

# NAGANO OLYMPIC WINTER GAMES

## MARKETING PROGRAMME ANALYSIS

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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% over Lillehammer.

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% of the total potential viewers (120 million), the highest audience figure.

MAJOR MARKET CUMULATIVE AUDIENCE (IN MILLIONS)			
	NAGANO	LILLEHAMMER	DIFFERENCE
JAPAN	1,780.3	759.8	+134%
CANADA	192.7	87.2	+121%
AUSTRALIA	49.1	21.2	+132%
KOREA	574.6	122.6	+368%
SOUTH AFRICA	7.2	1.5	+380%
BRAZIL	97.0	24.7	+293%
MEXICO	95.5	21.1	+352%
UNITED STATES	1,261.8	1,668.0	-24%
SPAIN	19.9	16.2	+23%
FRANCE	299.2	435.4	-31%

- The Olympic Winter Games were broadcast live in Australia for the first time.
- Average prime-time rating in South Korea was up 20% to 19.7 from the 1994 16.5 rating average.
- Total cumulative audience in Canada more than doubled (+120%).
- 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% sold at Lillehammer.

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

#### INTERNET AND THE OLYMPIC GAMES

The NAOC website ([www.nagano.olympic.org](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 semifinal 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, [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.

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#### GLOBAL TELEVISION COVERAGE

	1998 NAGANO (total hours)	1994 LILLEHAMMER (total hours)	DIFFERENCE
ASIA-PACIFIC	1,449	336	+331%
SOUTH AMERICA	242	18	+1,244%
NORTH AMERICA	812	321	+153%
SOUTH AFRICA	276	29	+852%
EUROPE	3,362	3,239	+4%
TOTAL	6,141	3,943	+55%