



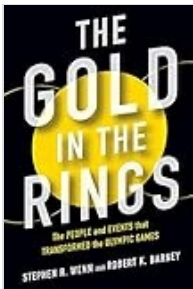
## Financing the Olympic Movement : early developments and evolutions / by Stephen R. Wenn

[Wenn, Stephen R.](#)

The Olympic Studies Centre - 2024

For decades following its inception, the International Olympic Committee (IOC) approached its work without the benefit of meaningful substantial revenue. The arrival of television and, in particular, satellite technology, which pe...

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## The gold in the rings : the people and events that transformed the Olympic Games / Stephen R. Wenn and Robert K. Barney

[Wenn, Stephen R.](#) | [Barney, Robert K.](#)

University of Illinois Press - 2020

Once a showcase for amateur athletics, the Olympic Games have become a global entertainment colossus powered by corporate sponsorship and professional participation. Stephen R. Wenn and Robert K. Barney offer the inside story of t...

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## The IP journey of an Olympic Games / Carlos Castro

[Castro, Carlos](#)

2019

The intellectual property (IP) journey of each edition of the Games starts around 10 years before the Olympic flame leaves Olympia in Greece and makes its way to the host city where it lights the Olympic cauldron at the opening ce...

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## Ambush marketing via social media : the case of the three most recent Olympic Games / Gashaw Abeza... [et al.]

[Abeza, Gashaw](#)

2020

This study explored the practices and strategies of ambush marketing via social media (SM) during the 2014 Sochi, 2016 Rio, and 2018 PyeongChang Olympic Games. Direct industry competitors' of the Olympic sponsors refer to companie...

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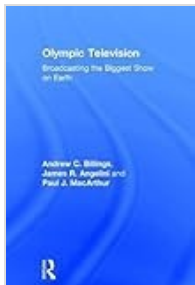
## Commercial rights management in post-legislative Olympic sponsorship / Nicholas Burton

[Burton, Nicholas](#)

2019

The purpose of this paper is to explore the development of preventative counter-ambush marketing initiatives and rights protection strategies, providing an historical view of rights management and the International Olympic Committ...

[Plus d'informations...](#)



## Olympic television : broadcasting the biggest show on earth / Andrew C. Billings, James R. Angelini, Paul J. MacArthur

[Billings, Andrew C.](#) | [Angelini, James R.](#) | [MacArthur, Paul J.](#)

Routledge - 2018

As the Olympic spectacle grows, broadcast coverage becomes bigger, more complex, and more sophisticated. Part sporting event, part reality show, and part global festival, the Olympics can be seen as both intensely nationalistic an...

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## Olympic Channel : showcasing the Games in the age of digital plenitude / Xavier Ramon

[Ramon, Xavier](#)

2018

This article provides a historical overview of the relationship between the Olympic Games and the media and examines the distinctive proposition offered by the Olympic Channel. This platform takes advantage of the multiple technol...

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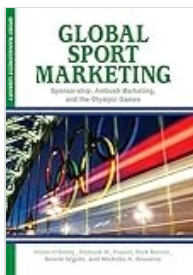
## Is Olympic ambush marketing here to stay : examining the issues surrounding ambush marketing as they relate to Olympic sponsors, athletes, and other stakeholders / Bryce M. Nakamura

[Nakamura, Bryce M.](#)

2018

This article examines many of the issues related to ambush marketing in the Olympic context. Specifically, it discusses the problems ambush marketing creates for the International Olympic Committee and Olympic sponsors, along with...

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## Global sport marketing : sponsorship, ambush marketing, and the Olympic Games / Norm O'Reilly... [et al.]

[O'Reilly, Norm](#)

Fitness Information Technology - 2015

As sport marketing matures, as social technologies advance, and as the Olympic Games cement their position as the largest and most important mega-event in the world, marketers everywhere are increasing their sophistication in usin...

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## Historical evolution of Olympic commercialism : the evolution of attitudes towards commercialism within the American Olympic Movement : a historical perspective / Jonathan A. Jensen

[Jensen, Jonathan A.](#)

[s.n.] - 2015

The uneasy relationship between the long-standing amateur ideals of the Olympic Games and commercialism, including sponsorship, licensing, and television, is spotlighted via this historical perspective spanning 100 years of the Ol...

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## Comprehensive review of Olympic Movement marketing / Hossein Eydi, Hamed Farzi

[Hossein, Eydi](#) | [Farzi, Hamed](#)

2014

Nowadays, Olympic Games have become one of the most large-scale and profitable global media events. In the world of sports, marketing, promotion and advertisement are fundamental tools for generating great profits. The current art...

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## Olympic marketing / Alain Ferrand, Jean-Loup Chappelet and Benoît Séguin

[Ferrand, Alain](#) | [Chappelet, Jean-Loup](#) | [Séguin, Benoit](#)

Routledge - 2012

The Olympic Games have become the definitive sports event, with an unparalleled global reach and a remarkably diverse constituency of stakeholders, from the IOC and International Federations to athletes, sponsors and fans. It has ...

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## Olympic marketing : historical overview / Josep Maria Puig

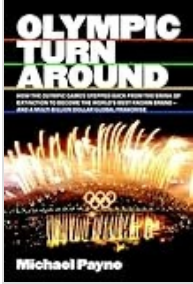
[Puig, Josep Maria](#)

Centre d'Estudis Olímpics (UAB) - 2010

Since the Olympic Games Los Angeles 1984, the Olympic Movement has a direct control over the Olympic marketing programmes. These commercial agreements have made possible the increase of the Olympic Games in terms of magnitude, whi...

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Olympic turnaround : how the Olympic Games stepped back from the brink of extinction to become the world's best known brand - and a multi-billion dollar global franchise / Michael Payne

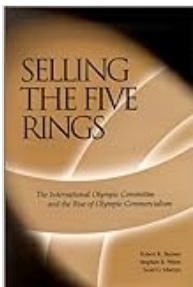
[Payne, Michael](#)

London Business Press - 2005

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Selling the five rings : the International Olympic Committee and the rise of olympic commercialism / Robert K. Barney, Stephen R. Wenn, Scott G. Martyn

[Barney, Robert K.](#) | [Martyn, Scott G.](#) | [Wenn, Stephen R.](#)

University of Utah Press - 2002

The original scheme for the modern Olympic Games was hatched at an international sports conference at the Sorbonne in June 1894. At the time, few provisions were made for the financial underwriting of the project—providence and th...

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