

MASS-MEDIA AND THE OLYMPIC MOVEMENT

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Abstracts: Media is an agent which concerns the implication in the promotion of the Olympic ideas. The information given by the mean of the press, radio and television contributed at the growth of the high reputation of the most important sportive competition of the year. Among these, television has the greatest contribution, and so the sums paid for the O.G.'s broadcasting grew dizzily in the late years. At the last editions of the O.G., there were covered, by live transmissions or recorded ones, all contest events. The last editions of the O.G., all the contest events have been covered by transmissions, live or recorded; the cover being almost global, they could be seen by 90% of the Earth population.

Introduction

Media represents the total of the information means for the people (press, radio, television). This contributed immensely at the promotion of the O.G. in time, in all the countries.

Written press has been on the side of the Olympic Movement from the beginning, by publishing articles and data in the time's newspapers, about the O.G. With time sportive reporters were formed, and they transmitted information from the O.G. Their number increased steadily, and in 1984 it got to be 4327; in 2000 of 5298 at the summer O.G., and 2363 in 1984 and 2661 at the winter O.G. from 2002.

The first radio transmission from the O.G. was realised in 1924 and it continues ever since. It has been the main means to transmit the information before the appearance and the development of television.

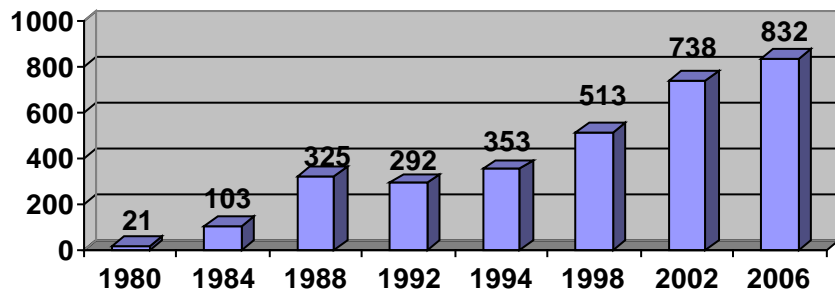
The appearance of television constituted a step forward in the promotion of the O.G. promotion. The first images at the O.G. have been filmed in 1936, at Berlin, and the first live transmission was done in 1948 from London.

Material-method:

At the winter O.G., from 21 million in 1980 we'll get to 832 millions for the O.G. in Turin in 2006, so now we have a 40 times raise of the gained sums.

They estimated that at the last edition of the summer O.G. (Sydney 2000), the number of tv watchers has been of 3, 7 milliards, out of 220 countries and autonomous territories, becoming the most watched edition of the O.G. and the most watched sportive event in the world.

EVOLUȚIA DREPTURILOR TV LA JO DE IARNĂ (milioane de dolari)



The global cover for the television was of 90%, and there was a total of 29600 hours of transmissions from the O.G. In 2002, from Salt Lake City they made transmissions in 160 de countries, totalising 8000 hours.

Results:

The first televised O.G., for which rights of television were paid were those from 1960, and ever since the sums grew sensibly. The evolution of the rights of television, the number of transmission hours and the prognosis for the next editions are presented further on, since 1960 up to present:

- 1960 Winter Olympic Games Squaw Valley, USA \$50,000
- 1960 Summer Olympic Games Rome, Italy \$394,000
- 1964 Winter Olympic Games Innsbruck, Austria \$597,000
- 1964 Summer Olympic Games Tokyo, Japan \$1.5 millions
- 1968 Winter Olympic Games Grenoble, France \$2.5 millions
- 1968 Summer Olympic Games Mexico City, Mexico \$4.5 millions
- 1972 Winter Olympic Games Sapporo, Japan \$6.4 millions
- 1972 Summer Olympic Games Munich, West Germany \$7.5 millions
- 1976 Winter Olympic Games Innsbruck, Austria \$10 millions
- 1976 Summer Olympic Games Montreal, Canada \$25 millions
- 1980 Winter Olympic Games Lake Placid, N.Y., USA \$15.5 millions
- 1980 Summer Olympic Games Moscow, URSS \$87 millions
- 1984 Winter Olympic Games Sarajevo, Yugoslavia \$91.5 millions
- 1984 Summer Olympic Games Los Angeles, USA \$225 millions
- 1988 Winter Olympic Games Calgary, Canada \$309 millions

- 1988 Summer Olympic Games Seoul, South Korea NBC \$300 millions
- 1992 Winter Olympic Games Albertville, France \$243 millions
- 1992 Summer Olympic Games Barcelona, Spain \$401 millions
- 1994 Winter Olympic Games Lillehammer, Norway \$300 millions
- 1996 Summer Olympic Games Atlanta, USA \$456 millions
- 1998 Winter Olympic Games Nagano, Japan \$375 millions
- 2000 Summer Sydney, Australia \$705 millions
- 2002 Winter Olympic Games Salt Lake City, USA \$545 millions
- 2004 Summer Olympic Games Athens, Greece \$793 millions
- 2006 Winter Olympic Games Turin, Italy \$613 millions
- 2008 Summer Olympic Games Beijing, China \$894 millions

Discussions:

The importance of the media in the spreading of the Olympic ideas in the whole world is also reflected by the existence in the C.I.O. organizing framework of the two commissions: the press commission and the radio and television commission.

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Titlu: MASS-MEDIA ȘI MIȘCAREA OLIMPICĂ

Cuvinte cheie: mass-media, presă scrisă, radio, televiziune, drepturi de televiziune

Rezumat: Mass-media este un factor important implicat în promovarea ideilor olimpice. Informațiile oferite prin intermediul presei, radioului și televiziunii au contribuit la creșterea prestigiului celei mai importante competiții sportive a lumii. Dintre acestea cea mai mare contribuție o are televiziunea, fapt pentru care sumele plătite pentru drepturile de televiziune a J.O. au crescut vertiginos în ultimii ani. La ultimile ediții ale J.O. au fost acoperite cu transmisiuni, în direct sau înregistrate, toate probele de concurs; acoperirea oferită fiind aproape globală, ele putând fi urmărite de 90% din populația Terrei.

Titre: LES MEDIAS ET LE MOUVEMENT OLYMPIQUE

Mots- clés: médias, journaux, radio, télévision, droits de télévision

Résumé: Les médias sont un facteur important pour la promotion des idées olympiques. Les informations fournies par le biais des journaux, de la radio et de la télévision ont contribué à accroître le prestige de la plus importante des compétitions sportives du monde. La plus grande contribution est celle de la télévision, donc le prix pour les droits de transmission des Jeux Olympiques ont rapidement augmenté les dernières années. Aux dernières éditions des Jeux Olympiques on a transmis, soit directement, soit enregistré toutes les preuves du concours; les transmissions ont couvert presque tout le Globe, pouvant être regardées par 90% de la population de la Terre.