



OLYMPICS ACCORDING TO MAJOR NEW SURVEY

PRESS RELEASE: 5 NOVEMBER 2003

PARIS TO WIN 2012 OLYMPICS ACCORDING TO MAJOR NEW SURVEY

Paris is the current favourite to win the race to host the 2012 Summer Olympic Games according to a major survey of leading sports industry executives conducted by consulting and research company ArkSports Limited. Thirty-percent of global respondents favour the French bid, closely followed by London (26%) and New York (16%), with Rio de Janeiro in fourth place (11%). The survey results are included in a new report written by Rachael Church, managing director of ArkSports and published by leading sports information provider Sportcal.com in November 2003 entitled Bidding & Hosting: The Guide to Successful Sports Events. Madrid and Moscow both garner 5% of the vote, with Havana and Leipzig securing 3%. Istanbul is considered to be the least likely to win the event, attracting 2% of the vote.

Other major survey findings include:

- 33% of respondents believe the award of the 2010 Winter Olympics to Vancouver in Canada will mean that New York won't be awarded the 2012 Olympics but that Hamilton might still given the 2010 Commonwealth Games.
- 32% of respondents are certain that Africa will host an Olympics by 2020, but 13% feel that the Games will not go to the continent within their lifetimes.
- 75% of respondents believe that smaller sports lose out to major events when it comes to fighting for both recognition and television airtime.
- 51% of respondents consider that funding will have the greatest impact on the future of sports events, with 24% saying security issues will be most important.

Report author Rachael Church says: "The findings from this survey are particularly pertinent as the respondents include senior executives from organisations that are involved directly in putting together bids for events and running events and from international and national sports federations themselves who assess the bids and choose the hosts. Bidding for and delivering sports events has evolved into a substantial business over the last 20 years and both this survey and report highlight many of the reasons why."

Mike Laflin, chief executive of Sportcal.com says: "The publication of this report is timely with interest currently running high in the build up to the IOC's decision on who will host the 2012 Olympics. Attention is also currently focused on the forthcoming announcement on who has won the race to hold the 2010 Commonwealth Games. Packed with informative case studies and interviews with key decision makers in the bidding and hosting sectors, this report is a must-have for everyone involved in the business of sport."

As well as providing results of the survey, Bidding & Hosting: The Guide to Successful Sporting Events provides a valuable insight into the key aspects of creating a bidding document, from the perspective of a federation preparing the tender and of the city or nation putting a bid together.

The report covers the aspects of delivering a successful event, whether it is the Olympic Games, the FIFA World Cup or a World Championship. It takes into consideration all the fiscal areas such as finance, insurance, legal issues and sponsorship and also addresses construction, transportation, ticketing, hospitality, broadcasting and legacy planning. It also includes a list of bidding opportunities and key organisations (including contact details) in each sector.

The report concludes by providing forecasts for the costs of both bidding for and hosting sports events for the next 10 years. According to the report the cost of bidding for the top 50 sports events globally will be worth \$261m by the end of 2003, growing to \$356m by the end of 2007. By the end of 2012, the cost of bidding for the top 50 sports events will be worth \$385m according to ArkSports estimations contained in the report.

Meanwhile, the cost of hosting the top 50 sports events will be worth \$5.22bn according to ArkSports estimations by the end of 2012.

ABOUT THE AUTHOR

Rachael Church is Managing Director of ArkSports Limited (www.arksports.com) and Editor of e-newsletter Sport and Technology (www.sportandtechnology.com). She is the author of several widely acclaimed reports including Sport on the Internet (June 2000) and the Global Business of Sports Television (February 2001) published by Screen Digest. Rachael is the former Director of Consulting for the SportBusiness Group in London and previous Editor of both the European Sponsorship Newsletter and PACT Magazine for the Producers' Alliance for Cinema and Television. She has contributed to trade press including SportBusiness International, Television Business International, Advanced Television Markets, Cable & Satellite Europe, Screen Digest, Marketing and Football Insider. As well, Rachael is a well-known guest speaker in the sports industry and has been both a speaker and chair at many leading sports conferences including the International Olympic Committee conference on New Media (Lausanne, December 2000), Motorsport Business (Monte Carlo, December 2001), the European Digital TV Symposium (Barcelona, November 2002), SportAccord (Madrid, May 2003), the Financial Times Conference on the Business of Sport (London, June 2003), the Digital Sports Summit (New York, July 2003) and Sportcal's Bidding & Hosting Sports Events Seminar (London, November 2003).

ABOUT ARKSPORTS LIMITED (www.arksports.com)

ArkSports Limited is an independent sports consulting and research company that provides high quality, objective expertise to companies with sports interests in a timely and cost-effective manner. ArkSports supplies creativity and knowledge that, when combined with its strong methodology and research skills, allows its clients to make the best and most informed decisions for their businesses. ArkSports specialises in the areas of technology, broadcast and sponsorship. Its services include: forecasting; strategy creation; rights valuations; market sizing; workshops; competitor analysis; custom reports; and sports/territory/sector profiling. Its clients currently include broadcasters, technology companies, global sponsors, sports rights owners, financial services companies and bookmakers as well as high profile sports internet companies.

ABOUT SPORTCAL (www.sportcal.com)

Sportcal Global Communications is an independently owned company that provides the most comprehensive and up-to-date business information to organisations involved in sport.

Widely recognised as the leading business-to-business site for sport, Sportcal Global Communications' unique site - Sportcal.com, provides information on broadcast and marketing rights for all major sports properties worldwide, details on sponsors involved in sport, cutting edge news articles and the most comprehensive online sporting events calendar available. Sportcal.com takes pride in the close relationship it develops and maintains with its clients, offering new opportunities for broadcasting or sponsorship, as well as promoting a plethora of different sports to a global audience. With clients in over 80 countries worldwide, Sportcal.com is a truly global organisation boasting a clientele of prestigious companies such as: Allsport, BBC, BSkyB, BT, Canal+, Cisco Systems, Coca Cola, Dentsu, EBU, ECB, ESPN, Europe*star, Eurosport, FIFA, Fox Sports, Globecast, IMG, ITV, Leo Burnett, Media Partners, NHK, Nike, ntl, Octagon Group, PanAmSat, Rai, Reuters, Clear Channel Entertainment, Symah Vision, Team, TF1, Traffic, TVE, TWI and UEFA. In one of the most rapidly expanding and exciting industries, Sportcal.com has established itself as the market leader in the provision of quality information to the business world of sport.

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