

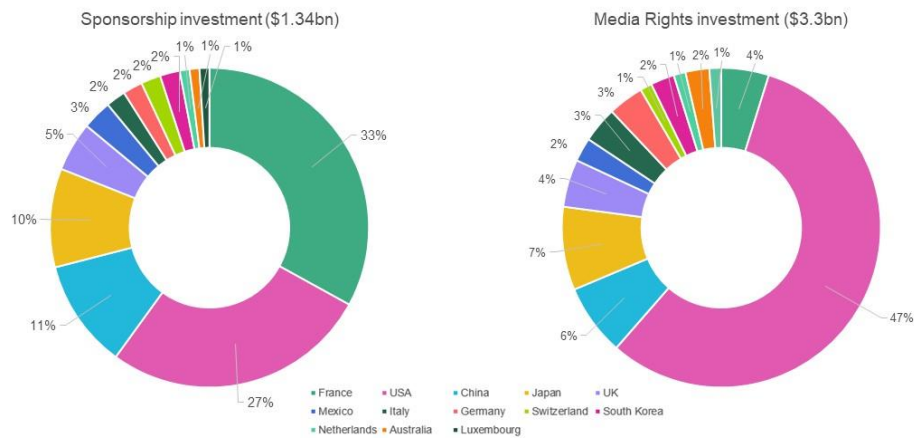
# A surge in activity drives a 60% uplift in sponsorship revenue for the Paris Olympics

*Demand has driven a massive increase in sponsorship sales while broadcast rights have seen only a limited growth*

**London, 22nd July 2024:** New research from Ampere Analysis examines the performance of sponsorship sales in the run-up to the Paris Olympics, which starts at the end of the week. A challenging broadcast TV environment has seen many rights owners struggle to drive the same double-digit broadcast rights growth that they might have experienced in previous years. As a result, media rights owners are turning their attention to sponsorship sales to support their financial objectives. The Paris Olympics has seen a 60% increase in sponsorship revenue since the 2020 Games in Tokyo, 10 times the rate that media rights revenue has grown in the same period.



Value of Sponsorship and Media Rights investment in Paris 2024



Source: Ampere Sports – Sponsorship, Media Rights

## Key findings

- The 2024 Summer Olympic Games in Paris is on track to reach its \$1.34bn sponsorship revenue target
- Securing \$1.34bn would represent a 60% increase in sponsorship revenue compared to the Tokyo Olympic Games of 2020
- The broadcast and streaming media rights for the 2024 Olympics are expected to reach \$3.3bn, a 6% increase on the last event\*

- The USA, China, Japan, and the big five European markets (France, Germany, Italy, Spain, UK) account for over 80% of the combined media rights and sponsorship value, highlighting the importance of a small number of countries in funding the Olympics
- These eight countries account for 75% of the media rights value (\$2.5bn) and 98% of the \$1.34bn sponsorship income\*\*
- Media rights is currently the more valuable revenue stream, accounting for 71% of the total revenue generated by sponsorship and TV deals. However, this gap is closing
- In 2020, the IOC generated nearly four times more revenue from the sale of media rights than sponsorship. But in 2024, Ampere Analysis expects income from the sale of media rights to have dropped to 2.5 times higher than sponsorship – the latter being boosted by large-value deals such as those struck with Airbnb, Alibaba, and Mengniu Dairy
- Two thirds of the sponsorship income for the Paris Olympics is derived from companies headquartered in the US, France and Japan, but Chinese brands have also invested increasingly heavily. Chinese companies represent the third largest source of sponsorship income for the Paris Olympics
- There are parallels with the recent UEFA European Championship just held in Germany, which showcased China as the single biggest source of sponsorship for the football tournament, taking five of the 13 top-tier sponsor spots, up from three in 2020 and one in 2016.

**Chloe Ng-Triquet, Sponsorship Researcher at Ampere Analysis** says: “Although media rights is still a bigger contributor to income, sponsorship revenue from eight major markets (USA, China, Japan, France, Germany, Italy, Spain, and UK) is driving growth for the IOC. We are seeing more global entities leveraging major sporting events to support their brand-building objectives, with the aim of reaching consumers in new markets and strengthening their presence in existing territories. Historically, the Olympics has always successfully attracted global sponsorship investment, especially for sponsors looking to drive brand awareness in foreign markets. It is clear from the scale of investments this year that brands are hoping that the Paris event will provide the visibility and prestige that they can capitalize on.”

**Ends**

### Notes to Editors

\*As most Olympics rights deals are agreed across cycles that include both Winter and Summer Olympic Games, our allocation of reported values is based on an estimation of the relative value in each market based on local reported broadcast deals and athlete participation in the games.

\*\*Country of the sponsor's corporate HQ has been used to allocate the origin of the sponsorship funding.

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### About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. [www.ampereanalysis.com](http://www.ampereanalysis.com)