The Olympic Brand and Olympic Games Positioning

2017
Agenda

- The Vision and Missions of the Olympic Movement
- The Power of the Olympic Rings
- Olympic Games Positioning
The Vision and Missions of the Olympic Movement
Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind.

Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental, ethical principles.
The goal of Olympism is to place sport at the service of harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity.

The practice of sport is a human right. Every individual must have the possibility of practicing sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.
Olympism is a philosophy of life, which places sport at the service of humankind.

**VISION**

Building a better world through sport

**VALUES**

Excellence | Respect | Friendship

**MISSIONS**

- Ensure the uniqueness and the regular celebration of the Olympic Games
- Put athletes at the heart of the Olympic Movement
- Promote sport and the Olympic values in society, with a focus on young people

**WORKING PRINCIPLES**

Universality and Solidarity | Unity in Diversity | Autonomy and Good Governance | Sustainability
Brand Architecture Framework

Olympism happens at the Games... ... And between the Games

Vision and Missions of the Olympic Movement

FLAGSHIP EVENTS
- The Olympic Games
- The Youth Olympic Games
- The Olympic Torch Relay
- Cultural Programme

ACTIVITY STREAMS

‘Olympism in action’

for the Athletes
1. Technical & financial support
2. Protection of athletes health, safety & security
3. Athletes education & career programme

for the General Public
1. Health through sport
2. Education through sport
3. Development through sport
4. Peace through sport
5. Inclusion through sport
6. Sustainability in sport
7. Culture and sport
Olympism in Action

For the Athletes

- Technical and Financial support
- Athletes Education and Career Programme
- Athletes Health, Safety and Security Programme

For the General Public

- Education through sport
- Culture and Sport
- Health through Sport
- Development through Sport
- Peace through Sport
- Inclusion through Sport
- Sustainability in Sport
IOC product portfolio *(under review, as of Nov.2016)*

**Technical and Financial Support to Athletes and Entourages**

- IOC International Athletes Forum
- IOC Athlete Career Programme
- Athlete Learning Gateway

**Athletes Education and Career Programme**

- IOC Athlete Career Programme
- IOC Video Game Engage Young People

**Protection of Athletes Health, Safety and Security Programme**

- IOC World Conference
- IOC Advanced Team Physician Course
- IOC Diploma in Sports Nutrition
- IOC Diploma in Sports Medicine
- Female Athletes Health Educational Tool

**Health through Sport**

- Olympism in Action Congress

**Education through Sport**

- Physical activity toolkit
- IOC Video Game

**Development through Sport**

- IOC Awards
- IOC Cultural programmes & events (tbd)

**Peace through Sport**

- IOC Video Game

**Inclusion through sport**

- IOC Video Game

**Sustainability in sport**

- IOC Video Game

**Culture and Sport**

- IOC Video Game

**General public (with a focus on youth)**

- IOC Video Game

**Promotion of sport practice**

- IOC Video Game
The Power of the Olympic Rings
A strong Olympic Brand recognised around the world

Question: Please can you write in what you think the symbol/logo is?
Base: Respondents aged 13-65 y.o.
Source: IOC Proprietary Research, Sochi 2014, Kantar Media
A strong Olympic Brand recognised around the world

Question: Please can you write in what you think the symbol/logo is?
Base: Respondents aged 13-65 y.o.
Source: IOC Proprietary research, Rio 2016, Sponsorship Intelligence
Globally, the Olympic rings symbolise their original intent: a global community

TOP ATTRIBUTES, unprompted

63%

5 Continents

Unity

Peace & Friendship

Global & Universal

Question: As you may or may not know this symbol is the Olympic Rings. What do you think the Olympic Rings stand for? [unprompted]

Base: All responses aged 13-65  Note: attributes calculation based on net scores

Source: IOC Proprietary Research, Rio 2016, Sponsorship Intelligence
The Sochi 2014 official emblem is recognised by nearly half of respondents and fluctuates by market.

**Question:** Please can you write in what you think the symbol/logo is?

**Base:** Respondents aged 13-65

**Source:** IOC Proprietary Research, Sochi 2014, Kantar Media
The Rio 2016 official emblem is highly and homogeneously recognised across markets.

Question: Please can you write in what you think the symbol/logo is?
Base: Respondents aged 13-65
Source: IOC Proprietary Research, Rio 2016, Sponsorship Intelligence
Recognition of NOC official emblem

Question: Please can you write in what you think the symbol/logo is?
Base: Respondents aged 13-65
Source: IOC Proprietary Research, Kantar Media (2014), Sponsorship Intelligence (2016)
### WHAT THE NOC EMBLEMS STAND FOR

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>My country's athletes</td>
<td>47%</td>
</tr>
<tr>
<td>The Olympic Games</td>
<td>46%</td>
</tr>
<tr>
<td>National Pride</td>
<td>43%</td>
</tr>
<tr>
<td>Team spirit</td>
<td>40%</td>
</tr>
<tr>
<td>The Olympic Movement</td>
<td>34%</td>
</tr>
</tbody>
</table>

**Question:** This symbol represents your country's National Olympic Team / Committee. What comes to mind when you see it?

**Base:** Respondents aged 13-65

**Source:** IOC Proprietary Research, Sochi 2014, Kantar Media
The NOC emblem is most strongly associated with a country's athletes

WHAT THE NOC EMBLEMS STAND FOR

- My country's athletes: 39%
- National pride: 36%
- The Olympic Games: 35%
- Team spirit: 29%
- The Olympic Movement: 27%

**Question:** This symbol represents your country's National Olympic Team / Committee. What comes to mind when you see it?

**Base:** Respondents aged 13-65

**Source:** IOC Proprietary Research, Rio 2016, Sponsorship Intelligence
Question: How appealing are these symbol(s) to you? Please indicate your answer using a scale from 1 to 10, where 1 means you find it “not at all appealing” and 10 means you find it “extremely appealing”.

Source: IOC Proprietary Research, Sochi 2014, Kantar Media

Base: Respondents aged 13-65
Question: How appealing are these symbol(s) to you? Please indicate your answer using a scale from 1 to 10, where 1 means you find it “not at all appealing” and 10 means you find it “extremely appealing”.

Base: Respondents aged 13-65

Source: IOC Proprietary Research, Rio 2016, Sponsorship Intelligence
Prompted attributes of the Olympic Rings first focus on Global, then encompass the full spectrum of Olympism.

**OLYMPIC RINGS ATTRIBUTES** *Globally*

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>9.0</td>
</tr>
<tr>
<td>Friendship</td>
<td>9.0</td>
</tr>
<tr>
<td>Heritage &amp; Tradition</td>
<td>8.3</td>
</tr>
<tr>
<td>Respectful</td>
<td>8.3</td>
</tr>
<tr>
<td>Diversity</td>
<td>8.2</td>
</tr>
<tr>
<td>Excellence</td>
<td>8.2</td>
</tr>
<tr>
<td>Peace</td>
<td>8.2</td>
</tr>
<tr>
<td>Inspirational</td>
<td>8.2</td>
</tr>
</tbody>
</table>

**Question:** Using the sliding scale, please score each symbol/logo according to how much you think the word/phrase “<insert word/phrase>” applies to it.

**Base:** Respondents aged 13-65 who correctly identify the symbol/logo

**Source:** IOC Proprietary Research, Sochi 2014, Kantar Media
Prompted attributes of the Olympic Rings first focus on **Global**, then encompass the full spectrum of Olympism.

### OLYMPIC RINGS ATTRIBUTES *Globally*

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>8.8</td>
</tr>
<tr>
<td>Heritage &amp; Tradition</td>
<td>8.0</td>
</tr>
<tr>
<td>Diversity</td>
<td>7.9</td>
</tr>
<tr>
<td>Inspirational</td>
<td>7.7</td>
</tr>
<tr>
<td>Excellence</td>
<td>7.7</td>
</tr>
<tr>
<td>Friendship</td>
<td>7.7</td>
</tr>
<tr>
<td>Peace</td>
<td>7.6</td>
</tr>
<tr>
<td>Respectful</td>
<td>7.5</td>
</tr>
</tbody>
</table>

**Question:** Using the sliding scale, please score each symbol/logo according to how much you think the word/phrase “<insert word/phrase>” applies to it.

**Base:** Respondents aged 13-65 who correctly identify the symbol/logo

**Source:** IOC Proprietary Research, Rio 2016, Sponsorship Intelligence
The Olympic Rings rate higher than other major global icons on key values.

<table>
<thead>
<tr>
<th>Value</th>
<th>Symbol</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>🥇</td>
<td>🏆</td>
</tr>
<tr>
<td>Heritage &amp; Tradition</td>
<td>🇨🇦</td>
<td>🇺🇸</td>
</tr>
<tr>
<td>Excellence</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Inspirational</td>
<td>🌌</td>
<td>🌌</td>
</tr>
<tr>
<td>Respectful</td>
<td>🏆</td>
<td>🏆</td>
</tr>
<tr>
<td>Optimism</td>
<td>🏆</td>
<td>🏆</td>
</tr>
<tr>
<td>Friendship</td>
<td>🌌</td>
<td>🌌</td>
</tr>
</tbody>
</table>

**Question:** Using the sliding scale, please score each symbol according to how much you think the word <insert word> applies to it.

**Note:** A total of 12 logos were tested against 17 values; Values listed above are among the top ranking ones for the Olympic Rings.

**Base:** All respondents aged 13-65 who correctly identified the logo

**Source:** IOC Proprietary Research, Rio 2016, Sponsorship Intelligence
The Olympic Games Positioning
People believe the Games are just **as much about taking part as winning**…

They think the Games are **more than just a sports event**…

The Games are about **unity, peace, a global community**…

...but also see there is **no better achievement than winning a gold medal**

...but also **that the Games are the pinnacle** of all sporting events

...but also **a celebration of diversity and patriotism**
The Olympic Winter Games has the highest awareness among properties and its appeal is among the TOP 3

74% are Olympic Winter Games Fans

Average Appeal = 6.3

All Countries - Sochi

Question 1: Please state whether you've heard of the following.

Question 2: And for those you've heard of, please state how appealing each one is. Please use a scale from 1 to 10 where 1 means it is “not at all appealing” and 10 means it is “extremely appealing”.

Note: Market Specific Sports Property, Market Specific Reality TV Show, Top National Football League, Pan-Regional Football Championships & Pan-Regional Games were specific to each market – see Appendix for market specific lists

Source: IOC Proprietary Research, Sochi 2014, Kantar Media
The Olympic Games has the most awareness & appeal versus other popular properties

Question1: Please state whether you've heard of the following.

Question2: And for those you've heard of, please state how appealing each one is. Please use a scale from 1 to 10 where 1 means it is "not at all appealing" and 10 means it is "extremely appealing".

Note: Market Specific Sports Property, Market Specific Reality TV Show, Top National Football League, Pan-Regional Football Championships & Pan-Regional Games were specific to each market – see Appendix for market specific lists

Source: IOC Proprietary Research, Rio 2016, Sponsorship Intelligence
And for those you’ve heard of, please state how appealing each one is. Please use a scale from 1 to 10 where 1 means it is “not at all appealing” and 10 means it is “extremely appealing”. Fan Base = 6+/10

Base: All Countries, All Respondents aged 13-65; London n=10000, Sochi n=10148, Rio n=10000; Base Fans: All Countries, All Respondents aged 13-65 scoring 6+/10 for appeal of Olympic Games; London n=6940, Sochi n=7587, Rio n=7016

Source: IOC Proprietary Research, Kantar Media (2014) Sponsorship Intelligence (2016) All countries
Olympic Winter Games fan base is balanced
All countries sample vs. All Olympic Games fans

Question: And for those you’ve heard of, please state how appealing each one is. Please use a scale from 1 to 10 where 1 means it is "not at all appealing" and 10 means it is "extremely appealing". Fan Base = 6+/10
Base: All Countries, All Respondents aged 13-65; London n=10000, Sochi n=10148, Rio n=10000; Base Fans: All Countries, All Respondents aged 13-65 scoring 6+/10 for appeal of Olympic Winter Games; London n=5682, Sochi n=6938, Rio n=6216
Source: IOC proprietary research, Kantar Media (2014), Sponsorship Intelligence (2016) All countries

74% are Olympic Winter Games Fans (13-65)
What makes the Olympic Games appealing?
They are relevant in today’s world

- The Olympic Games **contribute to building a better world through sport**
- The Olympic Games have **an important place in today’s society**
- The Olympic Games **are a force for good**
- The Olympic Games **helps me appreciate different cultures**
- The Olympic Athletes **inspire people to the best they can** in their every day lives
- The Olympic Games **are relevant to the younger generation**
What makes the Olympic Games appealing?
They have unique and powerful qualities

- They provide **a good role model for children** encouraging them to participate in sport
- Olympic Games **are more than just a sport event**
- The Olympic Games have **something for everyone**
- They **expose me to sports** that I wouldn’t normally be interested in
- They are **special** as they only happen once in a while
- No other event **brings the world together** quite like the Olympic Games
- The Olympic Games **are the pinnacle of sports events**
- There is **no better achievement in sport than winning a gold medal**
- The Olympic Games **is as much about taking part as it is about winning**
How do consumers describe the Olympic Games?
Olympic Games brand attributes
(as defined by consumers)

- Being the best
- Respectful
- Trustworthy
- Dynamic
- Striving
- Friendship
- Participation
- Exciting
- Peace
- Celebration
- Unity
- Excellence
- Festive
- Optimism
- Inspirational
- Fair Play
- Patriotic
- Determination
- Political
- Innovative
- Global
- Tradition
- Universal
- Inclusive
- Too Commercialised
- Authentic
- Spiritual
- Equality
- Heritage
- Diversity
The attributes that consumers believe most describe the Olympic Games are grouped into 4 different categories…
…associated with sports & athletes:

- Being the best
- Striving
- Excellence
- Determination
- Dynamic
- Exciting
- Participation
...associated with the global community:

- Global
- Friendship
- Universal
- Peace & Unity
- Patriotic
- Celebration
...associated with respect:

- Respectful
- Fair Play
- Equality
- Inclusive
- Diversity
...associated with Olympism as a philosophy of life:

- Inspirational
- Optimistic
The Olympic Games derives its power from a diverse base of values and attributes.
For everyone around the world, the Olympic Games is the unique, global, multi-sport, cultural event that unites humanity in celebration of the pinnacle of sporting achievement and the Olympic values, inspiring us to strive to be the best we can be.
The essence of the Olympic Games positioning is captured in 3 communication platforms:

- Striving for Excellence
- Celebrating Friendship
- Demonstrating Respect
Striving for Excellence:

The Olympic Games offer examples of the pinnacle of sporting achievement inspiring us to strive to do, and be, our best in our daily lives.
Celebrating Friendship:

The Olympic Games provide examples of how humanity can unite, overcoming political, economic, religious and racial prejudices and forge friendships despite those differences.
Demonstrating Respect:

The Olympic Games present examples of the profound meaning of ‘respect’, as a life lesson for humanity:

Respect for:
- yourself
- others
- the rules
THANK YOU

THE WORLDWIDE OLYMPIC PARTNERS
Appendix – Research Methodology
## SAMPLE AND METHODOLOGY

<table>
<thead>
<tr>
<th>16 Countries</th>
<th>Sample</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil, Canada, Mexico, USA, China, India, Indonesia, Japan, S. Korea, France, Germany, Russia, Turkey, UK, Australia, S. Africa</td>
<td>1,100 respondents in China; 700 in Canada; 600 in Australia &amp; S. Africa; 750 in all other countries</td>
<td>Self-completion, online surveying Post Rio 2016 Olympic Games</td>
</tr>
<tr>
<td></td>
<td>12,000 respondents aged 8 to 65 years old; Equal split by gender and age</td>
<td>25 minute survey for 13-65s; 15 minute version for 8-12s</td>
</tr>
<tr>
<td></td>
<td>6 age groups*: 8-12, 13-19, 20-29, 30-39, 40-49, 50-65</td>
<td>Data from this wave to be compared with London &amp; Sochi GT research</td>
</tr>
<tr>
<td></td>
<td>*8-12 and 13-65 data reported separately</td>
<td></td>
</tr>
</tbody>
</table>

Country selection criteria:
- Continental representation
- Population
- Future Olympic host
- Stage of economic development
- Importance as host of international sports competitions

8 age groups: 8-12, 13-19, 20-29, 30-39, 40-49, 50-65, 65+
WEIGHTING THE DATA

In order to better reflect a more accurate global population, the data presented as “All Countries” has been weighted to reflect the contribution of the individual countries to the total eligible* population of the basket of 16 countries. The contribution of the various countries is set out below:

<table>
<thead>
<tr>
<th>Country</th>
<th>Contribution</th>
<th>Country</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>31.2%</td>
<td>Mexico</td>
<td>2.8%</td>
</tr>
<tr>
<td>India</td>
<td>17.3%</td>
<td>UK</td>
<td>2.7%</td>
</tr>
<tr>
<td>USA</td>
<td>13.0%</td>
<td>France</td>
<td>2.6%</td>
</tr>
<tr>
<td>Brazil</td>
<td>5.4%</td>
<td>South Korea</td>
<td>2.1%</td>
</tr>
<tr>
<td>Japan</td>
<td>5.3%</td>
<td>Turkey</td>
<td>2.1%</td>
</tr>
<tr>
<td>Russia</td>
<td>4.8%</td>
<td>Canada</td>
<td>1.5%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>3.6%</td>
<td>South Africa</td>
<td>1.2%</td>
</tr>
<tr>
<td>Germany</td>
<td>3.3%</td>
<td>Australia</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

* Eligible population calculated by taking the population aged 8-65 & applying the published level of internet penetration to the total population of 8-65s.

The weighting framework is refreshed every year and remains the same throughout the year, even if the source data changes.
TESTED MARKETING SPECIFIC SPORTS PROPERTIES

UK   FRANCE   GERMANY   TURKEY   INDONESIA   RUSSIA

BRAZIL   CANADA   MEXICO   USA   CHINA

INDIA   JAPAN   S.KOREA   SOUTH AFRICA   AUSTRALIA
## AWARENESS & APPEAL MATRIX – TESTED MARKET SPECIFIC PROPERTIES

### The Sport Properties below were specifically tested in each market:

<table>
<thead>
<tr>
<th>Market</th>
<th>Market specific sports property</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>Superliga Brasileira de Voleibol</td>
</tr>
<tr>
<td>Canada</td>
<td>World Series (Baseball)</td>
</tr>
<tr>
<td>Mexico</td>
<td>Liga Mexicana de Beisbol</td>
</tr>
<tr>
<td>USA</td>
<td>World Series (Baseball)</td>
</tr>
<tr>
<td>China</td>
<td>Chinese Basketball Association (CBA)</td>
</tr>
<tr>
<td>India</td>
<td>Indian Premier League (Cricket)</td>
</tr>
<tr>
<td>Indonesia</td>
<td>All England Super Series (Badminton)</td>
</tr>
<tr>
<td>Japan</td>
<td>Nippon Professional Baseball League</td>
</tr>
<tr>
<td>S. Korea</td>
<td>Korean Basketball League</td>
</tr>
<tr>
<td>France</td>
<td>Top 14 (Rugby Union)</td>
</tr>
<tr>
<td>Germany</td>
<td>DFB-Pokal</td>
</tr>
<tr>
<td>Russia</td>
<td>World Figure Skating Championships</td>
</tr>
<tr>
<td>Turkey</td>
<td>Türkiye Basketbol Ligi (TBL)</td>
</tr>
<tr>
<td>UK</td>
<td>Six Nations (Rugby Union)</td>
</tr>
<tr>
<td>Australia</td>
<td>Australian Football League (AFL)</td>
</tr>
<tr>
<td>S. Africa</td>
<td>Super Rugby</td>
</tr>
</tbody>
</table>

### The Reality TV Shows below were specifically tested in each market:

<table>
<thead>
<tr>
<th>Market</th>
<th>Market specific Reality TV Shows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>Big Brother Brasil (BBB)</td>
</tr>
<tr>
<td>Canada</td>
<td>Survivor</td>
</tr>
<tr>
<td>Mexico</td>
<td>The Voice</td>
</tr>
<tr>
<td>USA</td>
<td>Dancing with the Stars</td>
</tr>
<tr>
<td>China</td>
<td>China’s Got Talent</td>
</tr>
<tr>
<td>India</td>
<td>Indian Idol</td>
</tr>
<tr>
<td>Indonesia</td>
<td>Indonesian Idol</td>
</tr>
<tr>
<td>Japan</td>
<td>Kōhaku Uta Gassen</td>
</tr>
<tr>
<td>S. Korea</td>
<td>Mochandojun</td>
</tr>
<tr>
<td>France</td>
<td>The Voice</td>
</tr>
<tr>
<td>Germany</td>
<td>Ich bin ein star - Hört mich hier raus!</td>
</tr>
<tr>
<td>Russia</td>
<td>The Voice</td>
</tr>
<tr>
<td>Turkey</td>
<td>Survivor</td>
</tr>
<tr>
<td>UK</td>
<td>The X Factor</td>
</tr>
<tr>
<td>Australia</td>
<td>My Kitchen Rules</td>
</tr>
<tr>
<td>S. Africa</td>
<td>Step Up or Step Out</td>
</tr>
</tbody>
</table>

Q1: Please state whether you've heard of the following.
Q2: And for those you've heard of, please state how appealing each one is.
## Awareness & Appeal Matrix – Tested Market Specific Properties

The Top National Football Leagues below were specifically tested in each market:

<table>
<thead>
<tr>
<th>Market</th>
<th>Market specific Top National Football League</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>Campeonato Brasileiro de Futebol Serie A</td>
</tr>
<tr>
<td>Canada</td>
<td>Canadian Soccer League (CSL)</td>
</tr>
<tr>
<td>Mexico</td>
<td>Fútbol de Primera División</td>
</tr>
<tr>
<td>USA</td>
<td>Major League Soccer (MLS)</td>
</tr>
<tr>
<td>China</td>
<td>Chinese Super League (Football)</td>
</tr>
<tr>
<td>India</td>
<td>I-League (Football)</td>
</tr>
<tr>
<td>Indonesia</td>
<td>Indonesian Premier League</td>
</tr>
<tr>
<td>Japan</td>
<td>J-League (Football)</td>
</tr>
<tr>
<td>S. Korea</td>
<td>K-League (Football)</td>
</tr>
<tr>
<td>France</td>
<td>Championnat de Ligue 1</td>
</tr>
<tr>
<td>Germany</td>
<td>Deutsche Bundesliga</td>
</tr>
<tr>
<td>Russia</td>
<td>Russian Premier League</td>
</tr>
<tr>
<td>Turkey</td>
<td>Süper Lig</td>
</tr>
<tr>
<td>UK</td>
<td>n/a (already tested as a separate property)</td>
</tr>
<tr>
<td>Australia</td>
<td>A-League (Soccer)</td>
</tr>
<tr>
<td>S. Africa</td>
<td>Premier Soccer League (PSL)</td>
</tr>
</tbody>
</table>

The Pan-Regional Football Championships below were specifically tested in each market:

<table>
<thead>
<tr>
<th>Market</th>
<th>Market specific Pan-Regional Football Championship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>Copa América da CONMEBOL</td>
</tr>
<tr>
<td>Canada</td>
<td>CONCACAF Gold Cup (Soccer)</td>
</tr>
<tr>
<td>Mexico</td>
<td>Copa América da CONMEBOL</td>
</tr>
<tr>
<td>USA</td>
<td>CONCACAF Gold Cup (Soccer)</td>
</tr>
<tr>
<td>China</td>
<td>AFC Asian Cup</td>
</tr>
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<tr>
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<tr>
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<tr>
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<td>UK</td>
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<td>Australia</td>
<td>AFC Asian Cup</td>
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<tr>
<td>S. Africa</td>
<td>Africa Cup of Nations</td>
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Q1: Please state whether you’ve heard of the following.
Q2: And for those you’ve heard of, please state how appealing each one is.