



INTERNATIONAL
OLYMPIC
COMMITTEE

Memorandum

**Press Accreditation Allocation
for the London 2012 Olympic Games**

To: Richard Kevan Gosper, Chairman, IOC Press Commission
Gilbert Felli, Executive Director, Olympic Games Department

cc:

From: Press Commission Working Group

Date: 7 July 2010

In order to ensure maximum clarity, the IOC Press Commission working group would like to share with you the procedures and criteria used in its allocation of E category press accreditations for the 2012 Olympic Games in London.

The working group met in London on May 6-7 to determine NOC quotas based on statistics relating to all recent Olympic Games.

The working group, chaired by IOC Head of Media Operations, Anthony Edgar, comprised:

- Bob Condon, Director of Media Services, USOC
- Ioanna Krokodelou, IOC planning consultant and statistician
- Lucia Montanarella, Head of Press Operations, VANOC
- Gianni Merlo, President, AIPS
- Richard Palfreyman, IOC Press Operations Expert
- Jayne Pearce, Head of Press Operations, LOCOG
- Jill Porter, Press Services Manager, LOCOG
- Emma Morris, Project Assistant IOC Media Operations
- Sue Graham, IOC Media Operations

The press accreditation quota for London 2012 was set at 5,600, the same as for Sydney 2000, Athens 2004 and Beijing 2008.

The group reviewed figures relating to the participation and performance of each NOC's athletes in the 2000, 2004 and 2008 Olympic Games, the number of press accreditations allocated and the size and strength of each NOC's national newspaper industry.

These details were aligned with additional socio-economic factors to provide the platform for a further analysis of less tangible elements.

Attention was also given to the geographic proximity of NOCs to London, resulting in an increase of 14.05 per cent in European quotas following the 2008 Beijing Games, and decreases for the Americas of 10.91 per cent and Asia 31.27 per cent.

Great Britain was allocated the largest E quota of 500 accreditations (8.9 per cent of the overall quota) which includes an allocation to the host news agency, Press Association,



which has a prime responsibility for meeting the needs of Britain's extensive domestic media.

Analysis of NOC quotas by continent:

	Europe	Americas	Asia	Oceania	Africa
London 2012	55.44%	19.35%	18.53%	3.99%	2.69%
+/- from 2008	+14.05%	-10.91%	-31.27%	-7.51%	+10.20%
Beijing 2008	46.7%	20.9%	25.9%	4.1%	2.3%
Athens 2004	55.6%	20.9%	17.4%	3.9%	2.2%
Sydney 2000	46%	19%	17%	15%	3%

The increase in the European quota is primarily due to an increase of 129 per cent in the Great Britain quota.

One dynamic which has impacted the overall spread of accreditations for the top twenty nations is China's increased dominance and subsequent increase in domestic media coverage of the Olympic Games since Sydney 2000.

In nearly all of the prime indicators used to allocate accreditations such as NOC team size, number of sports participated in, number of medals won and size of the national media market, China has increased significantly since Sydney 2000, placing it in the top two NOCs.

To allocate China a fair quota, while staying within the fixed quota of 5,600, Great Britain, Brazil and Russia are the only nations from the top 20 to receive increased quotas for London.

China's quota has decreased 63 per cent from Beijing, but this is still an increase of 110 per cent since Athens 2004. It is expected that the quota for China in 2012 will continue to apply for future Games.

The IOC is directly responsible for the allocation of accreditations to international news agencies and non rights holding broadcasters.

The working group stated that the allocation process was fair, equitable and conducted without bias.

It also reminded NOCs that it is their responsibility to ensure that press accreditations are allocated only to bona fide journalists and photographers within their territory.