



Paris Olympics 2024 – D13 – Sport and medias– I'll be watching you

The sport entered an economic dimension through its spectacle when spectators paid their tickets to attend a match (football, basketball, ...) or a sporting event (World Cup or Olympic Games). This is the direct sporting spectacle. For the Paris 2024 Olympic Games, ticketing represents 1.1 billion euros (a quarter of the budget of the organizing committee).

For sports fans who do not participate in sporting events, media coverage is provided. The newspaper «L'Equipe», the only French sports daily, is the heir of many titles launched in the 19th century by the cycle industry. To boost sales, the industry has created sporting events. When the company Auto-Velo created the Tour de France in 1903, sales of the newspaper (which will become «L'Equipe») exploded.

Audiovisual media quickly became the most popular in the 20th century. We entered the global village era with increasingly sophisticated techniques. Radio and television have brought a new dimension – we follow the exploits of athletes with passionate comments that bring an incomparable emotional charge. The most popular sporting events were broadcast by audiovisual media. No major competition can do without media coverage. Corporate sponsors agree to spend large amounts of money because they know that their brands will be seen and valued. This is the indirect sporting spectacle. For Paris 2024, the IOC's funding related to television broadcasting fees represents 750 million euros and the TOP partnerships (global sponsors) 470 million, or 1.2 billion (equivalent of ticketing). Sponsors and radio-television go hand in hand.

In the sports broadcasting market, viewers are the applicants and television companies are the providers. In the television broadcasting market, television channels buy the broadcasting rights and become the applicants. Sport is one of the most competitive areas among rival channels. A sporting event is a unique “product”. The channel that obtains exclusive broadcasting rights has a definite advantage over its rivals. In direct competition, public and private channels have fought an intense battle; sports broadcasting rights exploded in the 1980s and 1990s in Europe with the liberalization of audiovisual media. In France, for Paris 2024, the public broadcasting group France Télévisions obtained the television rights while Radio France (public radio) and RMC (private radio) obtained the radio rights.

Public information, therefore free, accessible to the greatest number without being beaten by commercial advertisements (private channels, TF1), nor having to pay an entrance fee (channels by subscription, Canal +), nor suffer from oriented comments (opinion, not information, Bolloré Group channels) is an indication. The 2024 Olympic Games in Paris broadcast in France are resolutely open, neutral (politically), respectful of diversity and republican values. If the French medals and victories are celebrated, those of other countries are treated fairly and friendly, never denigrated.

Spectators from all countries to your TV sets: if images are censored, if comments are oriented, with nationalist slips, democracy is perhaps threatened...

- (1) Wladimir Andreff avec Jean-François Nys, et une participation de Jean-François Bourg (1987) « Le sport et la télévision », Paris : Dalloz.
- (2) Wladimir Andreff, Jean-François Bourg, Bénédicte Halba, Jean-François Nys, « Les enjeux économiques du sport en Europe », rapport remis au Ministère de la Jeunesse et des Sports, pour le Conseil de l'Europe, Strasbourg, 1994.
- (3) Francis Balle (1988) « Médias et sociétés », Paris : Montchrestien
- (4) Jean-François Bourg (1988) « Le sport en otage », Paris : La table ronde.
- (5) Commission européenne (2007) « Livre Blanc sur le sport » - <https://eur-lex.europa.eu/legal-content/FR/TXT/PDF/?uri=CELEX:52007DC0391&from=DA>
- (6) Bénédicte Halba (1997) « Economie du sport », Paris : Economica
- (7) Bénédicte Halba (1999) « Dopage et sport », Toulouse : Milan
- (8) Site officiel du COJO-<https://olympics.com/fr/>
- (9) Marshall MacLuhan (1962), « Understanding Media : the extension of man», Toronto : Mac Graw Hill
- (10) François Henri de Virieu (1990) « Médiacratie », Paris : Flammarion

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