



## IOC marketing : media guide : Paris 2024 / International Olympic Committee

[International Olympic Committee](#)

International Olympic Committee - 2024

Ce guide offre aux médias une vue d'ensemble des politiques de marketing olympique du Comité International Olympique (CIO), notamment en matière de télédiffusion, de partenariats olympiques, d'engagement des fans, de licences et d...

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## Olympic marketing fact file : 2024 edition / International Olympic Committee

[International Olympic Committee](#)

International Olympic Committee - 2024

The "Olympic marketing fact file" is a reference document on the marketing policies and programmes of the International Olympic Committee (IOC), the Olympic Movement and the Olympic Games. In this document, the IOC has endeavoured...

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## Beijing 2022 : audience & insights report / International Olympic Committee

[International Olympic Committee](#)

International Olympic Committee - 2022

The Olympic Winter Games Beijing 2022 reached a global broadcast audience of more than 2 billion people, according to independent research conducted on behalf of the International Olympic Committee (IOC). This report provides the ...

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



## Tokyo 2020 : audience & insights report / International Olympic Committee

[International Olympic Committee](#)

International Olympic Committee - 2021

This consumer study conducted by Publicis Sport & Entertainment on behalf of the International Olympic Committee (IOC) surveyed a total of 32,055 people in August 2021 across 17 countries, who were all aged between 13 and 65. The ...

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## IOC marketing report : Beijing 2022 / International Olympic Committee

[International Olympic Committee](#)

International Olympic Committee - 2022

This Marketing Report details the many efforts of our commercial partners to support these Games, and for their incredible commitment we are deeply grateful. Without their backing, the Olympic Winter Games Beijing 2022 simply woul...

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## IOC marketing : media guide : Olympic Winter Games Beijing 2022 / International Olympic Committee

[International Olympic Committee](#)

International Olympic Committee - 2022

The International Olympic Committee (IOC) is entirely privately funded and therefore operates Olympic marketing programmes to attract commercial partners, which are crucial to the continued success of the Olympic Games and the ope...

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## IOC marketing report : Tokyo 2020 / International Olympic Committee

[International Olympic Committee](#)

International Olympic Committee - 2021

This IOC publication presents the following themes related to the Tokyo 2020 Summer Olympic Games: Olympic marketing overview, Olympic broadcasting, Olympic partnerships, fan engagement, licensing and merchandising and the Olympic...

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Bibliothèque du CEO	Libre-accès	MA 30348+1
Bibliothèque du CEO	Publications CIO	MA 30348



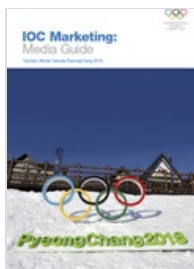
## IOC marketing : media guide : Olympic Games Tokyo 2020 / International Olympic Committee

[International Olympic Committee](#)

International Olympic Committee - 2021

The International Olympic Committee (IOC) is entirely privately funded and therefore operates Olympic marketing programmes to attract commercial partners, which are crucial to the continued success of the Olympic Games and the ope...

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## IOC marketing : media guide : Olympic Winter Games PyeongChang 2018 / International Olympic Committee

[International Olympic Committee](#)

International Olympic Committee - 2018

The IOC is entirely privately funded and therefore operates Olympic marketing programmes to attract commercial partners, which are crucial to the continued success of the Olympic Games and the operations of every organisation with...

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## A team effort : Olympic marketing / International Olympic Committee

[International Olympic Committee](#)

2018

Following the success of the Olympic Winter Games PyeongChang 2018, the article looks at the role played by the IOC's official marketing partners.

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



## Global broadcast and audience report : PyeongChang 2018 / [International Olympic Committee]

[International Olympic Committee](#)

[International Olympic Committee] - 2018

This document presents the facts and figures regarding broadcast and audience during the 2018 Olympic Winter Games in PyeongChang with an emphasis on social media.

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



## Marketing report : Rio 2016 / International Olympic Committee

[International Olympic Committee](#)

IOC - 2017

This IOC publication presents the following themes related to the Rio 2016 Summer Olympic Games: Olympic marketing overview, Olympic broadcasting, Olympic sponsorship, ticketing and the spectator experience, licensing and merchand...

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## Global broadcast and audience report : Olympic Games Rio 2016 / International Olympic Committee

[International Olympic Committee](#)

International Olympic Committee - 2016

This document presents the facts and figures regarding broadcast and audience during the 2016 Summer Olympic Games in Rio with an emphasis on social media.

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



## Marketing report : Sochi 2014 / International Olympic Committee

[International Olympic Committee](#)

International Olympic Committee - 2014

Rapport marketing du CIO sur les Jeux Olympiques de Sotchi 2014. IOC Marketing report for the Sochi 2014 Olympic Games.

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Bibliothèque du CEO	Publications CIO	MA 26791



## Sochi 2014 global broadcast and audience report / Kantar, International Olympic Committee

[International Olympic Committee](#) | [Kantar](#)

International Olympic Committee - 2014

This document presents the facts and figures regarding broadcast and audience during the 2014 Olympic Winter Games in Sochi with an emphasis on social media.

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



## The power of the rings

2014

The "Olympic Review" looks at the power of the Olympic rings and examines why they have become of the most widely recognised symbols in the world.

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



## Marketing report : London 2012 / International Olympic Committee

[International Olympic Committee](#)

International Olympic Committee - 2012

Rapport marketing du CIO sur les Jeux Olympiques de Londres 2012.

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Bibliothèque du CEO	Publications CIO	MA 25977



## London 2012 Olympic Games : global broadcast report / International Olympic Committee, Sponsorship Intelligence

[Sponsorship Intelligence](#) | [Summer Olympic Games. Organizing Committee. 30, 2012, London](#)

International Olympic Committee - 2012

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