



International
Olympic
Committee

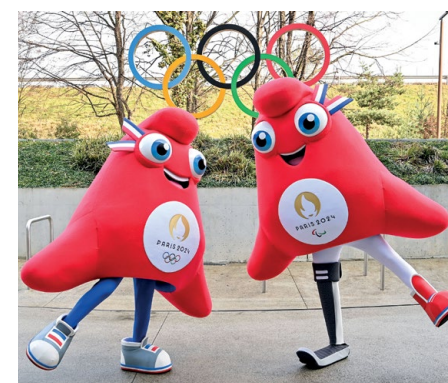
IOC MARKETING MEDIA GUIDE

PARIS 2024





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OLYMPIC MARKETING OVERVIEW

The International Olympic Committee (IOC) is a non-profit association committed to leading the Olympic Movement and contributing to building a better world through sport.

As a non-profit association, the IOC is entirely privately funded and its strong financial foundation is driven by its partnerships with commercial partners and Media Rights Holders

(MRHs), which provide sustainable revenue streams to ensure the independent financial stability of the Olympic Movement.

The continued growth of these partnerships supports the IOC's objectives of promoting the worldwide development of sport, supporting the staging of the Olympic Games and assisting in the global promotion of the Olympic Movement.

“Long-term partnerships are the backbone of our commercial programmes and they enable the financial security of the entire Olympic Movement.”

Thomas Bach, IOC President

The IOC generates revenue through several programmes, including the sale of media rights, The Olympic Partner (TOP) global sponsorship programme and the IOC official supplier and licensing programmes.

The IOC distributes 90 per cent of this revenue to organisations throughout the Olympic Movement in order to support the staging of the Olympic Games and the worldwide development of sport. The remaining 10 per cent is used for IOC activities to develop sport and cover the operational costs of governing the Olympic Movement.

Olympic Agenda 2020+5 called on the IOC to innovate its revenue generation models to ensure the long-term viability, resilience and financial stability of the Olympic Movement.

This has included evolving and enhancing the TOP Programme, creating a centralised Olympic hospitality programme, and diversifying Olympic revenue sources through global e-commerce and licensing initiatives.

OLYMPIC MARKETING IN NUMBERS



\$7.6BN

The IOC generated USD 7.6bn in revenue during the 2017-2020/21 period

\$4.2M

Every day the equivalent of over USD 4.2 million is distributed by the IOC to support athletes and sports organisations at all levels around the world

90%

of the revenues generated by the IOC go straight back into sport and athlete development

1896

Sponsorship in various forms has supported the Olympic Movement since the first modern Olympic Games in Athens in 1896

1948

The Olympic Games London 1948 were the first to award broadcast rights



GOALS OF OLYMPIC MARKETING



Ensure the independent financial stability of the Olympic Movement



Generate revenue to be distributed throughout the entire Olympic Movement



Ensure that the Olympic Games can be experienced by the maximum number of people throughout the world via broadcast and digital coverage



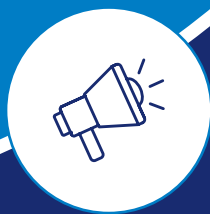
Assist in the worldwide promotion of Olympism



Enlist the support of Olympic marketing partners in the promotion of the Olympic values



Protect the exclusive marketing rights of the IOC's official commercial partners



Protect and promote the equity that is inherent in the Olympic image and ideals

WHERE THE REVENUES GO



National Olympic Committees (NOCs), which prepare athletes and teams to compete in the Olympic Games



Organising Committees for the Olympic Games (OCOGs), which are in charge of staging the Olympic Games



International Sports Federations (IFs), which run and oversee the development of their sports around the world



Individual athletes and coaches, via Olympic Solidarity funding



Other Olympic Movement and sport organisations to promote the worldwide development of sport



IOC activities, projects and programmes aimed at supporting the staging of the Games and promoting the worldwide development of sport and the Olympic Movement



OLYMPIC BROADCASTING

The IOC is the owner of the global media rights for the Olympic Games – including broadcasts on television, radio and digital platforms – and works with its Media Rights-Holders (MRHs) to ensure that as many people as possible around the world can experience the magic of the Games.

The IOC's media rights agreements have been the single greatest source of revenue for the Olympic Movement for more than three decades, providing the Olympic Movement with a secure financial base and helping to ensure the future viability of the Olympic Games.



“Our Media Rights-Holders help us bring the magic of the Olympic Games and the values of the Olympic Movement to billions of people around the world.”

Thomas Bach, IOC President



BROADCASTING THE OLYMPIC GAMES PARIS 2024

Olympic Broadcasting Services (OBS) serves as the host broadcaster for each edition of the Olympic Games, providing the live television, radio and digital coverage of Olympic events and ceremonies to MRHs around the world.

As part of this role, OBS makes use of the latest state-of-the-art broadcasting technologies to continually improve the level of facilities and services it provides to MRHs, while ensuring that the high standards of Olympic Games coverage are consistently maintained from one edition of the Games to the next.

For Paris 2024, OBS will produce a record amount of content with more athlete-centric coverage and behind-the-scenes material, while introducing new innovations that will take storytelling to a new level and redefine how viewers around the world experience the Games. This will include cinematic lenses with a shallow depth which will bring the athletes and spectators into sharper focus enhancing the overall visual experience for the viewer, as well as dynamic, data-driven graphics to display athletes'

performances in minute detail, and a multitude of camera angles to immerse fans in their favourite sports.

Using the global cloud infrastructure of Worldwide Olympic Partner Alibaba, OBS Live Cloud will also be the main method of distributing the live broadcast signals for remote operations during Paris 2024, offering MRHs a smarter, more agile and highly efficient distribution solution.

In addition, OBS will use:

- Ultra High Definition (UHD), offering four times more detail than full HD.
- High Dynamic Range (HDR), providing more life-like details, vibrant and vivid colours, and greater contrast and sharpness for a more natural picture.
- 5.1.4 immersive audio, offering viewers a more realistic, three-dimensional sound experience.
- More than double the number of multi-camera replay systems than for Tokyo 2020, providing stunning freeze-frame slow motion replays.

- An unprecedented number of four-point camera systems to help capture smooth and dynamic aerial tracking shots from the venues as well as capture bird's eye-view of the host city.

- First Person View (FPV) drones equipped with UHD HDR cameras.

- Expanded Athlete Moments, bringing athletes and their loved ones together virtually right after competition.

“These are Games that truly inspire and excite us, urging OBS to push the boundaries, not only in our broadcasting, but also in the way we convey the stories of athletes, sports, the city and the host country.”

Yiannis Exarchos, CEO, OBS



MORE WITH LESS


To increase the flexibility, efficiency and sustainability of the broadcast of the Games, OBS is running its operations with a "more with less" mindset. This includes repurposing materials from one Games to another as much as possible, considerably reducing the broadcast requirements at venues and

the International Broadcast Centre (IBC), and offering more ready-to-air content and remote solutions that allow MRHs to reduce their own footprint in the host city and better optimise their operations.

By reducing the complexity of the broadcast operations, OBS is able to deliver significant cost savings and a more highly effective and sustainable Games broadcast.

For Paris 2024, this "more with less" mindset results in:

 Reducing the space in the International Broadcasting Centre (IBC) by **10%** from Tokyo 2020 and **25%** compared to Rio 2016.

 Reducing the power for broadcast technical loads provided by the OCOG for the IBC by **44%** compared to Tokyo 2020 and **72%** compared to Rio 2016.

 Reducing the venue compound space by **11%** from Tokyo 2020 and **20%** from Rio 2016.

 Reducing the venue broadcast power requirements by **29%** from Tokyo 2020 and **46%** from Rio 2016.

BRINGING AI TO OLYMPIC BROADCASTING

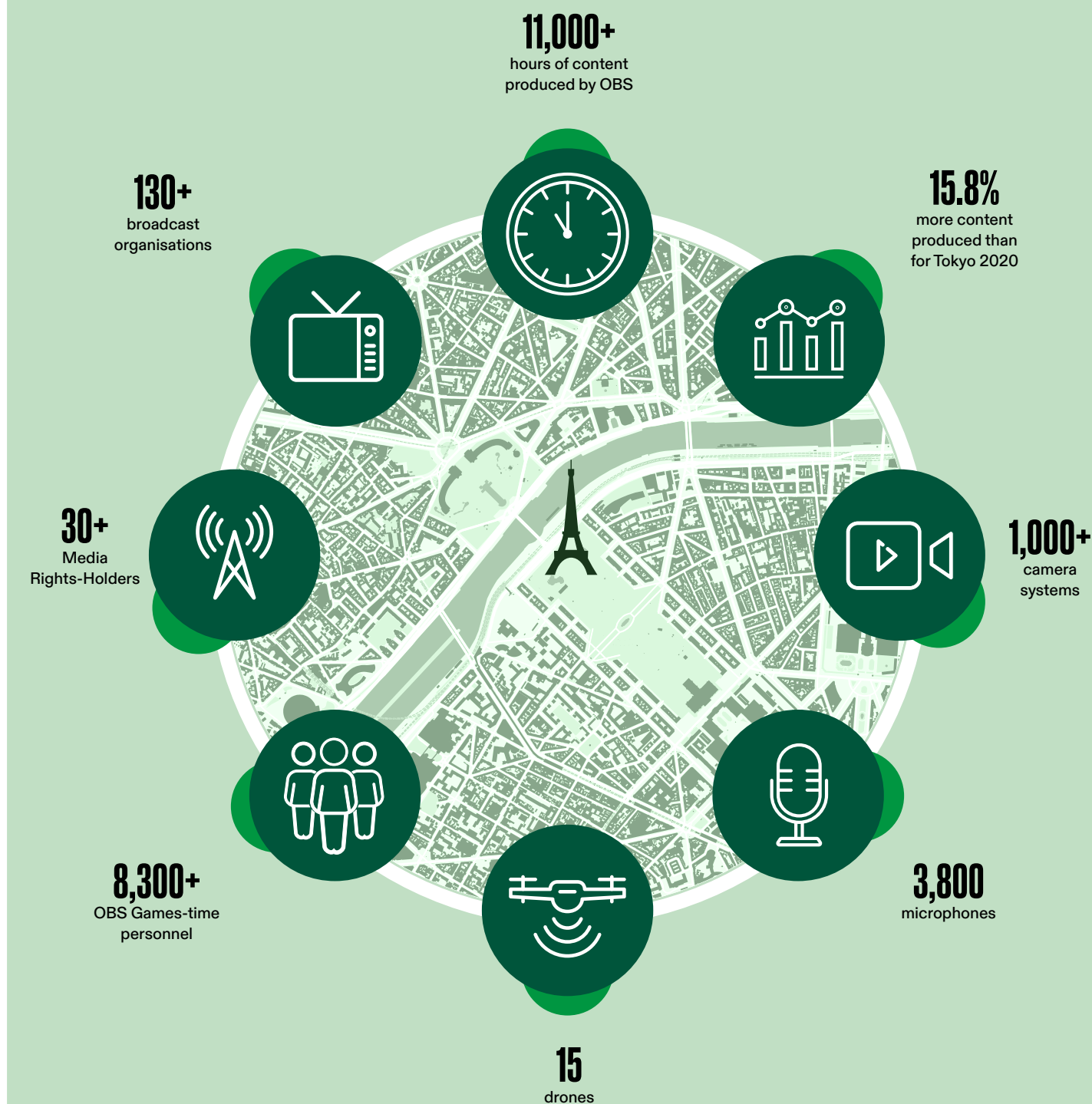
Artificial intelligence (AI) will be used by OBS during Paris 2024 to improve internal workflows, enhance the viewer experience, enrich storytelling and better explain certain sports events.

This includes collaborating with Worldwide Olympic Partner Alibaba to provide a record number of multi-camera replay systems with AI-powered, high-quality reconstruction in the cloud, creating three-dimensional models and texture mapping of additional viewpoints across 21 sports/disciplines to deliver more compelling replays from more camera angles.

Working with Worldwide Olympic Partner Omega, OBS will unlock the power of AI to deliver faster, more relevant, and insightful data during the Olympic Games. OBS will offer intelligent stroboscopic analysis across the diving, athletics, and artistic gymnastics events, enabling viewers to better understand the movements and biomechanics of the athletes. In addition, in diving, OBS and Omega will use AI to generate enhanced data graphics, providing a new set of data on each athlete's performance in the air and when entering the water. AI-based motion tracking technology will also help commentators and viewers keep track of athletes' position during canoe sprint, marathon, marathon swimming, mountain bike, road cycling, rowing, sailing and triathlon.

OBS will also use AI to introduce Automatic Highlights Generation, in collaboration with Worldwide Olympic Partner Intel, which will automatically compile key moments from 14 sports/disciplines into tailored highlights reels, based on MRHs' preferences, to personalise their content and further engage their digital and social media audiences.

PARIS 2024 BROADCAST IN NUMBERS



“Considering that approximately half of the world's population will watch these Games, the scale and complexity are unlike anything else in broadcasting.”

Yiannis Exarchos, CEO, OBS

GLOBAL COVERAGE

MRHs will deliver broadcast coverage of Paris 2024 to billions of people around the world, offering more coverage across their linear TV and digital platforms than ever before.

Warner Bros. Discovery will broadcast the Games in Europe and its streaming platforms – Max and discovery+ – will enable viewers to watch all 3,800 hours of live action. In addition, Eurosport's channels will provide wall-to-wall live coverage throughout the Games, while a microsite dedicated to Paris 2024 on Eurosport.com will offer users

“2024 is set to be one of the most spectacular years of sport the world has ever seen with the Olympic Summer Games in Paris being the jewel in the crown.”

Scott Young, Group SVP, Content, Production and Business Operations, WBD Sports Europe

the complete and localised Olympic experience across Europe in 12 languages.

Within China, CMG will provide round-the-clock Olympic coverage of various events on three TV channels, while China Media Group Mobile, CMG's mobile platform, will also offer live streaming of every event and ceremony, with more than 180 hours of digital coverage per day.

In the USA, NBCUniversal will offer comprehensive coverage across the NBC broadcast network and its Peacock streaming service. Paris 2024 will have more programming hours on the NBC broadcast network than any previous Olympic Games, with NBC providing Olympic fans with at least nine hours of daytime coverage.

Peacock, meanwhile, will offer the most-comprehensive Olympic destination in US media history. In a Summer Games first, the service will stream every sport and event, including all 329 medal events, and will feature full-event replays; all NBC programming; curated video clips; virtual channels; exclusive original programming; and more.

“The Paris Olympic Games are going to be the most-watched media event of 2024.”

Rick Cordella, President, NBC Sports

In Australia, viewers won't miss a single second of the action with Nine providing around 10,000 hours of content during Paris 2024 across its linear and 9Now platforms, with even more content available across Nine's audio and digital publishing platforms.

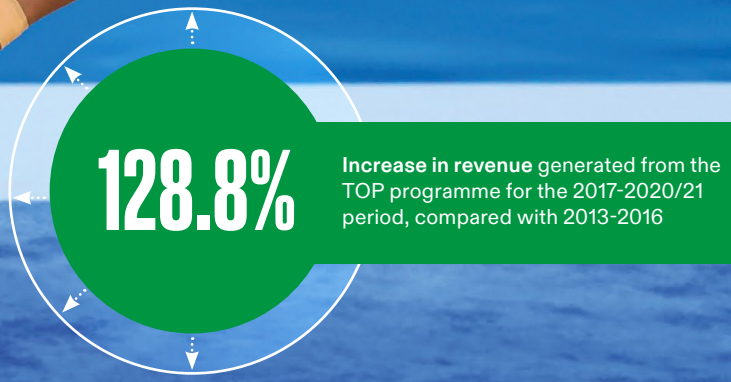
In Canada, CBC's comprehensive coverage of Paris 2024 will feature live broadcasts from every venue, totalling more than 3,000 hours of live content across the public broadcaster's multiple platforms. In addition to TV broadcasts on CBC and partner networks TSN and Sportsnet, audiences will be able to watch live events daily on the free CBC Gem streaming service, CBC's Paris 2024 website and the CBC Paris 2024 app for Android and iOS devices.



MRH MEDIA CONTACTS

Broadcaster	Territories	Media Contact	Broadcaster	Territories	Media Contact
Albavision-Televideo	Bolivia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Republica Dominicana, Paraguay, Peru, Uruguay	German Perez german.perez@albavision.tv	LiveMode	Brazil	Michelle Chaluppe mchaluppe@livemode.com
America Movil	Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Argentina, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela	Renato Flores Cartas rfcartas@telmex.com Ana Lilia Martinez analilia@amco.mx	NBCUniversal	United States of America and its territories and possessions (i.e., American Samoa, Guam and the United States Virgin Islands and Puerto Rico)	Christopher McCloskey christopher.mccloskey@nbcuni.com
belIN	Algeria, Bahrain, Chad, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Republic of the Sudan, Republic of South Sudan, Saudi Arabia, Somalia, Syria, Tunisia, United Arab Emirates, Yemen	Mohammed Rashid Al-Derham derham@bein.com	Nine	Australia	Victoria Buchan vbuchan@nine.com.au Adrian Motte amotte@nine.com.au
Caracol	Colombia	Luis Felipe Jaramillo lfjarami@caracol.tv.com.co	Prodena	Panama	Ricardo Serracin rserracinlevy@gmail.com
CBC	Canada	Joanna Landsberg joanna.landsberg@cbc.ca Simon Bassett simon.bassett@cbc.ca	SABC	South Africa	Orapeleng Lebethe orapeleng@sabcspport.co.za
Chilevision	Chile	Paulina Soto paulina.soto@paramount.com	SBS	Republic of Korea, Democratic People's Republic of Korea	Jung Yeob Kim kimjy@sbs.co.kr
CMG	People's Republic of China (including Macao, but expressly excluding Hong Kong and Chinese Taipei)	cctvsports@cctv.com	Sky Network	Cook Islands, Federal States of Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, New Zealand, Niue, Palau, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu	MediaEnquiries@sky.co.nz
Dentsu	Afghanistan, Brunei, Cambodia, Chinese Taipei, East Timor, Hong Kong, Indonesia, Iran, Laos, Malaysia, Mongolia, Myanmar, Papua New Guinea, Philippines, Singapore, Thailand, Vietnam, Kazakhstan, Turkmenistan, Tajikistan, Kyrgyzstan, Uzbekistan	Shusaku Kannan s.kannan@dentsu.co.jp	Supersport	Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Democratic Republic of Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, South Africa, St Helena and Ascension, Eswatini, United Republic of Tanzania, Togo, Uganda, Zambia and Zimbabwe	Clinton van der Berg clinton.vanderberg@supersport.com Shantel Samodien Shantel.Samodien@supersport.com
Grupo Globo	Brazil	Nelson Rocco nelson.rocco@cdn.com.br Carlos Gil carlosgil@cdn.com.br	Telerebelde	Cuba	Roberto Gonzales robgonz2050@gmail.com
International Media Content	Anguilla, Antigua & Barbuda, Commonwealth of the Bahamas, Barbados, Belize, Bermuda, British Virgin Islands, Cayman Islands, Dominica, Grenada, Guadeloupe, Cooperative Republic of Guyana, Haiti, Jamaica, Martinique, Montserrat, St Kitts & Nevis, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad & Tobago, Turks and Caicos	Nathalie Campbell ncampbell@sportsmax.tv	Televisa	Mexico	Diego Solano disolanou@televisa.com.mx
IMG	Flights & ships – worldwide	Gary Double Gary.Double@img.com	TSG	Russia	office@telesport.group
Infront	Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central Africa Republic, Chad (non-exclusive), Comoros, Congo (Democratic Republic), Congo (Republic), Djibouti (non-exclusive basis by satellite TV and solely in French) Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Eswatini, Tanzania, Togo, Uganda, Zambia, Zimbabwe	Joerg Polzer joerg.polzer@infrontsports.com	TVES	Venezuela	Zita Marlene Andrade de Sousa zitandras@gmail.com
Japan Consortium	Japan	Tatsuya Ogawa ogawa.t-jq@nhk.or.jp	TVP	Argentina	Gabriel Valentini gvalentini@tvpublica.com.ar
			Viacom18	Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka	Gautam Sheth Gautam.Sheth@viacom18.com
			Warner Bros. Discovery	Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France including its overseas territories and possessions (i.e. Clipperton, French Guyana, French Polynesia, Guadeloupe, La Reunion, Martinique, Mayotte, Nouvelle Calédonie, Saint Barthélemy, Saint Martin, St Pierre and Miquelon, Terres Australes et Antarctiques Françaises, Wallis and Futuna), Georgia, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Monaco, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom, Vatican City State	James Hillier james.hillier@wbd.com Steve Stammers steve.stammers@wbd.com

OLYMPIC PARTNERSHIPS



The Olympic Partners (TOP) programme is the highest level of Olympic sponsorship and was created by the IOC in 1985 in order to develop a diversified revenue base for the Olympic Games and to establish long-term corporate partnerships that would benefit the Olympic Movement as a whole.

The success of the programme has seen revenues grow from USD 96 million for the 1985-1988 cycle to almost USD 2.3 billion for 2017-2020/21. This has in turn increased the amount of funding for athletes and organisations in the Olympic Movement, with the IOC redistributing

90 per cent of its revenues to support the staging of the Olympic Games and promote the worldwide development of sport and the Olympic Movement.

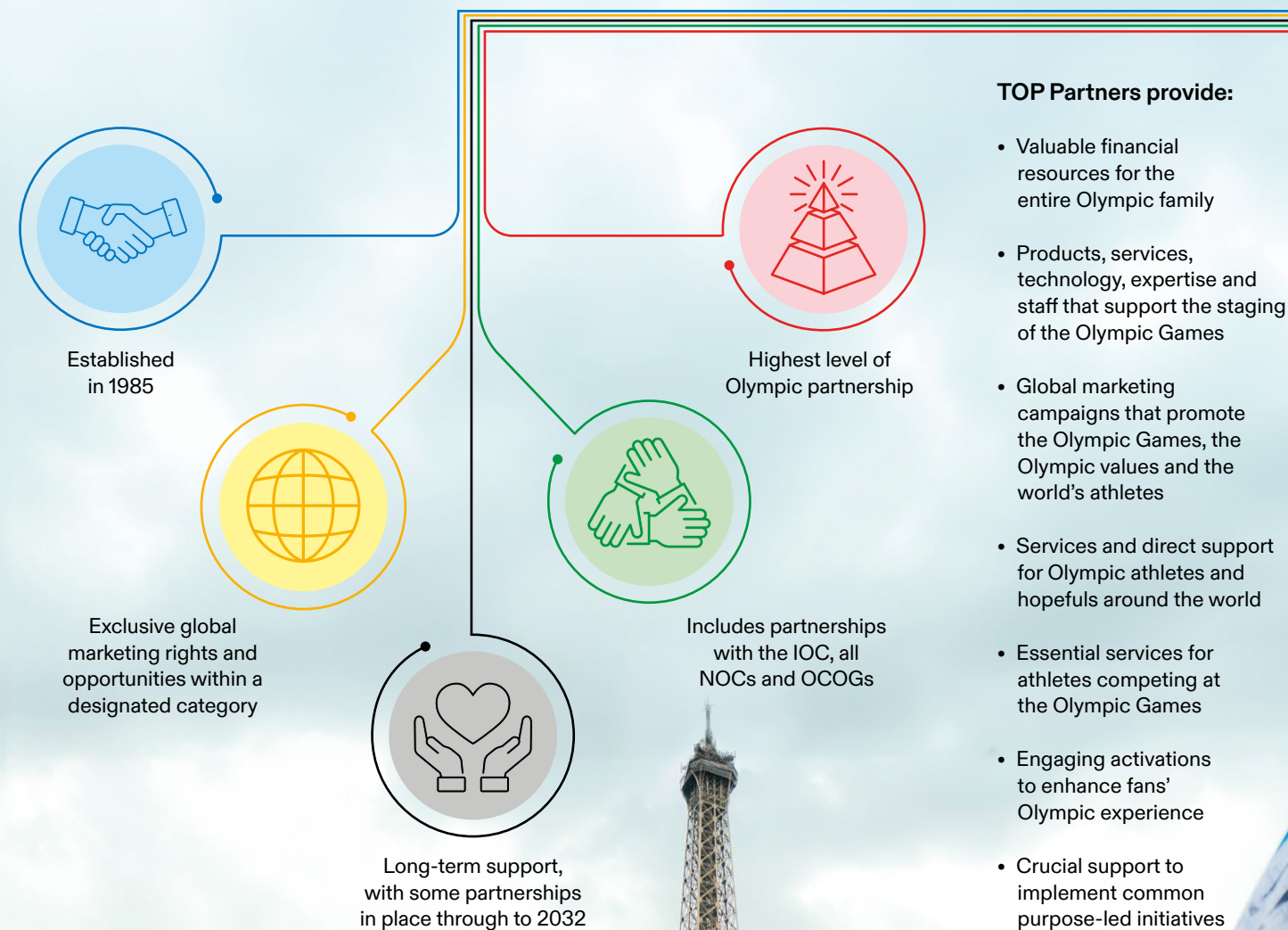
The Worldwide Olympic (TOP) Partners have also played an integral role in the development of the Olympic Games, providing cutting-edge technology, best-in-class services and expertise, and numerous innovations that have helped the Games maintain their position as the world's greatest sporting event. In addition, the global Olympic marketing campaigns launched by the TOP Partners help to not only promote the Olympic

Games but also increase support for the athletes and bring the Olympic Games to new audiences around the world.

“Without the support of our Worldwide Olympic Partners, without their technology, expertise, people, services, products and financing, the Olympic Games would simply not be possible.”

Jiri Kejval, Chair, IOC Revenues and Commercial Partnerships Commission

What is the TOP Programme?





AB INBEV

“This partnership illustrates the opportunity for the beer category to positively impact and engage with fans around the world, ushering in a new era of Olympic spirit as we cheer for our favourite teams and athletes as they go for gold.”

Michel Doukeris, CEO, AB InBev



FACT BOX

Exclusive category:
Beer (alcohol and no-alcohol varieties)

Member of the TOP Programme since: 2024

Anheuser-Busch InBev (AB InBev) is the world's leading brewer – with a heritage that dates back more than 600 years – and boasts a diverse portfolio of well over 500 beer brands including global brands Budweiser, Corona, Stella Artois, and Michelob Ultra.

In January 2024, AB InBev became a Worldwide Olympic Partner through to 2028, with Corona Cero zero-alcohol beer becoming the global beer sponsor of the Olympic Games.

The partnership aims to highlight the shared commitment of the IOC and AB InBev to promote responsible consumption and build a better world.

Together, they aim to reach Olympic fans around the world with messages of connection, moderation and celebration.

Championing responsible consumption

With centuries of brewing history, AB InBev has seen how friendships, connections and experiences can be built on a shared love of sport and beer. It also recognises how sport is a strong force for positive change, with its brands boasting decades of historic, award-winning and responsible sports marketing.

AB InBev is committed to accelerating continued progress towards responsible alcohol consumption and moderation worldwide and will work to further that effort by featuring Corona Cero, its fast-growing zero-alcohol beer brand, as the leading global Worldwide Olympic Partner brand.

A shared commitment to building a better world

Both AB InBev and the IOC are committed to creating a better world for the athletes, fans and consumers around the world by actively contributing to the UN Sustainable Development Goals. Sustainability is important to the AB InBev business because brewing great beer depends on a healthy, natural environment and thriving communities.

AB InBev is contributing to the UN Sustainable Development Goals and the broader global sustainable development agenda while building resilient supply chains, productive communities and a healthier environment. It has placed a deliberate focus on contributing progress toward the goals where it can use its scale and partnerships to drive meaningful positive change.



MEDIA CONTACT

AB InBev Press Office
media.relations@ab-inbev.com

FOR MORE INFORMATION

www.ab-inbev.com
www.linkedin.com/company/ab-inbev
www.facebook.com/abinbev
www.instagram.com/abinbev
www.twitter.com/abinbev





AIRBNB

“The Olympic and Paralympic Games Paris 2024 are on track to be the biggest hosting event in Airbnb history, with more guests than ever before choosing to stay in local homes through our platform during an event. Airbnb is now ready to host the world in France during the Games-time period and will contribute to leaving a lasting positive legacy from this once-in-a-lifetime event.”

Emmanuel Marill, Regional Director for EMEA, Airbnb



FACT BOX

Exclusive category:
Unique Accommodation Products,
Unique Experiences Services and
Olympian Experiences Services

**Member of the TOP
Programme since: 2019**

With listings present in almost 25,000 municipalities across France and 99 per cent of area codes within the Paris region, Airbnb will help guests stay close to the action during the Olympic and Paralympic Games Paris 2024 while creating new economic opportunities for local families and communities across the country.

A Deloitte report estimates that more than half a million people are expected to stay in Airbnbs during the Games in the Paris region alone. Thousands of French families are set to open their doors to guests from across the world, presenting a significant economic opportunity. Stays on Airbnb during Paris 2024 are set to generate EUR 2,000 for the typical host in the Paris region.

Creating a positive legacy

Airbnb is committed to leaving a lasting positive legacy from Paris 2024. In 2024, Airbnb will donate EUR 1 million of its earnings from Paris 2024 to a travel fund for families from underserved communities in France, including the residents of Seine-Saint-Denis. The fund will help support inclusive travel opportunities over the next four years.

Airbnb has also launched various initiatives to make Paris 2024 more accessible by supporting guests with disabilities and accessibility needs. Its Adapted category and 13 accessibility search filters make it easier for guests to find a place to stay that suits their needs. Airbnb is also working with France's leading disability organisation and several para-athletes to raise awareness around accessible hosting and grow its supply of listings that suit guests' individual needs.

Supporting athletes on their journey to Paris 2024

Airbnb recently completed the fourth edition of the Airbnb Travel Grant for Athletes, in partnership with the IOC and the International Paralympic Committee (IPC). Olympic and Paralympic hopefuls applied to receive a USD 2,000 travel credit for accommodation during training, qualifying, and competition. Since its launch in 2021, the Airbnb Travel Grant has enabled more than 2,000 athletes to obtain travel credit, representing a total of approximately USD 4 million in direct athlete support. In addition to the grant, the Airbnb500 programme enables all Paris 2024 Olympians and Paralympians to benefit from a USD 500 Airbnb credit after the competition.

This partnership is also unique in its support of the Refugee Olympic and Paralympic Teams, with Airbnb providing funding to help cover their costs to train and participate in the Games, as well as accommodation support.

Unique Stays & Experiences

Airbnb has a long history of offering guests exclusive access to unique locations and experiences – and the Olympic and Paralympic Games Paris 2024 will be no exception.

On the opening night of the Games, Airbnb will offer two guests a once-in-a-lifetime overnight stay in the Musée d'Orsay's iconic Clock Room, which has been transformed into a luxurious bedroom by Mathieu Lehanneur, designer of the Olympic and Paralympic torch for Paris 2024.

Many more unique experiences will also be bookable on Airbnb during the Olympic and Paralympic Games Paris 2024.



MEDIA CONTACT

Airbnb Press Office
paris2024press@airbnb.com

FOR MORE INFORMATION

news.airbnb.com
www.twitter.com/airbnb
www.instagram.com/airbnb





ALIBABA

“Cloud-based technologies and digitalised e-commerce platforms underpin our shared values and beliefs with the IOC; to create a more efficient, sustainable and inclusive Games that everyone can enjoy and be involved with, while creating the minimum impact on the environment. Alibaba is proud to help bring our values to life through marrying sports passions with new efficiencies that optimise the experience for athletes, broadcasters, organisers, volunteers and sports fans everywhere.”

Chris Tung, President of Strategic Development, Alibaba Group



FACT BOX

Exclusive category:
Cloud infrastructure,
Cloud services, Ticketing and
e-commerce platform services

**Member of the TOP
Programme since: 2017**



Since the beginning of its Worldwide Olympic Partnership, Alibaba's proven cloud technologies and expertise in e-commerce have been instrumental in driving the digital transformation of the Olympic Games.

This has included enabling the biggest technological change in the Olympic broadcasting industry for more than 50 years with the launch of OBS Cloud, as well as creating more meaningful online engagement for sports fans, helping to reduce the carbon footprint of broadcasting-related operations, ensuring inclusiveness and enhancing the Olympic experience for everyone. With its experience and learnings from previous Olympic Games, Alibaba is committed to transforming the Olympic experience further by not only making Paris 2024 even more efficient, sustainable and inclusive, but also more engaging and accessible for fans.

This is an ongoing process as part of its TOP partnership with the IOC – from its early involvement with the digitalisation of the Games to creating more meaningful, beneficial and memorable experiences for everyone involved.

More engaging Games experience

In April 2024, Alibaba announced that Olympic fans in China could access official Paris 2024 branded products on the Olympic Store on Tmall. The launch of the official products on the Olympic Store on Tmall, Alibaba's B2C marketplace, came on the same day that Paris 2024 celebrated 100 days to go until the start of the Olympic Games. The IOC launched the Olympic Store on Alibaba's Tmall platform in 2018, aimed at engaging Chinese fans year-round through a range of officially licensed products. The store has since

attracted millions of followers and billions of visits, with merchandise featuring the Beijing 2022 mascot, Bing Dwen Dwen, achieving particular success.

More efficient Olympic operations and broadcasting

To drive better efficiency for broadcasters, Alibaba Cloud launched OBS Cloud in conjunction with Olympic Broadcasting Services (OBS) in September 2018. As an innovative broadcasting solution that operates entirely on the cloud, OBS Cloud supported the broadcast coverage of Tokyo 2020 and Beijing 2022, offering necessary cloud components in specialised configurations to support the demanding content production and delivery workflows of Olympic Games broadcasting.

Leveraging Alibaba Cloud's Content+ solution, Media Rights-Holders (MRHs) could remotely access all content, including live coverage, with ease. The implementation of OBS Live Cloud provides an alternative to heavy investment for MRHs and the host cities, as Olympic Games-related content can be transmitted over the public cloud, effectively reducing the carbon footprint of broadcasting-related operations.

To bolster the IOC's digitalisation efforts, the Olympic Winter Games Beijing 2022 also successfully migrated its core Games technology services to Alibaba Cloud. The key operational systems of the Games were migrated to Alibaba's cloud infrastructure, and its advanced cloud capability helped boost efficiency for organisers.

Measuring carbon emissions at the Olympic Esports Week

Alibaba Cloud's AI-powered Energy Expert measured and analysed carbon emissions from the temporary



infrastructure built to host the first Olympic Esports Week in Singapore in 2023. The solution generated intelligence-driven insights that were used to make decisions on the choice of materials and equipment. The carbon footprint of temporary construction for the Olympic Esports Week 2023 was estimated at 274 tons CO₂e, after replacing 60 per cent of printed signage with digital alternatives, which led to a reduction of 14 tons CO₂e, as well as reusing 50 per cent of carpets after the event that would slash emissions further by 10 tons CO₂e.

Safer Games

A cloud-based solution was introduced by Alibaba to help on-site Tokyo 2020 staff reduce the risk of getting heatstroke during the city's summer months. Through an intelligent ear-worn device, the technology helped keep track of the body temperature and heart rate of on-site staff in Tokyo. Based on their body temperature, heart rate and the environment index, a cloud-based system was able to identify the level of heatstroke risk in real time for each individual. Alerts were then sent to those being exposed to a high level of risk along with recommended precautionary measures – such as drinking more water – to reduce the chances of getting heatstroke.

MEDIA CONTACT

Luica Mak
Alibaba Group
+44 790 547 1332
luica@alibaba-inc.com

Crystal Liu
Alibaba Group
+852 6378 5626 / +86 1857 8497 650
crystal.liu@alibaba-inc.com

FOR MORE INFORMATION

www.alibabagroup.com/
www.alizila.com/
www.twitter.com/alibabagroup
[www.facebook.com/](https://www.facebook.com/alibabagrouppofficial)
[alibabagrouppofficial](https://www.instagram.com/alibaba.group/)
www.instagram.com/alibaba.group/
[www.linkedin.com/company/](https://www.linkedin.com/company/alibaba-group/)
[alibaba-group/](https://www.youtube.com/c/alibabagroup)
www.youtube.com/c/alibabagroup



ALLIANZ

“We are filled with excitement and looking forward to the start of Paris 2024. At Allianz, we live and breathe sports. Sport has the power to foster inclusivity, a principle deeply ingrained in our values. We are proud to support more than 130 Olympians, Paralympians and hopefuls as brand ambassadors.”

Oliver Bäte, CEO, Allianz



FACT BOX

Exclusive category:
Insurance

Member of the TOP
Programme since: 2021

As the Worldwide Olympic and Paralympic Insurance Partner, Allianz collaborates with the IOC to provide insurance solutions and services to support the Olympic Movement, including the Organising Committees for the Olympic Games, the National Olympic Committees around the world and their Olympic teams and athletes. The partnership announced in 2018 runs through to 2028.

Through its Worldwide Olympic Partnership, Allianz is engaging with fans, athletes, national teams, and employees globally to drive its business in core markets around the world and further strengthen its appeal as the leading insurance brand. The partnership also strongly aligns with its corporate values of fostering a global mindset, diversity, and equality.

Team Allianz

Supporting athletes is at the core of Allianz's Olympic and Paralympic engagement. A clear example of this commitment can be seen at the Tour Neptune in La Défense, where the office building of Allianz France is adorned with a giant image of Typhaine Soldé, Para athlete in long jump and member of the French Paralympic team. In addition to Soldé, Allianz is supporting a team of 130 athletes and Para athletes from 32 countries in 53 sports as part of Team Allianz, with more than 80 likely to compete at Paris 2024. Allianz offers a year-round mentoring service to these athletes through its Buddy Programme, and aims to help each of them prepare for career opportunities beyond sports.

MoveNow

As part of its long-term support for the Olympic and Paralympic Movements, Allianz also committed to encouraging young people to be more physically active through its MoveNow Programme. This has so far included several global and local initiatives, including a training series, a TikTok Club and an international sports camp for young athletes.

Insurance support

As the Worldwide Insurance Partner, Allianz supports the Olympic and Paralympic Movements with insurance solutions and services including commercial coverages for companies, ticket cancellation insurance for fans and personal accident insurance for national teams. The partnership offers a unique platform to address customers worldwide – individuals, families, businesses – and allows Allianz to enhance its presence in core markets and become the insurer of choice in the sports ecosystem.

Road to Paris

Paris 2024 will be Allianz's first full summer edition of the Olympic and Paralympic Games as the Worldwide Insurance Partner.

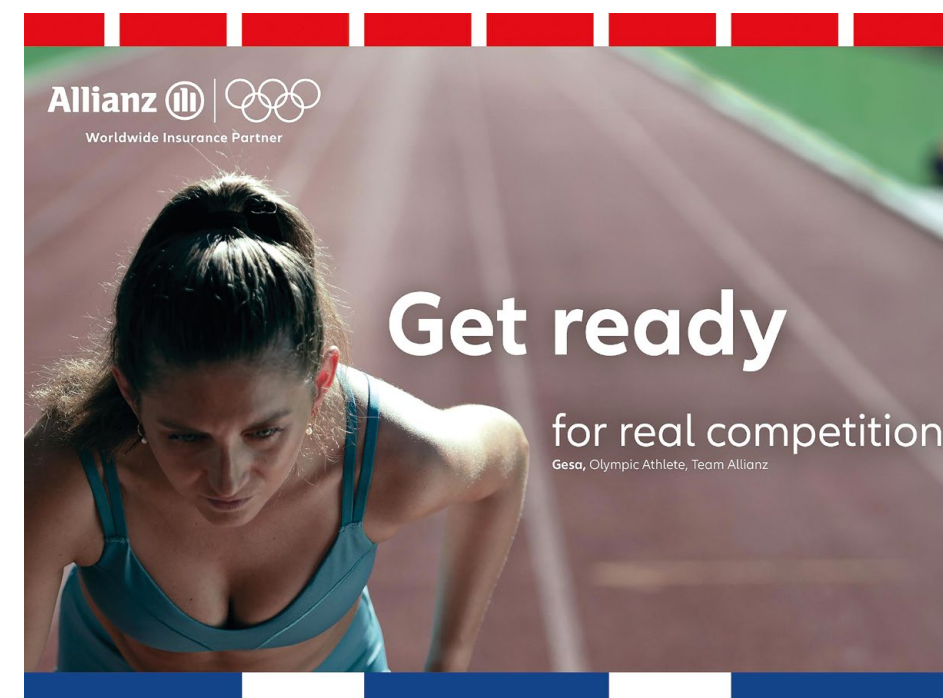
In its “Get Ready” campaign, Allianz is placing a strong emphasis on Team Allianz athletes and their inspiring stories. These athletes serve as role models, showcasing passion and commitment that resonate with people worldwide.

Allianz

An often overlooked but crucial group highlighted in Allianz's campaign includes the people who work tirelessly behind the scenes to make the Games possible. The campaign sheds light on various key roles, such as the cooking team that prepares energising meals for thousands of athletes, the guide for a vision-impaired athlete, and the Chef de Mission of the French Olympic team. These stories help viewers appreciate the extensive support network that contributes to the success of the Games.

Allianz colleagues supporting the Games

Allianz employees from all over the world are also helping Paris get ready for the Games. Around 200 colleagues from 16 Allianz entities will be volunteering at Paris 2024 in a variety of roles, while 2,000 colleagues across 30 entities will attend as spectators. Allianz's agents and sales teams will also use the excitement surrounding the Games to engage with clients in new and meaningful ways.



MEDIA CONTACT

media.contact@allianz.com
Florian Amberg: +49 151 424 80185
Heidi Polke: +49 152 545 9536
Estelle Ardouin: +33 676 121136
Patricia Segovia: +49 175 293 7377
Katryna Nolan: +49 160 452 9653

FOR MORE INFORMATION

www.twitter.com/allianz
www.facebook.com/allianz
www.linkedin.com/company/allianz
www.youtube.com/user/allianz
www.instagram.com/allianz



ATOS

“We are proud to continue our 20-year partnership with the Olympic Movement and to bring our technological innovation to the Olympic and Paralympic Games Paris 2024. These will be the most connected Games in history, and our team has worked hard to test more than 250,000 hours of systems and services. During the events, more than 600 of our experts will be on duty 24/7 to ensure everything runs smoothly. We can't wait to celebrate these wide-open Olympic Games Paris 2024!”

Patrick Adiba, CEO, Atos Major Events



FACT BOX

Exclusive category:
Information technology products,
services and solutions

**Member of the TOP
Programme since: 2001**

For more than three decades, Atos has delivered IT services to the Olympic Movement. Its longstanding collaboration has spanned over 20 years as the Worldwide IT Partner of the Olympic Games, with the Atos team bringing their digital expertise and long-term experience to ensure the successful delivery of every event.

On the road to Paris 2024

To prepare for Paris 2024, Atos carried out more than 250,000 hours of testing from the Integration Testing Lab (ITL) in Madrid, where the Olympic Management System (OMS) and the Olympic Diffusion System (ODS) are homologated, as well as from the Technology Operations Centre (TOC) located in the host city.

- The OMS is responsible for the 350,000 accreditations delivered during the Olympic Games Paris 2024, as well as the competitions schedule, the voting applications for athletes participating in IOC decision-making processes within the Athletes' Commission, the Volunteers' Portal and the management of operational teams.
- The ODS is tasked with the real-time announcement of results from the 878 sporting events for media and the Olympic and Paralympic families. It includes the Commentator Information System (CIS), which provides broadcasters with results and statistics

from the field as well as background information on athletes. Journalists not covering the competitions from Paris can use the MyInfo application available from their desktops, smartphones or tablets to follow the news published by the Olympic News Services.

From the TOC, Atos coordinates a team of 15 TOP and local technology partners comprising more than 2,000 experts that supervise all 63 Olympic and Paralympic competition and non-competition venues. Headed by Atos as the lead IT integrator, all partners are working to make the Olympic and Paralympic Games Paris 2024 fully connected, secure and digitally enabled.

- Atos leverages the TOC to coordinate the CTOC (Central Technology Operation Centre) located in Barcelona with 90 Atos experts and 350+ Venue IT Managers across all Paris 2024 operational locations. The TOC will deploy a wide range of IT equipment to support the running of the competitions and delivery of results.
- Atos will also support the 60 Venue Results Managers from the TOC. They are responsible for correctly gathering and publishing performance data and statistics on the ODS. Atos will announce this data within a timeframe of 0.35 seconds, before it is broadcast on the competition's websites and other media.

Atos

Celebrating what matters

The theme of the Atos brand campaign for the Olympic and Paralympic Games Paris 2024 is "Celebrating what matters." This theme highlights the importance of celebrating every interaction and showcasing the advanced technology used in the Games.

The campaign focuses on celebrating the achievements of athletes who excel in their events, as well as the progress made by the Atos team during preparations. Every moment is worth celebrating, particularly because Atos technology and expertise make these moments accessible and visible to the public.



MEDIA CONTACT

Florence Vayleux
florence.vayleux@atos.net
+33 676 704 832

FOR MORE INFORMATION

www.atos.net/en
www.linkedin.com/company/atos
www.facebook.com/atos
www.twitter.com/atos
www.instagram.com/atosinside



BRIDGESTONE

“The Olympic and Paralympic Games are powerful and inspiring platforms that unite people around the world through emotion, inclusivity and sustainability. Each of these areas is core to Bridgestone and part of our vision to create value for society as a sustainable solutions company. Through our support for Paris 2024 and the world’s greatest athletes, we are excited to celebrate these shared values with our company, our communities, and our customers.”

Thierry Jupsin, Vice President of Brand Marketing for Bridgestone in the Americas, Europe, Middle East and Africa



FACT BOX

Exclusive category:

Tyres, certain tyre and automotive vehicle services, self-propelled bicycles, seismic isolation bearings and a variety of diversified products

Member of the TOP Programme since: 2014

Bridgestone is a global leader in premium tyres, rubber, and digital solutions that is focused on helping create more efficient and sustainable mobility. Headquartered in Tokyo, the company employs approximately 130,000 people globally and conducts business in more than 150 countries and territories worldwide.

Bridgestone was founded in Japan in 1931 with a mission of “Serving Society with Superior Quality”. This mission continues today through the company’s vision to create value for society and its customers as a sustainable solutions company. The Bridgestone E8 Commitment guides the company on this journey through eight core values that outline how Bridgestone will help create a more sustainable world.

Bridgestone has been a Worldwide Olympic Partner since 2014 and a Worldwide Paralympic Partner since 2018. Through these partnerships, the company is focused on showcasing performance and empowering people to persevere through adversity in pursuit of their dreams. Bridgestone believes that regardless of someone’s background or abilities, the most important thing is to help everyone perform their best, both now and for future generations.

Bridgestone at the Olympic and Paralympic Games Paris 2024

In an extension of its ongoing efforts to improve how people move, live, work and play, Bridgestone is focused on supporting and enhancing the experience for all athletes, staff, fans, and visitors in Paris during Games-time.

- As the Official Tyre of the Olympic and Paralympic Games, Bridgestone is helping keep the official Olympic and Paralympic fleets in motion by providing its premium tyres and tyre-related maintenance services for more than 1,000 vehicles. This product offering includes the new Bridgestone Turanza 6 tyre featuring ENLITEN technology, which is a combination of cutting-edge technologies that is designed to optimise performance, durability and improved sustainability characteristics.
- In addition to supporting Toyota’s fully electrified passenger vehicle fleet, Bridgestone tyres are fitted on a variety of Toyota’s hydrogen and inclusive mobility offerings. This collection of innovative vehicles includes hydrogen-powered cars and buses, as well as Accessible People Mover (APM) vehicles that will transport athletes, staff, and fans during the Games.

- Bridgestone is supporting road safety education and awareness through an e-learning module for nearly 4,000 volunteer drivers. The initiative explains the important role tyres play in vehicle safety and performance, and it also offers tyre care tips for checking tread and maintaining proper inflation.

Supporting and Empowering Athletes

Bridgestone is partnering with more than 40 Olympians, Paralympians and hopefuls around the world as Team Bridgestone athlete ambassadors. The list features 20 Paralympic athletes, including several in the United States and Japan who have worked with Bridgestone to help advance the performance of rubber in adaptive sports equipment.

Bridgestone engineers, designers and materials experts have leveraged their tyre and rubber experience to explore rubber applications that some Bridgestone athlete ambassadors may use at Paris 2024. These applications include the use of Bridgestone tyre rubber for gloves, wheelchair hand rims, prosthetic running blades, spike plates, wheelchair tyres, and more.



MEDIA CONTACT

Keith Cawley
CawleyKeith@bfusa.com

Emmanuelle Bile
Emmanuelle.bile@bridgestone.eu

FOR MORE INFORMATION

www.bridgestone.com
www.instagram.com/bridgestoneeurope
www.facebook.com/bridgestoneEMEA
www.youtube.com/@bridgestoneEMEA





COCA-COLA

“The Olympic and Paralympic Games are a prime opportunity for The Coca-Cola Company and our extensive portfolio of products to connect with fans. We will use this global stage to showcase how greatness in everyday moments can create real magic.”

Brad Ross, VP Global Sports & Entertainment Marketing and Partnerships, The Coca-Cola Company

FACT BOX

Exclusive category:
Non-alcoholic beverages

Member of the TOP Programme since: 1986

Coca-Cola has partnered with the Olympic Games for nearly 100 years, participating in some of the most memorable moments in Olympic history while promoting a shared vision of uniting the world for a better future. The Olympic Games Paris 2024 present an important opportunity for Coca-Cola to engage with fans under the theme “Celebrate Everyday Greatness”, which aims to showcase how every moment, big or small, can create magic that builds into something great.

The Coca-Cola Company is helping to make Paris 2024 the most spectacular Olympic and Paralympic Games ever, with activations across a portfolio of brands that engage fans and athletes alike while delivering a more inclusive and sustainable experience.

In its role as a Worldwide Partner of the Olympic and Paralympic Games and Presenting Partner of the Paris 2024 Olympic Torch Relay, The Coca-Cola Company will refresh athletes, officials and spectators in Paris with its wide product portfolio of beverages, including Coca-Cola, Powerade, Fuze Tea, Costa Coffee and more.

Coca-Cola has also brought together a diverse group of athletes from across the

globe to join in “Celebrating Everyday Greatness” throughout their journey as part of Team Coca-Cola. Team Coca-Cola includes dozens of competitors with broad talents, ranging from Olympic and Paralympic champions to athletes making their debut at the Games, as well as other athlete voices from around the world.

The Olympic and Paralympic Games Paris 2024 also present a unique opportunity for fans and athletes to experience a more sustainable event. Coca-Cola will provide packaging options to help minimise waste and reduce carbon emissions.

Coca-Cola will also work to collect and recycle bottles to give them new life or so that they can be refilled. Products from Coca-Cola will also be transported more sustainably during last-mile delivery, using low-carbon vehicles powered by electric, biogas or hydrogen to deliver products to competition site venues and the Athletes’ Village.

To commemorate its 96-year partnership with the Olympic Games, Coca-Cola will launch digital and physical experiences in Paris and around the world that will unite consumers in celebrating the magic of the Olympic and Paralympic Games.



MEDIA CONTACT

Debbie Ebalobo
+1 646 531 1110
debalobo@coca-cola.com

FOR MORE INFORMATION

www.coca-colacompany.com
www.linkedin.com/company/the-coca-cola-company
www.instagram.com/thecocacolaco



FIRSTS MOVE THE WORLD FORWARD

🔍 THE FIRST EFFECT

+ SARAH ATTAR
FIRST FEMALE OLYMPIAN TO RUN FOR SAUDI ARABIA

DELOITTE

“The Olympic and Paralympic Games are an opportunity for worldwide unity on a global stage. Deloitte is honoured to support the IOC with our market-leading business and technology capabilities, and a shared sense of purpose.”

Joe Ucuzoglu, Deloitte Global CEO



FACT BOX

Exclusive category:
Management and Business
Consulting Services

**Member of the TOP
Programme since: 2022**



Deloitte and the IOC have formed a 10-year “partnership with purpose” that leverages Deloitte’s expertise to support and advise the IOC on strategies that will help it build a better world through sport as well as create a more engaging, effective Olympic and Paralympic Games experience in the future.

As the Worldwide Management Consulting Partner, Deloitte supports the transformation and modernisation of the Olympic Movement by helping the IOC deliver on its AI and digital strategies, as well as utilising its environmental, social, and governance expertise to assist in driving progress on critical challenges identified in the Olympic Agenda 2020+5. This relates to corporate governance, strategy, sustainability, diversity, equity, and inclusion, and athlete support and well-being.

Digital strategy

Deloitte serves as the business and technology partner of the Olympic and Paralympic Games and is helping transform the complex, digital ecosystem to accelerate the Olympic Movement around the world, while protecting, connecting, and enhancing the technology underpinning the Games.

Deloitte enables this transformation through using technology as an accelerant for the overall transformation, which goes across digital platforms, Generative AI, and other technologies that can help make the Olympic and Paralympic Games experience more modern and effective.

Deloitte is also helping the IOC develop its fan data platform strategy, with the goal of empowering people to immerse themselves in content that inspires them,

and customising each fan’s digital journey, enabling them to focus on the sports they love and the athletes they follow.

Climate and sustainability

Paris 2024 is committed to staging the first Olympic Games aligned with the Paris Agreement on Climate Change. As part of its decade-long “partnership with purpose”, Deloitte is working with the IOC, and across the Movement with the National Olympic Committees (NOCs) and International Sports Federations (IFs), to help them deliver on climate action objectives.

More broadly, Deloitte advises on the specific climate challenges of unique sports and countries – from delivering training and raising awareness of climate strategy, to conducting carbon assessments of activities and events, and helping accelerate the IOC’s climate strategy to build a more sustainable Olympic Movement.

Diversity and inclusion strategy

The Olympic Games Paris 2024 will be the first edition in history to have an equal number of men and women taking part. Deloitte is helping the IOC and Paris 2024 by developing programmes, legacy projects, and playbooks on initiatives such as athlete support, mental health, and diversity, equity, and inclusion. Deloitte also supports the IOC’s commitment to uniting the world through friendship, solidarity, and fair play.

Team Deloitte

Team Deloitte features 30 Deloitte professionals aiming to qualify for the Olympic and Paralympic Games Paris 2024, who each exemplify the unique

Deloitte.

qualities required to succeed in both elite sport and in business. This dual-career group is joined by three Deloitte alumni and four sponsored athletes. Together, Team Deloitte athletes represent 18 countries competing in 20 different sports, both team and individual, including breaking – a sport that is making its Olympic Games debut at Paris 2024.

The First Effect

Deloitte has also launched The First Effect for Paris 2024 – a campaign that celebrates its unique partnership with the Olympic Movement and the stories of trailblazing Olympians and Paralympians who have achieved a first, making the inconceivable achievable and paving the way for others to follow.

Looking ahead

Deloitte will continue to work with the IOC to support the transformation and modernisation of the Olympic Games, while also helping to maintain excitement and create momentum in between each edition of the Games.

MEDIA CONTACT

Steve Dutton
Office of the Global CEO,
Communications Lead
sdutton@deloitte.com
+1 202 738 7586

Vicktery Zimmerman
Global Communications Lead
+1 224 355 6238

FOR MORE INFORMATION

www.deloitte.com/global/en.html
www.facebook.com/deloitte
www.linkedin.com/company/deloitte
www.twitter.com/deloitte
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INTEL

“The Olympic and Paralympic Games are the world’s biggest showcase for the best athletes to push the boundaries of possibility and do things we never thought possible. This summer, Intel will accelerate its mission of bringing AI Everywhere using Intel solutions at Paris 2024, showcasing the powerful potential of technology and AI to create immersive and interactive experiences at the Olympic and Paralympic Games Paris 2024 for millions around the world.”

Sarah Vickers, leader of Intel’s Olympics and Paralympics Games Office



FACT BOX

Exclusive category:
5G technology platforms, VR, 3D and 360 content development platforms, artificial intelligence platforms, sports performance platforms, drones and processors

Member of the TOP Programme since: 2017

As the Official AI Platform Partner at Paris 2024, Intel will introduce innovative AI experiences to help transform the Olympic experience for fans, organisers, athletes, and viewers across the globe.

At previous Games, Intel has accelerated the adoption of 5G, VR, drone and AI technology in partnership with the IOC for an enhanced Olympic experience. This year, AI will be at the forefront, demonstrating its potential to democratise the world of sport by levelling the playing field for talent detection, enhancing broadcast viewing for audiences around the world, and supporting an accessible onsite experience. At the very heart of AI is the need for compute; specifically processing power that is designed for the sophisticated and significant demand of AI, which Intel is uniquely positioned to deliver on.

By bringing “AI everywhere”, Intel is helping to make sport more inclusive, more competitive and more exciting through key implementations.

First-of-Its-Kind On-Site Immersive AI Experiences

Intel will create an interactive, AI-powered fan activation to take spectators on a journey of becoming an Olympic athlete. Trained on Intel® Gaudi® accelerators, running on Intel® Xeon® processors with built-in AI acceleration and optimised with OpenVINO™, Intel’s AI Platform Experience, in collaboration with Samsung, will use AI and computer vision to analyse athletic drills and match each participant’s profile to an Olympic sport.

Revolutionary 8K Live OTT Broadcast Workflow Delivery and Tailored Viewing for Fans

Paris 2024 will be the first edition of the Olympic Games to utilise Intel Xeon processors to showcase an end-to-end 8K livestreaming experience, providing a visible pathway for the future of low-latency, 8K resolution livestreaming over the internet. Broadcast servers powered by the latest Intel Xeon Scalable processors with Intel® Deep Learning Boost technology will encode and compress the live signal produced by Olympic Broadcasting Services (OBS) at 8K/60FPS/HDR “More/Faster/Better Pixels” in milliseconds, paving the way for viewers around the world to enjoy future Olympic action with the highest broadcast-grade quality.

AI automation will also enable broadcasters to bring more customised digital content to viewers faster than ever.

Olympic Broadcasting Services Automatic Highlights Generation, trained on the Intel® Geti™ platform, can package tailored highlights across multiple disciplines and distribute to fans instantly, creating efficiencies in production and editing.

Universal Accessibility at Selected Olympic and Paralympics facilities

Intel’s technology will drive advancements in accessibility for the visually impaired throughout the Olympic and Paralympic Games Paris 2024. Leveraging AI built on Intel Xeon, 3D models of both the Team USA High Performance Centre in Paris and the International Paralympic Committee headquarters in Bonn, Germany, allow indoor and voice navigation via a smartphone application.

The Olympic Games always provide a major opportunity to showcase new technologies, with Paris 2024 set to demonstrate the power of AI innovation on a global stage. The new advancements in AI at Paris 2024 are likely set trends for how AI is used in sports and other industries worldwide for years to come.

MEDIA CONTACT

Mikael Moreau
+33 6 26 23 66 32
mikael.moreau@intel.com

FOR MORE INFORMATION

www.intel.com/olympics
[www.twitter.com/intel](https://twitter.com/intel)
www.instagram.com/intel
www.facebook.com/intel
www.linkedin.com/company/intel-corporation





Mengniu built an organic pasture in the Ulanbuh Desert

MENGNUI

“We are honoured to have the opportunity to build the positive reputation of Chinese FMCG brands among consumers globally. As a Worldwide TOP Partner, we look forward to using the unrivalled platform of the Olympic Games to promote health and joy to Olympians and fans alike.”

Gao Fei, CEO, Mengniu

FACT BOX

Exclusive category:
Non-alcoholic beverages and dairy

Member of the TOP Programme since: 2019

Mengniu became a Worldwide Olympic Partner in 2019 as part of the first-ever Joint TOP Partnership Agreement. This marked a historic moment as it was the first time a Chinese fast-moving consumer goods company had become a TOP Partner.

Mengniu’s goal is to leverage its Olympic partnership to contribute to its international growth plans, aligning with its “born to excel” brand philosophy. As it looks towards the future, Mengniu is committed to its mission of “nurturing every life with every drop of nutrition”, and continues to meet consumer needs with high-quality products and services.

Extensive product portfolio

The company’s core mission revolves around the provision of nutritious, healthy, and delicious dairy products to a global consumer base. Mengniu’s extensive product portfolio includes a wide range of items such as liquid milk, ice cream, milk formula, cheese, and other dairy-based commodities. Renowned brands under the Mengniu umbrella include Milk Deluxe, Just Yoghurt, Champion, Real Fruits, Yoyi-C, Shiny Meadow, Deluxe Ice-Cream, Milkland, and Bellamy’s Organic. These products have garnered a global presence, with availability in over ten countries and regions, notably Southeast Asia, Oceania, and North America.

Mengniu operates 45 production bases spread across China and overseas locations, including New Zealand, Indonesia, and Australia. The group company’s annual production capacity reaches over 14 million tons. In a strategic move to ensure a constant supply of high-quality milk, the company has invested in China Modern Dairy and China Shengmu Organic Milk. These investments have resulted in over 1,000 cooperative farms in China that collectively produce over 20,000 tons of milk daily.

Mengniu also actively sources high-quality milk from overseas processors such as Burra Foods in Australia and Bellamy’s, a provider of organic infant food.

GREEN sustainable development strategy

In line with global sustainability efforts, Mengniu promotes the “GREEN” sustainable development strategy. The acronym stands for Governance-Sustainability, Responsibility-Common Prosperity, Environment-Carbon Net-Zero, Ecosystem-Collaborative & Accountable, and Nutrition- Supreme & Inclusive.

Mengniu pursues a sustainable development vision of “Promising a Healthier World”. In 2023, Mengniu’s commitment to sustainability was recognised with its MSCI ESG rating rising to the “AA” level, the highest in the Chinese food industry.



MEDIA CONTACT

Ju Fei
press@mengniu.cn

FOR MORE INFORMATION

www.mengniu.com.cn
www.weibo.com/u/1653196740



Mengniu CEO Gao Fei met with IOC President Thomas Bach during the Olympic Qualifier Series 2024 in Shanghai



OMEGA

“For OMEGA, it’s a genuine honour to play such a critical role at the Olympic Games. We have been committed to this illustrious event for over 90 years and our passion is still as strong today as it was in 1932. We are very much looking forward to recording dreams at Paris 2024 and bringing our world-class precision to every single moment of the competition.”

Raynald Aeschlimann, President and CEO, OMEGA



FACT BOX

Exclusive category:

Timepieces, timing, scoring and venue results systems and services

Member of the TOP Programme since: 2003



Since 1932, OMEGA has brought the highest level of timekeeping expertise and quality to the Olympic Games. At each edition, the iconic Swiss watchmaker has evolved the equipment that athletes depend on, and therefore continually improved its own standards of precision and excellence.

At the Olympic Games Paris 2024, OMEGA will act as the Official Timekeeper for the 31st time in its history. With more than 90 years of experience, the brand has developed an unrivalled level of knowledge and innovation to perform this crucial role.

The brand's timekeeping operation this summer will consist of around 350 tonnes of equipment, not only including the technology used to measure the results, but also the public scoreboards and sport-specific scoreboards that will feature in venues throughout the competition.

Some of the most sophisticated equipment includes electronic photocells, starting blocks, and starting pistols, as

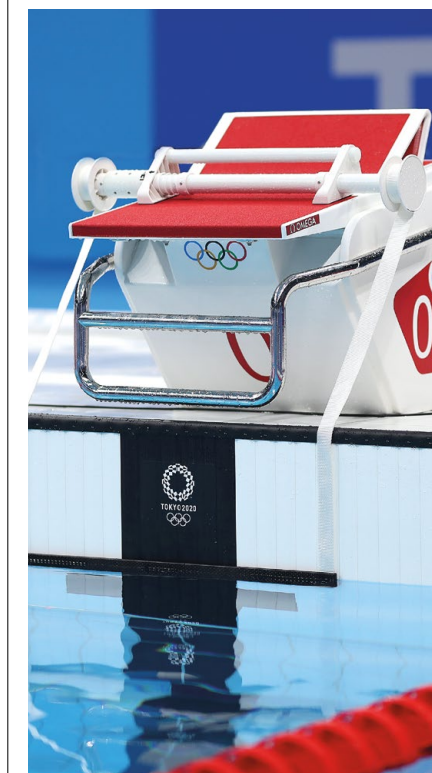
well as the brand new Scan'O'Vision ULTIMATE photofinish camera, which can record 40,000 images per second on the finish line of races.

Taking the next step in performance data, OMEGA will also be tracking athletes and other objects throughout the events at Paris 2024 thanks to its Computer Vision camera systems. As in previous years, this live data will tell the comprehensive story of a whole event, revealing how it was won or lost, and the critical moments that led to an athlete's final result. The information gathered will allow for in-depth sporting analysis, and no longer requires physical tags attached to the athletes.

OMEGA's Paris 2024 Watch

The Seamaster Diver 300M “Paris 2024” Special Edition is crafted in stainless steel and 18K Moonshine™ Gold – in tribute to the coveted medals that every athlete strives for. The laser-engraved dial is produced in white ceramic, and on the date display at six o'clock, OMEGA has used the Paris 2024 typography to

OMEGA



inscribe the numbers in black. A Paris 2024 emblem is placed on the central seconds hand, while on the reverse side, the caseback of the watch is presented with a unique Paris 2024 medallion.

MEDIA CONTACT

OMEGA Press Office
press@omega.ch

FOR MORE INFORMATION



Scan the QR code



PANASONIC

“We at Panasonic always strive to create innovations that add value for our partners such as the IOC and the Paris 2024 Organising Committee. For this edition of the Games, we have put a special focus on sustainability with our IT/IP platform "KAIROS" and youth engagement through sports with Breaking and our Technics DJ turntables, with the hope of making the Paris 2024 Games the most successful in history.”

Megumi Kitagawa, Director, Brand Communications Strategy Group,
Panasonic Holdings Corporation



FACT BOX

Exclusive category:
Audio/TV/video equipment,
home appliances

**Member of the TOP
Programme since:** 1987

Panasonic's technology plays a vital role in delivering the sights, sounds and unique excitement of the Olympic Games, from the field of play to the spectators through its large on-site video screens and professional audio systems, and to people around the world through broadcasting with its digital broadcast equipment.

Panasonic began its involvement with the Olympic Games in 1984 in Los Angeles as the supplier of the professional sound system and large video display for the main stadium. The company became a Worldwide Olympic Partner in 1987 when it joined the TOP Programme as a charter member.

Sustainable AV solutions

Aligned with the goal of making Paris 2024 a more sustainable event, Panasonic will provide sustainable AV solutions to support the operation of the Paris 2024 Olympic and Paralympic Games.

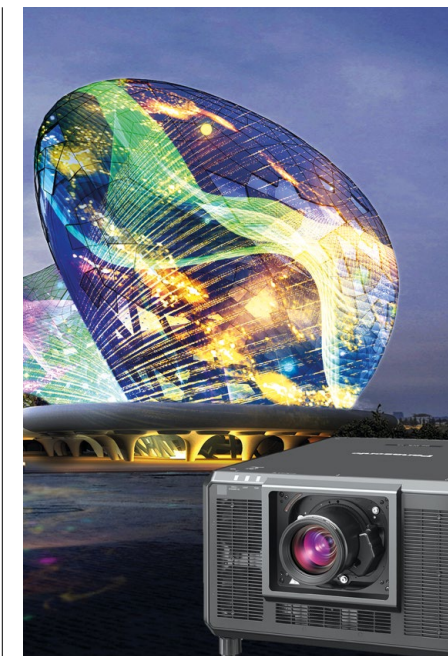
This includes Panasonic's IT/IP platform for live production "KAIROS", which will deliver video content to the public video boards at almost all competition venues. This game-changing solution simplifies workflows and streamlines operations by producing content for up to three venues from a single Kairos Core.

In addition, 58 PTZ cameras will be installed in 29 press rooms to consolidate and provide simultaneous translation at the Main Press Centre (MPC) to reduce the need for equipment and travel to each competition venue during the Games.

Panasonic will also deploy the largest number of projectors in competition venues to date, installing 130 laser projectors that will be used as a video board in the La Defense arena and projection mapping in several venues to entertain the audience. Panasonic's labour-saving projection technology reduces the use of resources for transportation, storage and installation, thereby reducing the event's carbon footprint. In addition, Panasonic's recently launched Remotely Managed Service will allow operators to manage and monitor large-scale multi-projection systems via the cloud and address potential image misalignment caused by factors such as vibration without being on-site.

Together, these solutions will contribute to the event's sustainability policy.

In addition, Panasonic will also provide audio solutions, security systems and broadcast equipment to contribute to the success of the event.



Technics DJ turntables in action

As part of the Panasonic portfolio, Technics DJ turntables and headphones will be supplied to the Olympic Games Paris 2024.

This includes providing its Technics SL-1210MK7 DJ turntables and EAH-DJ1200 DJ headphones for the breaking competition, which will be making its debut at the Olympic Games.

To tell the story of Technics' contribution to hip-hop culture, Panasonic is also organising an event at the Concorde from 27 July to 10 August, which will allow visitors to become familiar with Technics products and their historical influence on hip-hop culture.

Panasonic

MEDIA CONTACT

olympic@gg.jp.panasonic.com

FOR MORE INFORMATION

holdings.panasonic/global/olympic.html
news.panasonic.com/global/socialmedia/
www.twitter.com/panasonic
www.facebook.com/PanasonicGroup
www.linkedin.com/company/panasonic





P&G

“Every day, P&G brands provide consumers with high performance products that they trust to meet their daily household and personal care needs for themselves and their families. That inspired us to prominently feature how those superior performing products serve athletes, families and fans so they can focus on achieving their personal best whether on the Olympic or Paralympic stage or in those everyday moments in life that matter.”

Marc Pritchard, P&G Chief Brand Officer



FACT BOX

Exclusive category:
Personal care, healthcare and household care products

Member of the TOP Programme since: 2010

P&G is showcasing its household and personal care brands during the Olympic and Paralympic Games Paris 2024 through Olympic Games-inspired brand marketing and in-store campaigns, brand-sponsored athlete partnerships, and complimentary products and services for athletes in the Athletes' Village.

Wide-ranging Olympic Games marketing campaigns

Inspired by the performances of the best athletes in the world, more than 30 of P&G's brands – including Fairy, Venus and ZzzQuil – are launching Olympic Games-inspired marketing campaigns featuring the high-performance products that serve people every day.

These campaigns are supported with in-store and online activations across more than 150 retailers in more than 40 countries. In Europe, P&G brands are united under the “Everyday Champions” campaign, providing products that give their best every day to meet the needs of athletes, families, and fans – just like Olympians and Paralympians give their best to their sport.

P&G brands serving athletes at Paris 2024

During the Games, P&G will help meet the everyday demands of up to 22,000 athletes and staff within the Athletes' Village, providing more complimentary services and products to athletes than ever before, so they can focus on achieving their best when they step out on the world's biggest stage.

This includes, for the first time in the history of the Olympic and Paralympic Games, a Village Nursery sponsored by Pampers® that provides a convenient environment for athlete parents to connect with their babies and spend time together. A place for playtime and bonding, the nursery will cater to babies and their diapering needs with Pampers diapers and wipes.

Other offerings include a Beauty & Grooming Salon where Pantene®, Head & Shoulders®, Mielle®, Gillette® and Braun® will provide services to help athletes look and feel their best.

The Dental Clinic is giving athletes the confidence of healthy smiles, with access to dental services with Oral-B® toothbrushes and toothpaste. At the Laundry Rooms, athletes will experience outstanding cleaning when they bring their clothes and uniforms for cold water washing laundry services supplied by Ariel®.

P&G will also provide complimentary Always and Tampax period protection products in the Village bathrooms, plus a Paris-themed Everyday Champions Welcome Kit for all athletes featuring P&G brands to support their health and hygiene needs.

Supporting athletes on and off the field

P&G and its brands are partnering with more than 100 of the world's top-performing athletes, representing 17 countries and 37 sports. P&G is supporting their endeavours on and off the field of play in a variety of ways, through financial resources and even grant funding to their preferred charities through the Athletes for Good programme. For Paris 2024, 20 athletes received a USD 24,000 grant for their charities to further their work.

A podium athletes can be proud to stand on

P&G serves athletes every day, supporting what matters to them on their journey to achieve their personal best. For some, this moment happens while standing atop the ultimate symbol of performance – the Olympic and Paralympic Games podiums. P&G's brands also strive to deliver the best performance – in everyday life as well as in the big moments. That's why P&G has helped create the Paris 2024 podiums in France and out of recycled plastic, celebrating the performances of medal-winning athletes with a platform that they can be proud to stand on, not only because of what they have achieved but also how the podiums were created.



MEDIA CONTACT

Jeannie Tharrington
Senior Director, P&G Communications
Tharrington.jm@pg.com

P&G Press Office
mediateam.im@pg.com

FOR MORE INFORMATION

www.instagram.com/proctergamble
www.linkedin.com/company/procter-and-gamble



Together for Tomorrow



SAMSUNG

“Samsung is proud to have been part of the Movement as a Worldwide Olympic & Paralympic partner for over three decades. Our value of openness and Innovation for All will help build unforgettable Olympic and Paralympic Games for all participants at Paris 2024 while also bringing people around the globe closer together.”

YH Lee, CMO & President, Samsung Electronics



FACT BOX

Exclusive category:
Wireless communications equipment
and computing equipment

**Member of the TOP
Programme since: 1997**

Samsung first signed on as a local sponsor of the Olympic Games as part of the Olympic Games Seoul 1988 and became a Worldwide Partner at the Olympic Winter Games Nagano 1998. Since then, Samsung has evolved continuously, progressing and innovating to make a meaningful impact on the Games and society.

Today, Samsung serves as the official Wireless Communication and Computing Equipment Partner of the Olympic and Paralympic Games through 2028, continuing its 40-year heritage of bringing athletes and fans together through its advanced mobile technologies.

‘Open always wins’

Samsung’s central message for the Olympic and Paralympic Games Paris 2024, ‘Open always wins,’ articulates the brand’s belief that with an open mind, every new experience becomes a meaningful achievement that opens up new perspectives and infinite possibilities. It will serve as the heart of Samsung’s Paris 2024 programme and will be brought to life in its various activations leading up to and during the Games.

Team Samsung Galaxy

Samsung has supported athletes since its very first Games in 1988. For Paris 2024, Team Samsung Galaxy is made up of more than 50 Olympic and Paralympic athletes and hopefuls from over 20 countries – including British skateboarder Sky Brown, Spanish badminton champion Carolina Marin, French skateboarding star Aurélien Giraud, American B-girl Grace “Sunny” Choi, German Para sprinter Johannes Floors, and South Korean football icon Son Heung-min – who share Samsung’s core values of open-mindedness and self-expression, and are working to make an impact on their communities and the next generation. Samsung will play its part in their journeys by helping them share their inspiring stories, passions, and experiences.

Enhancing the Games-time Experience for Athletes and Fans

Paris 2024 will be experienced, enriched, and powered by Samsung’s innovative technology – with several firsts designed to create a more connected, and open, Games-time experience for athletes and fans.

During the historic Opening Ceremony on the River Seine, each country’s boat

will be equipped with Galaxy S24 Ultra smartphones to offer a closer connection with this first-of-its-kind celebration by sharing on-board footage via an exclusive 5G network powered by Orange, the official mobile network provider of Paris 2024. This technology integration will also be used during the Olympic sailing competition to bring fans closer to the athletes, and the action on the water, than ever before.

Additionally, Samsung will continue its legacy of supporting athletes by providing the exclusive edition of the latest Galaxy smartphone to the nearly 17,000 Olympic and Paralympic athletes competing at Paris 2024. The phone will come pre-loaded with special applications and features to enhance the athletes’ experiences, enable meaningful connections, and open the city of Paris. The Galaxy smartphones will also power the first-ever Victory Selfie, enabling athletes to capture their memorable podium moment in real-time.

Finally, Samsung will take fans’, athletes’ and media’s Olympic and Paralympic experience to the next level with four Olympic™ Rendezvous @Samsung around the City of Light, as well as Samsung Galaxy Charging Stations where visitors will get to experience the latest Galaxy innovations.

Together for Tomorrow

Together for Tomorrow is a joint initiative between Samsung and the IOC aimed at engaging younger generations and creating a positive impact on the world. The project provides a platform for a global community of changemakers to work together using technology and sport. Through this platform, users can participate in a series of collaborative Olympic challenges designed to create a better tomorrow.

For Paris 2024, three challenges will be launched: Solve for Tomorrow, in partnership with Samsung’s renowned “Solve for Tomorrow” programme; Move for Tomorrow, which encourages users to stay active through the Samsung Health App; and, Create for Tomorrow, which encourages people to embrace their creativity via PENUP, Samsung’s digital arts community, in collaboration with the Olympic Foundation for Culture and Heritage.

Together for Tomorrow offers a unique opportunity for individuals to leverage the transformative power of technology and sport to make a meaningful difference in the world.

SAMSUNG

MEDIA CONTACT

Haemoon Chung
hae.chung@samsung.com
+82 10 3008 6372

Celia Yoo:
sy926.yoo@samsung.com
+82 10 4333 0926

Derek Lee
dh6979@samsung.com
+82 10 8831 6979

Peum Jang
bella.chang@samsung.com
+82 10 2764 4035

FOR MORE INFORMATION

news.samsung.com/global
www.samsungmobilepress.com
www.youtube.com/samsung
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www.linkedin.com/company/samsungmobile



TOYOTA

“When everyone is free to move, we are one step closer to the inclusive and sustainable society that Toyota is committed to building. That is what ‘Mobility for All’ means to us at Toyota. We share this vision with the IOC and the IPC. We want to support the athletes who devote their lives to sports and remove barriers to exercise their freedom to move.”

Yoshihiro Nakata, President & CEO, Toyota Motor Europe



FACT BOX

Exclusive category:
Vehicles, mobility support
robots and mobility services

**Member of the TOP
Programme since: 2017**

As the Worldwide Mobility Partner of the IOC and the International Paralympic Committee, Toyota is dedicated to providing sustainable mobility solutions to the athletes, officials, volunteers, accredited media and spectators at each Olympic and Paralympic Games, with a focus on inclusivity, sustainability and ‘Mobility for All’.

Toyota’s ‘Ever Better Mobility for All’ philosophy highlights the company’s belief that freedom of movement is fundamental for a diverse society. Toyota is on its way to becoming a mobility company, working to reduce obstacles to move for all, regardless of their physical abilities.

Ensuring ‘Mobility for All’

At the core of Toyota’s mobility concept for Paris 2024 is the commitment to ensuring ‘Mobility for All’. This includes providing accessible and seamless mobility solutions for athletes, staff, and volunteers.

Toyota will deploy a range of mobility options, including 250 seated C+walkS and standing C+walkT models, 200 wheelchair e-pullers, and 250 zero tailpipe emission electric Accessible People Movers (APM), all connected through a shared mobility service via the KINTO Share mobile app.

Multi-path strategy demonstrating commitment to carbon neutrality

Sustainability is a significant part of Toyota’s commitment to building a better world, underlined by its Environmental Challenge 2050, by which date the company aims to achieve carbon neutrality at a global level – and in Europe by 2040. That is why Toyota’s multi-path strategy, combining different electrified vehicles, is at the core of the Toyota fleet at Paris 2024.

Toyota will provide a 100 per cent electrified passenger vehicle fleet, in line with its commitment to reduce carbon emissions.

Overall, Toyota will bring more than 2,650 electrified passenger vehicles to Paris 2024. Around 60 per cent of the fleet has zero-tailpipe emissions, including battery electric vehicles (BEV) and fuel-cell electric vehicles (FCEV).

Toyota aims to reduce vehicle carbon emissions at Paris 2024 by 50 per cent compared to those of previous Games. Nearly 60 per cent of all Toyota’s fleet is produced in Europe, including 37 per cent in France, contributing to the vision of a sustainable and locally sourced Olympic and Paralympic Games.

Toyota believes that hydrogen is a key pillar for the creation of a low-carbon and a more sustainable society. That is why the company has put it at the heart of its mobility concept for the Olympic and Paralympic Games. Toyota showcases its vision of building a sustainable hydrogen ecosystem through a demonstration of hydrogen solutions in Paris that further push the boundaries of hydrogen-powered mobility.

Overall, Toyota and its partners will showcase up to 10 different hydrogen mobility, mostly fuel-cell, applications. Applications range from buses and trucks to boats and forklifts – all demonstrating the potential of hydrogen-powered society.

Toyota expects that by demonstrating the feasibility of hydrogen mobility solutions at Paris 2024, it will encourage a wider roll-out of the hydrogen infrastructure.

Start your Impossible

Under the banner “Start your Impossible”, Toyota Motor Europe has launched a European activation campaign, encouraging more than 100,000 Toyota employees across Europe to take on non-business-related challenges and contribute to an ever-better society. By supporting the Paralympic Games Paris 2024, Toyota aims to ignite a spirit

TOYOTA

of resilience and determination among its workforce, encouraging them to make meaningful contributions to their communities. Through “Start Your Impossible”, Toyota aims to not only foster a culture of innovation and social responsibility but also demonstrate its commitment to empowering individuals to overcome barriers and reach their full potential.

MEDIA CONTACT

Robert Tickner
+32 2 745 5279
robert.tickner@toyota-europe.com

Paul Greaves
+32 2 745 2345
paul.greaves@toyota-europe.com

Kaori Hasegawa
+32 2 745 3525
kaori.hasegawa@toyota-europe.com

Vanessa De Vuyst
+32 2 745 5031
vanessa.de.vuyst@toyota-europe.com

FOR MORE INFORMATION

newsroom.toyota.eu
www.toyota-europe.com
www.linkedin.com/company/toyota-motor-europe
www.youtube.com/ToyotaEurope
www.twitter.com/toyota_europe





The 2024 Team Visa roster includes more than 140 athletes, boasting the largest group of Olympic and Paralympic hopefuls in the programme's history, as well as the most diverse

VISA

“Having been a proud partner of the Olympic and Paralympic Games for the past four decades, we are eagerly anticipating Paris 2024. Our Team Visa Olympic and Paralympic athletes and hopefuls are the real stars here, as they reflect so much about this year’s Games: diversity, inspiration, and a commitment to community.”

Andrea Fairchild, Senior Vice President of Global Sponsorship Strategy, Visa



FACT BOX

Exclusive category:
Payment services, transaction security, credit, debit, prepaid cards, digital wallets

Member of the TOP Programme since: 1986

A founding member of The Olympic Partner (TOP) Programme in 1986, and the first global partner of the International Paralympic Committee (IPC) in 2003, Visa’s long-time relationship with the Olympic and Paralympic Games has always been about empowering athletes to be successful both on the field and off.

Team Visa was founded in 2000 with the aim of providing athletes with the tools, resources and support they need to achieve their lifelong dreams in sport and beyond and has supported nearly 700 athletes to date.

The 2024 Team Visa roster includes more than 140 athletes, boasting the largest group of Olympic and Paralympic athletes and hopefuls in the programme’s history, as well as the most diverse. In fact, since the team’s inception, women have comprised more than half of the

roster – underscoring Visa’s efforts to empower more women athletes and shift the paradigm of brands backing the development and programming of women’s sports.

The 2024 class represents nearly 70 markets and 40 sports, including a new addition, breaking. Team Visa athletes are selected based on athletic achievement, character, and personal journey, and they embody Visa’s brand values, including standing for gender equality and making an impact in the community.

As an extension of the partnership, Visa’s Champions Programme offers a two-year rotational programme to support retired Olympians and Paralympians transitioning from their competitive to corporate professional careers, serving to introduce associates to a variety of business areas at Visa.

VISA

Worldwide Payment Technology Partner

The Olympic and Paralympic Games have always been a chance for brands and sponsors to display the most advanced and innovative products on the global stage. To provide the best digital payment experiences for athletes and fans onsite, Visa, the exclusive payment services partner of the Games, will use terminals that enable contactless payments at official event venues across France. In this way, Visa will help create a more secure and fast way for athletes and fans to pay.

Visa will also be launching Visa Go, a mobile app that will offer fans the opportunity to download a Paris 2024-themed digital prepaid card that can be used at any of the Olympic and Paralympic venues.

Visa Go was designed to help connect cardholders visiting the Games to Paris’ unique local businesses, as well as offers from Official Partners.

Célébrons Paris 2024

We welcome Visa*



MEDIA CONTACT

Molly Battles
mbattles@visa.com

Charlotte Letondot
letondoc@visa.com

FOR MORE INFORMATION

www.visa.com
corporate.visa.com/en/about-visa/sponsorships-promotions/olympics-paralympics-partnership.html
www.twitter.com/visa
www.youtube.com/visa
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DOMESTIC PARTNERSHIPS



In addition to the global TOP Programme, the Paris 2024 Organising Committee has managed its own complementary commercial programme – under the direction of the IOC – to support the staging of the Games, including local sponsorship and supplier programmes, in categories that do not compete with those of the global TOP Partners.

These National Partners cover three tiers – Premium, Official or Supporters – and are integral to the delivery of the Games.

Through their support, which includes funding, technical services and products, they have contributed to the organisation of the Olympic and Paralympic Games Paris 2024, alongside the teams of the Organising Committee.

These partners are also ambassadors of the Paris 2024 vision; they have engaged their entire eco-system – including staff, clients and suppliers – to promote the Games, and actively contribute to the legacy and sustainability initiatives of Paris 2024.

For more information about Paris 2024's domestic sponsorship programme, visit www.olympics.com/en/paris-2024/committee/games-stakeholder/partners

Premium Partners

Accor

As a Premium Partner of Paris 2024, Accor, a world leading hospitality group, is using the unique occasion of the Games to showcase France as a leading destination. As the birthplace of the group, Accor is aiming to help deliver a sparkling advert for French tourism and reveal the unique flavour of hospitality the country can offer across cuisine, art and culture.

Paris 2024 will also be an opportunity for the group to promote its CSR commitments and its culture of excellence, encourage its talents and partners to dream and think big, and to roll out innovative solutions and experiences. Finally, Accor is the first hotel group to showcase its expertise and tailored service as an operator of the Athletes' and the Media Villages. With over 90 buildings and more than 16,000 beds, this is another unique challenge in the history of the group.



Groupe BPCE

Groupe BPCE, the second largest banking group in France, along with its main brands – Banque Populaire, Caisse d'Epargne, and Natixis – has been a Premium Partner of the Olympic and Paralympic Games Paris 2024 for five years. Their primary goal is to support the success of their clients' projects both in France and internationally. Similarly, they aim to be valuable partners in the success of this major global sporting event. They contribute to making the Games possible by leveraging their business expertise in areas such as financing and supporting 250 athletes and para-athletes. Additionally, the strong commitment of their employees to various Paris 2024 programmes aims to create a positive and enduring legacy. As Presenting Partners of the Paris 2024 Torch Relay, Banque Populaire and Caisse d'Epargne also play a crucial role in extending the excitement and magic of the Games to a broad audience across all regions.



Throughout the summer, the EDF Pavilion, located near the Champs Élysées, will welcome visitors from all over the world for a unique Games-inspired experience.



Carrefour

With a multi-format network of over 13,000 stores in nearly 40 countries, the Carrefour Group is one of the world's leading food retailers. Carrefour's purpose is the food transition for all: offering quality food every day, accessible everywhere and at a reasonable price.

The company is committed to providing high-quality, accessible, and affordably priced food every day, ensuring it supports the food transition for everyone. Carrefour became a Premium Partner of the Paris 2024 Olympic and Paralympic Games in June 2022. Through this partnership, Carrefour aims to "nourish every hope": the hope of victory of the athletes, the hope of the French people to enjoy the thrills of the events alongside these champions, and finally the hope of its employees to take part in a historic moment.



EDF

As a major participant in the energy transition, EDF Group is an integrated electricity company operating across the whole energy value chain, with a focus on low-carbon solutions. In addition to being a Premium Partner and the Paris 2024 Renewable Energy Official Supplier, EDF is a long-standing supporter of the French sports movement, promoting the development of sport for all, with a focus on young generations and the integration of people with disabilities.

To this end, EDF has, for several years, carried out dedicated activities involving its team of 34 athletes, including a programme to raise awareness of disability issues among young people and students ("Un Champion dans mon Ecole"), and the "1,2,3 Swim!" initiative with Paris 2024, teaching 100,000 children from underprivileged neighbourhoods how to swim.



This global event echoes the group's vocation in "The Art of Crafting Dreams".

As the creative partner of Paris 2024, LVMH is playing a major role by placing the excellence and expertise of its artisans at the service of key celebration moments of the Games, with its craftsmen and craftswomen helping to make the group the "Artisan of All Victories". This unprecedented partnership will help promote French savoir-faire, and Paris, throughout the world. It is part of the dynamic that LVMH and its Maisons have been building for many years in support of high-level sport and the most prestigious international competitions.

LVMH



Orange

Orange is a global leader in telecommunications, operating in 26 countries. It is renowned for providing comprehensive IT and telecommunication services to multinational companies through its Orange Business Services division.

As a Premium Partner and Official Supplier to Paris 2024, it is using its expertise and innovation capacity to support the largest sporting event in the world. For the first time, the Organising Committee for the Olympic and Paralympic Games has trusted a single operator to connect 878 sporting events, 120 official venues, and 14,900 athletes, to bring the event to billions of people.



Sanofi

Sanofi is a global biopharmaceutical company committed to supporting individuals facing health challenges. The company focuses on human health, providing vaccines for prevention, innovative treatments for pain relief, and support for those with rare diseases and chronic conditions. With a workforce of over 100,000 in 100 countries, Sanofi is dedicated to turning scientific innovation into healthcare solutions worldwide.

Sanofi's involvement with Paris 2024 and the French Olympic and Paralympic Team offers a unique opportunity to merge health innovation with the practice of high-level sport.

This commitment underscores Sanofi's strategy to impact society positively, reinforcing its dedication to inclusion, diversity, openness, and environmental sustainability. Sanofi is aligned with Paris 2024's goals to make the Games more accessible to the public and more sustainable. The company aims to contribute by emphasising the health benefits of physical activity, thus enhancing the societal and health-related impacts of the Games.



Paris 2024 thanks its Partners for their dedication.

Worldwide Partners



Premium Partners



Official Partners



Official Supporters





OLYMPIC DIGITAL FAN ENGAGEMENT

Olympic Agenda 2020+5 highlighted digitalisation as one of the key trends influencing modern society, and the digital revolution has only accelerated in the years since the IOC's strategic roadmap was adopted in March 2021.

The IOC's digital approach is designed to engage fans globally with the Olympics, not only during but also between each

edition of the Games, and the IOC is continuing to innovate in this space, with Olympic digital touchpoints going from strength to strength, reaching record levels in 2023, despite this being a non-Games year.

This includes 115 million unique users visiting Olympics.com in 2023, representing a 28 per cent increase

on the previous year. The average number of monthly users reached 18 million in October 2023, placing the platform among the leading digital sports properties.

The @Olympics social media handles across all platforms are reaching around 500 million monthly engagements – up from 60 million in June 2020 – with total followers reaching 110 million by the end of 2023, up from 70 million in June 2020.

The Olympic Games Paris 2024 are expected to generate further record-breaking digital engagement, with the IOC preparing a multi-faceted, multi-platform approach to serve and reach more fans than ever before in new and innovative ways.

THE OFFICIAL APP OF THE OLYMPIC AND PARALYMPIC GAMES PARIS 2024

Paris 2024 Olympics: The official app of the Olympic and Paralympic Games Paris 2024 is a vital tool for fans both in Paris and all around the world to engage with the Games.

The app has been completely redesigned for Paris 2024 to include many new spectator-specific features, including improvements to the schedule, medals, and results sections, as well as the live blog so that users have instant access to all the information they need.

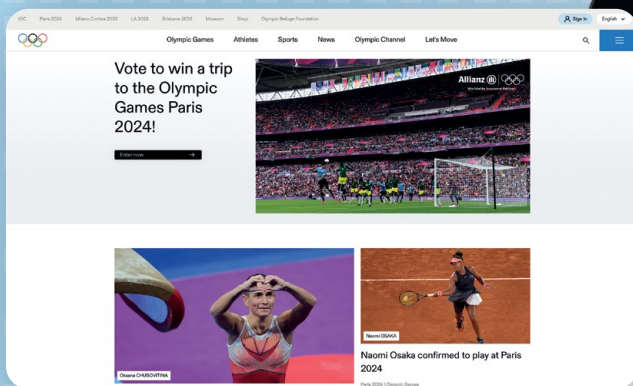
Key features of the app include customisable schedules, medal table and results, personalised push notifications for breaking news updates and Games results based on fans' favourite sports and teams, and original Olympic news, features and content. The app also houses an Olympic shop, a one-stop destination for all Olympic and Paralympic merchandise, and an Olympic trivia game, where fans can test their knowledge.



For fans on the ground, a "My Events" section allows people to manage their ticketed and non-ticketed sessions, with a detailed checklist of all the information they will need to get to the venue to ensure a seamless experience. An interactive Games map allows fans to chart their Paris 2024 experience, enabling them to explore all the must-see events from official venues and fan zones.



OLYMPICS.COM

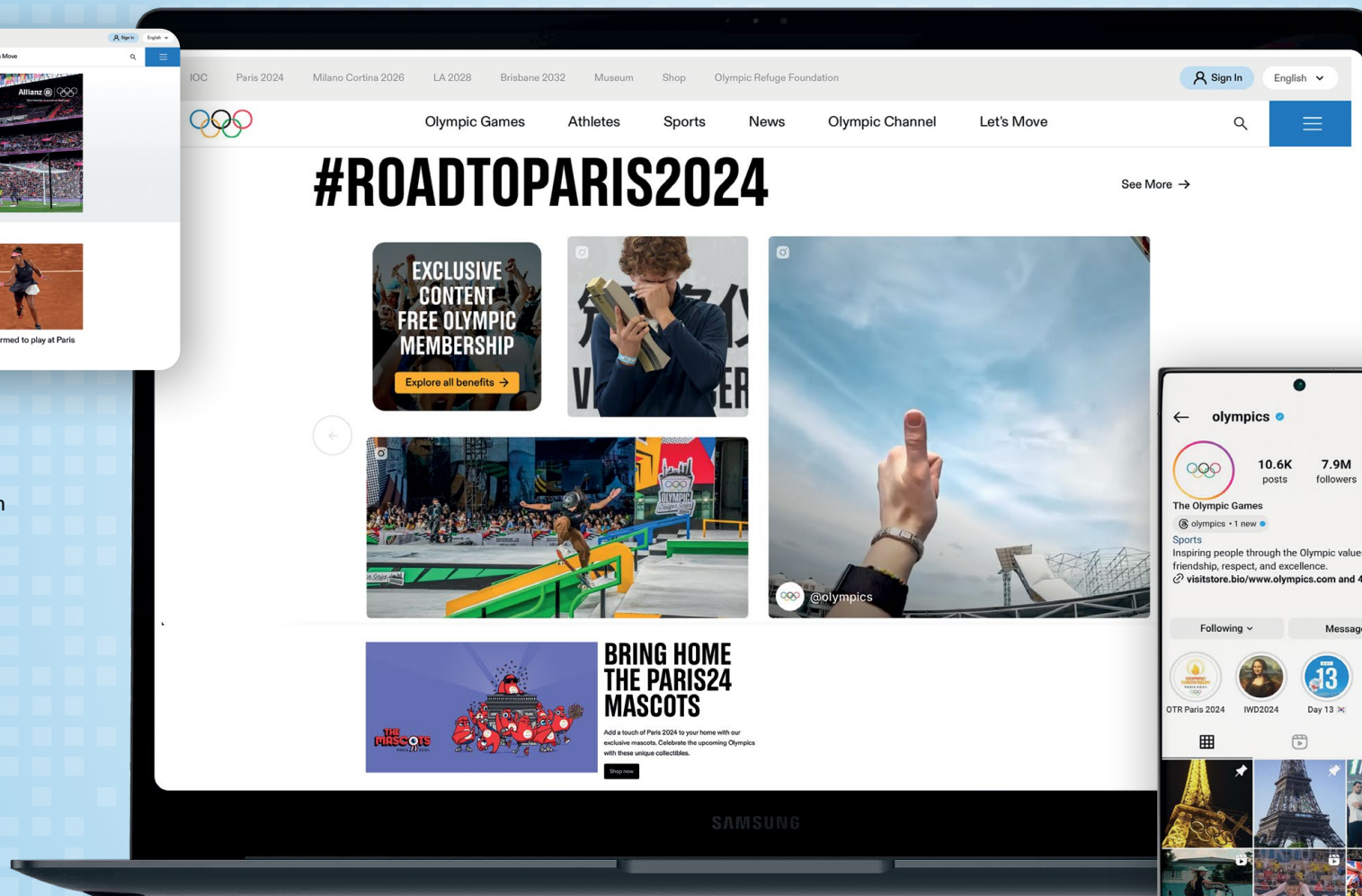


Olympics.com was launched in May 2021 as a single, people-centric digital platform to provide engagement opportunities, deliver original content and present Olympic communications.

The site integrated Olympic digital properties that were previously separate, including olympicchannel.com, ioc.org, Games websites and other IOC institutional digital properties, providing one comprehensive source for Olympic information, and a destination for fans to find breaking sports news, video highlights, and original sports series.

During Paris 2024, Olympics.com will offer bespoke content in 11 languages, and live blogs in French, English, Spanish, Italian, Portuguese, Japanese and Mandarin, and podcasts in Portuguese, Spanish and English. The coverage will include everything from previews, athlete interviews (before, during and after the Games), insights from now retired Olympic legends, unique behind-the-scenes coverage of surfing in Tahiti, plus daily highlights of the splendour of Paris and these unique Olympic Games.

Fans will be able to customise medal tables and schedules, selecting their favourite teams, sports and athletes, and visit the play hub to experience live meet-and-greets with an Olympian for chances to receive a digital autograph or win Paris 2024 merchandise. People will also be able to sign up and vote on their favourite moments, win Paris 2024 prizes, and can be featured on the fan social wall.



“Collaborating with platforms and people beyond sport is essential to engage new, younger audiences with the Olympics.”

Leandro Larrosa, IOC Digital Engagement and Marketing Director

OLYMPIC SOCIAL MEDIA

Social media activity will be a key part of serving and engaging fans around the world and connecting them to the Olympic Games. More than 25,000 posts are planned, across 40 different Olympic-owned handles in nine languages, driven by round-the-clock operations with teams and collaborators across the world.

As these are the first Games to be held since the COVID-19 pandemic, there is expected to be heightened excitement among audiences on social media, especially younger fans who may not have experienced an Olympic Games like this before.

Together with Paris 2024, Olympic social handles will aim to deliver content and experiences that capture and share all the magic of the Olympic Games with fans around the world, bringing them closer to the events in Paris. This will include bespoke, local content, tailored to the different audiences.

The extensive coverage will feature all sporting highlights, unique medal graphics to digitally celebrate every medal won during the Games, an array of content and activation highlights from Worldwide Olympic Partners, daily creative collaboration features with a curated network of artists and creators, and athlete-led content telling the personal stories beyond the field of play and diving into the unique and iconic Parisian culture.

A host of specially created filters and lenses will also be available across social platforms for fans to join in the fun of the Olympic Games wherever they are.



OLYMPIC DIRECT MARKETING

Direct marketing initiatives during Paris 2024 will dynamically engage fans worldwide, delivering tailored content via newsletters and push notifications.

These channels will serve as powerful tools to enhance fan experiences, foster deeper connections, and amplify excitement surrounding the Olympic Games Paris 2024.



OLYMPIC DIGITAL PARTNERSHIPS AND INNOVATIONS

A variety of digital partnerships are set to transform how fans engage with the Olympic Games during Paris 2024, creating dynamic and interactive experiences.

This includes more than 15 immersive augmented reality (AR) features available through the official Olympics app, on the Olympics' official Snap handle, at competition venues, and on the streets of Paris, including a step back in time to experience the Olympic Games Paris 1924.

Fans can also experience all the magic and excitement at home, interacting with the Paris 2024 mascots, the Phryges, in their own space. For the first time, the official Paris 2024 poster will also feature AR, with an immersive experience bringing the intricate artwork to life digitally and fans closer to the Games.

A host of creators from all corners of the globe will also have a once-in-a-lifetime

chance to experience the Games in the first-ever Olympic creator programme, created in collaboration with Meta, YouTube and TikTok. This initiative is designed to bring diverse, creative, and unique perspectives to social media coverage of the Olympic Games, increasing accessibility and engagement for fans worldwide.

On TikTok, a dedicated Olympic video hub will be rolled out, bringing curated Olympic content directly to its one billion users, while an array of interactive tools including Olympic trivia challenges, themed backgrounds and custom filters will enhance the festive Olympic atmosphere on the platform both during the Games and around key milestones in the lead-up to Paris 2024.

Meta will harness the collective reach of Facebook, Instagram, WhatsApp, and Threads through a comprehensive Olympic experience. Fans can look

forward to curated storytelling using archive footage and, in some regions, highlights from Paris 2024.

Meta's platforms will offer a suite of creative tools, including a WhatsApp sticker pack and Olympic-themed AR filters, while a newly-created broadcast channel on WhatsApp will deliver timely Olympic updates to a global audience. A daily Olympic trivia challenge on Facebook will also engage users' knowledge of the Games.

In addition, the very best of the Olympic Games Paris 2024 – from live scores and updated medal counts to highlights and content from MRHs – will be promoted across the Google product ecosystem, including curated product experiences on Google Search.

Fans around the world will also be able to keep up-to-date with the latest from Paris on the official Olympics app



Let's Move Campaign

The IOC's "Let's Move" campaign, launched in collaboration with the World Health Organisation (WHO), is a global call to action to encourage and inspire people to move more every day, anyhow, anywhere for better mental and physical health.

Launched on Olympic Day 2023 in collaboration with WHO, Let's Move has seen participation by approximately 1,000 athletes, with more than 15 million people around the world taking part in physical activity.

The second edition, the "Let's Move Street Challenge", invited people to join the movement by sharing their best BMX, breaking, and skateboarding moves for the opportunity to watch some of the world's best athletes compete at the Olympic Qualifier Series in Shanghai.

For Paris 2024, the Let's Move and Celebrate initiative takes inspiration from the athletes at the Olympic Games and their celebratory moves, inspiring people to experience the joy

of sport and physical exercise themselves.

Everyone can join in the fun of sport and show their support for athletes at the Olympic Games by creating, or recreating, their own iconic athlete celebration moves. From dance steps and tributes to iconic poses and simple sports moves, fans are encouraged to move in their own way and then upload their moves and share them with the world on social media platforms, tagging @Olympics and #LetsMove.

and tune in to the Games through dedicated promotions for MRHs on the Google Play Store and the App Store. Sports-related searches on Google Assistant throughout the Games will showcase custom product experiences featuring the latest from Paris 2024, driving users to official Olympic platforms on a global scale.

The latest updates from Paris 2024 will also be available for fans around the world through product collaborations across the Microsoft ecosystem, including Microsoft Sports platforms, Windows, Bing and Edge.

The Olympics WeChat handle and its MiniProgram will serve as the primary portals for Chinese-speaking fans around the world, providing access to a rich archive of past Olympic Games content, live results and schedules. Fans will be invited to create their own content using dedicated Olympic filters and stickers.

Kuaishou and Douyin will also roll out dedicated Olympic content hubs, while LINE users will be able to unlock an exclusive mascot sticker pack. More than 500 GIFs featuring Olympic athletes will be available to users of all major messaging platforms.

Sport. And More Than Sport brand platform

"Sport. And More Than Sport." is a new brand platform for the Olympics. It expresses the multi-dimensionality of the Olympic experience and everything that sport and the Olympic Games bring to people, such as belonging and human connection, personal empowerment and growth, opportunities and dreams.

It aims to bring the Olympics closer to the hearts and lives of people and build relevance with younger fans by elevating athletes and celebrating the joy of sports and the fan experience, aiming to connect with people across the spectrum of Olympic, sport and entertainment fandom.

"Sport. And More Than Sport." is introduced by a short film that tells the story of a young athlete with a dream, and the Olympic Spirit, represented by a magical, invisible force travelling around the world, connecting with people, and making them feel a whole range of emotions.

It features rising young athlete B-Girl Furia and Olympic legend Nadia Comaneci, starting in the streets of Paris, and celebrates the new and established sports of the Olympic Games while inviting people to tune in and experience Paris 2024 for themselves.

The launch film airs globally across the Olympic MRHs' networks, and @Olympics social media handles.



CO-CREATIONS WITH TOP PARTNERS



Ahead of Paris 2024, the IOC has worked with several Worldwide Olympic (TOP) Partners to co-create a variety of engagement initiatives, which have aimed to drive excitement among fans in the lead-up to, and during, the Olympic Games.

These include:

Together for Tomorrow – a joint initiative between Samsung and the IOC aimed at engaging younger generations and creating a positive impact on the world. The project provides a digital platform for a global community of changemakers to participate in a series of collaborative challenges designed to create a better tomorrow through sport and technology. Challenges span three pillars (solve, move, and create) and leverage Samsung services, such as PENUP and Samsung Health.

Ready.Paris.Go – a content series co-created with Allianz and the International Paralympic Committee featuring 10 episodes that focus on telling the human stories behind the preparations for the Olympic and Paralympic Games Paris 2024.

Trivia – Online trivia quizzes, created in collaboration with Allianz, to engage audiences and test their Olympic knowledge so they are the best-prepared fans and spectators. New trivia quizzes are being released weekly in the build-up to the Games, with daily trivia contests held throughout Paris 2024.

The Starting Line – a branded content series with Toyota featuring 10 global Team Toyota athletes, who share their unique Olympic journeys and demonstrate how “greatness comes from anywhere”.

The First Effect – a global content campaign co-created with Deloitte that highlights the impact of some of the trailblazing athletes who accomplished feats that had never been managed before, and the legacy these inspiring achievements helped create.

Athletes For Good – a joint initiative from the IOC, IPC and Worldwide Olympic Partner P&G, the Athletes for Good programme champions Olympic and Paralympic athletes from around the globe and the charitable causes important to them. Ahead of the Olympic and Paralympic Games Paris 2024, Worldwide Olympic and Paralympic Partner P&G has chosen 20 athletes who will be honoured in the latest edition of the Athletes for Good programme, which awards grants worth USD 24,000 to charitable organisations supported by each athlete.

OLYMPIC SOCIAL HANDLES

Audience/Language	Platform	Link
English/Global (Multi)	YouTube	www.youtube.com/Olympics
English/Global (Multi)	Facebook	www.facebook.com/Olympics
English/Global (Multi)	TikTok	www.tiktok.com/@olympics
English	Instagram	www.instagram.com/Olympics
English	Instagram	www.instagram.com/refugeolympicteam/
English	YouTube	www.youtube.com/@OlympicsGymnastics
English	YouTube	www.youtube.com/@OlympicsFigureSkating
English	YouTube	www.youtube.com/@OlympicsAquatics
English	YouTube	www.youtube.com/@OlympicsSurf
English	YouTube	www.youtube.com/@OlympicsSkateboard
English	Facebook	www.facebook.com/refugeolympicteam
English	X	www.x.com/Olympics
English	X	www.x.com/refugeolympic
English	Threads	www.threads.net/@olympics
English	Snapchat	Olympics
French	Instagram	www.instagram.com/JeuxOlympiques
French	X	www.x.com/JeuxOlympiques
Chinese	Weibo	www.weibo.com/olympics
Chinese	WeChat	WeChat links can only be shared within the WeChat eco-system

Audience/Language	Platform	Link
Chinese	Kuaishou	www.kuaishou.com/profile/3xkgutgnipnakyu
Chinese	Douyin	theolympics
Chinese	Bilibili	space.bilibili.com/565388139?spm_id_from=333.337.0.0
Spanish	Instagram	www.instagram.com/JuegosOlimpicos
Spanish	X	www.x.com/JuegosOlimpicos
Portuguese	Instagram	www.instagram.com/JogosOlimpicos
Portuguese	X	www.x.com/JogosOlimpicos
India	Instagram	www.instagram.com/Olympickhel
India	X	www.x.com/OlympicKhel
Japanese	Instagram	www.instagram.com/Gorin
Japanese	X	www.x.com/Gorin
Japanese	Line	liff.line.me/1645278921-kWRPP32q/?accountId=olympics
Korean	Instagram	www.instagram.com/Olympic
Korean	YouTube	www.youtube.com/@olympic
Korean	X	www.x.com/Olympic
Russian	Instagram	www.instagram.com/Olympia_da
Russian	X	www.x.com/Olympia_da
Russian	VK	www.vk.com/olympics
n/a	Tenor	www.tenor.com/official/olympics
n/a	Giphy	www.giphy.com/olympics





PARIS 2024 TICKETING

“The success of the ticket sales was better than we ever could have imagined.”

Tony Estanguet, President, Paris 2024 Organising Committee

The new integrated approach for global ticket sales aims to provide secure, seamless access to Olympic tickets directly via each Organising Committee at standardised prices for each Games for fans in all corners of the world.

Due to the significant demand at each edition of the Games – and to guarantee a transparent and fair process, with equal chances for everyone – fans must apply to enter a lottery system to purchase tickets.

In total, 10 million tickets were offered for sale for Paris 2024, with 80 per cent available directly to the general public. One million of these tickets were priced at just EUR 24, with four million priced at EUR 50 or less, reflecting Paris 2024’s commitment to hosting accessible and affordable Games, in line with its “Games Wide Open” slogan.

The first phase of the Paris 2024 ticket sale, which began on 15 February 2023, saw fans able to customise their own ticketing experience by buying “Make Your Games” ticket packs consisting of multiple disciplines. The response was truly phenomenal, with over 3.25 million tickets sold in less than three weeks, making it the largest sale of tickets for a sporting event in France.

During the second phase from 15 May 2023, single tickets were made available to purchase for the first time. This phase saw four million people registering for the draw, and more than 1.89 million tickets were sold in the initial weeks of the second phase.

The third phase of ticket sales opened on 5 July 2023. During this phase, tickets were sold in real-time on a first-come, first-served basis, without the need for prior registration or a draw. Further tickets were subsequently released in late 2023 and throughout 2024 as Paris confirmed venue seating capacities.

- 1** single ticketing website for fans around the world
- 10M** tickets available
- 1M** tickets priced at EUR 24
- 4M** tickets priced at EUR 50 or less
- 80%** of tickets available to general public
- 20%** of tickets available to IOC stakeholders and the Official Hospitality Provider

TICKETING AND HOSPITALITY

As part of Olympic Agenda 2020+5 reforms to introduce long-term, turnkey solutions to benefit fans, stakeholders and Organising Committees, the IOC launched a new global ticketing and hospitality model in 2021, with the aim of simplifying operations, increasing efficiency in delivery and improving services to stakeholders, as well as driving new revenue sources.

The Olympic Games Paris 2024 are the first to implement this new centralised

model, with fans around the world able to buy tickets through a single, dedicated platform, operated and managed by the Paris 2024 Organising Committee.

In addition, the IOC appointed On Location as its global hospitality provider from the Olympic Games Paris 2024 through to LA28, giving fans and stakeholders access to unique ticket-inclusive travel and hospitality experiences through one official, exclusive hospitality provider.

This new centralised model for ticketing and hospitality offers many benefits for fans and other Olympic stakeholders, including:

- A simplified, transparent, fair and secure process for fans around the world to attend the Olympic Games.
- Truly global access to tickets and hospitality packages.
- Hospitality packages available for almost all sports and sessions.
- The chance to access innovative, high-quality hospitality offerings.
- A consistent system from one Games edition to the next.

“Our new global hospitality and ticketing model offers fans and stakeholders a safer, simpler, more accessible and inclusive way to experience the Olympic Games.”

Anne-Sophie Voumard, Managing Director, IOC Television and Marketing Services



Non-binding visual / © Paris 2024

PARIS 2024 HOSPITALITY

“Paris 2024 is revolutionising the Olympic and Paralympic Games hospitality experience, opening up global hospitality packages to a wider audience than ever before. In our creation of these new offers, together with our Hospitality Provider On Location, we look to highlight the French art de vivre, gastronomy, culture, sport and innovation that will be part of the magnificent setting of the City of Light, while respecting the heritage of the Olympic and Paralympic Games.”

Etienne Thobois, CEO of the Paris 2024 Organising Committee

The official Paris 2024 hospitality programme is the first of its kind, with sales in over 120 countries and numerous sports and sessions, it is setting unprecedented standards for global event hospitality.

For the very first time at the Olympic Games, more than 90 per cent of Olympic sports are available with a hospitality offering, whether on competition sites or in the heart of the city of Paris.



Non-binding visual / © Paris 2024



Non-binding visual / © Paris 2024

The Paris 2024 hospitality and travel packages, developed by On Location, include guaranteed tickets to sporting sessions and a broad array of additional options including hotels, transport and unique hospitality experiences in competition venues and around the city of Paris. These offers are available for a variety of budgets and audiences, including individuals and corporate clients. They offer a much broader range of hospitality options and products, at many more sports and venues, than ever before, and include:

- **On-site hospitality:** High-quality, in-venue hospitality experiences within official competition venues in shared lounges or private boxes where guests can enjoy the sporting session of their choice with premium services.
- **In The City hospitality:** This groundbreaking concept, created especially for Paris 2024, includes guaranteed tickets to the sporting session of choice paired with exclusive access to an iconic Parisian location for refreshments, athlete appearances, interactive activities, and other exclusive moments.
- **Travel packages:** Personalised to suit the needs of every fan or business, combining tickets to the Games with accommodation, transport options and a wide range of other services and solutions to optimise their Olympic Games visit.

The new hospitality model allows access to these hospitality packages through the official online Paris 2024 hospitality platform (hospitalitytravelpackages.paris2024.org), offering a centralised and global solution.

To support the delivery of its global sales and servicing strategy, On Location has also established a network of official sub-distributors who have knowledge of local markets and expertise in the sales and marketing of hospitality products.

By buying tickets or hospitality packages outside the official channels, the buyer runs the risk that tickets or packages are not delivered to them, or the access will be denied by the Paris 2024 Organising Committee, in accordance with the terms and conditions. In addition, all buyers are informed that unauthorised sale or re-sale of tickets outside the official channels constitutes an offense under French law.



Non-binding visual / © Paris 2024

PARIS 2024 LICENSING PROGRAMME

The Paris 2024 Organising Committee launched its first official products in October 2021, marking 1,000 days to go until the Olympic Games Paris 2024. Approximately 6,000 different products are now available in a wide range of categories, including clothing, accessories, pins, stationery, homewares, games and toys, luggage and eyewear. This official merchandise is available online through the Olympic Shop and at approximately 30,000 points of sale throughout France.

Paris 2024 has chosen French companies to manufacture its official licensed products wherever possible, with approximately 90 per cent of licensees being French small and medium-sized enterprises. In addition, Paris 2024 has worked with its licensees to help reduce their environmental impact and encourage them to adopt more responsible practices.

“We are proud to have put together an amazing team of licensees. Everyone will be able to treat themselves to a souvenir of the Olympic and Paralympic Games Paris 2024, whatever their taste or budget.”

Edouard Bardon, Licensing Director, Paris 2024 Organising Committee

Commemorative coins

Continuing a long tradition of Olympic coins, the Paris 2024 coins have been produced by Monnaie de Paris, which has commemorated many of the key moments in French history for over 1,150 years. The Games' historic icons, venues and disciplines have been showcased in commemorative medallions, collection coins, €2 commemorative coins, and gold and silver euro collections.

For the first time ever, Monnaie de Paris has also produced collection coins with a hexagonal design, reflecting the shape of France itself. The collection features a €250 gold hexagonal coin and a €10 silver hexagonal coin, with the obverse of these coins showing a running Marianne, overlooking the athletics stadium of the Games. The reverse side features the iconic Eiffel Tower.



Commemorative stamp

Continuing an Olympic tradition that began in 1896, Paris 2024 launched an official stamp in March 2024. Drawing inspiration from the visual identity of the Games, the geometric design of the stamp depicts iconic Parisian sights such as the Eiffel Tower and the River Seine, as well as a heart and an athletics track. The stamps also feature a special gilding on the gold areas of the design. The stamp has been produced by La Poste, the French postal administration, with 800,000 set to be in circulation.

La Poste Group issued its first official Olympic stamp in 1924, when Paris last hosted the Olympic Games, while it also released stamps to commemorate France's hosting of the Olympic Winter Games Grenoble 1968 and Albertville 1992, and the awarding of the Olympic Games 2024 to Paris in 2017.



LICENSING AND MERCHANDISING

Each edition of the Olympic Games features an official licensing programme offering merchandise and souvenirs that feature the Olympic marks and the Games emblem. Through the sale of official products, the licensing programme helps to promote the Games and share the culture of the host country, while also giving members of the public the opportunity to purchase Olympic souvenirs. These licensing programmes are managed by the Organising Committees, under the supervision of the IOC, and help provide part of the revenues required to stage the Games, as well as an opportunity to generate business for companies that become licensees.

In addition to the licensing programmes that operate for each edition of the Olympic Games, the IOC has also developed a global licensing programme to strengthen and promote the Olympic brand, not only during the Olympic Games, but between Games as well.

Olympic licensing therefore consists of three core programmes:

- **The Olympic Collection** is developed by the IOC and aims to engage a young and active audience through unique branded products, including toys, games, accessories, stationery and sports equipment, available online at the Olympic Shop and at The Olympic Museum Shop in Lausanne, with limited series also available in dedicated licensee-owned and operated stores.

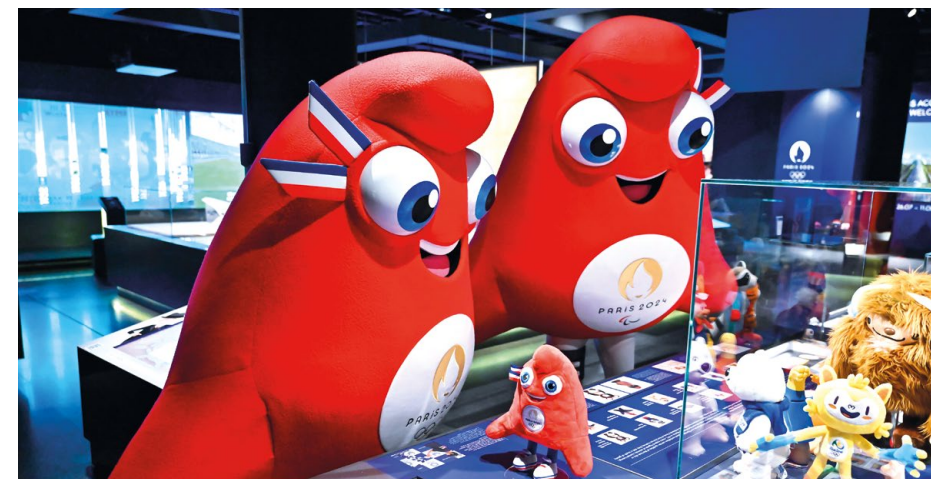
“Official merchandise enables fans to connect with the Games and collect their own special piece of Olympic history.”

Anne-Sophie Voumard, Managing Director of IOC Television & Marketing Services

- **The Olympic Heritage Collection** offers products featuring art and design elements from previous Games editions, such as apparel, mascots and accessories, connecting fans and connoisseurs with the rich heritage of past Olympic Games.
- **The Olympic and Paralympic Games Collections** celebrate each upcoming Olympic and Paralympic Games and include branded products such as accessories, souvenirs, fan gear and apparel. The official mascots of each Games often form a key part of these licensing efforts, while commemorative coins and stamps are also hugely popular among the public and Olympic collectors.

To support these licensing programmes and further engage fans around the world, the IOC launched a unified online Olympic Shop (shop.olympics.com), offering visitors the opportunity to purchase official Olympic and Paralympic Games merchandise produced by licensees and suppliers appointed by the IOC and the Organising Committees of upcoming Games editions.

Within China, the IOC also launched an official Olympic online store hosted on the Tmall platform of Alibaba – one of the IOC's Worldwide Olympic Partners.



PARIS 2024 LICENSING IN NUMBERS



3

pop-up stores,
including for the
Olympic Torch Relay



6

official stores in travel
locations, including
the Eiffel Tower



9

official stores in
shopping centres



80

official shops on competition
sites in Île-de-France and
other locations



80+

licensees appointed
by Paris 2024



70

official shops on
competition and celebration
sites within Paris



1,000 sqm

megastore on
Champs-Élysées



6,000

different products
available



30,000

points of sale
throughout France



IOC LICENSING PROGRAMME FOR PARIS 2024

As part of its global licensing strategy, the IOC has collaborated with several licensees to launch a wide range of products in celebration of the Olympic Games Paris 2024. These include:

- Olympics™ Go! Paris 2024 – the official mobile game for the Olympic Games Paris 2024 – published by nWay. This innovative game is a hybrid causal sports and simulation title that merges city-building elements with the sports events of the Games in Paris to provide a truly unique Olympic gaming experience.
- Connected sports challenges via the Kinomap interactive training app, which give runners, cyclists and rowers around the world the chance to tackle the Olympic courses remotely ahead of the Games on their compatible home fitness equipment.
- Paris 2024 match and replica balls for volleyball, beach volleyball and water polo (produced by Mikasa) and basketball and handball (produced by Molten).
- Paris 2024 finger skateboards and ramps, developed with Spinmaster's Tech Deck brand, enabling fans to create their own Olympic skateparks.
- Physical and digital sticker albums celebrating Paris 2024, developed in cooperation with Panini and Coca-Cola. Fans can collect approximately 120 stickers featuring athletes, mascots, pictograms and more, while also participating in challenges or scanning codes from Coca-Cola products to unlock more stickers.
- Online sailing races on the Virtual Regatta game, allowing fans to compete virtually on the Paris 2024 courses.
- A range of co-branded Looney Tunes merchandise, developed in collaboration with Warner Bros. Discovery Global Consumer Products, including apparel, pins and accessories.
- Olympic World – an innovative and exciting immersive experience on Roblox that features Olympic-inspired mini-games and also allows players to access virtual products in the Olympic Shop.
- A collection of apparel and accessories developed in cooperation with the Société d'Exploitation de la Tour Eiffel, which celebrate the spectacular Olympic rings featured on the Eiffel Tower.



- New Olympic-branded products available online on the Olympic Shop and via Trendyol.com.
- A new Olympic Heritage Collection of apparel, created in collaboration with Lacoste, which celebrates the Olympic Games Paris 1924. The limited-edition range is the latest collaboration between Lacoste and the IOC to celebrate the graphic legacy of an iconic Olympic Games, joining the limited-edition co-branded collections commemorating Grenoble 1968, Mexico City 1968, Los Angeles 1984, Tokyo 1964 and Barcelona 1992.
- Special edition Montblanc writing instruments celebrating the centenaries of the Olympic Games Paris 1924 and the Olympic Winter Games Chamonix 1924.
- A commemorative coin celebrating the 100th anniversary of the Olympic Games Paris 1924, which has been developed with the Monnaie de Paris.





THE OLYMPIC BRAND

The Olympic Games have one of the most widely recognised brands in the world – rooted in over a century of tradition, the brand embodies the Olympic values of excellence, friendship, and respect, resonating with billions of people globally across diverse cultures and backgrounds.

The Olympic rings are the cornerstone of the Olympic brand, serving as its most enduring and powerful symbol.

“The Olympic rings show us that sport can play its part in making the world a better place, and that the Olympic values of solidarity and peace are greater than hatred and division.”

Thomas Bach, IOC President

Based on a design first created by Pierre de Coubertin, the Olympic rings are one of the most widely recognised symbols in the world, with independent research commissioned by the IOC revealing that nine out of ten people globally are able to correctly identify the iconic emblem.

As well as representing the Olympic Games, the Olympic rings serve as the visual symbol of the Olympic Movement and its wide-ranging activities to help build a better world through sport. As such, they embody the ideals of Olympism, representing positive and universal values that give the rings a unique, powerful, and timeless identity that transcends sports, making them a globally recognised emblem of unity and excellence.

The significance of the rings also extends far beyond their symbolic representation. They are a critical component of the Olympic Movement’s commercial success. The universal recognition of the rings helps attract global partners who wish to associate their brands with the positive values and extensive reach of the Olympic Games and the Olympic brand.

BRAND APPEAL

Independent consumer research has revealed that the appeal of the Olympic Games has reached its highest point since surveys began.

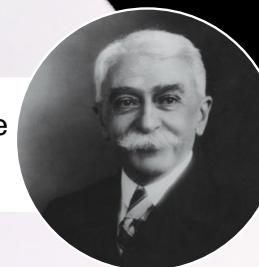
Publicis Sport & Entertainment started tracking the appeal of the Games in 2015 across 15 territories, asking 10,000 people aged between 13 and 65 to rate the appeal of the event on a scale of one to 10.

The results of the February 2024 survey revealed the Games now boast an appeal rating of 7.6 – the highest level of appeal ever recorded in the research.

Additionally, research by Ipsos has confirmed that the Olympic Games remain the most-loved global sports brand, when compared with other major events and leagues.

THE OLYMPIC SYMBOL

Designed by Baron Pierre de Coubertin in **1913**



First shown on an Olympic flag in **1914**



Visual representation of Olympism

Interlinked rings show how athletes come together at the Games

Rings represent the five continents of the world

Can be identified by 9 out of 10 people globally

PARIS 2024 BRAND

While the Olympic rings provide a symbolic consistency from one Olympic Games to the next, each edition also introduces its own unique brand identity. This distinctive branding not only enhances the visual appeal of the Games but also provides a vibrant and eye-catching backdrop to the sporting events, helping to create a memorable atmosphere that adds to the overall spectacle and experience of each Olympic Games.

“At Paris 2024, we will have a look that invites you to party, thanks to a colourful design that will retain a French, elegant and aesthetic spirit, while keeping its resolutely sporty identity.”

Tony Estanguet, President, Paris 2024 Organising Committee

Each brand is anchored by a visual identity known as the ‘Look of the Games’, which is often inspired by the culture, character and history of the host city and country, and by the Organising Committee’s vision for the Games.

The Look of the Games for Paris 2024 was unveiled in February 2023, featuring colourful, bold and modern designs that aimed to highlight elegance, creativity, and the “French art de vivre”, while conveying the innovative ambition of Paris 2024. The blue, red, green and violet colour palette also aims to represent the richness and diversity of France.

The Look of the Games is also rich with symbolic meaning, with the visual identity being inspired by the iconic paving stones found in roads around Paris and the rest of the country. Adapted into various geometric shapes to evoke various symbols of Paris and France, the paving stones can be put together and customised in endless

“The Games are for the whole of France, and all across the country you can see paving stones on the city streets. The Games will be seen on each of those paving stones, whether you’re a host city or celebrating while wearing the colours of the look.”

Julie Matikhine, Chief Brand Officer, Paris 2024

ways to represent French heritage, forming a building block of the Look of the Games.

In a first for the Games, the Look can also be customised with the colours and style of the host communities and partners who, along with Paris 2024, have each had the opportunity to personalise the Look in their image.

In addition, Paris 2024 has created a joint Look for both the Olympic and Paralympic Games, with minimal changes between the two, to reduce costs and the environmental impact of the Games.



Emblem

The Paris 2024 emblem, unveiled in October 2019, brings together three iconic symbols connected to sport, the Games and France – the gold medal, the Olympic flame, and Marianne, a prominent figure in French art and popular culture, deeply embedded in the nation’s identity and its historical narrative, particularly in relation to the 1789 French Revolution. The distinctly feminine look of the emblem also commemorates the Olympic Games Paris 1900, which marked the first time women were allowed to compete. For the first time, the emblem will be the same for the Olympic and Paralympic Games, only differentiated by the Olympic rings or Paralympic Agitos, which will appear underneath.



Mascots

Paris 2024 unveiled “The Phryges” as its official mascots in November 2022. Named after the iconic French hats, which were popularised by revolutionaries and have since become a powerful symbol of freedom, the mascots are central to Paris 2024’s vision to change lives by leading a revolution through sport.



Medals

The design of the medals, crafted by luxury French jewellery maker Chaumet, was unveiled at the headquarters of the Paris 2024 Organising Committee in February 2024. A total of 5,084 medals have been produced for the Games, and each one features 18g of original iron taken from the Eiffel Tower. The medal design reflects the spirit of France, with the central iron shaped into a hexagon, and fine lines projecting outwards embodying the radiance of France and the glowing athletic performances set to be witnessed at the Games.

The Paris 2024 medals



5,084
medals
produced



85MM
in diameter



9.2MM
thick



18 GRAMS
of iron from the
Eiffel Tower



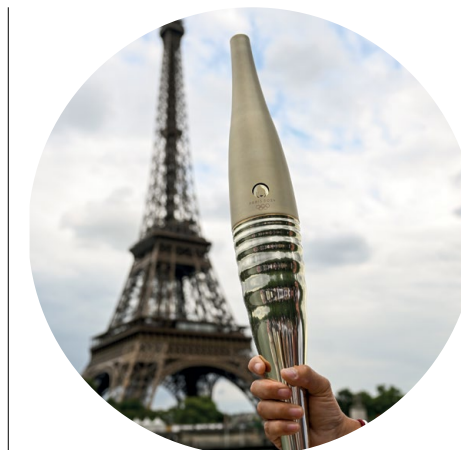
529 GRAMS
the weight of the
gold medal



525 GRAMS
the weight of the
silver medal

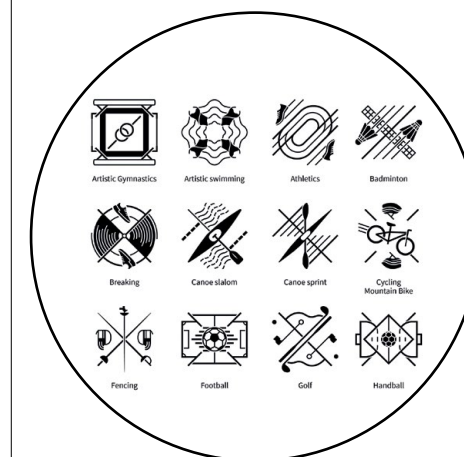


455 GRAMS
the weight of the
bronze medal



Olympic Torch

The design of the Olympic Torch for Paris 2024 was unveiled in July 2023. Created by French designer Matthieu Lehanneur, the torch was inspired by three main conceptual influences: equality, water, and peacefulness. Equality is reflected in the torch design’s perfect symmetry, both horizontally and vertically, while the ripples on the lower half evoke water. Lehanneur also sought to reflect a sense of peacefulness in the gentle curves and rounded lines of the torch design.



Pictograms

Paris 2024 aimed to reinvent the concept of Olympic and Paralympic pictograms, elevating them from mere visual aids to striking coats of arms that serve as rallying cries for sports fans. The 62 pictograms of the Olympic and Paralympic Games are designed to be standards that symbolise not only the different sports, but also the pride and values of each sport. The aim is for each pictogram to serve as a “badge of honour” symbolising the wearer’s belonging to their chosen sporting family, with fans and athletes alike wearing their coat of arms with pride.



PRESERVING THE COMMERCIAL VALUE OF THE OLYMPIC BRAND

The IOC's marketing programmes are built on its ability to offer its commercial partners an exclusive association with the Olympic symbol – one of the most universally recognised brands in the world.

Any attempt to use the Olympic symbol or other Olympic properties¹ without permission – known as ambush marketing² – can negatively affect the integrity of this brand. This directly impacts the Olympic marketing programmes, diminishing their ability to generate revenue that is redistributed by the IOC to support athletes and sports organisations at all levels around the world.

The IOC and its partners in the Olympic Movement therefore take the threat of ambush marketing very seriously. Its aim is to protect the integrity of the Olympic properties (including the Olympic symbol), the Olympic Games, and the investment of its official partners.

Without the revenue and support of Olympic broadcasters and marketing partners, the Olympic Games would simply not happen.

The IOC works on a market-by-market basis with the National Olympic Committees and Organising Committee before each Games to educate each market and companies about who the official partners are and why ambush marketing is detrimental to the Olympic Games.

The IOC reviews each infringement individually, taking into consideration the circumstances of each case, such as the market, the scope of the infringement and the infringer, before taking expedient action.

¹ Olympic properties (as defined by the Olympic Charter) include without limitation the Olympic symbol, flag, motto, anthem, identifications (including but not limited to "Olympic Games" and "Games of the Olympiad"), designations, emblems, mascots, flame, torches, images and/or terminology, and any and all rights derived from the Olympic Games and/or the Youth Olympic Games.

² Direct and/or indirect unauthorised association with, exploitation or promotion of, the Olympic properties and/or the Games.

Paris 2024 Brand Protection Programme

As part of the agreement to host the Olympic Games, the Paris 2024 Organising Committee and the national government of France pledged to the IOC that it would abide by the Olympic Charter and protect all Olympic-related intellectual properties.

All intellectual properties, including emblems, logos and designations relating to the Olympic and Paralympic Games, were therefore protected in France by national law.

The use of these intellectual properties for the Olympic Games Paris 2024 was managed by the Paris 2024 Organising Committee of the Olympic and Paralympic Games. Permission must be granted by this organisation prior to use.

The IOC and the Paris 2024 Organising Committee have implemented a global Brand Protection Programme consisting of monitoring the internet to detect and act against any infringing use of Olympic properties, and to collaborate with law enforcement authorities against counterfeit goods.

Global Broadcast and Internet Monitoring

The IOC monitors the global broadcast coverage of the Olympic Games to identify illegal streaming of audio-visual content and any unauthorised use of audio-visual content, which infringes upon the rights of the official Media Rights-Holders (MRHs).

The primary purpose of the Internet Monitoring Programme (IMP) is to protect the exclusive rights awarded by the IOC to Olympic Games broadcasters in relation to Paris 2024, in different territories, from the threats posed by unauthorised online video material with a particular focus on live streaming activity.

The IMP uses the most advanced technologies available to prevent, track and take appropriate action against violations, such as video infringements on any online or mobile platform.

The IOC also works with MRHs to ensure the widest possible coverage of the Games, ensuring viewers around the world know where, when and how they can watch official coverage. These promotional efforts are the biggest deterrent against online piracy of the Games.

“Our commercial partners are the cornerstone of the Olympic Movement's financial sustainability, and we are dedicated to protecting their exclusive rights, ensuring their valued support and the continued success of the Games.”

Anne-Sophie Voumard,
Managing Director, IOC Television and Marketing Services



MEDIA CONTACTS

IOC

For more information, please contact the IOC Media Relations Team.

pressoffice@olympic.org

+41 21 621 60 00

Paris 2024

For media enquiries relating to the Paris 2024 Organising Committee, please contact the Paris 2024 press office.

media@paris2024.org

Partner	Contact	Email	Phone
AB InBev	AB InBev Press Office	media.relations@ab-inbev.com	
Airbnb	Airbnb Press Office	paris2024press@airbnb.com	
Alibaba	Luica Mak	luica@alibaba-inc.com	+44 790 547 1332
	Crystal Liu	crystal.liu@alibaba-inc.com	+852 6378 5626 / +86 1857 8497 650
Allianz	Allianz Press Office	media.contact@allianz.com	
	Florian Amberg		+49 151 424 80185
	Heidi Polke		+49 152 545 9536
	Estelle Ardouin		+33 676 121136
	Patricia Segovia		+49 175 293 7377
	Katryna Nolan		+49 160 452 9653
Atos	Florence Vayleux	florence.vayleux@atos.net	+33 676 704 832
Bridgestone	Keith Cawley	CawleyKeith@bfusa.com	
	Emmanuelle Bile	Emmanuelle.bile@bridgestone.eu	
Coca-Cola	Debbie Ebalobo	debalobo@coca-cola.com	+1 646 531 1110
Deloitte	Steve Dutton	sdutton@deloitte.com	+1 202 738 7586
	Vicktery Zimmerman		+1 224 355 6238
Intel	Mikael Moreau	mikael.moreau@intel.com	+33 6 26 23 66 32
Mengniu	Ju Fei	press@mengniu.cn	
OMEGA	OMEGA Press Office	press@omega.ch	
Panasonic	Panasonic Olympic Press Office	olympic@gg.jp.panasonic.com	
P&G	Jeannie Tharrington	Tharrington.jm@pg.com	
	P&G Press Office	mediateam.im@pg.com	
Samsung	Haemoon Chung	hae.chung@samsung.com	+82 10 3008 6372
	Celia Yoo	sy926.yoo@samsung.com	+82 10 4333 0926
	Derek Lee	dh6979@samsung.com	+82 10 8831 6979
	Peum Jang	bella.chang@samsung.com	+82 10 2764 4035
Toyota	Robert Tickner	robert.tickner@toyota-europe.com	+32 2 745 5279
	Paul Greaves	paul.greaves@toyota-europe.com	+32 2 745 2345
	Kaori Hasegawa	kaori.hasegawa@toyota-europe.com	+32 2 745 3525
	Vanessa De Vuyst	vanessa.de.vuyst@toyota-europe.com	+32 2 745 5031
Visa	Molly Battles	mbattles@visa.com	
	Charlotte Letondot	letondoc@visa.com	



International
Olympic
Committee

Maison Olympique,
1007 Lausanne, Switzerland
www.ioc.org



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