

**Report by the IOC President, Jacques Rogge,
to the 121st Session**

Copenhagen, 7 October 2009

One year ago, I was able to declare at the Closing Ceremony that the Beijing Games had been truly exceptional.

My report today is the last of the eight-year term of office you entrusted to me in Moscow, in 2001. I shall therefore describe the period since Beijing last year, and look briefly at how the IOC has evolved since 2001.

Our actions have been inspired by the IOC's Mission.

The Olympic Games are a source of dreams for successive generations of athletes. The IOC's mission is to perpetuate this.

Success of the Games

The great success which we enjoyed in Sydney, Salt Lake City, Athens, Turin and Beijing has not come about by chance.

The success of these Games is, of course, due to the judicious choice of host cities which you, the members, have made. It is obviously due also to the high quality of the Organising Committees.

It is likewise the result of a new policy of close partnership between the Olympic Movement and the organisers. This partnership is based on a broad transfer of knowledge, the

desire to control the size, cost and complexity of the Games and the wish to leave a sustainable legacy.

The operational audit in 2002, which led to the creation of the highly competent Games group within our administration, has shown its true worth here.

Let us remember these lessons and apply them in the future. Let us resist the dangers of over-large and over-complex Games.

Let us also innovate, as you did by applying the principle of systematically reviewing the Olympic programme. Two big sports are knocking at the door of the Summer Games programme, and many adjustments have been made to the disciplines and events of both the Summer and the Winter Games.

We are preparing actively and simultaneously for the forthcoming editions of the Games in Vancouver, Singapore, Innsbruck, London, Sochi and Rio de Janeiro. The first meeting with Rio took place already on the day after the election.

The chairmen of the Coordination Commissions, whom I congratulate, will tell you that the preparations are going well.

In Vancouver, the Session will choose the host city for the Second Summer Youth Olympic Games in 2014 among Guadalajara (Mexico), Nanjing (China) and Poznan (Poland).

We owe it to the athletes to stage impeccable Games, but the most important thing is to preserve the amazing ability of the Games to inspire dreams in young people. The popularity of the Games in opinion polls, the constant and significant increase in the television audience and the large number of candidate cities for the Games show that we can be confident about the future.

Support for sports organisations

The success of the Games enables the IOC to help its partners: the athletes, International Federations, National Olympic Committees and Organising Committees.

Olympic Solidarity, run to our general satisfaction by Mario Vázquez Raña, is still the main instrument we use to help the National Olympic Committees.

The budget allocated to Olympic Solidarity has grown from USD 210 million for the 2001-2005 period, and 244 million dollars for the 2005–2009 period, to 311 million dollars for 2009-2012, which represents an increase of 48.5 per cent in eight years.

The NOCs also benefit from the TOP programme, in addition to the assistance of Olympic Solidarity.

The bilateral development programmes with the International Federations are proving very effective. Our financial assistance to the Winter and Summer sports IFs is increasing all the time. This assistance grew from 211 million dollars for the Games in Nagano (1998) and Sydney (2000) to 346 million dollars for the Games in Salt Lake City (2002) and Athens (2004), and then to 421 million dollars for the Games in Turin (2006) and Beijing (2008), which represents an increase of almost 100 per cent and a total of 767 million dollars given to the International Federations over the past eight years.

Our sports development efforts cannot be summarised in just a few figures, however positive they might be.

The “Sport for Hope” pilot project in Zambia, supported by the local government, the IOC, the IFs and the NOC, is progressing well, and the centre will open next Spring.

The Athletes’ Commission has expanded its Athlete Career Programme in partnership with Adecco. Since its launch in 2005, the programme has already helped more than 4,700 athletes from 25 NOCs.

Parallel to this, the IOC has created a web-based tool and an extranet on its web site to enable athletes to find the information they need to manage the administrative and educational sides of their career.

Supporting the training and professional transition of athletes at the end of their sports careers is a key objective for the IOC.

As we heard at the Congress, the IOC's role is to create synergies between the various players in this area: governments, IFs, NOCs and the worlds of education and economy.

The IOC has also intervened successfully in numerous situations where the autonomy of sport was threatened. I am pleased to say that these efforts were in full accord with the IOC members in the countries concerned, the presidents of the respective continental associations of NOCs, ANOC and our International Federation partners. An effective network has been set up between all the parties involved.

The Congress confirmed that good governance by the Olympic Movement is an indispensable condition for the autonomy of sport.

The Olympic Movement is in discussion with the European Union in Brussels to guarantee this autonomy, on the basis of a specific article on sport.

The Olympic values

The work of the IOC is not limited to the Games and elite sport. As the Congress demonstrated, the Games are a tool for promoting the Olympic values.

I pay tribute here to the chairmen and women of the IOC commissions and our administration for the remarkable work they have done in the areas of sport and the environment, women's advancement, sport for all, and culture and education, but also in the fields of development, athlete health, humanitarian work and the Olympic Truce.

I shall leave it to President Samaranch to report on the work of The Olympic Museum.

The IOC's commitment is confirmed by the fact that it devotes 20 per cent of its budget to promoting the Olympic values, and that one-quarter of its staff are working in this area.

At this point, I wish to address the subject of the fight against doping, which remains our absolute priority.

Our commitment is total. Over the last eight years, the number of out-of-competition tests and those at the Games has doubled. We were the first organisation to keep samples for eight years. We undertook new analyses for THG in 2003, and looked for new substances in 2008 after Beijing.

We refuse to allow any athlete sanctioned for more than six months to take part in the Olympic Games for four years, and we have no hesitation in calling on the police if needed, as we did in Turin. In this way, we are targeting the athlete's entourage as well.

The IOC will make great efforts in the areas of prevention and education against doping at the Youth Olympic Games. We shall continue to support the World Anti-Doping Agency, which the IOC founded 10 years ago.

We shall also continue our fight against irregular betting and match-fixing by creating a new independent IOC monitoring body, but also by working closely with Interpol and the International Federations.

A major theme of the Congress, namely youth, is also the focus of our efforts. Our web site has been thoroughly revamped. The "Best of Us" promotional campaign, the Olympic Values Education Programme and, of course, the very important cultural and educational component of the Youth Olympic Games are also part of our action.

Financial resources

Over the last eight years, the IOC and sport generally have had to face two major financial and economic crises. The bursting of the dot-com bubble at the end of 2000, then the crisis following the September 2001 attack in New York, led us to create a reserve fund at the end of 2001 which would help us compensate for a prolonged fall in our revenues.

By the end of 2008, we were facing the most severe crisis for decades. The IOC's reaction to both crises was threefold.

First, we looked for savings in our running expenses (but without cutting our assistance to sport, the NOCs and the IFs which is, as you just heard, increasing all the time).

Here, I wish to thank our administration, which made these savings.

Second, we maximised our revenues. Our income from marketing and television has increased significantly; and I thank our colleagues, Gerhard Heiberg, for the TOP programme, and Thomas Bach and Richard Carrión for the television rights negotiations. I also thank the whole Television and Marketing Services Department.

TOP V (2001-2004) generated a total of USD 663 million.

TOP VI (2005-2008) brought in 866 million dollars.

So far, TOP VII (2009-2012) is worth 883 million dollars, and negotiations are still under way to finalise the programme.

TOP VIII (2013-2016) has already secured us 563 million dollars from five sponsors.

With regard to television rights, the IOC has adapted its strategy to the new developments in the audiovisual world. We no longer systematically grant our rights wholly and exclusively to a single partner. And some rights will be negotiated in Europe by an agency. But in all cases, the IOC will continue to demand free-to-air broadcasting as a priority.

This strategy has enabled us not only to maximise the audience for the Olympic Games, but also to enhance their attractiveness on new platforms such as mobile telephones and the internet for a young audience.

Our television rights revenue totalled 2.2 billion dollars for the period 2002-2004 and 2.6 billion for the period 2006-2008. The figure is 3.8 billion dollars for the period 2010-2012, and already 920 million dollars from the negotiations for 2014-2016, which are well underway.

Lastly, it is worth noting that, as of the Games in Vancouver, the company OBS will be wholly within the IOC and no longer part of the Organising Committee.

At this point, I must tell you about our financial relations with the United States Olympic Committee.

A contract which the IOC signed with USOC at the end of the 1990s entitles the NOC to 12.75 per cent of the television rights revenue on United States territory, and 20 per cent of the TOP programme revenues. The Olympic Movement feels that this contract no longer reflects the reality of the situation today.

After negotiations led on our side by Gerhard Heiberg, Mario Vázquez Raña and Denis Oswald, we have been able to reach an agreement whereby USOC agrees to pay a share of the Games costs covered by the Olympic Movement, and to review in 2013 the distribution percentages for the revenues after 2020.

A recent discussion led the IOC to ask for clarification regarding USOC's plans to create a television channel. USOC has agreed to halt its work on this until a more detailed study has been undertaken.

The third part of our approach to the financial situation concerns our investments. Here, I thank and congratulate the Finance Commission, chaired by Richard Carrión, and the Finance Department, for their prudent and conservative approach to investing.

The IOC's reserve fund grew from USD 105 million at 31 December 2001 to 422 million dollars by 31 December 2008, and by 31 August 2009, our assets totalled 455 million dollars.

Lastly, I would remind you that the insurance for the Olympic Games we took out in 2004 covers numerous operational risks for the Olympic Movement and the Games organisers.

The Congress

Fifteen years after Paris, we have had an excellent Congress, which will enable us to adapt the IOC to the needs of the 21st century. The Congress is not a decision-making body but a forum for reflection. The IOC will create various working groups to study the recommendations from the Congress. These will present their findings to the Executive Board, which will in turn submit its proposals to the Session.

Dear colleagues, I have just described to you the healthy state of the IOC, and this is thanks to you. It is you and our partners that I wish to thank sincerely on behalf of the Executive Board, the International Federations, the National Olympic Committees, the athletes, our sponsors, broadcasters and, of course, the highly competent and enthusiastic IOC administration.

There is a tangible and material side to our activities, represented by the successful staging of the Games, and our ever-increasing financial support to the athletes, NOCs, IFs and Organising Committees. But there is above all the intangible component, namely our values and the dream we keep alive for young people. This, in short, is the IOC's mission.