BRINGING THE GAMES TO PRAGUE

PRESENTED BY JIRI KEJVAL

PRESIDENT OF THE CZECH OLYMPIC COMMITTEE
Sochi OG watched by 2.1 bln people worldwide

Local awareness in the Games - 95%
Active interest in the Games - over 80%
Huge media coverage
THE OG IN THE CZECH REPUBLIC

People follow events via the media
Very active on social networks
Outside Europe limited fan attendance

a big reality show
NOC MISSION

– Olympic legacy
– sports activities
– a healthy lifestyle
– the grass roots / youth
– all generations
– national pride
– a focal point for fans
LONDON PILOT PROJECT

CZECH HOUSE LONDON 2012
17 days
6 000 sqm
80 000 visitors
SOCHI - PRAGUE OLYMPIC PARK

33-acre park in downtown Prague
Winter Olympic sports
Paralympic sports
Participation for all generations
Fan zone – supporting the athletes
Cultural events
Long-term projects – before and after
RESULTS

People have strong interest to take part everyday
Over 400 000 visitors
300 000 downloaded Olympic smartphone apps
Increased interest in children wanting to take up the presented sports
Balanced budget with just 20% public funding

Best medal total ever for the Czech team
THANK YOU FOR YOUR ATTENTION