

PYEONGCHANG 2018 FACTS AND FIGURES

25 FEBRUARY 2018 *



Unprecedented participation, more female athletes than ever before, and the largest amount of broadcast coverage in the history of the Olympic Winter Games.

THE GAMES

The Olympic Winter Games PyeongChang 2018 set records in terms of participation with more National Olympic Committees (NOCs) taking part and more females competing than ever before:

- Record participation of 91 NOCs and the Olympic Athlete from Russia delegation
- 6 NOCs competed for the first time: Ecuador, Eritrea, Kosovo, Malaysia, Nigeria and Singapore
- 2,930 athletes were entered into in the Games
- 102 events were contested, including 6 new ones
- The 1,000th Olympic Winter Games gold medal event was held, with men's figure skater Yuzuru Hanyu winning (Olympic Solidarity scholarship holder in Sochi)
- A record number of female athletes, making up approximately 42% of competitors
- First ever unified Korean women's ice hockey team

ATHLETES

Athletes took centre stage to perform awe-inspiring acts of athleticism that left the world inspired. Here are just a few of the many historic accomplishments in PyeongChang:

- A world record score was posted by Germany's Aljona Savchenko and Bruno Massot in the pairs figure skating free skate
- Chloe Kim (USA) became the youngest female snowboarder gold medallist in Olympic history
- Marit Bjørgen (Norway) became the most decorated female winter Olympian in history
- Sung-bin Yun became the Republic of Korea's first Olympic medallist in a sliding sport, winning the men's Olympic skeleton by 1.63 secs
- John Morris and Kaitlyn Lawes of Canada won the first ever mixed doubles curling Olympic gold medal
- 227 Youth Olympic Games graduates competed in PyeongChang across 51 NOCs
- 26 medals won by 20 different YOG athletes including 7 gold, 9 silver and 10 bronze
- 271 individuals supported by Olympic Solidarity scholarships competed in PyeongChang from 60 NOCs
- 13 teams supported by Olympic Solidarity scholarships from 10 NOCs
- 12 medals (6 gold, 2 silver, 4 bronze) and 41 diplomas won by Olympic scholarship recipients

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GAMES OPERATIONS

A balanced Organising Committee budget with a significant contribution from the IOC, and over a million tickets sold underline the success of the Olympic Winter Games PyeongChang 2018.

- POCOG announced a balanced budget of USD 2.4bn
- The IOC contributed an estimated USD 880m to the success of the Games
- Over 1 million sport and ceremony tickets sold
- Approximately 360,000 Olympic Plaza and Olympic Park tickets sold

More targeted anti-doping tests were in place to protect the clean athletes.

- 2,200 anti-doping tests were planned, using more intelligent testing and with over 80% of testing taking place out of competition

Outstanding volunteers and a significant gathering of knowledge to assist future organisers will leave a long-term legacy to the Olympic Movement.

- 14,531 PyeongChang 2018 volunteers, the oldest was 85, the youngest was 18
- The OGKM programme, which transfers knowledge from one Organising Committee to future OCOGs, was held over 21 days, with 55 sessions held for 263 participants
- The IOC captured metrics across 14 competition venues, all 150 competition sessions, and 4 non-competition venues.

CULTURAL AND LIVE SITES

POCOG operated cultural and live sites at the PyeongChang Olympic Plaza, Gangneung Olympic Park and beyond, with great success bringing Olympism to a wider audience: Here are just a few of the many historic accomplishments in PyeongChang:

- 360,871 people visited the PyeongChang Olympic Plaza and Gangneung Olympic Park
- 1,200 concerts/performances/exhibitions/experiences during the Games
- More than 175,000 total visitors at the Culture ICT Pavilion
- 182,324 people visited Gangneung Olympic Park
- Seoul and Jeongseon fixed live site visitors (as of 22 Feb) – total 219,617
- Mobile live sites visited 17 cities and counties in the Republic of Korea

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LEGACY

Bringing the Olympic Winter Games to PyeongChang has been an opportunity to accelerate the development of the Gangwon region, building a new stage for winter sports for the young generation in Asia and increasing knowledge, enthusiasm and participation in a broader range of sports:

- 1,919 young people from 83 countries with little exposure to winter sports participated in the Dream Programme
- 179 former Dream Programme participants from 24 countries have taken part in international winter sports competitions
- Nine of the venues will be used as multipurpose sports facilities and leisure and tourism facilities, helping PyeongChang to realise its vision as a hub for winter sports
- Three venues' legacies are still being finalised in close consultation with the Central Government and Gangwon Province
- The new high-speed train connects the Alpensia mountain region and Gangneung coastal areas to Seoul in under two hours, and will do for decades to come
- Increased availability of accommodation, with 100% of Olympic and media villages already sold for residential use
- 6,839,347 total youth participants in the Education Programme
- Over 450 schools visited by the Education Team
- 958,308 people visited the education web portal in two years

DIGITAL

The Olympic Winter Games PyeongChang 2018 experienced record-breaking coverage across digital platforms, including websites, social media and apps:

- www.olympic.org:
 - Number of users: +91%
 - Number of sessions: +104%
 - Page views: +258%
- Olympic Channel YouTube subscribers grew 8.37% from 7 to 21 February
- Olympic Channel (web and app) users grew 541.49% from 1 to 21 February relative to the month of January
- The Olympic Channel was the Rights-Holder for India, delivering 111,910 hours of live broadcast

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BROADCAST COVERAGE

OBS and the Rights-Holding Broadcasters delivered more broadcast coverage around the world than ever before at an Olympic Winter Games:

- OBS delivered a record + 5,000 total hours of coverage
- Of the +5,000 hours, +850 hours were of live sports coverage
- OBS offered native 4K Ultra High Definition production and also 8K Super High Vision HDR for the first time in the Olympic Winter Games
- +55 hours of live Virtual Reality coverage for the first time in the Olympic Winter Games
- New broadcast initiatives in PyeongChang included the cloud-based content delivery platform Content+, from which the Rights-Holding Broadcasters downloaded more than 6,000 short form digital/social media video clips
- More global coverage by Rights-Holding Broadcasters than any previous Olympic Winter Games (up 14% on Sochi 2014)
- The amount of broadcast content on digital platforms (up 35% on Sochi 2014) is expected to be close to double that aired on TV
- In South Korea, the TV live coverage of the Opening Ceremony was more than five times the audience for the Opening Ceremony of Sochi 2014
- Across the first 15 days of Olympic Winter Games PyeongChang 2018, viewers on NBCSports Digital streamed 1.69 billion live minutes of content, quadrupling the total for the whole of Sochi 2014
- Across Europe, Discovery/Eurosport generated 3.8 billion video views
- Digital viewing of the PyeongChang 2018 coverage has also been strong and already exceeded Sochi in several major territories.

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PARTNERS

Support from the Worldwide TOP Partners has been essential to the staging of the Olympic Winter Games PyeongChang 2018 through funding for the PyeongChang 2018 Organising Committee and every NOC; as well as through the provision of a wide range of products, vital technology and services; and global marketing campaigns:

- As a Presenting Partner of the PyeongChang 2018 Olympic Torch Relay, Coca-Cola ignited public attention and excitement for the coming Games. Coca-Cola also led a water replenishment programme around the Olympic venues to help to improve biodiversity and to protect the local habitat by building sustainable water resources with POCOG
- Alibaba showcased how the Olympic Games experience will soon be enhanced by the company's innovative technology
- Atos has ensured that PyeongChang 2018 is fully connected, secure and the most digitally-enabled Games to date
- Bridgestone supported the PyeongChang 2018 Education Programme. The company's contribution helped bring the programme to orphaned children; and offer an opportunity for some to experience the Olympic Torch Relay and the Olympic Winter Games in person
- Dow supported the Games with dozens of sustainable and high-performance solutions, from lightweight composites for faster luge sleds to energy-efficient insulation in multiple facilities
- GE helped more than 1,500 athletes to get the fast and accurate diagnosis they needed, thanks to a new advanced analytics tool. GE's energy solutions ensured that there were no disruptions to the power distribution at all Olympic venues
- Intel provided 5G, VR, 3D and drone technologies and content support to ensure that viewers all over the world could enjoy the athletes' achievements
- OMEGA measured every performance thanks to 300 timekeepers, 350 trained volunteers and 230 tons of equipment
- Panasonic helped share the passion of the Games through its state-of-the-art audio-visual equipment
- P&G brands supported athletes, mothers and families before and during the Games, and facilitated meaningful discussions about bias and adversity in sport
- Samsung was one of the three Presenting Partners of the PyeongChang 2018 Olympic Torch Relay. Through its "Do What You Can't" campaign, Samsung spread the passion and hope of the Olympic Games to its 1,500 torchbearers and worldwide. Samsung also provided limited-edition Samsung Galaxy Note 8 phones to athletes competing at PyeongChang 2018.
- Toyota supported athletes and inspired fans with its first global campaign "Start Your Impossible", which focuses on overcoming challenges and making dreams come true
- Visa implemented and managed more than 1,000 payment terminals and offered fans new forms of payment such as pre-loaded gloves, stickers and pins

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For more information, please contact the IOC Media Relations Team: pressoffice@olympic.org, or visit our website at www.olympic.org. To request photos and footage, please contact images@olympic.org. All images copyright IOC.