

Internet and the Olympic Movement

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This paper was presented at the 11th International Association for Sports Information (IASI) World Congress held in Lausanne in May 2001.

Ref. WP100

To refer to this document you can use the following reference:

Moragas Spà, Miquel de (2001): Internet and the Olympic Movement [online article]. Barcelona: Centre d'Estudis Olímpics UAB. [Consulted: dd/mm/yy] <http://olympicstudies.uab.es/pdf/wp100_eng.pdf>

[Date of publication: 2001]

1. Introduction: importance and inequalities in the development of the Internet

The introduction of the Internet on a world-wide scale and, in general, the process of digitalisation of communication is set to transform the systems of communication and organisation of institutions, above all in those developing their activity on a world-wide scale. And undoubtedly, this is the case of the Olympic Movement.

However, the introduction process of the Internet is at the same time “accelerated” and “contradictory”. It is accelerated because growth is exponential in some regions and in some activities, but it is also contradictory because its introduction on a world-wide scale is very imbalanced and because many institutions offer large resistance to the changes that these technologies impose.

For example, in the United States the index of penetration of the Internet in 2001 was calculated as 53.72%, therefore constituting an important market for multiple commercial initiatives and communication applications. In other regions around the world (Africa, Latin America and Asia) penetration rates are, and will continue to be, very limited, creating serious problems of exclusion in technological transformation.

Table 1 | People connected to the Internet in the world (1995–2000)

1995	26 million	0.63 %
1996	55 million	1.34 %
1997	101 million	2.47 %
1998	150 million	3.67 %
1999	201 million	4.78 %
2000	407 million	6.71 %
2005	350 million	5.50 %

Source: Nua Internet Survey, 2000, www.nua.ie

Table 2 | Distribution of Internet users in the world by large regions (1999 and 2000)

	1999 (in million)	1999 (%)	2000 (in million)
North America	136.86	57.00 %	167.12
Europe	83.35	21.75 %	113.14
Asia	68.9	17.00 %	104.88
South America	10.74	3.00 %	16.45
Africa	2.58	0.75 %	3.11
Middle east	1.90	0.50 %	2.40
	304.33		407.1

Source: Nua Internet Survey, 1999, 2000, www.nua.ie

Table 3 | Penetration of the Internet in some countries (2000)

	People (in millions)	% over population
USA	148.03	53.72
Norway	2.2	49.57
Australia	7.77	40.54
Great Britain	19.47	32.72
Japan	27.06	21.38
Germany	18.0	21.74
Spain	4.6	11.5
Brazil	8.65	5.0
Mexico	2.5	2.49
Senegal	0.30	0.30
Kenya (1999)	0.045	0.16
Nigeria	0.10	0.08

Source: Nua Internet Survey, 1999, 2000, www.nua.ie

However, these inequalities were not born with the Internet; they have their origin in the large technological and economic inequalities in the modern world. Africa, for example, according to the International Telecommunication Union's sources, having a population that represents approximately 13% of the world population, has only the 0.1% of computers in the world, with an approximate total number of 1.5 million PCs (50% of them in South Africa) and has only 1.7 telephone lines for every 100 inhabitants, while in Europe this index corresponds to 32%.

Table 4. Basic indicators of telecommunication equipment (some countries, 1999)

	Population (in millions) 1999	GDP per capita (US\$) 1998	Lines for 100 inhabitants 1999	PCs for 100 inhabitants 1999
USA	276.22	32'198	66.44	51.05
Great Britain	59.40	21'822	56.72	30.64
Japan	126.51	30'105	55.75	28.69
Germany	82.16	26'214	58.79	29.69
Spain	39.42	14'884	41.81	12.18
Brazil	167.99	4'675	14.87	3.63
Mexico	97.36	4'330	11.22	4.42
Senegal	9.24	520	1.80	1.52
Kenya	29.55	395	1.03	0.42
Nigeria	108.95	551	0.38	0.64

Source: UIT, Indicators, <http://www.itu.int/ti>

These figures reaffirm very relevant data: despite important inequalities in the world, Internet users constitute a large critical mass from the perspective of market and business prospects. The accelerated increase of the number in users in developed countries has aroused the speculative interest of a great many companies striving for hegemony in the sector, losing interest in applications for global development and sustainability of information in the poorest countries in the world. Hence the big effort necessary for a new policy of support for development, which as we will see, will also affect the world of sport and Olympism.

2. Changes in the contents and in the strategies of communication

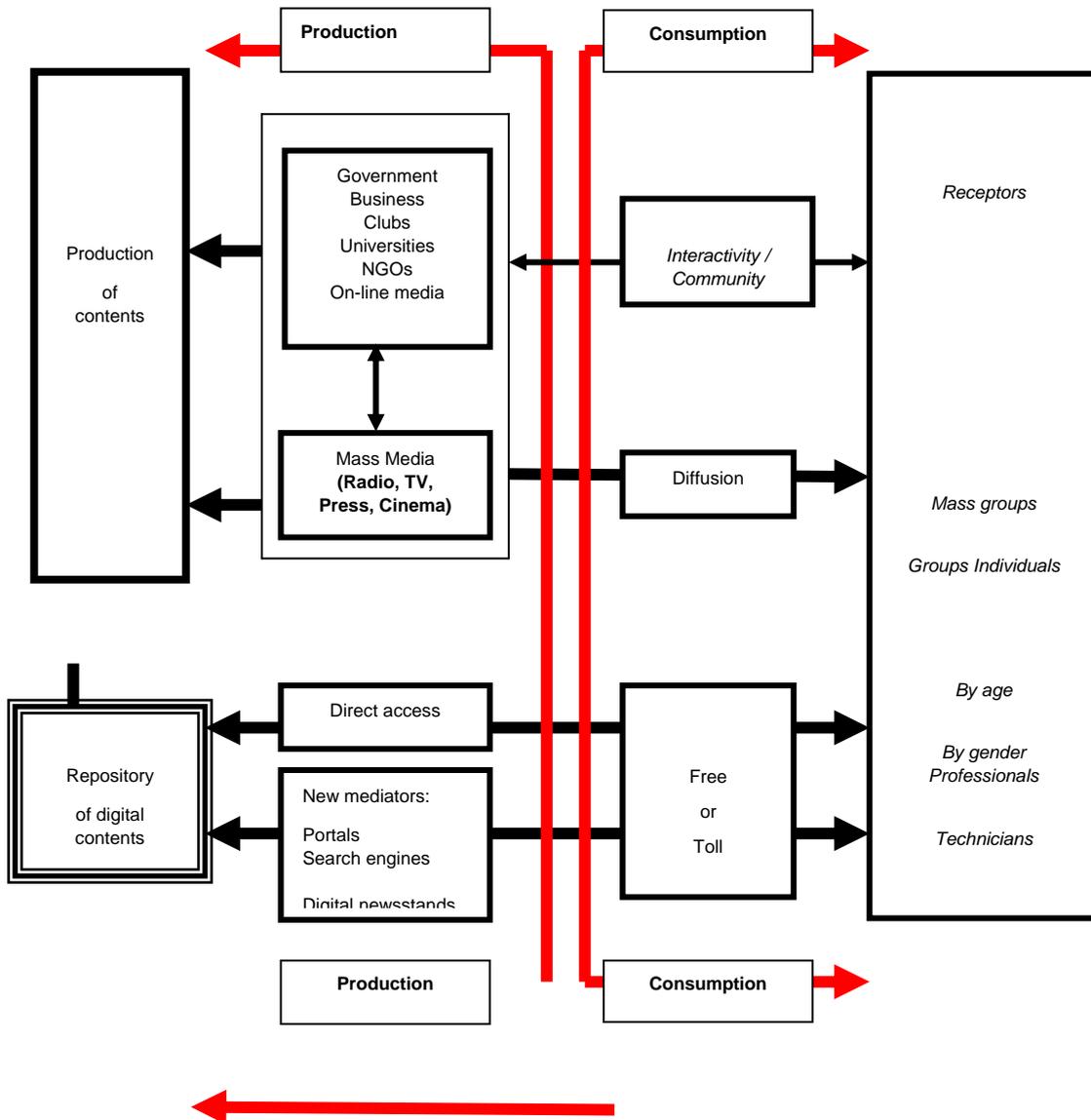
These accelerated changes do not only affect technological aspects, but also the contents and strategies of communication. During its first stage (1995-2000) the institutional usage of the Internet was limited to providing promotional information, without signifying changes in the strategies of communication, and far from it, changes in the organisational forms. But things have changed radically in the last few years.

The Internet and the digital transformation of communication demand radical changes in the understanding of information and in the organisation of institutions.

The Internet represents a new convergence between the processes of diffusion and production of information. It can be said that the previous borders between journalists and documentalists have tended to fade, in the same way as past borders between social institutions and mass media.

This complex and important phenomena can be expressed as a new paradigm of communication in the digital era (see figure 1)

Figure 1. New paradigm: communication in the digital era



2.1. The important role of new “mediators” in the Internet

The Internet era is provoking the creation of a “large digital memory of the world”, or a “large world-wide documentation centre”, accessible on-line and made up of millions of digitised pages, data and images. This “digital memory of the world” will increase within a geometrical rhythm as consequence of one of the basic characteristics of modern communication: digitalisation and the consequent possibility of automatic storage and recuperation of information. The “multiplication” of documents available on the Internet is spectacular.

Table 5 | Evolution of hosts on the Internet

1981	213
1987	28,174
1991	617,000
1992	1,136,000
1998	36,739,000
1999	56,218,000
2000 (July)	93,047,785

Source: Network Wizard, The Internet Domain Survey.

If we search for popular subjects on the Internet such as “Sport”, “Olympics” or “Olympism”, the result is lists with hundreds of thousands of references.

Table 6 | “Olympic”, “Olympics” and “Olympism” in some search engines. Pages located (1998 and 2000)

	Hotbot 1998	Hotbot 2000	Infoseek 1998	Infoseek 2000	Excite 1998	Excite 2000	Altavista 1998	Altavista 2000
Olympic	375,524	1,850,800	228,479	376,091	129,76 6	730,469	949,210	784,780
Olympics	280,018	1,763,300	134,974	281,574	80,140	730,469	566,690	454,035
Olympism	514	1,200	209	569	180	80	479	1,213

Source: Centre d’Estudis Olímpics i de l’Esport, UAB.

This multiplication of the information generates a new need: to dispose of new believable ways of mediation. Hence previous search engines have transformed in “portals” or “mediators” of information. These “portals” create a new sphere or structure of public opinion – “virtual communities” – more exploited until now as “consumers communities” as opposed to “social communities”.

The case of sport is again emblematic in the history of communication as sport institutions turn into a new experimental scenario for these new commercial-identity strategies on the Internet.

2.2. Television on the Internet. Current state and prospective application

Before referring to the possible synergies between sport, Olympic Games and the Internet, it is necessary to point out that this relationship will depend, to a large extent, on the convergence process that has to occur between television and the Internet.

Video reception in our computers screen is no longer utopian, it is a possibility for those having advanced technological resources. In 2001, far away from modems with limited capacities (14.4 kbps in 1994; 28 kbps in 1996; 56 kbps in 1998 and 128 kbps in 2000), we have reached a new border of the technology of connection, with new DSL formulas for signal compression and decompression, that make possible an access speed that until now seemed utopian. Wide band new technologies, cable and satellite and the use of electrical networks for the transmission of digital signals, will open up new possibilities for the broadcasting of images to computers.

This technological progress will not be enough to supersede conventional television, even less so on a world-wide scale, but they will have an effect in more developed countries in the world. In these cases, we can predict that video in the computer, therefore the access to television images via the Internet, will be a

consolidated fact and in everyday use before 2010.

This gives rise to juridical, commercial and strategic problems for the organisers of mega-events planned for the year 2004, and above all for 2008, when some users from the richest countries in the world will have complete access to television on the Internet.

2.3. Sport on the Internet: new scenarios

“Sport” is one of the basic items in all search engines and constitutes one of the basic offers of mass media on the Internetⁱ.

Sporting institutions (federations, clubs, National Olympic Committees), also a little behind these processes, have slowly discovered the possibilities of these new technologies to connect with their fans (“communities”), to create their own ways of communication and to exploit new ways of commercialising their image.

This presence of sport on the Internet has its special moment in the coverage of the major sport events, and above all, in the Olympic Games, with important economic repercussions. According to Rachael Churchⁱⁱ, publicity in sport web sites will go from \$612 million in 1999 to nearly \$6000 million in 2005. During the same period the value of on-line shopping of sport products will go from \$186 million to \$5,800 million.

In general it can be said that functions of sport web sites will multiply in the next years benefiting from their economic profitability: e-commerce, sponsorship, advertising, sale of tickets, sale of products, becoming one of the main business on the Net.

But what are the specific functions of the use of the Internet in the Olympic Movement? It is certain that these functions will not be limited to financing nor to the increase of resources, they will have to be interpreted in social and cultural terms. New ways of mediation, production and access to information propose questions to the Olympic Movement and force it to redefine its communication policies and strategies in the digital era.

3. Internet and the Olympic Movement

3.1. The Olympic Games as a laboratory of innovation in information

Historically the Olympic Games have been a privileged space for experimenting with new information technologiesⁱⁱⁱ. The main actors in the communication sector (telecommunication operators, mass media and information technologies) get involved in the Games with the objective of testing their services and promote themselves as leaders in innovation within their own sectors^{iv}.

Although the presence of information technologies in the Games dates back to the Tokyo Olympics and

there were some telematic precedents in the Barcelona'92^y and Albertville'92 Olympic Games, the Internet era did not start until Atlanta'96, with the first official web site of the Organising Committee (ACOG) (www.atlanta.olympic.org/) with a total number of 185 million visits during the 16 days of the Games.

This first experience demonstrated the possibilities, but also the gaps and contradictions, of new information technologies: deficiencies in network operational capacity (“transmission interrupted”), insufficient transmission capacity of networks (“waiting for a reply”) and above all, lack of experience of users and information managers in the use of these new communication opportunities.

However, the most critical aspect of the computer programme in Atlanta'96 was the results management. Numerous errors led to serious criticisms of the international press towards organisers. The image of Atlanta and the Games, but also the image of IBM, were damaged in this process. For this reason, the same day of the closing ceremony of the Games, IBM managers started a new plan with large material investments and human efforts in order to achieve a “gold medal” in the Nagano'98 Olympic Games and above all, in the Sydney 2000 Olympic Games.

However, on the 7th August 1998, an IBM spokesperson announced the breaking of the agreement with the IOC after 38 years of collaboration. For its part, the IOC announced that its strategic objective was to try to share the sponsorship between various information and communication technology companies, making a distinction between hardware, software, results, management and the Internet. In December 1998, a new agreement was announced between the IOC and SEMA Group for the management of the Olympic Games until 2008. The Internet management will follow a path which is still to be defined.

3.2. Sydney 2000: Rivalry between Olympic actors on the Internet

Until the Sydney 2000 Games the need for “intranet” information management of Organising Committees for the Olympic Games was well known. Since Sydney, the use of information and communication technologies (ICT) extends the borders of the organisation itself, or of the Olympic family, in order to establish an unprecedented world-wide communication programme.

A real “revolution” in the structure of Olympic information starts to be produced, with the appearance of new rival actors.

Figure 2 | Olympic actors on the Internet

International Olympic Committee	Sponsors	Software companies	Individual sites or social groups sites
Organising Committee	Mass media (press)	Telecommunication operators	Studies and documentation centres
National Olympic Committees	Mass media (broadcasters)	Search engines	
Federations	On-line mass media		

In Sydney 2000, according to ACNielsen data, the fight for world-wide leadership was between three main actors on the Internet: the North American television NBC, with its Internet programme NBCOlympics, the

Sydney Organising Committee (SOCOG) and the Internet “portals” of large search engines, in first position sports.yahoo.com^{vi}.

Far away, behind this race, was the International Olympic Committee itself that gave its prominent role to the Organising Committee (SOCOG), mass media web sites and some National Olympic Committees experiences that formed new conglomerates together with other communication actors^{vii}.

Even further, but aimed at having a more prominent role in the future, were the sponsors’ web sites, having at the moment better contents and paying more attention to Olympic education than National Olympic Committees themselves.

Because of their cultural and political significance, more attention should be paid to some initiatives that appeared on the Internet from rebellious movements, as they can acquire an important resonance due to the multiplier effect of references given about them by international mass media^{viii}.

3.3 The web site of the Organising Committee: a new mass media

The web site of the Nagano’98 Organising Committee (www.nagano.olympic.org), with nearly 50,000 pages of content and with an unprecedented audience, a new “on-line Olympic multimedia” took shape. The web site included: current photographs (“daily snapshot from Nagano City”), interactive games (“competing for the gold at hockey”), proposals for participation (“sign the guestbook”), view of facilities from seats (“take a virtual seat!”) and the still experimental presentation of video on the computer.

Table 7. Hits to the Atlanta’96, Nagano’98 and Sydney’2000 web sites

	“hits” (total 16 days)	“hits” per day	Maximum number of “hits” per minute	Pages of content
Atlanta’96	185,800,000	11,000,000	no data	no data
Nagano’98	634,000,000	39,700,000	110,414	48,493
Sydney’2000	11,300,000,000	70,625,000 (874,500,000 in one day)	1,200,000	no data

Source: IBM

The plurality of contents and the large dimension of the audience reached in Nagano, increased still further in Sydney 2000, present new problems for Olympic communication policy and, more specifically, for its policies regulating rights and cessation of exclusives. The first and main battle will be fought within the Olympic system itself. Especially significant was the competitiveness established between the site of the Sydney 2000 Organising Committee (www.olympics.com) and the web site of NBC (www.NBCOlympics.com).

The NBC initiated a new form of coverage of the Games in Sydney, initially 'statistics', 'sound', 'photography' and 'hypertext', but aiming to convert itself in the next few years into a new form of 'multimedia' transmission, including complete high definition video image.

Table 8 | Hits at the main Olympic sites during the Sydney'2000 Games

Domain	Single visits (millions)	Viewed pages (millions)	Pages viewed per person	Time per person (minutes)
www.nbcolympics.com	10	66,07	27	18
www.olympics.com	8,7	56,12	25	17
www.sports.yahoo.com/olympics	no data	46,47	16	8

Source: Nielsen NetRating. 2000.

The web site of NBC achieved leadership in the USA, whilst the site of SOCOG/IBM was leader in Olympic information in the rest of the world. More specifically, the NBC site registered a total of 66 million hits (4 million a day), 95% of which were from the USA. For its part, the SOCOG/IBM web site obtained 56 million hits, being the leader in Europe and the Asia-Pacific zone^{ix}.

From the point of view of content, the two sites differentiated themselves, above all, through their documental or entertainment focus. The web site of SOCOG/IBM had accurate information and detail of results of participants as one of its principal functions, without distinction or priorities, in this way it also provided diverse services related to the management of the Games^x. The NBCOlympics site focused more on entertainment, following the tone of its television coverage, concentrating on the participation of US athletes and their personal anecdotes, as indirect support for the television transmissions of its own channel. 50% of NBCOlympics users also followed the television transmission of NBC taking advantage of the web site to update and increase data.

3.4. The institutional web site of the IOC

As we have seen, the IOC web site (www.olympic.org) plays a secondary role on the Internet during the days when the Games are celebrated. Indeed, if attention is paid to the results of search engines, this site falls a long way from occupying a central role in Olympic information on the Net.

For example, in January 2001, the site www.olympics.org appeared in secondary positions in the majority of search engines when the concepts of 'Olympism' or 'Olympic Education' was entered.

Table 9 | Position occupied by the IOC web site in some search engines (January 2001)

	Olympism	Olympic Education
Yahoo	33	no appearing*
Infoseek	7	no appearing*
Google	33	5
AOL	4	no appearing*

*no appearing in the first 50 results

The IOC presence on the Internet started in 1995 with the design being renewed in 1996 before the Games of Atlanta. The first IOC web site was designed in accordance with the standards of the day, with numerous hypertexts and with a more documentary than audiovisual content. Coinciding with the Games of Nagano in 1998^{xi}, the IOC launched a new version of its web site in which the dimensions of entertainment and the spectacular take precedent over the functions of documentation and information.

This focus on entertainment was importantly revised, coinciding with the crisis which began in December 1998. In this way, in 1999, a new intranet system for information between National Olympic Committees was created, and a reform of the IOC web site was undertaken. Since then it has been structured in three large sections "IOC News", "IOC Facts and Figures" and "Olympic Organisations".

3.5. The National Olympic Committees begin their access to the Internet

In 1997, 18% of the National Olympic Committees (33) had a web site. In 2001 this number had increased swiftly to 33.6%, some 66 web sites. For their part, the 34 International Federations now have their own site on the web.

Table 10 | National Olympic Committees with web sites

May 1997	May 1998	May 2000	February 2001
17%	18%	26%	33,6%
33 web sites	35 web sites	51 web sites	66 web sites

Source: Centre d'Estudis Olímpics i de l'Esport, UAB and IOC

Figure 3 | National Olympic Committees with web sites (February 2001)

Africa	Trinidad and Tobago	Cyprus	Poland
Angola	United States	Denmark	Portugal
Egypt		Estonia	Rumania
Gambia	Asia	Finland	Russia
Kenya	India	France	San Marino
South Africa	Iran	Germany	Slovakia
	Japan	Greece	Slovenia
America	Korea	Hungary	Spain
Argentina	Malaysia	Iceland	Switzerland
Aruba	Taiwan	Ireland	Turkey
Barbados	Thailand	Israel	Ukraine
Bermudas		Italy	United Kingdom
Brazil	Europe	Latvia	Yugoslavia
Canada	Austria	Liechtenstein	
Dominican republic	Azerbaijan	Lithuania	Oceania
Ecuador	Belgium	Luxembourg	Australia
Guatemala	Bulgaria	Macedonia	Fiji
Jamaica	Colombia	Malta	Guam
Puerto Rico	Croatia	Norway	New Zealand

Source: Centre d'Estudis Olímpics i de l'Esport, UAB

Amongst the web sites of the NOCs, the representation of Committees from small countries, or still more those with a limited level of technological development, stand out. By contrast, the slowness and cultural and information poverty of many National Olympic Committees of countries with high levels of technological and economic development, makes evident the limited attention that some Committees give to cultural and educational tasks which concern them.

This limited and timid presence of the Olympic Movement on the Net contrasts with the large quantity of web pages that exist on the Internet appearing under the term "Olympic". Before the Sydney Games, the IOC complained to the World International Property Organisation (WIPO) about the 2,000 web sites that were using this term without authorisation.

The content of National Olympic Committee web sites

With respect to the contents of the NOC web sites, apart from the differences, it is possible to establish the following constants:

- Information about the Committee: foundation, statutes, organisation, members
- History of the Olympic Games (basic data)
- Athletes from the country participating in the Games (medallists)
- Olympic team for the next Games
- Links to other Olympic sites (IOC, NOC, COJO, Federations, etc.)

Less frequent are other sections such as information on the country of the Committee, merchandising sales. Even less frequent are the links and projects on Olympic education and culture related to sport and Olympism.

4. The need and difficulties of new regulation adapted to the digital era

The new conditions of communication of the digital era demand a new regulation of image rights for the Olympic Games. This new regulation is strongly conditioned by the interests of the current broadcasters that have the corresponding rights until the year 2008.

The Sydney'2000 experience and decisions taken immediately after the Games, have made it evident that this new regulation will start with an agreement between the IOC and "its" broadcasters. At the moment, the prohibition of broadcasting Olympic images on the Internet is aimed at protecting these rights. The important participation of these broadcasters in the financing of the Games and the Olympic Movement has to be remembered.

Table 11 | Evolution of television rights. Summer Olympic Games (1976-2000)

	in US\$'000	% over budget
1976: Montreal	34,862	5.2 %
1980: Moscow	87,984	8.2 %
1984: Los Angeles	288,343	37.3 %
1988: Seoul	407,133	24.7 %
1992: Barcelona	635,560	27.6 %
1996: Atlanta	882,000	32 %
2000: Sydney	1.331.600	39%
2004: Athens	1.497.500	(data still not available)
2008	1.714.700	(data still not available)

This new regulation will be indispensable after Athens'2004 for the 2008 Olympic Games. By this date the main broadcasters (NBC, BBC, TVE, etc.) will be competing for world-wide audiences via the Internet, with the consequent revolution in the distribution of Olympic sponsoring forms managed, until now, within the framework of communication spaces which were basically "national". New regulation should take into account that broadcasting on the Internet, differing to what happened in the "broadcasting era" is, by nature, local and global at the same time.

The experience of NBC in Sydney seems to establish the direction: Internet and television will act as

complementary media. It will not be the “broadcasting of the Games” on the Internet, but the creation of “multimedia about the Games” on the Internet, by using combined data, images, exchanges, texts, words, thus completing television images of the events.

Thereafter, negotiations for the rights will have to be undertaken with the new big communication groups that will strive for a new means of exclusivity on a world-wide scale, determining new ways of concentration not seen until now.

5. The Internet: a new education instrument for the Olympic Movement

The Internet presents itself as an instrument capable of maximising the potential realisation of the founding objectives of the Olympic Movement. However, the analysis of Olympic information available on the Internet reveals many gaps and tasks to be undertaken.

The Olympic Movement must now take the initiative and establish its own communication proposals on the Internet in a highly competitive context. It should start with the development of a new communications policy that articulates the distinct Olympic initiatives - National Olympic Committees, Organising Committees, the IOC itself - without giving in to the temptation of designing a centralised project that is incompatible with the opportunities that the Internet offers.

Secondly, the IOC should clearly assume its educational and cultural responsibilities using all the possibilities that the Internet offers, which would have been dreamt by Pierre de Coubertin. The analysis of the main Olympic web sites - with some exceptions such as the educational projects developed in Australia during the Olympic Games of 2000 - reveals the limited development of educational and cultural projects that have taken advantage of the huge potential of the Net.

The conference on "New Media Sport" organised by the IOC in December 2000 in Lausanne, attended by around 900 delegates, demonstrated the disproportion that exists between the Internet projects of the Olympic Movement and the large, speculative projects of companies in the communication sector.

Thirdly, as a global movement, the Olympic Movement should develop its own policy of solidarity and of development in information and communication. This means providing the National Olympic Committees with the instruments and knowledge necessary to access new information technologies.

The role of the Museum and Olympic Studies Centre

Finally, with regards to the Olympic Museum and the Olympic Studies Centre that welcome us today, should take a decisive role in the solution of these challenges. Its archives, documentation, library, educational and diffusion experiences, constitute the indispensable base for the production of the contents of the Olympic programme on the Internet. Its contribution will be decisive in the production of that which I propose to name "digital Olympic memory", the source of information that has to produce the contents necessary to bring about a large Olympic community on the Net.

The principal objective of the Olympic Movement faced with the phenomenon of the Internet is not having new sources of resources, or selling the rights of images to the highest bidder. The main objective is to adapt its current forms of communication in its own organisation to the new conditions of digital technology, for the renewal of the Olympic Movement, as a humanistic and educational project, in the era of information.

Notes

ⁱ See for example, "World Sport" of the agency Reuters (www.sportsweb.com/); CNN / Sport Illustrated (www.cnni.com/); MS/NBC (www.msnbc.com/); CBS (www.cbs.sportsline.com/); ESPN (www.espn.sportszone.com/); BBC (www.news.bbc.co.uk/); RAI (www.raisport.rai.it/), etc.

ⁱⁱ CHURCH RACHEL (2000). *Sport on the Internet*. Screen Digest.

ⁱⁱⁱ MORAGAS MIQUEL DE (1992). *Los Juegos de la Comunicación*. Madrid, FUNDESCO, 1992.

^{iv} In the Sydney 2000 Olympic Games nearly 10,000 athletes and 5,100 officials participated, and nearly 20,000 accredited communication professionals and nearly 4,000 IBM experts.

^v MORAGAS MIQUEL DE y MIQUEL BOTELLA (eds.) (1994). *The Keys to Success. The Social, Sporting, Economic and Communications Impact of Barcelona'92*. Barcelona, Centre d'Estudis Olímpics i de l'Esport, Universitat Autònoma de Barcelona.

^{vi} Amongst the most visited web sites during the period of the Sydney 2000 Olympic Games we can highlight: sportillustrated.cnn.com with 375,000 hits per day during the Games, a 31% more than in previous weeks; CBS'Sportline, with 776,000 hits, a 7% more than normal; and ESPN.com, with 1 million hits per day, 16% more than normal. Other web sites distinguished by their audience during the Sydney Games were: usatoday.com/olympics; nikkansports.com/olympic; sportingnews.com/olympic; foxsports.com/olympic/2000 and olympics.com.au.

^{vii} In this case, for example, franceolympique.com, a collaboration between the French National Olympic Committee, Antenne 2 television, sport.com, [voila](http://voila.com) and [wanadoo](http://wanadoo.com).

^{viii} This is the case of "The Anti-Olympics Alliance in Sydney" (www.cat.org.au/aoa/) or of the new protest movements against the nomination of Torino for the 2006 Winter Olympic Games (www.nolimpiadi.8m.com).

^{ix} Data from Nielsen "Web Olympics Index".

^x The site of SOCOG/IBM offered the following main contents: live results of all the competitions, journalistic coverage of the 28 sports of the Olympic programme, biographies of the 10,300 athletes participating, news from the organisers, educational information, "kits" and "tools", chats with athletes, ticket sales, etc.

^{xi} This IOC web site by Quokka Sports, company that in Sydney appeared associated with NBC.