

## **Abstract**

**Title:** Olympic Broadcast Rights

**Objectives:** The main objective of this thesis is to analyse the revenue derived from the sale of the broadcasting rights to the Olympics by Olympic Movement. In the thesis are analysed the total sum of revenue, selected territory and compared the proportion that belongs to the International Olympic Committee and the Organizing Committee of the Olympic Games. The secondary objective is to adapt and calculation of the conversion mechanism for the transfer of amounts reported in different currencies in different periods.

**Methods:** Data collection is performed a secondary analysis of documents. The basic aggregate consist of the Summer Olympic Game held 1960 - 2012. The observed variables are: total revenue from broadcasting rights, revenue from broadcasting rights from Europe, the revenue from broadcasting rights from the U.S., revenue from broadcasting rights in Canada, revenue from broadcasting rights from Australia, revenue from broadcasting rights from Japan, the revenue from broadcasting rights in others countries, the number of hours produced from OH, the percentage distribution of revenues from broadcasting rights in the Olympic Movement. The transfer to the same currency using the conversion mechanism which is based on the consumer price index , purchasing power parity or exchange rates. All financial figures are in CZK 2012. To monitor these variables is used: trend analysis for monitoring changes over time, comparative analysis to compare the percentage of revenue of the monitored area, and to compare the proportion of income between the IOC and OCOG and correlation analysis for examining the degree of dependence between the selected variables.

**Results:** Revenues from the sale of broadcasting rights have overall and for each area growing trend. Most of the funds flowed from the USA. Today, about 50% of total revenue is from USA. The second highest amount comes from Europe (about 25% of total revenues). Third key market is Japan with 10% share in total revenues. Canada and Australia have a share of several percent. The Asian market offers very little funding (about 2%). During the reporting period, radically changed the position of the IOC and OCOG in negotiations and ensure the broadcasting of Olympics in favour IOC. IOC now holding talks about the broadcasting rights before the appointed OVOH and claimed a share of the revenue of 51%. There is a very strong degree of linear

relationship between the number of hours of television produced from Olympic Games and the total revenue from the sale of broadcasting rights.

**Keywords:** Olympic Movement, media, television, radio, internet, revenue