

OLYMPIC GAMES

SPORTING IMPACT AFTER THE EVENT FOR THE HOST COUNTRY



August, 2021

Many studies have already been conducted on the impacts of the Olympic Games for the host country.

Sports Value presents a new one, analyzing the investments made by countries over time to receive the Olympics and the effective return on medals in later Games.

This allowed us to reach interesting conclusions. The Olympic Games are highly costly and do not pay for winning medals.

The medals are the result of the success of an ambitious plan of massive practice of sport by the population and detection of young talent.

Countries exploit the event to boost a country sports project.



Brazilian results in the medal table in Tokyo 2020, although our greatest success, in fact is a great failure. Country has unsuccessful to use the Olympics at home as a booster.

OLYMPIC GAMES IMPACTS

The sports practice of the population, emphasizing the poorest population, with low access to clubs and academies, is the only way for Brazil to change.

We are more than 200 million inhabitants and half of the population is 100% sedentary. Those who practice are more concentrated among the richest, and men.

The issue women in sports is fundamental to a nation sporting evolution. [Here's a little bit about our view of the topic.](#)

Finally, a nation's sporting project produces a result in medals, when the country invests heavily in talent detection, among these millions of new practitioners.

Center of Excellence models do not solve the problem. Due to the dimensions of Brazil, it is necessary to train physical education professionals and talent detection system in a regionalized way.



Countries whose population practices sports spend less on public health and safety. The elderly and adults live better and young people find a sense of belonging.

According to Mr. José Manuel Franco, president of the Consejo Superior de Deportes, from Spain (CSD), in a recent interview to Capital magazine:



José Manuel Franco (CSD): “Cada euro invertido en actividad física ahorra hasta 15 euros de gasto sanitario”



23 de julio de 2021 Lucía Puerto



Los Juegos Olímpicos de Tokio 2020, que se celebran este año, sin duda, serán únicos e irrepetibles. La irrupción de la crisis pandémica obligó a desplazarlos un año del calendario, hecho histórico y excepcional. Las Olimpiadas son uno de los pocos momentos en los que el deporte minoritario logra obtener una mayor expectación y consigue llegar a más audiencia. Desde *Capital* queremos colaborar dando también un impulso de visibilidad a estos deportes que viven una situación complicada, agravada por la Covid-19.

José Manuel Franco, presidente del Consejo Superior de Deportes, comenta con *Capital* como se ha llevado a cabo la labor de participar en unos Juegos Olímpicos marcados por la inesperada pandemia. Analiza la gestión realizada por parte del CSD, las inversiones...

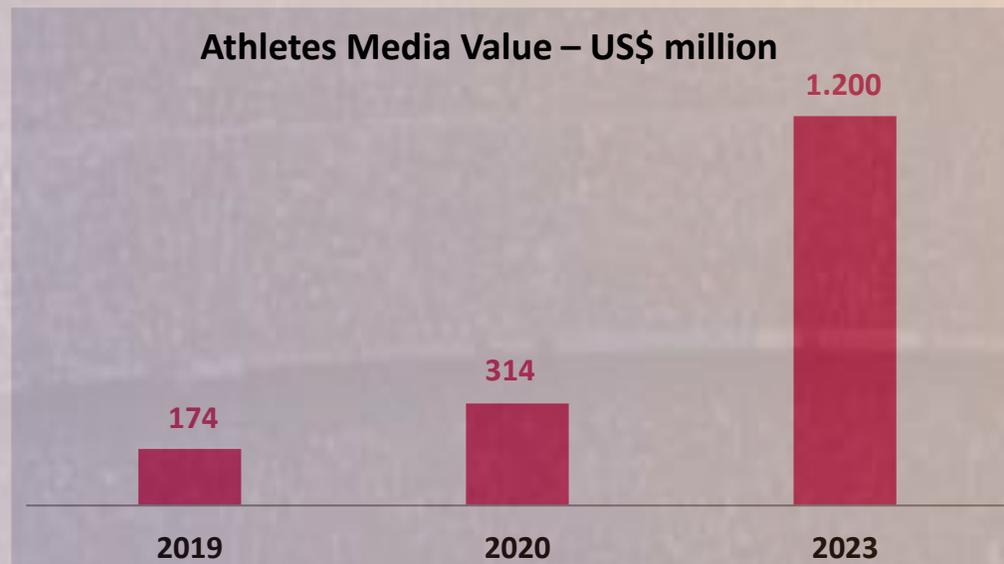


For every 1 Euro invested in the physical activity of the population, another 15 euros are saved in public health expenditures.

Medals produce idols, which are the fuel of the sport business.

More and more idols will dominate the media spaces, especially in digital.

Nielsen's projection is that sports idols will expand their current media value by 4x by 2023.

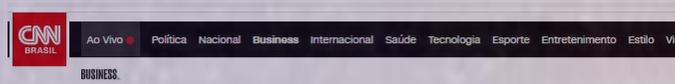


ECONOMIA

Venda de itens de skate na Netshoes sobe 80% após prata de Rayssa em Tóquio



Rayssa Leal, medalhista de prata no skate street
Imagem: Wladimir Ribeiro/CDB/Visualização/CDB



Efeito Olimpíadas: medalhas brasileiras fazem vendas no e-commerce aumentarem

Na Centauro, por exemplo, venda de produtos voltados para o skate aumentou 400% após medalha de prata da skatista Fadinha, de 13 anos

Tomires Vitorio, do CNN Brasil Business
02 de agosto de 2021 às 07:05

Compartilhar

Quil: 0:00



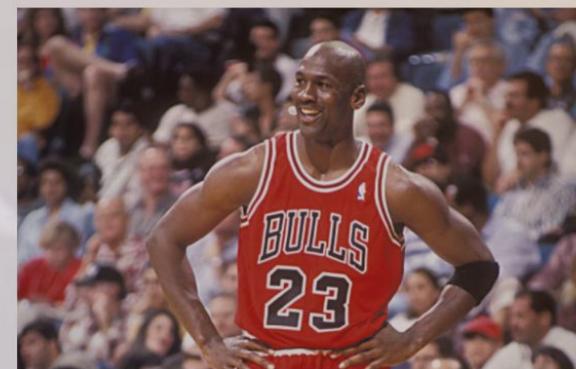
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FORA DE CAMPO 'O OUTRO LADO DO ESPORTE'

Série sobre Michael Jordan causa aumento de vendas dos produtos do Bulls no Brasil

Empresa registrou aumento de 650% com as vendas dos produtos da franquia no país nos últimos 30 dias. Série 'Arremesso Final' foi lançada no dia 19 de abril



Source: Nielsen

SPORTING IMPACT AFTER THE EVENT FOR THE HOST COUNTRY



IMPACTS ON WINNING MEDALS

Sports Value analyzed the investments made by each host country to receive the Olympic Games.

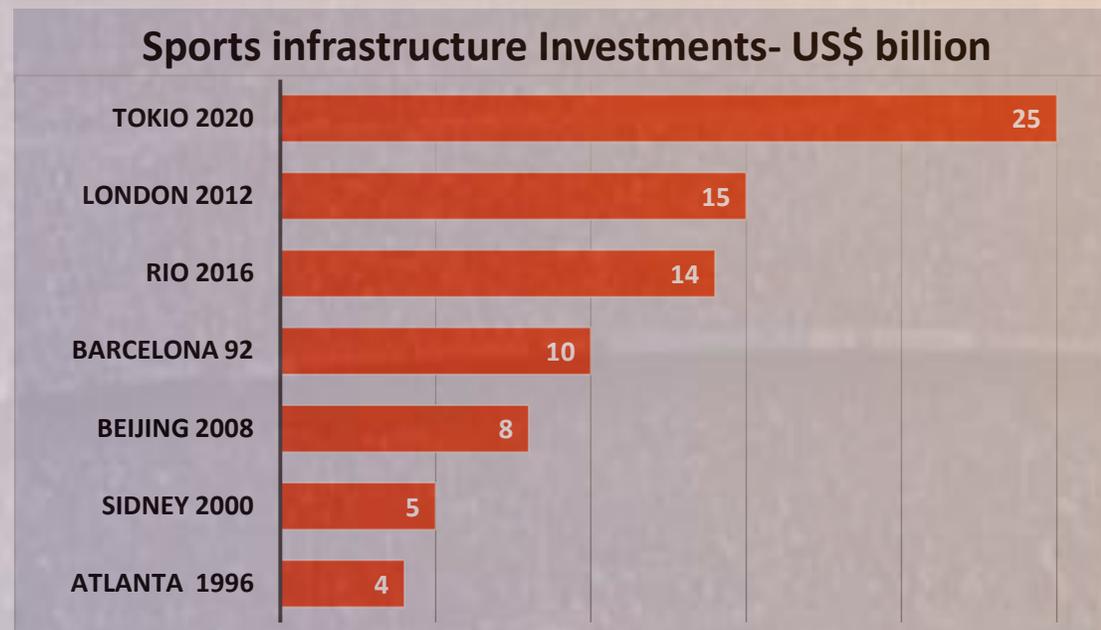
Sports investments were measured, without considering city infrastructure such as streets, highways, ports and airports.

The analysis focused on sports investments, the sporting legacy of each Olympics held.

Costs in Tokyo 2020 exceeded all previous ones, were US\$ 25 billion in sports investments.

London 2012 had presented high figures of US\$ 15 billion and Rio 2016 another US\$ 14 billion.

Usually, the host country goes better at home, the important thing is to identify if this remains throughout the Olympic cycles.



Source: Huddle Up

The home countries that jumped on the medal board later, achieved this by developing a solid strategic project for the sport.

The analysis cross-crossed the investments made with the medal tables in the following Olympics.

Countries such as Australia, South Korea, China, UK and now Japan have been boosted by the investments made to host the Games.

USA and Russia, which have long seen sport as a fundamental aspect for their countries, had already indicated clear trends in this movement.

All countries that created a strategic project for the sport, lived improved in the achievement of medals.

Brazil has invested a lot, but performance in Tokyo 2020 already shows that it has not followed the good performance of other markets. In Atlanta 1996 won 15 medals!



TOKYO 2020



Tokyo 2020 already shows the impact of Japan as a new Olympic power.



Sydney 2000



Australia was very sportingly boosted thanks to the 2000 Games.



Beijing 2008



China has established itself as an Olympic power since the 2008 Games.



English sports project was maximized with the 2012 Games.

Brazil with 21 medals in total, being 7 gold, achieved the best performance in history. In 2016 there were 19 medals and another 17 in 2012.

The entry of new modalities like skateboarding and surfing helped a lot. We could have gone worse.

Brazil goes very badly or short of potential, in key modalities such as swimming, athletics, basketball, handball, judo, wrestling, water polo, women's football and many more.

Almost always the Brazilian Olympic medalists bring with them stories of overcoming, costing of the career of their own pocket and a lot of commitment.

There is no system that effectively contributes to the massification of sports practice, systematic detection of new talents and structure for large-scale training.



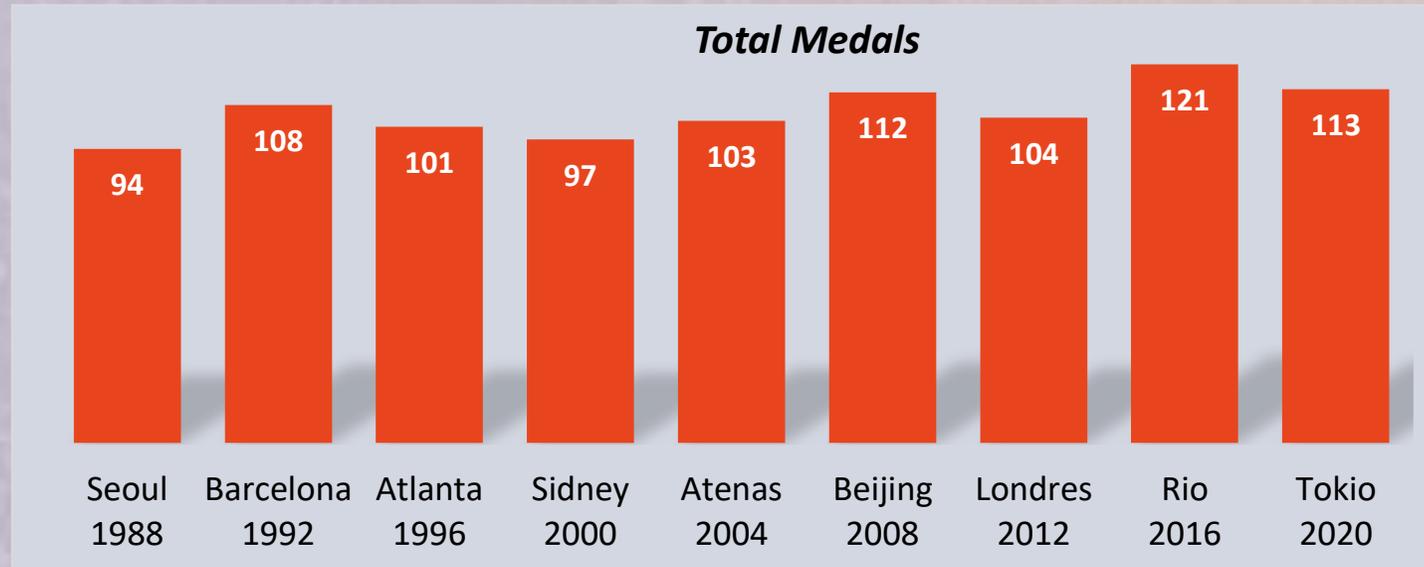
There has never been a sports nation concrete project for Brazil. Rio2016 consumed almost US\$ 14 billion and did not change the scenario.



IMPACTS ON WINNING MEDALS



USA always invested heavily in sport; Atlanta Games 1996 were not decisive for this growth. It is the nation with the most solid model in the world, with a sports plurality.

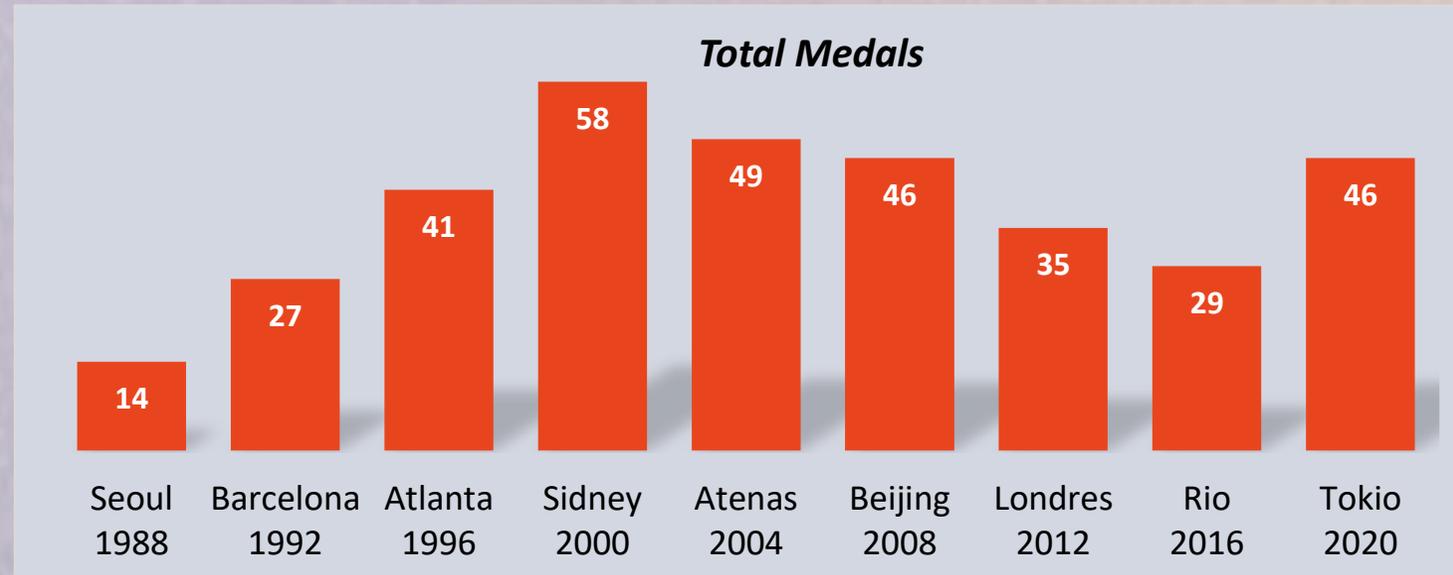


**Investments in Atlanta
1996 of US\$ 4 billion.**

IMPACTS ON WINNING MEDALS



Australia has improved its performance as an Olympic nation since Sydney 2000. Sports project positioned the country on the global sports map.

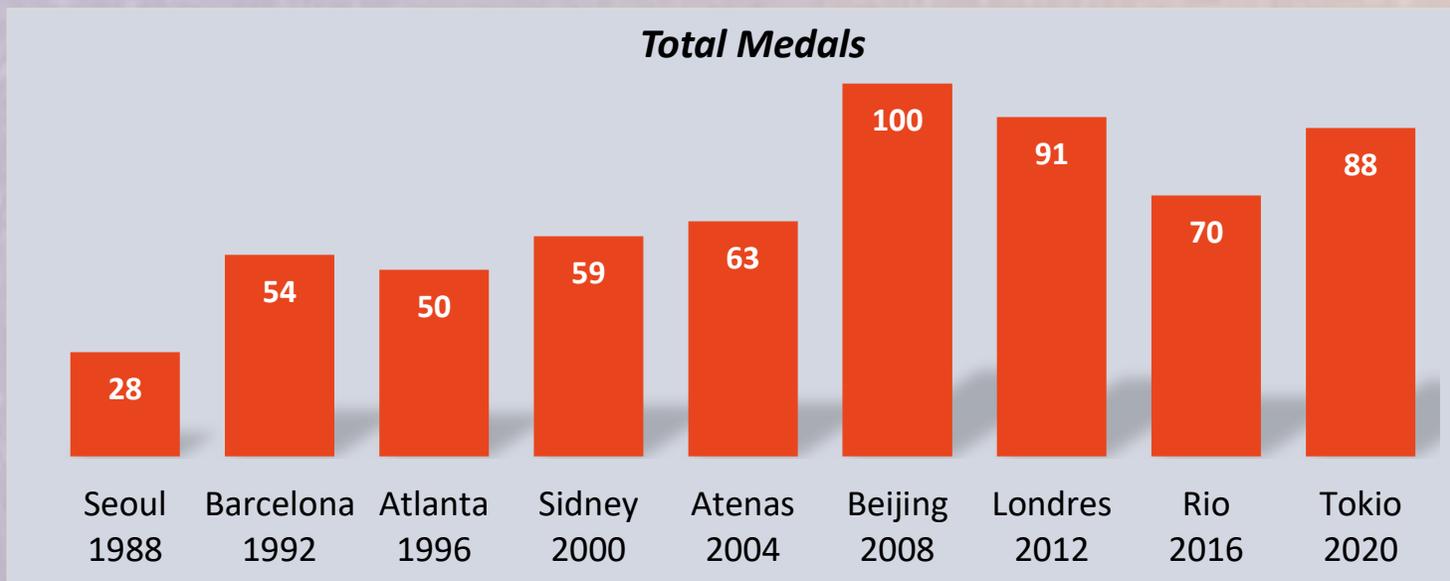


**Investments in Sydney
2000 of US\$ 5 billion.**

IMPACTS ON WINNING MEDALS



China, although the most populous country on the planet, had never managed to turn into an Olympic power. The 2008 Games allowed the country to consolidate its strategic sports project.

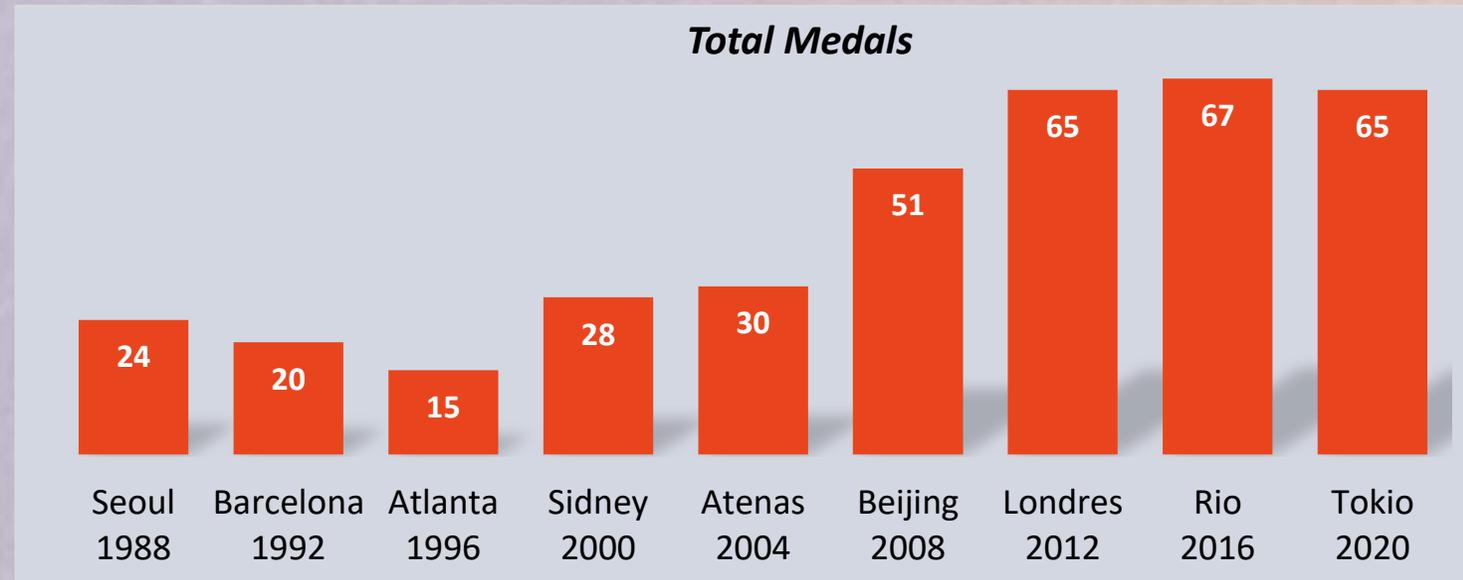


**Investments in Beijing
2008 of US\$ 8 billion.**

IMPACTS ON WINNING MEDALS



The United Kingdom was not an Olympic powerhouse and built its strategic project with a focus on consolidating this new position at London 2012

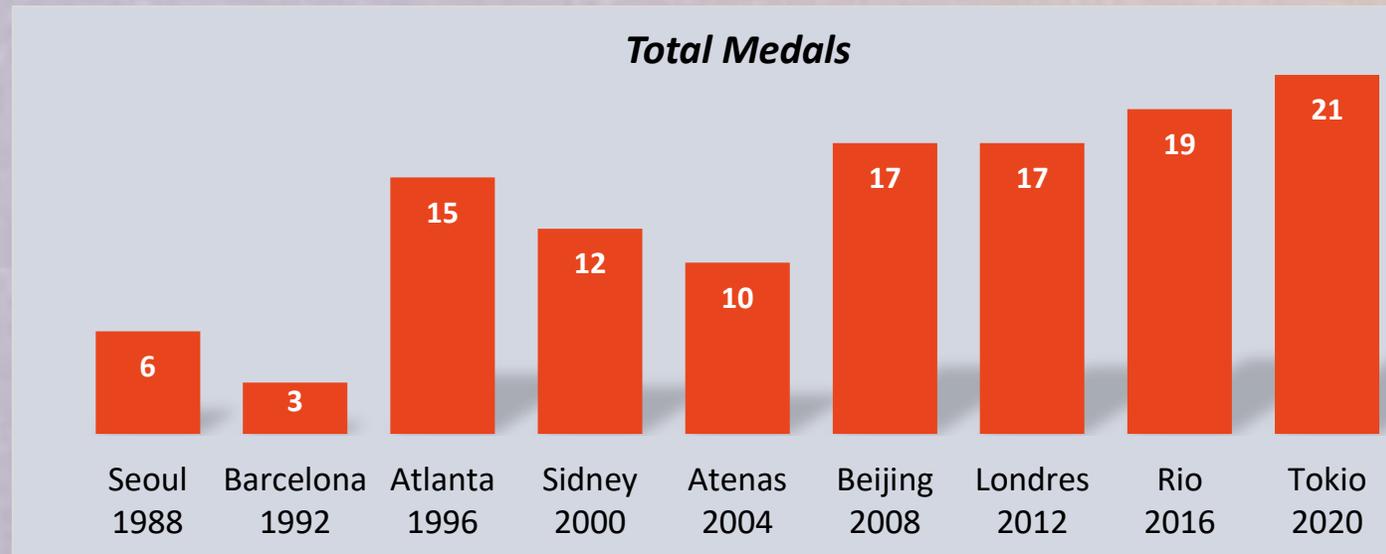


**Investment in London
2012 of US\$ 15 billion.**

IMPACTS ON WINNING MEDALS

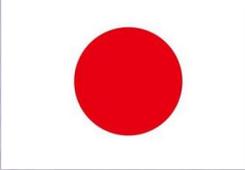


Even with all the public investment in sport in Brazil, the country is long behind as an Olympic powerhouse. Heavy investments in Rio 2016 already show that they have not resulted in better sports performance at Tokio 2020.

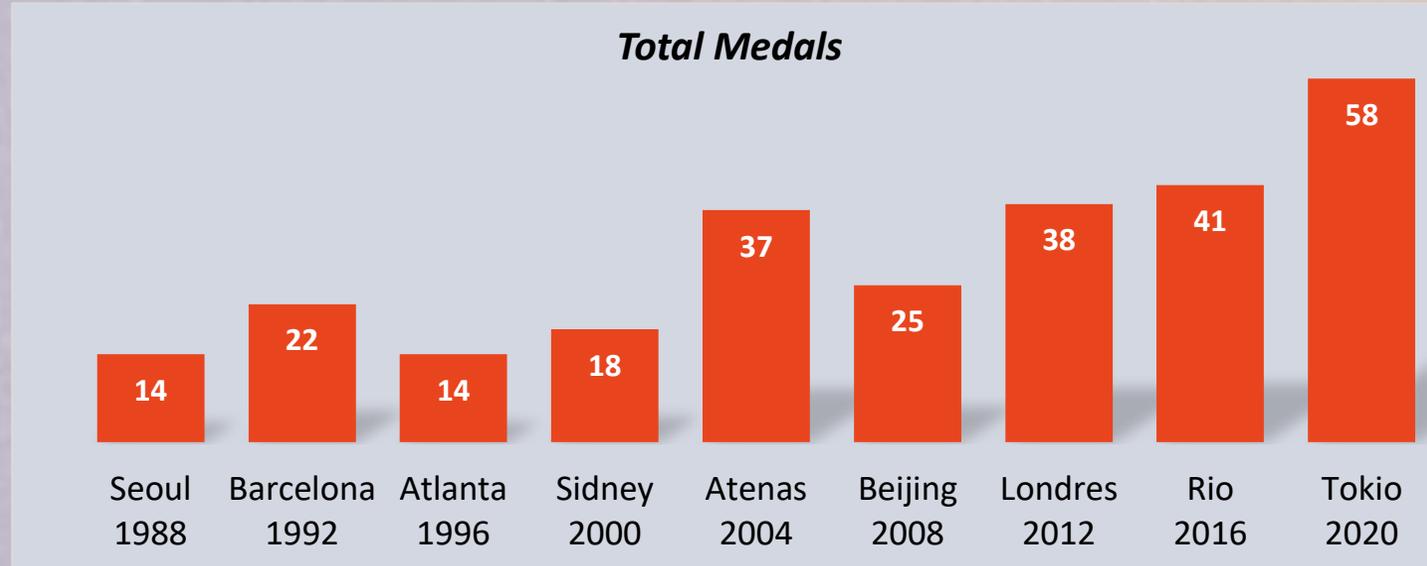


**Investments in Rio 2016
of US\$ 14 billion.**

IMPACTS ON WINNING MEDALS



Japan as well as other nations shows that Tokyo 2020 is a watershed, positioning the country as the new emerging Olympic power.



**Investments in Tokyo
2020 of US\$ 25 billion.**

CONCLUSIONS

Countries that have built a strategic project for the sport have reaping sporting benefits.

Public investments in sport need to impact population sports practice, which will result in more medals.

Reduction of sedentary lifestyle and structured model of talent capture are the paths for the transformation of countries into Olympic powers.

Brazil employs more than US\$ 160 million in annual public resources in sports, has invested US\$ 14 billion in sports infrastructure for Rio 2016, has the most sedentary population on the planet and always performs poorly as an Olympic powerhouse.

SPORTS VALUE SERVICES



Sports Marketing

Sport offers a unique platform for brands enhancement, engagement and consumer loyalty and effective sales expansion.



Sponsorships and activations

Sports sponsorship and its complementary activation actions are proven to be the best marketing tool for today.



Trends Reports

The ever-changing world requires companies, agencies, clubs and federations to make their decisions in anticipation of trends and directions in today's world.



Startups Consultancy

The world's startup ecosystem represents US\$ 1 trillion today. In sports already exceeds US\$ 9 billion and is expected to triple over the next five years.



Sports Branding

In today's ever-changing world and with increasing consumer demand, branding or brand management becomes even more essential.



Brand valuation

Branding is a fundamental discipline in the global business. Brands are constantly evolving and must be at the heart of every management.



Sports properties valuation

Sports Value is the first company in the Brazilian market to evaluate sports assets, with its own methodology and extremely consistent premises.



International Affairs

The rapidly evolving world demands that sports marketing projects have a global character today.

Thank you!



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