of the rarest design, which featured the Olympic torch.



**320 Million**  
Commemorative  
coins produced



**2.5 Million**  
Pairs of Rio 2016  
flip-flops sold



**1.2 Million**  
Mascot plush toys sold

### OFFICIAL MEMORABILIA AUCTION

Fans looking for an extra special memento of the Olympic Games Rio 2016 were given the opportunity to bid on thousands of items of competition-used equipment and other unique Games artefacts through the Official Memorabilia Auction, which ran online from August to December 2016.

The highly collectable items included torches used in the Rio 2016 Olympic Torch Relay, memorabilia from the Opening and Closing Ceremonies and sporting equipment from the events.

### IOC LICENSING PROGRAMME

Alongside the Rio 2016 Licensing Programme, the IOC managed its own licensing programme for the Games, which included global initiatives such as the hugely popular official video game, 'Mario & Sonic at the Rio 2016 Olympic Games'. The game was launched for the Nintendo 3DS in February 2016, while the Nintendo Wii U version was released in June 2016.

Following the approval of Olympic Agenda 2020, the IOC has also developed a global licensing programme that operates during and in-between each edition of the Games.

This global licensing strategy consists of three programmes: an Olympic Heritage collection, focused on merchandise related to past Games; an Olympic Games collection, featuring products linked to future editions of the Games; and an Olympic collection, which aims to communicate the essence of the Olympic brand.

For Rio 2016, a Heritage Collection featuring T-shirts, hats, key-chains and mugs was produced for sale in the Olympic Megastore during the Games.



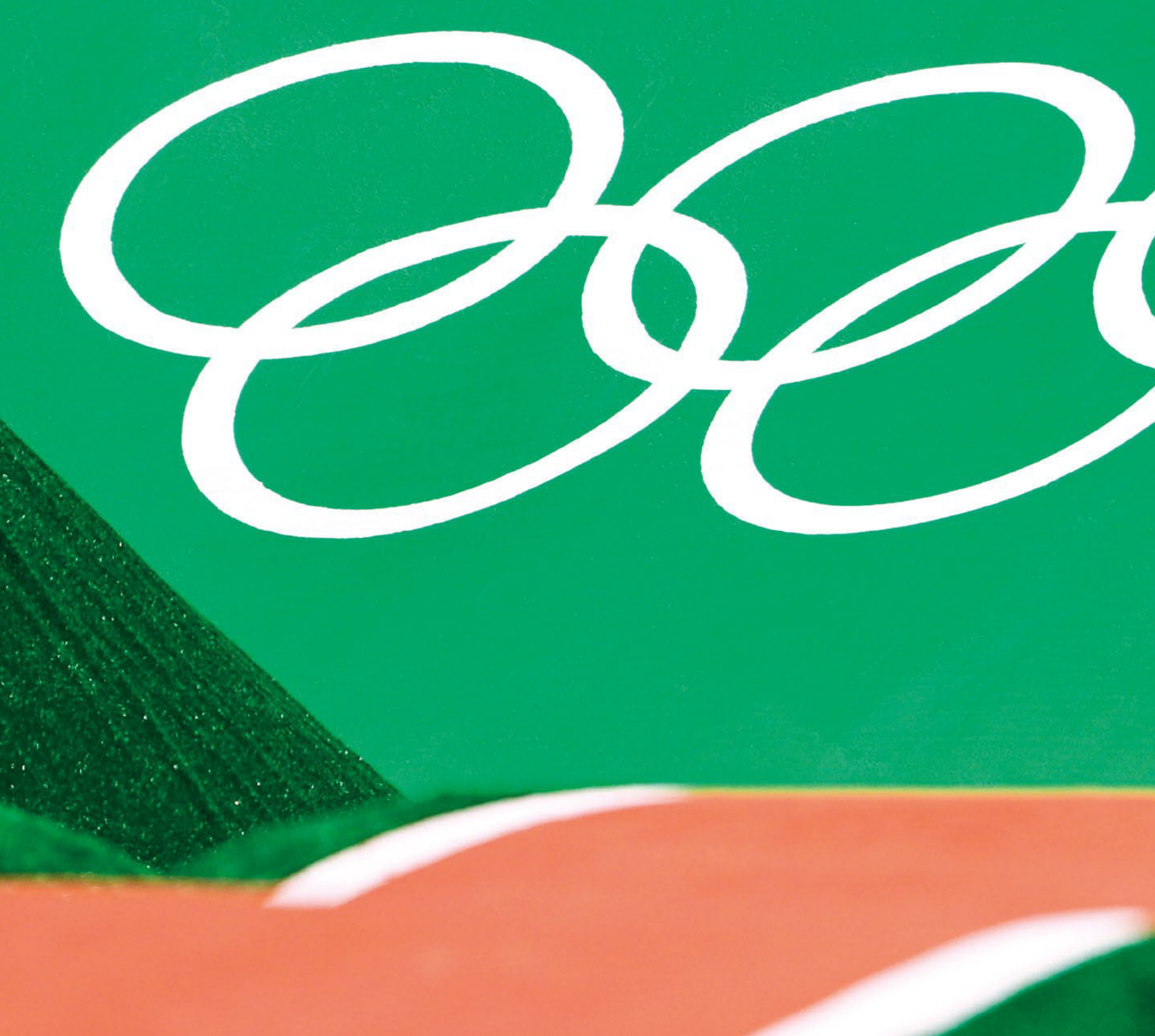


Moda Infantil Kids

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Cimoo  
TIME TO GO!

Camping





Chapter Six  
The Olympic Brand





# The Olympic Brand

*“The Olympic Games give us all hope that a better world is possible.”*

Thomas Bach, IOC President

Throughout the Olympic Games Rio 2016, the sight of excited fans taking photos next to the Olympic rings at venues throughout the city was a clear demonstration of the enduring appeal of this powerful symbol.

Designed in 1912 by Pierre de Coubertin – the founder of the modern Olympic Movement – the Olympic rings are the visual representation of the philosophy of Olympism, which aims to demonstrate how sport can contribute to building a better world. This concept is powerfully conveyed to a huge global audience during each edition of the Olympic Games, when athletes from around the world embody the Olympic values of Excellence, Friendship and Respect as they compete under the Olympic symbol. With these emotive values at its core, the Olympic symbol is able to transcend sport, resonating strongly with people of all ages and cultures and becoming one of the most widely-recognised symbols in the world.

Independent research commissioned by the IOC in the summer of 2016 demonstrated that awareness of the Olympic rings remains very high with nine out of 10 people globally able to correctly identify the iconic symbol. The Olympic rings outperform other key global brands measured across a range of attributes, including “Global”, “Inspirational”, “Excellence”, “Friendship”, “Optimistic” and “Inclusive”.

The Olympic Games also had the highest awareness and appeal among all sports and entertainment events measured in the survey, with 93% awareness level and an appeal rating of 7.4 out of 10. The association of the Olympic Games with terms such as “excellence”, “friendship”, “respect”, as well as “diversity”, “inspirational”, “unity”, “universal” and “youthful”, has also increased since London 2012. Moreover, the Olympic Games Rio 2016 continued to appeal to a wide and demographically balanced audience, while 74% of respondents believed that the Olympic Games contribute to building a better world through sport, and 74% said the Olympic Games have an important role in today’s society.



**9 OUT OF 10**

People globally can correctly identify the Olympic rings



**74%**

Of people believe that the Olympic Games contribute to building a better world through sport



**74%**

Of people say the Olympic Games have an important role in today’s society

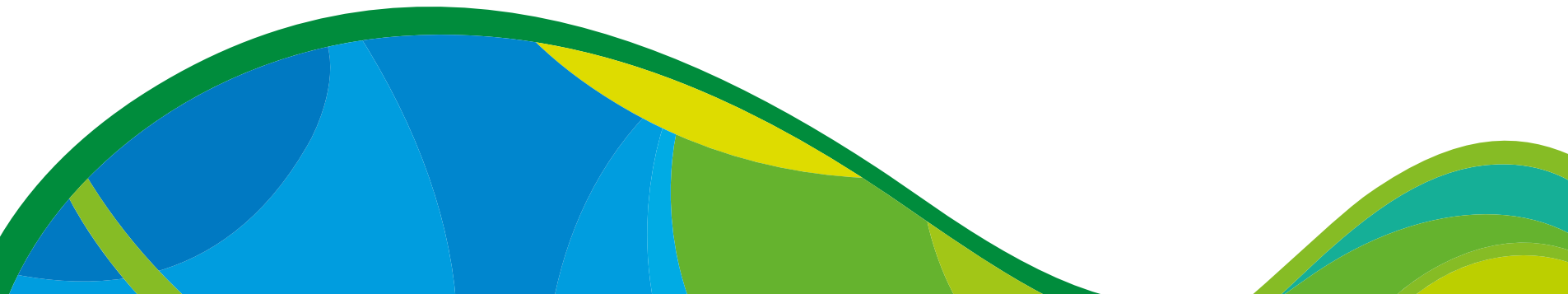
### IOC GLOBAL BRAND CAMPAIGN

In April 2016, the IOC launched a global promotional campaign to communicate the Olympic Movement's vision of building a better world through sport and to promote the values of the Olympic brand. With the aim of inspiring the spirit of unity, hope and peace for a better tomorrow, the campaign was entitled, "Together we can change the world".

The campaign consisted of four films that demonstrated how the Olympic spirit lives within all of us and that no matter where we come from, or who we are, if we can come together, we can change the world. The films were created in four languages – English, French, Spanish and Portuguese – with Uma Thurman, Juliette Binoche, Paz Vega and Taís Araújo lending their voices to represent the Olympic spirit. The soundtrack of the films was a rerecorded version of "The Fire", by the band The Roots, with voice talents coming from the five continents – Lenny Kravitz (America), Yuna (Asia), Nneka (Africa), Corinne Bailey Rae (Europe) and Harts (Oceania), plus Diogo Nogueira representing Brazil, the host country of the Olympic Games.

In the build-up to the Olympic Games Rio 2016, the spots were aired by broadcasters around the world and in total had over double the airtime of the IOC's brand campaign for the Olympic Games London 2012.

In addition to the films, the campaign featured digital and social media activations to promote #OlympicPeace. This element of the campaign shared a series of stories that brought to life how sport can foster peace and hope in the world ([www.olympic.org/peace](http://www.olympic.org/peace)), with the message reaching over 40 million unique visitors. Additionally, more than 10,000 participants demonstrated their support to the cause by sharing a message of peace with a white dove on social media.





# Rio 2016



*“The Rio 2016 brand symbolises the passion and transformation that the Games brought to Rio de Janeiro and Brazil, as well as the desire for a more just and fraternal world.”*

Beth Lula, Brand Director, Rio 2016

### **THE RIO 2016 BRAND**

As with previous editions of the Olympic Games, Rio 2016 featured its own distinctive brand and visual identity that could be seen throughout the host city and the Olympic venues during the Olympic Games, and was reflected in the design of everything from the volunteers’ uniforms to the medals that the athletes were striving for. Each Olympic Games brand aims to reflect the culture of the host city, while also creating an instantly-recognisable “look” that is seen by billions of people around the world.

This was the challenge given to the branding team, which started with a complex mission: to create inspirational, solid, global brands that were still deeply Brazilian.

Passion and transformation – the essence of the Olympic Games Rio 2016 – were at the centre of everything that was delivered, while the four pillars of ‘harmonious diversity’, ‘contagious energy’, ‘exuberant nature’ and ‘the Olympic spirit’ also supported the brand positioning. These all combined to give Rio 2016 its unique and colourful identity.



### **RIO 2016 EMBLEM**

At the centre of the Rio 2016 brand was the Olympic Games emblem, which was unveiled as part of the New Year celebrations on Copacabana beach on 31 December 2010.

Composed of multi-coloured figures embracing over the Olympic symbol, the emblem aimed to translate the Olympic spirit, the athletes' emotions, and the shapes and spirit of Rio de Janeiro into an essentially human, inclusive brand.

The city's atmosphere was reflected in the combination of colours – yellow symbolised the sun and the lively and joyful essence of the local people; blue represented the fluidity of water and the buoyant way of life that is typical of Rio; while green referenced Rio's forests and exuberant nature.

By depicting figures embracing, the emblem also symbolised the unity of the Olympic Games with their outlines also recalling the shape of Sugarloaf Mountain – one of Rio de Janeiro's most beautiful landmarks.

### **THE LOOK OF THE GAMES**

The Rio 2016 'Look of the Games' – the design used for all the event's visual communications – was launched in August 2014.

Inspired by Brazil, Brazilians and Rio – and developed by the design and branding teams of the Organising Committee – this visual identity aimed to reflect the landscape and most recognisable icons of the host city, including the Sambodromo, the Lapa Arches, Corcovado, the Dois Irmãos (Two Brothers) Mountain, Sugarloaf Mountain and the Pedra da Gávea Mountain.

These designs were seen throughout the venues and the streets of Rio during the Games, helping to bring the city together and create a unique experience for residents and visitors alike.









## SPORT PICTOGRAMS

Sports on the Olympic programme have been depicted by pictograms since the Olympic Games Tokyo 1964 but, for the first time in Olympic history, Rio 2016 featured pictograms for each individual discipline.

In total, 41 pictograms were created for the Olympic Games, with the designs based on the Rio 2016 font, which was launched in July 2012 and formed an integral part of the Games brand.

These symbols were then used to guide and inform the public during the Olympic Games – for example on venue signposts and tickets – allowing people from all over the world to immediately identify each of the different Olympic disciplines.

*“The mascots are one of the most important symbols of the Games because they create an emotional link with the public, especially children, and are genuine ambassadors for the event.”*

**Beth Lula**, Brand Director, Rio 2016

## MASCOT

Vinicius, the official mascot for Rio 2016, was named after one of Brazil's most prominent 20th century cultural icons – the bossa nova musician Vinicius de Moraes – and constituted a blend of animals native to Brazil, while also symbolising the energy exuded by the Brazilian people.

When creating the mascot, the designers drew inspiration from pop culture as well as video game and cartoon characters. The Rio 2016 Organising Committee held a public poll to choose the mascot's name, with 320,000 fans casting their votes.

Alongside Tom, the mascot for the Rio 2016 Paralympic Games, the duo had their own profiles on social media and a unique website featuring special activities for children. The characters also starred in “Vinicius and Tom – Fun by Nature” – a cartoon series featuring 32 two-minute episodes produced by the Cartoon Network.



### OLYMPIC TORCH

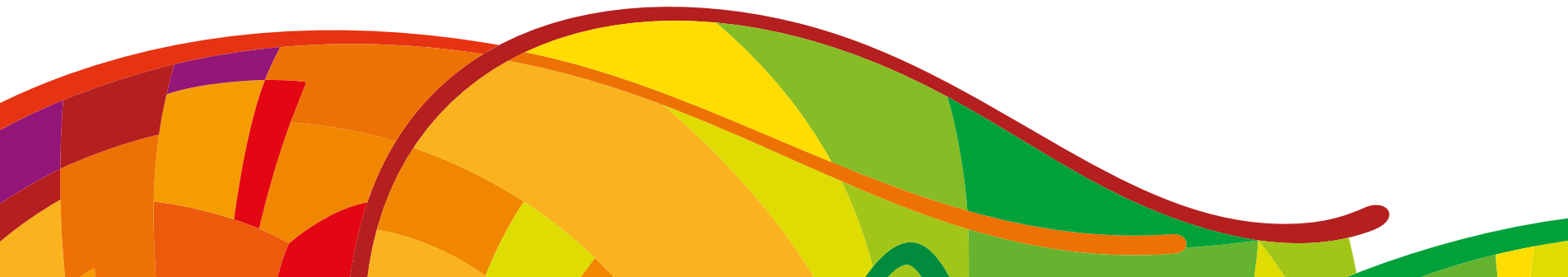
The innovative design of the Rio 2016 Olympic Torch featured moveable segments that could expand to reveal the colours of Brazil when the Olympic flame was passed from one torchbearer to another. The triangular shape of the torch, meanwhile, alluded to the three Olympic values of Excellence, Friendship and Respect, while the floating effect of its different segments represented the efforts of the athletes.

The torches, which were crafted from recycled aluminium and resin with a satin finish, were carried by approximately 12,000 torchbearers during the Rio 2016 Olympic Torch Relay – presented by Coca-Cola, Nissan, and Bradesco – which visited around 300 cities and towns across Brazil ahead of the Olympic Games.

### MEDALS

The design of the Rio 2016 Olympic medals aimed to celebrate the relationship between the strengths of Olympic heroes and the forces of nature. One side featured laurel leaves – a symbol of victory in ancient Greece – surrounding the Rio 2016 Olympic logo to represent the link between nature and Olympians. According to Olympic Games tradition, the other side of the medals features an image of Nike, the Greek goddess of victory, with the Panathinaiko Stadium and the Acropolis in the background.

Underlining the link to nature, the medals were produced with environmental sustainability at their core. The gold used to manufacture the winners' medals was completely mercury-free and produced under exacting sustainability criteria – from mine to finished product – while the silver and bronze medals were comprised of 30% recycled materials. Even the ribbons attached to the medals were made from 50% recycled plastic bottles, while the freijo wood used to craft the rounded presentation cases for the medals was certified by the Forest Stewardship Council.





XI Olimpíada Rio 2016



Rio 2016





*Chapter Seven*  
Protecting the  
Olympic Brand



Rio 2016

*[Signature]*



# Protecting the Olympic Brand

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

**Timo Lumme**, Managing Director, IOC Television and Marketing Services

As one of the world's most recognisable symbols, the Olympic rings are an invaluable asset for the Olympic Movement, with the IOC able to offer its marketing partners an exclusive association with the Olympic brand in return for their support.

Any attempt to use the Olympic symbol without permission therefore reduces the value and integrity of the brand and 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.

In order to protect the value of the brand and honour the exclusive partnerships on which the Olympic Movement's commercial programmes are based, the IOC works with Organising Committees and National Olympic Committees to take action against any unauthorised use of the Olympic symbol and issues clear guidelines to ensure that its integrity is maintained every time it is used.



## PROTECTING THE OLYMPIC BRAND

### AMBUSH MARKETING

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### RIO 2016 BRAND PROTECTION PROGRAMME

In order to support marketing activities and stop any unauthorised association with the Olympic Games Rio 2016 and/or the official brands, the Rio 2016 Organising Committee implemented an extensive brand protection programme, involving the following measures:

#### Education and Engagement

Rio 2016 developed a series of practical and operational brand protection guides designed to educate all stakeholders regarding the brand protection rules. It also held various training courses and workshops for different target audiences, and maintained a relationship and service channel to answer people's queries.



**Activation of Marketing Rights**

The Olympic marketing partners had the right to communicate their association with the Olympic Games Rio 2016 by using the Olympic symbol and the Rio 2016 brand. However, they were required to follow certain rules in order to guarantee its appropriate usage and preserve the value and integrity of the official brand. The IOC and Rio 2016 therefore reviewed all activation materials produced by official partners in order to ensure that they complied with usage policies and rules.

**Monitoring Programme**

Implemented to guarantee protection for the rights of official Rio 2016 marketing partners and licensees, the monitoring programme aimed to identify any ambush marketing or piracy activities.

**Licensed Products**

One of the success factors of the Rio 2016 Licensing Programme was the monitoring programme implemented by the Brand Protection team, together with the public security authorities, in order to curb and fight the sale of counterfeit Rio 2016 products. In addition, the licensed products were covered by a special identification system featuring Rio 2016 holographic seals, tags and labels developed to prove the authenticity of official products and provide security information. This system also combatted counterfeit products through online brand protection measures.

**Ticketing**

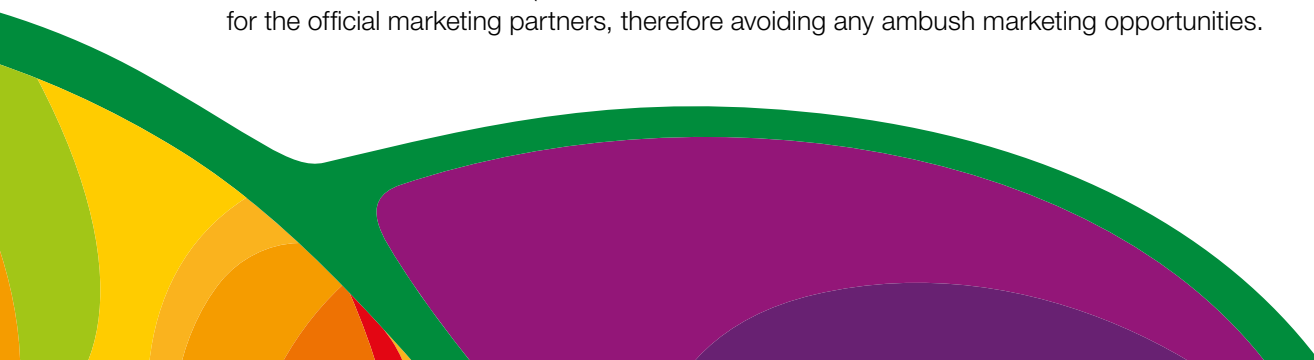
Besides monitoring ambush marketing and unofficial products, the Brand Protection team was also responsible for the global monitoring of ticket sales, supported by an online monitoring agency, to ensure the programme's success.

**Clean Venue Policy**

Unlike other major sporting events, the Olympic Games operate a "clean venue" policy. The aim of this policy is to prevent any commercial, political or religious advertising at Games venues, guaranteeing that the main focus is on athletes and sport. Rio 2016 and the IOC focused their brand protection action at Games-time on ensuring compliance with the clean venue policy in venues and guaranteeing that the operational rights of marketing partners were respected.

**Out-of-home advertising**

The out-of-home (OOH) advertising programme was designed to secure outdoor media properties in the Rio 2016 host cities (Rio de Janeiro, São Paulo, Belo Horizonte, Manaus, Brasília and Salvador) for the official marketing partners, therefore avoiding any ambush marketing opportunities.





1:03:10.18



### **IOC BROADCAST MONITORING**

The IOC monitored the global broadcast coverage of the Olympic Games Rio 2016 to identify any messages that may have damaged the Olympic brand or infringed upon the rights of the official Olympic marketing partners.

This Monitoring Programme ensured that unauthorised parties did not use Olympic intellectual property and that Olympic broadcast rights holders complied with their contractual obligations.

By checking for ambush marketing advertisements, unauthorised commercial overlays and overt in-studio commercial signage, the programme helped preserve the unique 'clean' nature of the Olympic Games broadcast.

### **INTERNET MONITORING**

In addition to monitoring the Games broadcasts around the world, the IOC also implemented an Internet Monitoring Programme during the Olympic Games Rio 2016, which 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 or ambush marketing activities on social media platforms.

The Internet Monitoring Programme also monitored geo-blocking, to ensure that rights-holding broadcasters respected their territorial rights online, as well as online advertising, news access and ambush marketing.





Rio 2016   
1075

  
OSTINO

*Chapter Eight*  
*Acknowledgements*

## Acknowledgements

*“I would like to express my gratitude to our Olympic Broadcast Partners who helped share events in Rio de Janeiro with the world, and to our Worldwide Olympic Partners for their invaluable contributions which gave the world’s best athletes the chance to compete on the Olympic stage.”*

**Thomas Bach**, IOC President

### OLYMPIC BROADCAST PARTNERS

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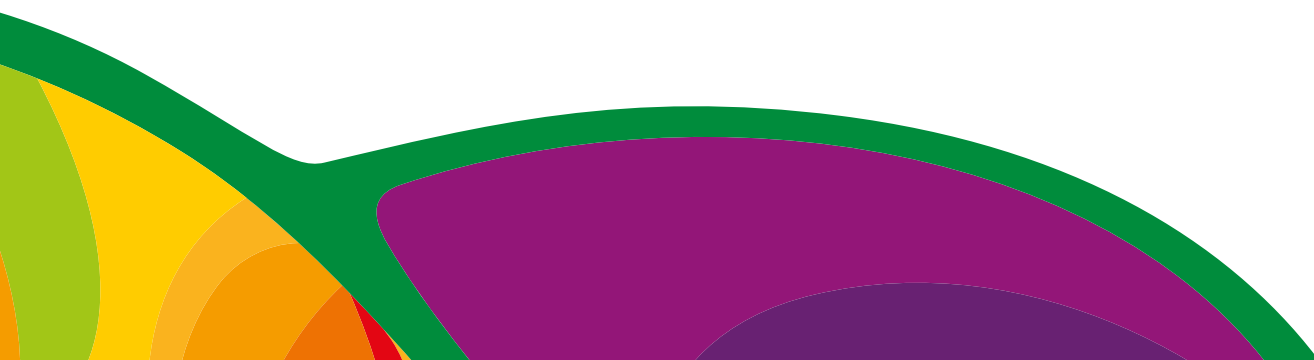
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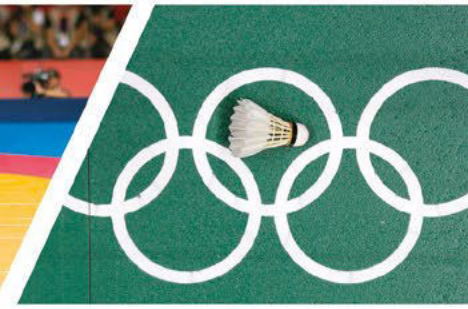
Sponsorship Intelligence



INTERNATIONAL  
OLYMPIC  
COMMITTEE

International Olympic Committee  
Château de Vidy  
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\*Bridgestone marketing rights limited to Brazil, the Republic of Korea, Japan and the United States of America until end 2016 and worldwide 2017 onwards / Toyota marketing rights limited to Japan until end 2016 and worldwide 2017 onwards.

