



Marketing report : PyeongChang 2018 / International Olympic Committee

[Comité international olympique](#)

IOC. Lausanne - 2018

This IOC publication presents the following themes related to the PyeongChang 2018 Olympic Winter Games, including a lot of fact and figures: Olympic marketing overview, broadcasting, partnership, ticketing & spectator experience,...

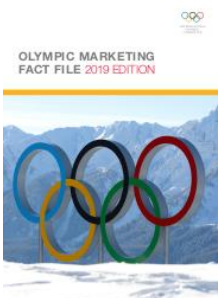


IOC marketing : media guide : Olympic Winter Games PyeongChang 2018 / International Olympic Committee

[Comité international olympique](#)

International Olympic Committee. Lausanne - 2018

The IOC is entirely privately funded and therefore operates Olympic marketing programmes to attract commercial partners, which are crucial to the continued success of the Olympic Games and the operations of every organisation with...



Olympic marketing fact file / International Olympic Committee, Marketing Department

[Comité international olympique](#)

International Olympic Committee. Lausanne - 1995-

The "Olympic marketing fact file" is a reference document on the marketing policies and programmes of the International Olympic Committee (IOC), the Olympic Movement and the Olympic Games. In this document, the IOC has endeavoured...



Site	Emplacement	Cote
038		MA 3295/1998+1
038		MA 3295/1996+1
038		MA 3295/2004+1
038		MA 3295/2006+1
038		MA 3295/2002+1
038		MA 3295/1999+1
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038		MA 3295/2006
038		MA 3295/1995
038		MA 3295/2004
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038		MA 3295/1998
038		MA 3295/1997
038		MA 3295/2002
038		MA 3295/2000
038		MA 3295/1999



Marketing report : Rio 2016 / International Olympic Committee

[Comité international olympique](#)

IOC. Lausanne - 2017

This IOC publication presents the following themes related to the Rio 2016 Summer Olympic Games: Olympic marketing overview, Olympic broadcasting, Olympic sponsorship, ticketing and the spectator experience, licensing and merchand...



Site	Emplacement	Cote
038		MA 28322+1
038		MA 28322



Marketing report : Sochi 2014 / International Olympic Committee

[Comité international olympique](#)

International Olympic Committee. Lausanne - [2014?]

Rapport marketing du CIO sur les Jeux Olympiques de Sotchi 2014.



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038		MA 26791+1
038		MA 26791



Marketing report : London 2012 / International Olympic Committee

[Comité international olympique](#)

International Olympic Committee. Lausanne - [2012?]

Rapport marketing du CIO sur les Jeux Olympiques de Londres 2012.



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038		MA 25977+1
038		MA 25977