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## **THE FINANCIAL COMPONENT OF THE OLYMPIC MOVEMENT**

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**Анотація.** У статті досліджена фінансова структура олімпійського руху та проаналізована комерційна діяльність МОК, що забезпечує його стабільність і фінансову незалежність.

**Annotation.** *The article examines the financial structure of the Olympic movement and analyses the commercial activities of the IOC, which ensure its stability and financial independence.*

**Ключові слова:** МОК, олімпійський рух, доходи, фінансова структура, комерційна діяльність, спонсорство.

**Keywords:** *IOC, Olympic movement, revenues, financial structure, commercial activities, sponsorship.*

**Relevance.** The effective operation of the international Olympic movement cannot be carried out without adequate funding. National Olympic Committees, organisers of the Olympic Games (OG), and Olympic athletes need financial

support. In addition, with a shortage of funds, the International Olympic Committee (IOC) itself is not able to solve all the tasks it faces. In the absence of a reliable financial base, the Olympic movement loses its independence, economic self-sufficiency and credibility, and reduces its influence in the world of sport. [1,4]

**Research objective:** to investigate the financial structure of the IOC

**Research methods:** method of generalisation of data from scientific and methodological literature and official documents.

**Research results.** The International Olympic Committee, as the owner of all Olympic rights and symbols, is responsible for all aspects of managing Olympic marketing programmes and coordinates their activities. In the course of this activity, the following tasks are solved:

- to ensure the stability and financial independence of the Olympic Movement, as well as to promote international promotion of Olympism;
- create and maintain long-term marketing programmes to ensure the continuity of the Olympic Movement and the Olympic Games;
- to promote the successful operation of the Olympic Games Organising Committees (OCOGs) and eliminate the need to create new marketing structures for each Olympic Games;
- to ensure a fair distribution of income between all participants in the Olympic Movement (OCOI, National Olympic Committees (NOCs), continental associations and international sports federations) and to provide financial support to developing countries;
- to provide free-to-air broadcasts of the Olympic Games on TV channels around the world;
- control and limit the commercialisation of the Olympic Games;
- to secure the support of Olympic marketing partners in promoting the Olympic ideals. [1,3,4]

The IOC's income from the Olympics comes from a variety of sources [1,2,4]:

- Olympic sponsorship programme TOP (The Olympic Partners);

- cooperation with television companies;
- The IOC's official supply and licensing programme;
- selling tickets to the Olympic Games competitions.

The IOC's active commercial activities contribute to a steady increase in revenues. Thus, the total revenue for the period from 2017 to 2021 amounted to USD

7.6 billion. Of this amount, 61% is media rights (USD 4.544 billion); 30% is TOP programmes (USD 2.295 billion); 5% is other rights; and 4% is other income.

The Olympic Partners (TOP) programme is the highest level of Olympic sponsorship, granting exclusive marketing rights to the Summer, Winter and Youth Olympic Games to a select group of global partners. The programme was created by the IOC in 1985. Its aim was to reduce the number of Olympic sponsors, with only highly reputable multinational companies being involved. Olympic partnership programmes operate on the principle of product category exclusivity. The partners provide: support for the Olympic Games; provide their products, services, technologies, expertise and personnel; support the education and training of Olympic athletes around the world; provide a range of services for athletes at the Olympic Games, which gives young people the opportunity to experience Olympic values at the global and local levels; contribute to the success of the Olympic Movement's educational, environmental, cultural and youth initiatives; develop promotional activities that help to popularise Olympic values, increase awareness of the Olympic Games and promote the

Each TOP programme is designed for four years. The implementation of the TOT-9 programme (2017-2021) resulted in revenues of USD 2.295 billion, which is 128% more than the previous TOP-8 (2013-2016). [2]

Television broadcasts of the Olympic Games are the most important factor in spreading the Olympic ideals around the world. The Olympic Broadcasting Partnership Strategy aims to achieve the following objectives:

- Establish a broadcasting partnership to provide enhanced global coverage of the Olympic Games, promote the ideals of Olympism and raise awareness of the work of the Olympic Movement around the world.
- ensure the long-term financial security of the Olympic Movement and the Olympic Games.

- engage in partnerships with companies that have experience in providing the highest quality sports programmes.
- to enable broadcast partners to develop strong Olympic associations and strengthen each partner's identity as an Olympic broadcaster in their country or territory.
- maximise impact on all available media platforms and use the latest media technologies.
- to strengthen the continuing legacy of broadcast support from one Olympic Games to the next, enabling future OCOGs to build on their support, expertise and technology.

At the present stage, the Olympic Games are broadcast to 220 countries. The Games in Tokyo (2020) were watched by 3.05 billion viewers - 10,200 hours of broadcasts. The Winter Olympics in Beijing (2022) were watched by 2.01 billion viewers - 6,000 hours of broadcasts. [3]

The Olympic broadcast partnership has provided the Olympic Movement with a solid financial base, thanks to a well-developed strategy. Olympic broadcasts from the Olympic Games have been the single largest source of revenue for the Olympic Movement for almost four decades. The cost of broadcasts from Tokyo 2020 was USD

3.107 billion, and from Beijing 2022 - USD 1.436 billion. [3]

The Olympic Ticketing Programme is managed by the OCOG, with the support of the IOC. The main objective of the Olympic Ticketing Programmes is to enable as many people as possible to see the Olympic Games ceremonies and competitions and to generate the necessary financial revenues to support the Olympic Games. Ticket sales in Rio 2016 generated \$321 million in revenue (in Tokyo 2020, spectators were unable to attend the competition due to COVID-19 measures). [3]

The IOC's global licensing strategy aims to create a tangible connection to the Olympic Games and Olympism through merchandising programmes that align with the Olympic image and enhance brand value and reputation. The main goal of these activities is to strengthen and promote the Olympic brand not only during the Olympic Games, but also in the period between the Games. The IOC's global licensing strategy is divided into three main licensing programmes aimed at specific target groups: "Olympic Heritage Collection, Olympic Collection and Olympic Programme. [4]

Revenues from licensing programmes for Tokyo 2020 totalled USD 52 million.

In Pyeongchang 2018, the company managed to get USD 79 million.

The IOC redistributes its income from commercial activities as follows [3]:

- 90% (the daily equivalent of more than USD 4.2 million) is allocated to:

- NOCs to support their athletes at national and local levels;
- international sports federations to promote their sport around the world;
- individual athletes and coaches through the Olympic Solidarity Fund (\$590 million);
- to the organising committees of each Olympic Games;
- other Olympic and sports organisations that promote the development of sport around the world;
- for the IOC's activities, projects and programmes aimed at supporting the Games and promoting the global development of sport and the Olympic movement;
- the costs of holding the Youth Olympic Games every two years;
- for WADA activities (50% of the budget comes from the IOC). 10% of revenues are allocated to sports development and IOC activities. [3]

**Conclusion.** In summary, the IOC has created an effective economic programme that has been working productively for almost forty years and has contributed to the development of the international Olympic movement.

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## **ВИКОРИСТАННЯ РІЗНОВИДІВ БАСКЕТБОЛУ В ОЛІМПІЙСЬКІЙ ОСВІТІ УЧНІВ НОВОЇ УКРАЇНСЬКОЇ ШКОЛИ**

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**Annotation.** *The article clarifies the prospects for the use of varieties of basketball in the Olympic education of schoolchildren in the context of the requirements of the concept of the New Ukrainian School. The role and importance of gaming activity in the formation of the student's personality is revealed. The basic organizational and pedagogical conditions that contribute to the proper implementation of streetball, korfbal, netball, wrestling, ringball, slombol and cestobol in physical education lessons are determined.*

**Keywords:** Olympic education, New Ukrainian school, varieties of basketball, physical education lesson.

**Постановка проблеми.** Чинна реформа освітньої галузі, яка реалізується на концептуальних засадах Нової української школи (НУШ), потребує належного розв'язання цілої низки ідеологічно-правових, соціально-економічних, психолого-педагогічних, оздоровчо-рекреаційних, культурно-просвітницьких та інших завдань. При цьому важливим чинником реалізації формули НУШ, стрижень якої визначають