

“The response of those concerned to our initiative exceeded our most optimistic hopes. If we succeed in our undertaking, we shall have made a contribution to the development of sport and to a better understanding between men.”

It was with these words that the President of the IOC, H.E. Mr. Juan Antonio Samaranch launched the debates of SISMO '84 on the 23rd of November 1984 at the Palais de Beaulieu in Lausanne and welcomed the 397 participants who had responded to the invitation of the three bodies which had jointly organised this first International Symposium “Sport, Media, Olympism”.

In the course of his speech, the President of the IOC emphasised that this event was in fact the outcome of two years' hard work by the International Olympic Committee, the European Broadcasting Union and the Société Suisse de Radiodiffusion (SSR), (Swiss Broadcasting Society), under the aegis of the city of Lausanne, in response to the absolute need to deal with the specific requirements of broadcasters and leaders of the sporting movement, and to bring together the interests and opinions of the various parties in a debate both wide-ranging and open.

Recalling that the Olympic Games and the large sporting events which take place at continental and world level constitute a marvellous opportunity for the media in general, and for television in particular ; that a television schedule today is unthinkable without the broadcasting of sports events ; but that on the other hand the sports movement in general finds in the media an important source of revenue, the President of the IOC invited the appointed speakers to give their opinions on the relations between sport and the information media and to illustrate this “partnership”, which has direct and immediate implications in spheres as wide apart as financing, organisation, schedules, promotion, broadcasting, rights and legal implications, logistics, publicity, technology, information and commercialisation.

It is on those briefly outlined themes that the 34 speakers from all spheres: from the world of sport and the Olympics the President of the IOC, the Director of the IOC, IOC Members Mr. Willi Daume (FRG), Mr. Joao Havelange (BRA), Mr. Marc

Hodler (SUB; broadcasters such as Mr. Albert Scharf, President of the EBU, Mr. Leo Schurmann, Director General of the SSR, Henikas Jushkhevitch, Vice-President of the Committee of State for broadcasting (URS), Mr. Marvin Bader (ABC, USA) ; from the world of business Mr. Horst Dassler, President of Adidas; athletes Sara Simeoni (ITA) and Sebastian Coe (GBR), to name but a few at random, came to defend, plead or explain their cases before the assembly in the course of the six sessions which took place from the 23rd to the 26th November and led to the conclusions given below.

In view of the success of this initiative, the organisers decided to convene a second SISMO conference in Lausanne in 1989 in order to extend the flow of ideas which had begun. The debates were certainly theoretical and at a very high level, but the practical and visual aspect was not absent from this first SISMO. The participants were thus able to watch a short BBC film of the sporting moments most often televised worldwide between 1954 and 1984, as well as televised highlights of the Games of the XXIIrd Olympiad in Los Angeles and of the XIVth Winter Games in Sarajevo, produced by ABC Sports (USA).

The issue of the “Olympic Message” given over entirely to SISMO '84 has probably already reached you. Finally, the IOC intends to produce very shortly a collection of all the speeches given on the occasion of SISMO '84.



CONCLUSIONS

1. The dialogue which has opened at SISMO '84 will be continued on a permanent basis and strengthened by maintaining the existing advisory structure between the partners, which are sport and the media.
2. It is agreed to harmonize as soon as possible the respective tasks of the organizing committees, the media, the host broadcaster and the contracting broadcasters, based on the minimum requirements of the IOC, the press, radio and television which take account of previous experiences. These minimum requirements will be constantly revised and brought up to date in relation to actual needs.
3. Taking into account the inflation of sporting events and the problem posed by the timetable of competitions, it is recommended that all interested organizations come to an agreement to draw up and coordinate the sporting calendar, giving priority to competitions organized under the control of International Federations.
4. The principle of universality both of sport, and of the broadcasting of sporting events must be sought whilst ensuring all services, facilities and infrastructure to meet the needs of all : athletes, officials, journalists and broadcasters.
5. All organizations involved are keen to involve athletes more and to include them in future discussions.
6. International organizations, organizers and the media must study with those commercial companies that have chosen sport as a means of communication and promotion, the possibilities for collaboration, while taking account of national and sporting peculiarities. In particular, for the Olympic Games, the IOC reconfirms its principle of not authorizing commercial publicity in the stadia.
7. Third parties, such as agents and intermediaries, will not be allowed to intervene in the discussion and conclusion of contracts between the Olympic Movement and broadcasters.
8. In order to better promote solidarity between developing countries and the broadcasting of major sporting events, interested parties must analyse and propose a range of means of assistance in countries which are not so well provided. This consultation should look into more particularly reinforcing the role of radio, the production of packages and summaries and, in certain cases, assistance in order to favour better broadcasting throughout the world.
9. According to the new IOC arrangements, the services and basic infrastructure for the media will be better assured and more accessible. The utilization of financial means resulting from the 20% of television rights deducted from each of the television broadcasting contracts must be defined and coordinated in close collaboration with the IOC and the competent commissions.
10. It is foreseen to hold the next SISMO in 1989, here in Lausanne after the next Olympic Games

