



THE SYDNEY 2000  
OLYMPIC GAMES

# The Greatest Olympic Games in History

FROM THE MOMENT THE OLYMPIC FLAME ARRIVED IN AUSTRALIA UNTIL THE MORNING AFTER A RIVER OF LIGHTNING illuminated the sky above the Harbour Bridge at the Closing Ceremony, the Olympic Games had a profound effect on the people of Australia, on visitors to Sydney and on people around the world.

Never before has a city embraced the hosting of the Olympic Games so fully, nor has an entire nation taken the Olympic Games to heart so dearly. Australia's children were granted a holiday from school, and many men and women took holiday from work so that all could celebrate the Olympic Games together.

*"I invite you to suggest a more successful event anywhere in the peacetime history of mankind."*

– *The Times (United Kingdom)*

## **The Fundamental Principles of Olympism**

The activity of the Olympic Movement is permanent and universal. It reaches its peak with the bringing together of the athletes of the world at the great sport festival, the Olympic Games.

– *The Olympic Charter*



*"Australia has evolved from an unknown continent just a little over two centuries ago to a booming, confident nation."*

— *The Globe & Mail (Canada)*

The City of Sydney and all of Australia hosted the world at the Sydney 2000 Olympic Games. Australia welcomed the world with more than forty-five thousand volunteers, more than twelve thousand performers at the Opening Ceremony and something for everyone in one of the world's most captivating cities.

While Sydney hosted the world, Sydney 2000 never lost sight of its original vision: to honour the Olympic athletes, to share their Olympic dreams and to rejoice in their efforts.

*"For this great sporting nation, the Olympic Games are the road to recognition in the eyes of the world. An event both historic and popular."*

— *L'Equipe (France)*

*"Welcome to the world."*

*— IOC President, Juan Antonio Samaranch, greeting the Olympic athletes at the Sydney 2000 Opening Ceremony*



More than ten thousand athletes travelled to Australia from an unprecedented 199 countries and territories to compete in a record twenty-eight sports at an event that was themed the "Athletes' Games". For the first time, free travel and lodging were provided for every Olympic athlete. The venues and training facilities were the best the world had ever seen. Olympic athletes took home from the Olympic Games a total of 928 medals — 301 gold, 299 silver and 328 bronze.



At Sydney 2000, 92% of Olympic athletes agreed that "the Olympic Games is an experience of a lifetime".

The athletes drew spectators like never before. As the excitement grew in the days before the Opening Ceremony, Sydney's streets were lined with hopeful last-minute fans, waiting eagerly in queues for Olympic Games tickets. Rarely were any seats left vacant as capacity crowds gathered day and night in the 110,000-seat Stadium Australia and other venues throughout the city.



SPECTATORS PURCHASED 6.7 MILLION SYDNEY 2000 OLYMPIC GAMES TICKETS, MORE THAN 92.4 PERCENT OF THE AVAILABILITY.



Sydney 2000 spectators purchased a total of 6.7 million Olympic Games tickets, more than 92.4 percent of the available ticket pool, breaking the previous record of 82.3 percent that had been set in Atlanta. More than four and a half million fans passed through the gates at Sydney Olympic Park to witness the seventeen days and nights of the Olympic Games. And for the first time at the Olympic Games, thousands of international visitors, Australians and Sydney-siders shared in the excitement at Olympics Live sites throughout the city of Sydney from morning 'til night.

The magnitude of the Olympic Games is difficult to realise. The reach of Sydney 2000 is difficult to conceive. Imagine: 3.7 billion television viewers. Nearly every person in the world who had access to television stopped for at least a moment during those seventeen days to tune in to the Sydney 2000 Olympic Games. This marked an increase of 600 million viewers over Atlanta 1996.



At Sydney 2000, 79% of Olympic spectators surveyed agreed that "the Olympics represent the very best of sport".

*"One way to look at the Olympic Games is that they offer a unique opportunity for many people to observe in a natural way what is going on elsewhere in the world."*

— *Asahi Shinbun (Japan)*

## The Significance of Sydney 2000

THE OLYMPIC GAMES HAVE BROUGHT THE WORLD TOGETHER SINCE ANCIENT TIMES, when warring city-states would unite in a sacred truce while the Games were contested. The Sydney 2000 Olympic Games upheld that spirit, as the world's athletes transcended political strife, brought cultural issues to light and widened our scope of the world.

Embraced by a circle of flame and a shower of water, a lone woman embodied so many long-awaited moments at once: The arrival of equity between men and women in sport, the reconciliation between two peoples sharing one island, the pride of an entire nation and the commencement of the greatest Olympic Games in history.

*"Though they were always supposed to be known as the Athletes' Games, the abiding memory will be of the good humour, spirit of sportsmanship and general sense of inclusiveness which has been in evidence among the people of many nations, not just Australians, who came to watch. We were part of a rare elixir of the celebration of the human spirit."*

— *The Sydney Morning Herald (Australia)*



*"Cathy Freeman took the torch at the end of a long relay of Australian Olympic heroines, paused, grinned, gave a shy wave to the crowd, and climbed the steps into history."*

— *National Post (Canada)*



*"This Olympic Games opened Friday evening in Sydney to an unforgettable panoply of sight and sound ... the thunderous applause for a Korean team entering as one, another symbol of reconciliation for a nation bitterly divided."*

— *National Post (Canada)*

*"We will show the world that we are free."*

— *Elisio Verdial Dos Santos, member of the East Timor delegation, Sydney 2000*

Although a bitter war between the Republic of Korea and the Democratic People's Republic of Korea ended without a peace treaty nearly a half-century ago, athletes from North and South marched together in Sydney under the flag of the Korean Peninsula, a symbol of unification. Although they would compete as separate nations, the joint delegations walked side-by-side for the first time in Olympic history, transcending strife and embodying the Olympic ideals of unity and peace.

Four white-clad men and women marched behind the Olympic flag into Stadium Australia on a cool Friday evening in September. The crowd roared as these four athletes from a place called East Timor silently reminded the world that the spirit of Olympism thrives in a land with no flag to call its own.



*"I just want to participate.... We still have the spirit to compete."*

— *Gida Amaral of East Timor, Olympic long distance runner*

## **The Fundamental Principles of Olympism**

The practise of sport is a human right. Every individual must have the possibility of practising sport in accordance with his or her needs.

— *The Olympic Charter*

# The Athletes' Games

THE STORY OF THE OLYMPIC GAMES IS THE STORY OF THE ATHLETES. AT THE SYDNEY 2000 Olympic Games, the athletes taught us to celebrate humanity.

Cathy Freeman sat alone on the track beyond the finish line, beneath a ceiling of darkening grey sky, after triumphing in the women's 400-metre. One by one her adversaries congratulated her with a touch of the hand or whispered praise in her ear. Finally, Freeman rose to her feet again, asked permission to embrace the crowd, and ran to accept an Australian flag and an Aboriginal flag from spectators. She proudly waved both in a victory lap that was seen as reconciliation for all Australians.



At Sydney 2000, 93% of respondents to the survey of Olympic athletes agreed that "the Olympic Games is special because the whole world competes".

*"She's the champion, the people's champion — and she's running for us", said Isabelle Coe, a spokeswoman for Aborigine activists.*

— *The Independent (United Kingdom)*

*"The Olympic ideals of peace, fraternity and noble contest resonated throughout the world. ... As in previous Games, this millennium's first Olympiad attracted the attention of countless people worldwide, again proving that the Olympics are the world's supreme sports festival."*

— *The Korea Herald*







### **An Olympic champion for life**

When Great Britain's coxless four crew triumphed in Sydney 2000, 38-year-old rower Steve Redgrave became the first endurance athlete in history to win a gold medal in five consecutive Olympic Games.

*"The biggest event is the Olympic Games. Nothing comes close to it. When I won my first Olympic gold medal in '84, Richard Burnell, one of the last Olympic gold medalists for Great Britain, in 1948, came up to me and said, 'You're world champion for one year. You're Olympic champion for life.' And that really does sum it up."*

— Steve Redgrave



### **Following a dream**

When violence erupted in East Timor in 1999, 30-year-old Timorese boxer Victor Ramos — marked for death — fled with his wife and two young sons into the mountains, where the four survived for one month on wild fruits and vegetables and a sack of rice. After the conflict subsided, Ramos and his family returned to find that their home had been looted and burned to the ground.



Though Ramos thought his Olympic dream to be likewise destroyed, he carried on. Each morning, roused by the cry of his rooster, he jogged to the gymnasium where he first learned to box — now a gutted, rubble-strewn and incinerated ruin with no roof or windows. And each morning, Ramos then scraped a makeshift ring in the gravel street outside and began to train. His dream came true in Sydney.



## The World's Impression of Sydney 2000

THEY ARRIVED IN SYDNEY BY THE THOUSANDS TO DOCUMENT THE OLYMPIC GAMES.

Sydney 2000 attracted more than 24,000 members of the media to Australia — the largest press and broadcast gathering ever, double that of the 1992 Olympic Games in Barcelona.

*"In years to come, we will be able to look at the video tapes and photographs we took of the 2000 Olympics...and we will smile as we remember these golden days. But nothing, nothing at all, could ever equal the thrill of being here....The Sydney Games have belonged to the people."*

— *The Sydney Morning Herald (Australia)*

*"The Games had the privilege of being celebrated in Sydney. It was a splendid rendition, with undeniable benefits for the sporting world. The Australian energy ended up contagious in every manner. The organisation was exemplary and the attendance massive. The public was enthusiastic and respectful, happy to take part in the most important sporting event on the planet."*

— *El Pais (Spain)*



*"The unmitigated success of the Sydney Games came at a most opportune moment. It has restored faith in the relevance of the Olympics."*

— *International Herald Tribune*

*"The Sydney Games showed that the Olympics can still get done, can still be fun and can provide — perhaps more than any platform — incredibly potent symbolic opportunities to bring people together."*

— *Los Angeles Times (United States)*

Called to Australia to send stories and images back to all points of the globe, this incredible media representation proved that the Olympic Games is unparalleled in the global interest that it generates and in its power to bring the world together.

More than 4,800 accredited print journalists and more than 1,100 accredited photographers worked day and night from the Main Press Centre in Sydney Olympic Park. More than 3,000 non-accredited journalists registered at the media centre at Sydney's Darling Harbour. The media testified to the significance and the magnitude of the Sydney 2000 Olympic Games with the stories and images that they sent throughout the world.

# The Sydney 2000 Olympic Games Broadcast

## The Largest Television Broadcast Operation in History

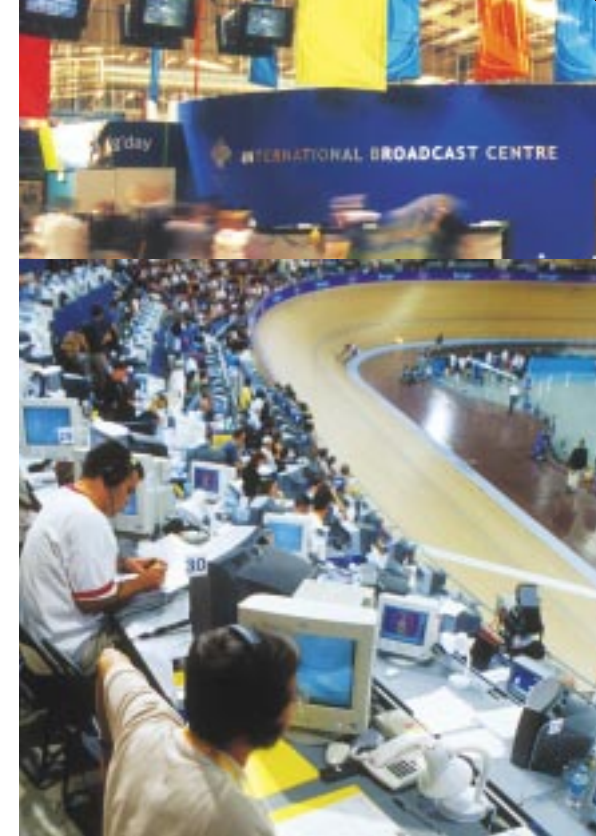
THE SYDNEY OLYMPIC BROADCAST ORGANISATION PROVIDED AN UNPRECEDENTED broadcast feed of 3,500 hours of Olympic action, covering more than 300 competition and ceremonial events. More than 12,000 television network personnel from around the world were headquartered in the 70,000 square-metre International Broadcast Centre in Sydney, using the broadcast feed to deliver hundreds of hours of Olympic Games coverage to their home countries.



BROADCAST IMAGES OF THE SYDNEY 2000 OLYMPIC GAMES ULTIMATELY REACHED 3.7 BILLION VIEWERS IN A RECORD 220 COUNTRIES.



In Sydney, 95% of Olympic spectators surveyed stated that they watched the Olympic Games on television. As much as 47% said that they watched three or more hours a day, which is the equivalent of a minimum of 51 hours during the Olympic Games.



*"G'day to the world. With that typically exuberant greeting, Australia launches the first Olympics of the new millennium on Friday. Almost everyone on the planet with a television will be tuned in to the extravaganza — a staggering 3.7 billion viewers are expected to watch."*

*— Times of India (India)*



*"The success of the Olympic Games in Sydney is clear. These record-breaking results are a strong indicator of the worldwide exposure afforded to the Olympics and shows the importance of this sporting event to billions of fans in every part of the globe."*

*— Richard W. Pound, Chairman,  
IOC Marketing Commission*

### **The Sydney 2000 Olympic Games Broadcast Sets Global Television Record**

The Sydney 2000 Olympic Games now stand as the most watched sport event ever. More than 3.7 billion people tuned in to watch, representing a twenty-percent increase over the 1996 Atlanta Olympic Games four years before. Sydney 2000 was broadcast in 220 countries and generated more than 36.1 billion television viewing hours.\*

Nine out of every 10 individuals on the planet with access to television watched some part of the Olympics — ranging from an average four hours per viewer in some markets, to more than 37 hours per viewer in Japan, and 49 hours per viewer in Australia. In major markets, an average of 19 hours of airtime every day was dedicated to coverage of the Sydney 2000 Olympic Games.

Sydney 2000 also represented a major increase in the extent Olympic Games coverage, providing the television viewer with much greater selection. In the United States, the broadcaster increased its coverage from 162 hours in 1996 to more than 440 in 2000. In Greece, the broadcaster increased its coverage from 161 hours in 1996 to more than 450 in 2000. In China, the broadcasters increased coverage from 204 hours in 1996 to 740 in 2000.

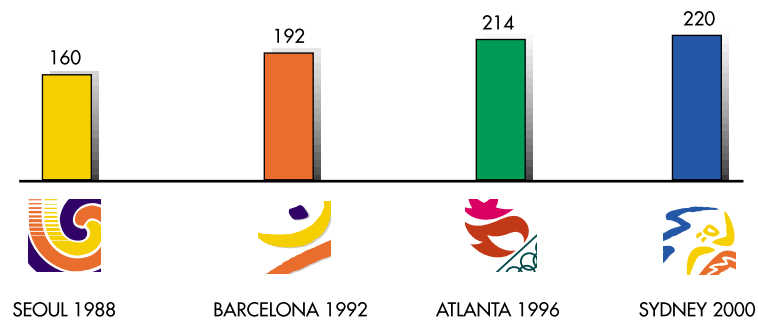
\* Total Viewer Hours measures the number of hours of programming that have actually captured the attention of the world's viewers over the course of the Olympic Games. Viewer hours per programme is measured by multiplying the duration of the programme by the programme audience. Total Viewer Hours for the Olympic Games is the sum of all the viewer hours per Olympic programme.

The Sydney Olympic Broadcast Organisation established the world's largest ever broadcast operation: More than 900 cameras and 3,500 technicians and personnel provided more than 3,500 hours of original host broadcast coverage of more than 300 Olympic events to the world's broadcast rights holders.

The 2000 Olympic Games was televised in 220 countries and territories, with 90 percent of coverage broadcast on channels available to the entire population of each country.



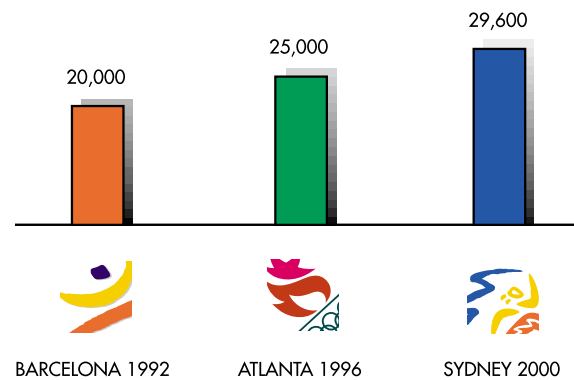
### Countries Televising the Games



Television coverage of the Sydney 2000 Olympic Games totaled 29,600 hours — equivalent to 1,220 days, or nearly three and a half years of continuous 24-hour per day programming.



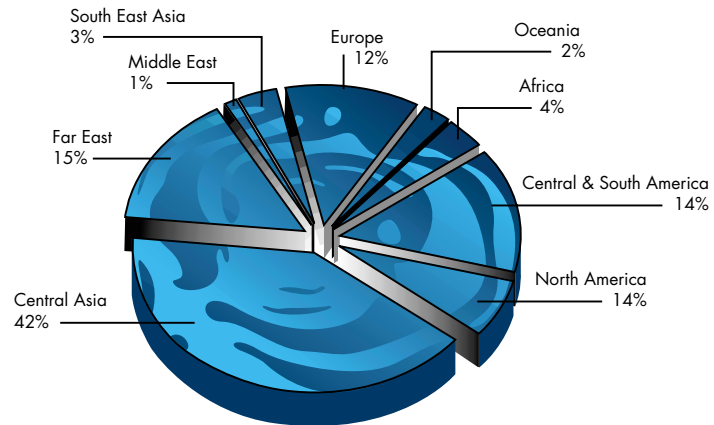
### Hours of Olympic Broadcast Coverage



## The Sydney 2000 Broadcast: Across the Continents



**Total Viewer Hours:  
36.1 billion**



### Americas

In the United States, more than 228 million viewers watched some part of the Games, as NBC gained a 70 percent increase over its normal prime time market share. NBC extended its programming by incorporating its two cable channels, CNBC and MSNBC, each of which recorded impressive ratings for secondary channels. NBC aired more than 440 hours of Olympic programming — doubling the programming duration of the Centennial Olympic Games in Atlanta.



Canadian broadcaster CBC provided nearly a threefold increase in the number of hours broadcast over previous Games, and viewers tuned in to an average of 20 hours of Sydney 2000 coverage.

Overall audiences continued to grow throughout South America. Viewers in Brazil watched an average of 23 hours of Sydney 2000 coverage, and viewers in Mexico watched an average of 18 hours. More than 400 hours of Olympic coverage were available in each country.

## **Africa**

Athletics and Football dominated coverage throughout Africa, with average viewing increasing by 20 percent over previous Olympic Games. Average viewing in Egypt increased from 4 hours to 6 hours per viewer. Average viewing in Nigeria increased from 8 hours 45 minutes to 10 hours 20 minutes.

## **Oceania**

In Australia, the Sydney 2000 broadcast broke all known records, with more than 400 network coverage hours and a further 816 hours of cable coverage. Average Australian viewing exceeded 49 hours per person, with the Seven Network's audience share at times exceeding 90 percent. The Sydney Closing Ceremony broadcast earned a 92.4 percent market share, a 51 rating and an audience of 8.7 million home viewers. Several million more viewers watched the Closing Ceremony on big screens in public places around the country.

In New Zealand, average television viewing more than doubled over previous Olympic Games to an average of 49 hours per viewer.

East Timor benefited from special efforts by the IOC and Olympic broadcast partners to deliver satellite coverage of the Sydney 2000 Olympic Games. The nation was unable to receive the signal directly from the only operating television transmitter in the capital city of Dili.



*"Seven's coverage of the Games of the XXVII Olympiad established new records in audience delivery, with peak audience of 10.4 million viewers for the Opening Ceremony, and 93 percent of all Australians watching the network's Games coverage. In all, each of the 17 days of the Sydney Games established new viewing records."*

*— Kerry Stokes, Chairman, Seven Network Australia*





*Takahashi Naoki, the first Japanese woman to win a gold medal in athletics, attracted an audience of more than 50 million on Japanese network NAB.*

*"The BBC's Olympic coverage has helped it to the highest daytime audiences this year."*

*— The Times (United Kingdom)*

Reports from East Timor state that as many as 1,000 viewers often turned up to watch the Olympic Games on a single television, and that crowds of 600 viewers gathered regularly at eight Olympic Games video projector sites.

### **Asia**

Television audiences throughout Asia increased dramatically, not only because of the favourable time zone, but the increased success of Asian athletes: The team from Vietnam won its first ever medal; India had its first-ever female medal winner; and the team from Sri Lanka won its first medal in more than 52 years. For the first time, the Asian Broadcasting Union provided a six signal feed to its members, dramatically increasing the extent of available Olympic Games coverage.

The Sydney 2000 broadcast in Japan broke a number of broadcast records, with more than 980 hours of coverage across six network channels and two satellites, helping to push viewership in Japan to an average of 42 hours per viewer, or nearly 2.5 hours per day for the 94 million viewers in Japan.

Audience levels saw significant growth in China, with peak audiences exceeding 200 million viewers for the daily highlights programme. More than 900 million Chinese viewers tuned in to an average of 11 hours of Olympic coverage.

Three networks in Korea – KBS, MBC and SBS – produced more than 360 hours of Sydney 2000 Olympic coverage that generated average viewing of approximately 19 hours per person. Men's Soccer topped the audience ratings with a 25.9 rating and 36 percent audience share.

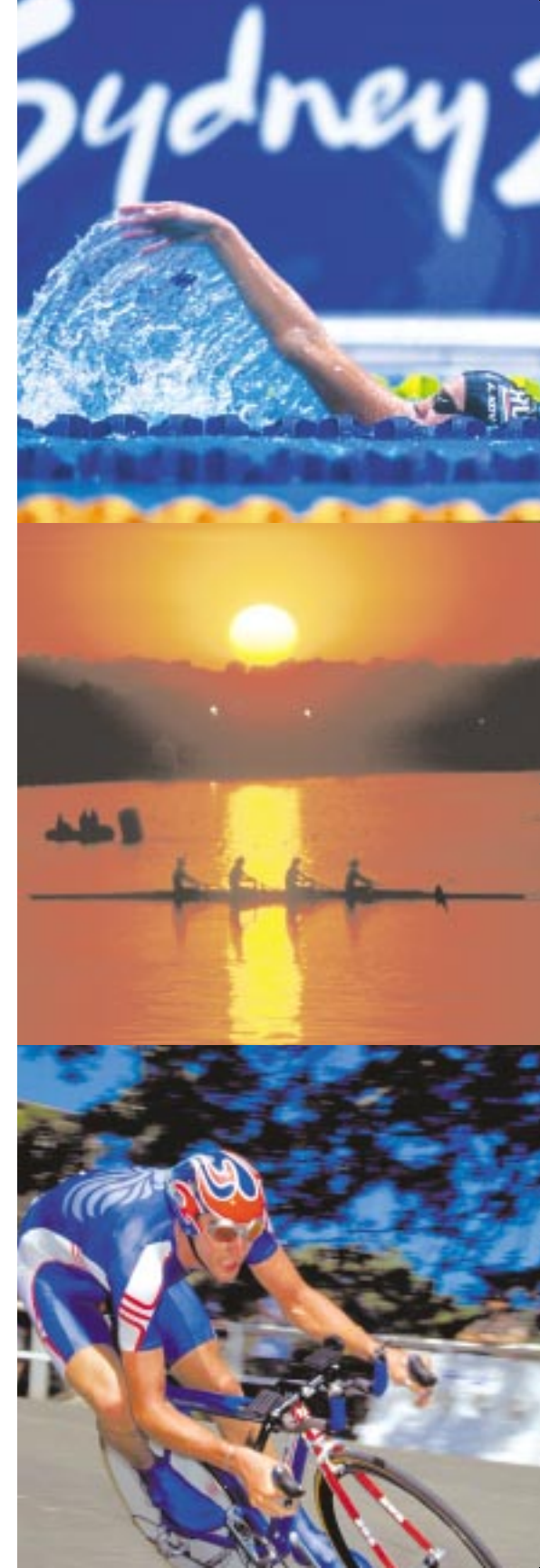
### **Europe**

Most markets significantly increased their coverage of Sydney over previous Games, with much of the action being aired live during the night and early morning due to time differences. Despite this, overall reach and ratings for most European markets were comparable with previous Games.

The Great Britain Olympic team enjoyed its most successful Olympic Games since 1904, which helped to drive Olympic broadcast viewing to new heights. More than 49 million viewers tuned in to the BBC's 318 hours of coverage at an average rate of approximately 10 hours per viewer.

In Greece, the next Olympic Games host country, anticipation and support for the Olympics grew significantly. Olympic broadcasters in Greece more than doubled Olympic coverage over previous Games to 360 hours. Olympic audience shares across all channels at times reached 85 percent.

Three national channels in Germany — ARD, ZDF and 3Sat — produced more than 380 hours of Sydney 2000 coverage. The Opening and Closing Ceremonies pulled audiences 10 times greater than 1996 Atlanta and an audience share in excess of 50 percent.





In Denmark, the Sydney 2000 Handball final match proved to be the number one television sports programme of the year, with 1.5 million viewers and a record-breaking 93.8 audience share.

Olympic television coverage in France increased by more than 100 hours, to a total of 488 hours.

Olympic broadcasters in Switzerland provided more than 730 hours of coverage across the three language channels, with average viewing exceeding 11 hours.

Scandinavia saw some of the highest average viewing per person across Europe, at 13 hours.

*Notes:* Sports Marketing Surveys conducted global Olympic Games broadcast research on behalf of the International Olympic Committee. This report is based on conservative numbers. Neither out-of-home viewing nor news coverage of the Sydney Olympic Games is included. Olympic audiences differ from other sports events, in that broadcasters provide round-the-clock coverage, allowing the viewer to tune in and out over the course of the seventeen days. Overall reach therefore is greater than any other event, although individual prime time audiences may be down.


# Sydney 2000 On-line

THE INTERNET HELPED TO PROVIDE THE WORLD WITH ACCESS TO SPECIFIC NEWS, RESULTS and information about the Sydney 2000 Olympic Games. Before the Games began, more than 24,000 sites were using Olympic imagery for news, editorial and other purposes. The official site of Sydney 2000 was the most popular destination on the Internet during the Games.

 MORE THAN 8.7 MILLION UNIQUE VISITORS LOGGED ON TO OLYMPICS.COM

 OLYMPICS.COM EXPERIENCED MORE THAN 11.3 BILLION HITS DURING THE GAMES

More than 8.7 million unique visitors logged on to Olympics.com. The official site handled unprecedented Internet traffic of more than 11.3 billion hits and more than 230 million page views during the 17 days of the Olympic Games. Olympics.com peaked at 1.2 million hits per minute at 3:19 p.m. (Australian EDT) on September 27, establishing a record for a sports event web site. At that moment, there was high interest in the bronze medal Korea v. Japan Baseball game as well as the Women's Tennis gold medal match between Venus Williams of the U.S. and Elena Dementieva of Russia.

 OLYMPICS.COM PEAKED AT 1.2 MILLION HITS PER MINUTE AT 3:19 P.M. (AUSTRALIAN EDT) ON SEPTEMBER 27, ESTABLISHING A RECORD FOR A SPORTS EVENT WEB SITE.



# Sydney 2000 Tickets

SYDNEY 2000 ESTABLISHED AN OLYMPIC TICKETING RECORD, SELLING A GREATER PERCENTAGE OF AVAILABLE competition and ceremonial event tickets than any Olympic Games in history. The vast majority of Sydney 2000 Olympic Games tickets were purchased by public sales within Australia.



More than 6.7 million Sydney 2000 Olympic Games tickets were sold, out of 7.6 million available tickets.



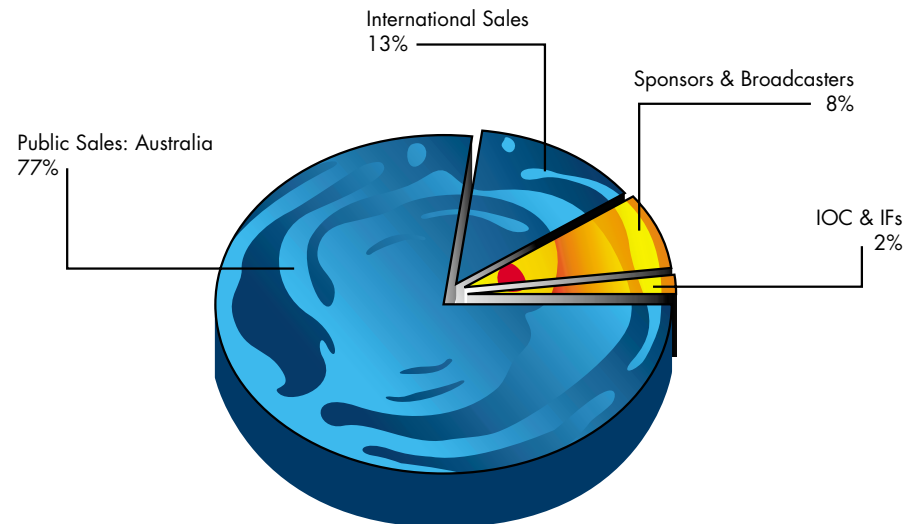
More than 92.4 percent of Sydney 2000 tickets were sold for Olympic events held in Sydney, far exceeding the previous record of 82.3 percent that had been set at the 1996 Atlanta Olympic Games. Including interstate football matches that were held in stadiums throughout Australia, 88 percent of Sydney 2000 tickets were sold overall.



Approximately 90 percent of Sydney 2000 tickets were purchased via public sale (77% within Australia, 13% Internationally).



**Sydney 2000 Ticket Distribution**















THE SALE OF SYDNEY 2000 TICKETS ALONE GENERATED AU\$787 MILLION, TRIPLING THE TARGETED SYDNEY BID REVENUE.






**Sydney 2000 Tickets:  
Top 10 Sales Percentages by Sport**

opening ceremony		<b>99.77%</b>
closing ceremony		<b>99.73%</b>
athletics		<b>99.70%</b>
triathlon		<b>99.38%</b>
gymnastics - rhythmic		<b>99.32%</b>

taekwondo		<b>98.94%</b>
swimming		<b>98.83%</b>
handball		<b>98.78%</b>
tennis		<b>98.14%</b>
cycling - track		<b>97.82%</b>



**Sydney 2000 Tickets:  
Top 10 Availability by Sport**

athletics		<b>1,530,683</b>
football		<b>1,393,592</b>
hockey		<b>539,817</b>
basketball		<b>421,385</b>
volleyball		<b>298,494</b>

baseball		<b>282,604</b>
handball		<b>200,415</b>
swimming		<b>198,790</b>
equestrian - three day		<b>188,966</b>
tennis		<b>175,627</b>