

# MARKET/NC MATTERS

Support Intern reported that a total of 7,885,592 tickets were sold at the 1996 Olympic Games with baseball, basketball and track and field each topping the one million mark in ticket sales. Overall sales to the public were valued at about \$400 million. For all events, the average price of a ticket was \$37.50 while Opening Ceremonies was \$562 and Closing Ceremonies was \$519. The following is a sport-by-sport review of Olympic ticket sales.

SPORT	TOTAL VALUE	TICKETS SOLD	AVERAGE PRICE
Athletics	\$ 72,497,407	1,134,558	\$ 63.90
Gymnastics	\$ 54,310,559	520,699	\$ 104.30
Basketball	\$ 42,535,039	1,068,032	\$ 39.80
Soccer	\$ 38,308,949	736,475	\$ 52.00
Baseball	\$ 16,887,903	1,134,203	\$ 14.90
Swimming	\$ 15,524,264	151,476	\$ 102.50
Volleyball	\$ 14,114,749	508,279	\$ 27.80
Boxing	\$ 10,510,065	162,742	\$ 64.60
Diving	\$ 9,362,242	128,360	\$ 72.90
Tennis	\$ 8,285,931	162,389	\$ 51.00
Equestrian Jumping	\$ 5,085,373	81,740	\$ 62.20
Beach Volleyball	\$ 4,139,448	108,909	\$ 38.00
Field Hockey	\$ 4,136,457	282,135	\$ 14.70
Equestrian 3-day event	\$ 3,772,123	164,715	\$ 22.90
Team Handball	\$ 3,260,406	186,901	\$ 17.40
Equestrian Dressage	\$ 3,008,352	110,544	\$ 27.20
Wrestling	\$ 2,488,263	91,155	\$ 27.30
Judo	\$ 2,477,816	76,298	\$ 32.50
Water Polo	\$ 2,444,257	88,712	\$ 27.60
Rowing	\$ 2,271,995	129,048	\$ 17.60
Softball	\$ 2,166,064	120,132	\$ 18.00
Weightlifting	\$ 2,107,903	64,855	\$ 32.50
Canoe/Kayak Sprint	\$ 1,946,588	103,137	\$ 18.90
Rhythmic Gymnastics	\$ 1,296,042	72,695	\$ 17.80
Badminton	\$ 1,294,417	56,314	\$ 23.00
Canoe/Kayak Slalom	\$ 1,256,548	41,846	\$ 30.00
Track Cycling	\$ 1,009,537	29,961	\$ 33.70
Yachting	\$ 937,786	8,086	\$ 116.00
Table Tennis	\$ 882,041	53,393	\$ 16.50
Archery	\$ 815,432	42,114	\$ 19.40
Shooting	\$ 815,100	37,050	\$ 22.00
Synchronized Swimming	\$ 768,787	22,051	\$ 34.90
Fencing	\$ 478,700	24,308	\$ 19.70
Mountain Biking	\$ 444,624	27,789	\$ 16.00
Modern Pentathlon	\$ 222,910	10,648	\$ 20.90
Opening Ceremonies	\$ 38,280,204	68,047	\$ 562.60
Closing Ceremonies	\$ 28,960,260	55,796	\$ 519.00

(8.6 million tickets sold, the most ever, generating over \$486 million. Three sports sold more than one million tickets.)

## MARKETING ANALYSIS - ATHLETES & RECORDS

Athletes taking part: 10,744

Participating countries:	197
Disciplines:	37
Sports:	26
Venues:	31
World Records:	33
Olympic Records:	122

#### GLOBAL TV AUDIENCE

Africa	616.2
North America	2630.6
South and Central America (inclusive Caribbean)	3,610.5
Asia	7,999.3
Europe	3,918.3
Oceania	217.1
Satellite	576.9

Global cumulative television audience: 19.6 Billion, which is 18% over the 1992 Barcelona cumulative viewing figures,

#### BROADCAST RIGHTS HOLDERS 1996.

Territory	License holder	US in millions.
<b>AMERICAS</b>		
USA	NBC	456.0
Canada	BCC	20.75
Caribbean	CUB	0.190
Latin America	TO	5.45
Puerto Rico	Teleounce	0.750
<b>EUROPE</b>		
	EBU	250.0
<b>ASIA-PACIFIC</b>		
Australia	Channel 7	30.0
New Zealand	TVNZ	5.0
Arab States	ASBU	3.75
Asia	ABU/ASC	8.0
Japan	Japan Olympic Pool	99.5
Korea	Korea Olympic Pool	9.75
Philippines	PTNI	1.0
<b>AFRICA</b>		
South Africa	SABC	6.7
	URTNA	IOC funded.

#### LESSONS FROM ATLANTA - FUTURE EFFORTS:

- \* Partnership - The Games must be a joint effort between the private sector and government. Commercial programs must be coordinated.
- \* Sponsorship program - The number of sponsor companies is to be limited and coordinated to help support the Olympic agenda.
- \* Budget Analysis - Tougher analysis of the Bid City Evaluation process to ensure that capital and operational budgets are realistic.
- \* Olympic marks/licensing - Future Games will have tight requirements on what products can be considered for licensing, to ensure that they enhance, not trivialize, the Olympic image.

Source: The Olympic Marketing Newsletter, published by the IOC, issue No. 10. Winter 1996/1997. Centennial Olympic Games Marketing Analysis.