

OLYMPIC NEWS NOTES

WITH CONTRIBUTIONS FROM DR. BILL MALLON, JEAN-PIERRE CARAVAN,
THE INTERNATIONAL OLYMPIC COMMITTEE, AND FROM THE SYDNEY SPIRIT

OLYMPISM/INTERNATIONAL OLYMPIC COMMITTEE

*Last week in the presence of more than 100,000 people a ceremony was held to rededicate Olympic Park in Atlanta. The park was created for the Games of the XXVI Olympiad in 1996, thanks to a wide-ranging social cooperation including the purchase of 460,000 bricks to help finance the project. Olympic Park will now be a venue for sporting and cultural events. At the ceremony, IOC vice presidents Pál Schmitt and Anita L. DeFrantz spoke on behalf of the IOC. Also present on this occasion were the governor of Georgia, Zell Miller; the mayor of Atlanta, William Campbell; former ACOG officials including William Porter Payne; and former United States Olympic Committee (USOC) president LeRoy Walker. (The Week's Olympic News, No. 310, 3 April 1998).

*The composition of the coordination commission for the Games of the XXVIII Olympiad in Athens in 2004 was announced this week. The commission members will be: Dr. Jacques Rogge (IOC), chairman; representing the IOC: Francisco J. Elizalde, Sinan Erdem, Mario Pescante, Craig Reedie, Thomas Sithole, Irena Szewinska and Alex Gilady; representing the International Federations: Primo Nebiolo, Hein Verbruggen and Shengrong Lu; and representing the National Olympic Committees: Julio Cesar Maglione and Feliciano Mayoral. The other members yet to be appointed are an athletes' representative, who will be chosen when the Athletes' Commission meets in Lisbon in June, and a number of experts and members of the IOC administration. (The Week's Olympic News, No. 312, 17 April 1998).

*The Executive Committee of the IOC has noticeably gained extra weight through the election of Jacques Rogge. With his promotion, the Belgian surgeon now has a splendid base for a candidature to succeed Juan Antonio Samaranch. At the same time, during the election it became clear that old structures have crumbled. The often successful scenshifters were unable to either prevent Rogge's election or to organize majorities for candidates such as Olegario Vazquez Rana or Anton Geesink. Geesink, who almost succeeded in preventing the return of Australian Kevan Gosper in summer 1995 in Budapest, this time collected just 13 votes in the first round, with ten votes in the second he was out of the running after Peru's Ivan Dibos had already failed in the first round with only eleven votes.

In the decisive round of voting Olegario Vazquez Rana polled 36 votes, a respectable result although, in comparison to Rogge's 60, it was disappointing.

The Mexican president of the International Shooting

Union had run an expensive election campaign with the assistance of the German UIT secretary-general, Dr. Horst G. Schreiber, travelling by private jet between the continents, and felt sure he had a majority- yet he lacked the 13 votes needed for victory in the end.

Before Jacques Rogge won the election for the second seat available on the Executive Board, Marc Hodler was re-appointed to the Board by acclamation. Keba Mbaye also moved up by acclamation as the fourth vice-president. Mbaye replaces the retiring Belgian Prince Alexandre de Merode; Zhenliang He of China also retired from the Executive Board.

The IOC's first vice-president up to the 1999 Session in Seoul is Hungary's Pál Schmitt who had hoped to be able to remain in office for 19 months. After the IOC brought the date of the Session forward to June, however, he now only has 16 months, still sufficient for a new record.

Results of the Voting:

	1. Round*	2. Round**	3. Round
Jacques Rogge	43	47	60
Olegario Vazquez Rana	27	38	36
Anton Geesink	13	10	
Ivan Dibos	11		
Total	94	95	96

* 1 abstention, one invalid vote; ** 1 abstention.

(Sport Intern, Volume 30, issue 4, February 20th 1998).

Pere Miró, director of National Olympic Committee relations and Olympic Solidarity, recently visited Sarajevo to report on the progress of the reconstruction of the Zetra covered stadium, which was destroyed during the war in Bosnia. Construction work will begin in a month.

Pete Miró was accompanied on his inspection of the site by Albert Battle, sports advisor to the Barcelona city council, and Bogic Bogicevic, president of the Olympic Committee of Bosnia and Herzegovina.

The IOC, the city of Barcelona, the European Union and the city of Sarajevo are investing some 20 million Marks (over US\$11 million) to rebuilt the stadium. If all goes according to plan, the Olympic Complex will open on 8th February 1999, the fifteenth anniversary of the Olympic Winter Games in Sarajevo. (The Week's Olympic News, No. 313, 24 April 1998).

*The IOC Executive Board (during its meeting in Sydney) has announced that, in view of the success of the new accreditation system introduced for the XVIII Olympic

Winter Games in Nagano, accreditation cards will be mailed out in advance for the 2000 Games in Sydney. (The Week's Olympic News, No. 315, 8 May 1998).

The IOC President also mentioned the role of women in sport, stating that the IOC had decided that all new sports wishing to be included on the Olympic programme must include events for women. He stressed the fact that it was hoped 10% of all leadership positions in the field of sports would be held by women before the year 2000. (The Week's Olympic News, No. 314, 1 May 1998).

The IOC President also referred to the Olympic Truce, which was observed during the XVIII Olympic Winter Games in Nagano, and recalled that the resolution concerning the Truce had been approved by the 185 Member States during the 52nd session of the UN General Assembly. It was hoped that the Truce "is served the purpose of searching for peaceful and diplomatic solutions to the conflicts we are facing today so that human tragedy [would be] avoided". (The Week's Olympic News, No. 313, 1 May 1998).

Fékrou Kidane, director of the President's executive office as well as the IOC department of international cooperation and communication (and ISOH member), has been named Chevalier of the Order of Arts and Letters by the French Republic. (The Week's Olympic News, No. 316, 15 May 1998).

The IOC President will inaugurate in February 1999 the Zetra Olympic Stadium in Sarajevo, whose reconstruction began last Friday.

Sarajevo plans to bid to host an upcoming edition of the Olympic Winter Games, according to Bogic Bogicevic, president of the Olympic Committee of Bosnia and Herzegovina. (The Week's Olympic News, No. 317, 22 May 1998).

CALGARY 1988

*The 1988 Games in Calgary achieved numerous successes, including generating a Can\$135 million surplus, a first for a Winter Games organizing committee, which was distributed between the Calgary Olympic Development Association (CODA) and the Canadian Olympic Association. CODA received Can\$82 million; today its share is worth Can\$165 million and generates interest of more than Can\$5 million annually to support venue operations and athlete training facilities and programmes. The COA received Can\$53 million, which is now worth Can\$89 million and generates funding for national sports organizations through the National Sport Federation Grant Program which supports, in part, all Olympic and Pan-American sports organizations in Canada. No other Winter Olympics host city has been able to replicate Calgary's success. Many cities have even retrofitted or converted their Olympic facilities for other uses, diminishing benefit to athlete and sport training and development. Calgary, on the other hand, has

extensively used its facilities for training and competitions for local, national and international athletes, and maintained them to world-class standards. Most of Calgary's venues continue to meet or exceed the technical standards of their international sports federations. (The Week's Olympic News, number 313, 24 April 1998).

NAGANO 1998

*The organizing committee of the XVII Olympic Winter Games in Nagano (NAOC) is donating a three-dimensional high-definition television monitor to the Olympic Museum in Lausanne, on which to show highlights of the Nagano Games. (The Week's Olympic News, No. 315, 8 May 1998).

*See the Nagano Marketing Analysis in this Journal!

SYDNEY 2000

*Women will participate in modern pentathlon for the first time in Olympic history at the 2000 Games, following approval by the IOC in Nagano.

SOCOG Competition Manager, Modern Pentathlon, Alex Watson said the inclusion of women pentathletes for the 2000 Games would again give the sport a second day of competition and a second gold medal.

Mr. Watson said the addition of the women's event would not alter the number of athletes participating in modern pentathlon at Sydney. The sport will now involve 16 men and 16 women in separate events, with the men's field reduced from 32 in Atlanta.

Modern pentathlon is one of the most challenging Olympic sports, requiring athletes to compete in shooting, fencing, swimming, show jumping and running. The sport made its Olympic Games debut at Stockholm in 1912 and has been part of the Olympic programme since.

Until Atlanta in 1996, the Olympic Games modern pentathlon was held 4 to 5 days. The introduction of a one-day competition in Atlanta proved a popular success with spectators and a sell-out crowd of 11,000 watching the event. An individual gold medal has always been presented, but a second gold for the best combined result of a three-man team was also awarded. from the Helsinki 1952 Olympic Games until Barcelona in 1992.

Women pentathletes have competed at world championships since the 1970s. (Sydney Spirit, No. 5, May 1998).

EQUESTRIAN RIGHT ON TRACK.

*Sydney 2000 will be the first time the Olympic Equestrian events will be held in Australia. When Melbourne hosted the 1956 Olympics, equestrian events were in Stockholm, Sweden, because of Australia's strict quarantine laws.

Prominent British equestrian course designer Michael Etherington-Smith has completed plans for the endurance section of the three-day event at the 2000 Games.

The endurance course runs through Sydney

International Equestrian Centre at Horsley Park and adjacent parkland. All equestrian events will be held at the Centre, which is located 25 km south-west of Sydney Olympic Park. The three-day event, dressage and jumping are the three equestrian disciplines of the Olympic Games.

The horse and rider must have versatility and stamina to succeed in the three-day event. Combinations participate in dressage on the first day, complete the rugged endurance course on the second day and conclude with jumping on the third day.

The endurance section, the major spectator draw of the three-day event, consists of four phases: roads and tracks, steeplechase, roads and tracks and cross-country. It is expected as many as 50,000 spectators will watch the cross-country at the 2000 Olympic Games.

Mr. Etherington-Smith finalised plans for the course by selecting the location of obstacles, supervising the completion of water jumps and inspecting areas under construction. While Mr. Etherington-Smith prepares the endurance course, the jumping courses for the three-day event and jumping discipline are being designed by Leopold Palacios of Venezuela and Australia's John Vallance. (Sydney Spirit, No. 5, May 1998).

*Judo Colours up its competition.

Spectators at the 2000 Games can expect to see some thing very different in the judo competition, coloured judo suits! The suits, properly referred to as judo-gis, have traditionally been white and competitors wore a white or red sash on their waist belt to distinguish them for judging purposes. The International Judo Federation IJF recently decided to change the dress code for major international events. Now one judo-ka will wear the traditional white judo-gi and the other will wear a blue judo-gi. This spectator-friendly change should provide a bonus for fans and television viewers. (Sydney Spirit, No. 5, May 1998).

PICTOGRAMS LEAD THE WAY TO THE 2000 GAMES.

The Sydney 2000 Olympic Pictograms, graphic symbols representing each sport and some disciplines on the Olympic Program, were unveiled on 21 May 1998.

Every Olympic Host City develops their own pictograms, designed to reflect their unique look of the Games. These simplified pictorial representations guide and bring people together.

They are an important form of directional signage at an Olympic Games as they overcome problems created by language and cultural barriers.

Each International Federation for the 28 sports on the Sydney 2000 competition Program was closely involved in the design of the pictogram representing their sport.

An important factor in designing each image was ensuring that the sport or discipline was clearly recognisable. As Sydney is staging the Athletes Games, the 34 pictograms

also had to depict the competitor in each sport as accurately as possible.

The Sydney 2000 Olympic Pictograms are inspired by the vitality and spontaneity of the Sydney 2000 Games logo. They present each sport in a fresh, dynamic way and embody the energy, optimism and excitement of Australia's Games.

The sporting pictograms of the Sydney 2000 Olympic Games are the property of SOCOG and protected under various copyright and other laws. (Sydney Spirit, No. 5, May 1998). (See cover: Printed with permission from SOCOG.)

*The Australian government has approved a budget increase of 32 million Australian dollars (21 million US dollars) for the Organizing Committee of the Games of the XXVII Olympiad in Sydney (SOCOG). This sum is intended to cover the costs of health services, information, promotion and anti-doping efforts. (The Week's Olympic News, No. 316, 15 May 1998).

*On 16th September 2000, the first official day of competition at the Sydney 2000 Olympic Games, events will be held in twenty-one sports and disciplines. After consultation with the IFs, the final competition schedule has been approved by the IOC. (The Week's Olympic News, No. 321, 19 June 1998.)

SALT LAKE CITY

*The Canadian Broadcasting Corporation (CBC) has been awarded the Canadian television rights for the XIX Olympic Winter Games in 2002 after signing a long-term agreement with the IOC to broadcast the next five Olympic Games. CBC agreed to pay a US\$ 22 million broadcast rights fee for the 2002 Games, of which the Salt Lake Organizing Committee (SLOC) is to receive 60%. The overall fee marked a 37% increase over the XVIII Olympic Winter Games in Nagano in 1998, for which the CBC paid US\$16 million. It also surpassed CBC's figure of US\$20.75 million for the Games of the XXVI Olympiad, the Centennial Games, in Atlanta in 1996. "This agreement certainly demonstrates the interest in the 2002 Games from your neighbours to the North and their high commitment to the Olympic Winter Games", said Richard W. Pound, IOC vice-president and head of the broadcast rights negotiations in North America. (The Week's Olympic News, No. 311, 9 April 1998).

*According to a report by the Governor of Utah's Office of Planning and Budget, organizing the XIX Olympic Winter Games will generate US\$2.8 billion for the state's economy, and create 23,000 job-years of employment. While approximately 100 people were directly employed by the Games in 1996, this figure will peak at over 14,200 during February 2002. (The Week's Olympic News, No. 311, 9 April 1998).

*Work is about 80% completed on the stadium that will be

used for the opening and closing ceremonies of the XIX Olympic Winter Games in 2002. The stadium, which is located on the campus of the University of Utah, has been renovated at the overall cost of US\$43.5 million, including an \$8 million contribution by the Salt Lake organizing committee (SLOC). The capacity of the stadium has been increased from 32,000 to 46,500 permanent seats. (The Week's Olympic News, No. 316, 15 May 1998).

*The Organizing committee of the XIX Olympic Winter Games in Salt Lake City in 2002 (SLOC) has concluded an agreement with the Snowbasin Ski Area which will be the training and competition venue for the Alpine skiing events at those Games. Snowbasin will be hosting the following six Olympic events: men's and women's downhill, Super-G and combined. (The Weeks Olympic News, No. 317, 22 May 1998).

*The president of the organizing committee for the XIX Olympic Winter Games in Salt Lake City in 2002, Frank Joklik, explained that preparation work was moving ahead on schedule. The Executive Board (of the IOC) approved the inclusion of biathlon pursuit, and increased the number of women's ice hockey teams from six to eight. (The Week's Olympic News, No. 319, 5 June 1998).

*At its meeting in Seville, the IOC Executive Board agreed to include two new biathlon events and two extra women's ice hockey teams in the programme of the 2002 Winter Games in Salt Lake City. (The Week's Olympic News, No. 320, 12 June 1998).

*The Organizing Committee for the 2002 Olympic Winter Games in Salt Lake City (SLOC) has signed an agreement with the University of Utah to use the campus residential development as the Olympic Village. The university will provide 4,000 Olympic beds. (The Week's Olympic News, No. 322, 26 June 1998).

NATIONAL OLYMPIC COMMITTEES

*Estonian athlete Johannes Kotkas, gold medallist at the 1952 Olympic Games in the heavyweight Greco-Roman wrestling category and a long-standing honorary member of his NOC, died recently in Tallinn. The IOC President sent a message of sympathy on behalf of the Olympic Movement. (The Week's Olympic News, No. 316, 15 May 1998).

*On the occasion of his 95th birthday, Sándor Ivády, Hungary's oldest Olympic champion, has been awarded his country's highest decoration by the Hungarian government. Ivády was a member of the legendary gold medal-winning waterpolo team at the 1932 Games in Los Angeles. (The Week's Olympic News, No. 316, 15 May 1998).

Ion Tiriac, the former tennis star (and in 1964 Olympic ice hockey player for Roumania) who is today a businessman, has this week been elected president of the Romanian Olympic Committee. The position had been vacant since

the death of Lia Manoliu in January. ('The Week's Olympic News, No. 316, 15 May 1998).

*Australia's oldest Olympian, Ernie Henry, has died at the age of 94. Henry won a silver medal in the 4x200 metre swimming relay at the 1924 Games in Paris. (The Week's Olympic News, No. 322, 26 June 1998).

INTERNATIONAL FEDERATIONS:

AIBA/AMATEUR BOXING: Olympic Qualification:
312 boxers will participate at the Sydney Olympics in 2000. The 12 categories have been retained. The quotas for each continent and each category have been established. A uniform system for each continent has been adopted. Each boxer will have to earn his passage in the continental qualification tournaments. (SportVision, No. 122, March 1998).

FEI/EQUESTRIAN SPORTS: Time increase:
From 1999, jumping riders will have 45 seconds instead of 60 to begin their round. (SportVision, No. 122, March 1998).

FIE/FENCING: Objectives:
FIE President René Rochís position is clear: the transparent mask must become compulsory in all FIE competitions. (SportVision, No. 122, March 1998).

FINA/SWIMMING: FINA Championship/Semi-Finals:
For all the 50m and 100m swimming events at the Olympic Games and the World Championships, the "B" finals will no longer be contested. The winners of the heats will meet in the semi-finals. For events over 200m and 400m, only "A" finals will take place. As at present, straight finals are to remain scheduled for 800m and 1500m events. (Sportvision, No. 122, March 1998).

FISA /ROWING: Olympic Qualification:
The principles of the FISA Olympic Qualification System approved by the IOC is based on participation by a maximum 550 athletes and universality. They include national qualification: the 1999 World Championships, to be disputed between 23 and 29 August; and four qualification regattas, one for Asia, one for Africa, one for Latin America and one for Europe. 14 titles will be awarded in the following boat classes (1):

2 in Single Sculls (1x): M and W,
2 in Coxless Pairs (2-): M and W,
4 in Double Sculls (2x): M, M LW, W LW, and W,
2 in Coxless fours (4): M and M LW,
2 in Quadruple Sculls (4x): M and W,
2 in Eights (+): M and W.

(1): M: men, W: women, LW light-weight.
(SportVision, No. 122, March 1998).

ICF/CANOEING: Sydney 2000:
350 athletes will take place in the next Olympic canoe events: 275 in flat-water and 75 in slalom. (SportVision, No. 122, March 1998).

IFBB/BODY-BUILDING: Olympic Recognition:
Ben Weider, President and founder of the IFBB, reacted

emotionally to the news: "At long last, my impossible dream has become a reality. After 52 years of hard and dedicated work, we finally received recognition by the IOC. I want to thank you profoundly for your help and support." (SportVision, No. 122, March 1998).

ITU/TRIATHLON: Winter Triathlon:

To respond to the ever-growing number of participants taking part in winter triathlons (8 km run over undulating terrain, 15 km mountain bike on dirt tracks and roads, 10 km cross-country ski on groomed ski tracks), a World Cup in this discipline has been created. Three events are scheduled in 1998: Jaca (ESP), Vallée d'Aspe (FRA) and Val d'Aosta (ITA). It is the goal of ITF President Les McDonald to obtain this sport's admission to the programme of the Winter Olympic Games. (SportVision, No. 122, March 1998).

UIPMB / UIPM /MODERN PENTATHLON: Women in Sydney:

The first women's Olympic medals in Modern Pentathlon will be decided in Sydney. The IOC Executive Board has accepted the recommendation of the Organizing Committee of the 2000 Games. At the most recent UIPM Congress, the formula of an even male-female split of the 64 UIPM participants was accepted. (SportVision, No. 122, March 1998).

UIT/SHOOTING: Sydney 2000:

The quota for the UIT delegation for shooting events at the Sydney Olympics was reduced from 430 to 400. Since then the IOC Executive Board and the SOCOG have accepted the addition of women's events in trap and skeet. The IOC Executive Board has raised the number of participants from 400 to 410. (SportVision, No. 122, March 1998).

OLYMPIC RECOGNITION:

The IOC Executive Board has accorded Olympic recognition to the following federations: FIM (Motorcycling), IFBB (Bodybuilding) and UIM (Motorboating), all members of GAISF, and Sumo. This recognition is granted on a provisional basis for two years pending final recognition. (SportVision, No. 122, March 1998).

*Twenty-five International Federations have already decided upon their qualification systems for the Olympic Games in Sydney, considerably sooner than was the case for the 1996 Games in Atlanta.

The IOC's director for sports and IF relations, Gilbert Felli, reported that qualification systems were still expected from the athletics, football and modern pentathlon federations. He noted that the Olympic programme for Sydney would include taekwondo and triathlon for the first time, and there would be new women's events in weightlifting, synchronized swimming, canoeing modern pentathlon, shooting, cycling, sailing and water polo.

The possibility of including women's hammer and pole vault events was also being studied. (The Week's Olympic News, No. 320, 12 June 1998).

NAGANO OLYMPIC WINTER GAMES MARKETING PROGRAMME ANALYSIS

The 1998 Olympic Winter Games in Nagano, Japan, were declared to be the best organised Winter Games in Olympic history by IOC President Juan Antonio Samaranch. Despite adverse weather conditions, the Organizing Committee produced an exciting event, with seven new world records and eight Olympic records broken.

From a marketing and broadcast perspective, the Nagano Games were also a big success. The marketing programmes met all objectives and the Olympic television broadcast reached more countries than ever before.

BROADCAST

Preliminary analysis indicates that the Nagano Olympic Winter Games were broadcast in more countries and territories than ever before, and that the cumulative audience in 26 major markets was 9.2 billion, 13 percent greater than the 8.1 billion viewers in these markets for the 1994 Lillehammer Games. The global cumulative audience is expected to equal the 1994 total of 10.7 billion viewers, despite challenging time zone differences for the lead North American and European markets and events scheduling difficulties experienced as a result of bad weather. Total coverage was up, with hours broadcast increasing 55 percent over Lillehammer.

**MAJOR MARKET CUMULATIVE AUDIENCE (IN MILLIONS)
NAGANO, LILLEHAMMER, DIFFERENCE**

JAPAN	CANADA	AUSTRALIA
1,780.3	192.7	49.1
759.8	87.2	21.2
+134%	+121%	+132%
KOREA	SOUTH AFRICA	BRAZIL
574.6	7.2	97.0
122.6	1.5	24.7
+368%	+380%	+293%
MEXICO	UNITED STATES	SPAIN
95.5	1,261.8	19.9
21.1	1,668.0	16.2
+352%	-24%	+23%
FRANCE	NORWAY	EUROPSORT
299.2	49.3	205.7
435.4	66.2	60.0
-31%	-26%	+243%

Record audience levels in the Asia-Pacific region and in other regions where the Games were broadcast extensively

for the first time made up for decreases in the United States and some European markets. Japan, Korea, Australia, New Zealand, South Africa, Brazil, Mexico, Canada, and European markets such as Spain are among the countries where record coverage and audience levels were set.

*Over 82 million Japanese viewers watched the Opening Ceremony, 69 percent of the total potential viewers (120 million), the highest audience figure.

*The Olympic Winter Games were broadcast live in Australia for the first time.

*Average prime-time rating in South Korea was up 20 percent to 19.7 from the 1994 16.5 rating average.

*Total cumulative audience in Canada more than doubled (+120 percent).

*In France, the figure skating highlights, broadcast on TF1 on February 22, was the highest-rated sports programme of the past year.

SPONSORS

The Nagano marketing programme was the most successful of any Olympic Winter Games to date. The programme generated over US\$300 million in revenues—three times that of the 1994 Lillehammer Games and close to five times the original bid forecast.

TICKETS AND SPECTATORS

The Nagano Games became the largest Winter Olympics ever, with 2,304 athletes and officials from 72 countries and regions participating in 68 events watched by 1,275,529 ticketed spectators. (Lillehammer competitors totalled 1,739 from 67 countries competing in 61 events.) The Nagano ticket holders were joined by an additional 167,200 spectators to cheer on the medalists at the Award Ceremonies. A new record of 88.9 percent of tickets sold surpassed the 87.3 percent sold at Lillehammer.

Number of tickets sold

Percentage sold

1998 Nagano	1994 Lillehammer	1992 Albertville
1,275,529	1,233,000	900,000
88.9 %	87.3%	75.0%

INTERNET AND THE OLYMPIC GAMES

The NAOC website (HYPERLINK <http://www.nagano.olympic.org>) was the first Olympic Winter Games to provide enthusiasts with a system for viewing real-time results and information, offering the largest, most comprehensive, most heavily-used Internet-based technology application in history. The site, produced and powered by IBM, handled a record 646 million worldwide hits over the course of the Games, with response time

down to a fraction of a second. This is compared to the 187 million hits received by the 1996 Atlanta site.

A global Internet milestone of 103,429 hits per minute was set on Friday, February 20, at 9:00pm/21.00 (Japan Standard Time) during the simultaneous staging of two high-profile events: women's figure skating long programme and the semi-final ice hockey game between Russia and Finland. This surpassed the record set only three days earlier during the K120 ski jumping competition, won by Japan, when traffic soared to a then-record 98,224 hits per minute after the winning jump at noon.

The IOC unveiled its new website, [HYPERLINK http://www.olympic.org](http://www.olympic.org) on February 6. This new website will serve as the focal point for Olympic related information and help promote the Olympic Movement worldwide. The website attracted immediate attention and in the first two weeks of operation was voted "Best Olympic Site" by Web Review magazine and "shocked site of the day" by Macromedia (awarded for website design and development).

Traffic on the Internet in general increased substantially during the period of the Games, compared to the prior 16 days. CBS Sportsline had a 245 percent increase in its number of visitors, CNN/SI experienced a 190 percent increase and ESPN SportsZone visits were up 120 percent.

GLOBAL TELEVISION COVERAGE

1998 NAGANO

(total hours)

1994 LILLEHAMMER

(total hours)

DIFFERENCE

ASIA-PACIFIC SOUTH AMERICA NORTH AMERICA

1,449	242	812
336	18	321
+331%	+1,244%	+153%

SOUTH AFRICA EUROPE

276	3,362
29	3,239
+852%	+4%

TOTAL

6,141
3,943
+55%
