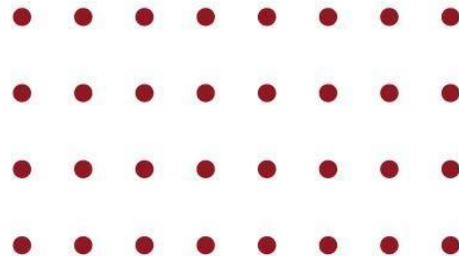


MIM115 Global Sports Business and Industry



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<https://www.palco23.com/competiciones/la-nfl-salta-el-charco-y-jugara-un-partido-de-la-fase-regular-en-el-santiago-bernabeu>

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Class 9: The Olympic Movement and the Business of Olympic Games

- The Olympic Movement
- Olympism
- The Summer Olympic Games
- The Winter Olympic Games

The Olympic Movement



- The Olympic Movement is a collective effort to promote Olympism worldwide, encompassing the International Olympic Committee (IOC)
- It covers the five continents. It reaches its peak with the bringing together of the world's athletes at the great sports festival, the Olympic Games. Its symbol is five interlaced rings.

The Olympic Movement



- The three main constituents of the Olympic Movement are:
 - The International Olympic Committee (“IOC”) give the guidelines
 - The International Sports Federations (“IFs”) IFs govern individual sports globally
 - The National Olympic Committees (“NOCs”) manage their countries' participation in the Olympics

Discussion

How have you seen the IF's blending sport with culture, education, and the promotion of peace and ethical values within a country?

- FIFA launched the Football for Schools program to incorporate football into physical education curricula worldwide.
- World Rugby's Get Into Rugby programme aims to introduce children to rugby, promote physical activity, and impart the values of rugby such as integrity, respect, solidarity, passion, and discipline (+100 countries)
- Through international tournaments, camps, and clinics, FIBA offers young athletes the opportunity to learn from different cultures, build international friendships, and understand the importance of peace and ethical behavior in both sports and life.

The business model of the Olympic Games



Key Revenue streams:

- **Sponsorships:** Sponsorships come through the Olympic Partners (TOP) program, engaging global brands in long-term deals.
- Broadcasting rights: sold to media companies around the world, represent the largest income source, enabling worldwide coverage of the events (**European broadcasting Union & Warner Bros**).
- Ticket sales to spectators (**London olympics £659 million in ticket sales) that's nearly 11 million ticket sales**

Licensing for merchandise: manufacturers and retailers to produce and sell officially licensed products

Group Activity (15 minutes)

- Each group analyzes a case study on ticket sales in a specific sport of a past Olympic Games (each group chooses a different year), focusing on planning, execution, challenges, and outcomes.
- When presenting, each group presents their findings, emphasizing the economic and social impact on the host city directly and indirectly.
- Each group including the teacher has to propose a question to the group presenting.

The Olympic Partners (TOP) Program



TOP program plays a critical role in financing the Olympic Games and supporting the global Olympic Movement

They contribute directly to the organization and staging of the Olympic Games and the operations of the International Olympic Committee (IOC).

By engaging sponsors in long-term agreements, the TOP program ensures a steady flow of revenue over multiple Olympic cycles, offering financial stability and supporting the development of Olympic sports worldwide. **(Panasonic for 30 years, Nike since 2005)**

Benefits of Olympic Partners



- TOP sponsors receive unparalleled global exposure through **media coverage**, official **marketing materials**, and **on-site branding opportunities**.
- Exclusive rights allowing them to use Olympic marks and imagery in their advertising campaigns.
- **Hospitality and Access:** Can be used for corporate hospitality and promotional activities.

Discussion

How would sponsors balance commercial interests with Olympic ideals (excellence, respect and friendship) in:

- Athlete sponsorship
- Grassroot programs
- Environmental sustainability

Group Activity

In groups, brainstorm and propose innovative ideas for future Olympic Games that align with sustainability, inclusivity, and the digital age.

Present in groups share their proposals, followed by a class vote on the most innovative idea.

The Olympic Games



- The Olympic Games are competitions between athletes in individual or team events and not between countries.
- They bring together the athletes selected by their respective NOCs, whose entries have been accepted by the IOC.
- They compete under the technical direction of the IFs concerned.

The Olympic Games



- The Olympic Games consist of the Games of the Olympiad (Summer Olympic Games) and the Olympic Winter Games.
- Sports which are practised on snow or ice are considered as winter sports.

The Winter Olympic Games



Unless otherwise agreed with the relevant OCOG (Organizing Committee for the Olympic Games), the following approximate numbers shall apply with respect to the Olympic Winter Games: 2,900 athletes, 2,000 accredited coaches and athletes' support personnel, and 100 events.



Thank You