The Paralympic Movement Takes Off

Sir Philip Craven
The Paralympic Movement

The Vision
- To enable Paralympic athletes to achieve sporting excellence and inspire and excite the world

The Values
- Determination
- Courage
- Inspiration
- Equality
- LONDON VIDEO
- http://www.youtube.com/watch?v=7JBoI08tSMU&feature=c4-overview-vl&list=PL235C6AEEE96D4FF6
London 2012 was a major success for the Paralympic Movement

Tickets sold (millions)

- 2012 UEFA Euros
- 2011 Rugby WC
- 2006 Comm Games
- 2010 Asian Games
- 2012 Paralympics
- 2010 FIFA World Cup
- 2012 Olympics
In terms not only of attendance but also in global TV viewing

Global TV summary w/o host market

<table>
<thead>
<tr>
<th>Year</th>
<th>TV Coverage (hours)</th>
<th>Cumulated Audience (billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athens 2004</td>
<td>535</td>
<td>1.860</td>
</tr>
<tr>
<td>Beijing 2008</td>
<td>1381</td>
<td>2.482</td>
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<tr>
<td>London 2012</td>
<td>2514</td>
<td>3.405</td>
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Awareness of Paralympic Athletes

Knowledge of athletes and sports tripled. Now half of Olympics

Source: LOCOG
The benefits of London for people with an impairment in the UK

**Numbers**
- 81% of the people surveyed after the Games thought they had a positive effect on how people with an impairment are viewed by the British public
- Even more significantly 50% said their own attitudes had changed
- 70% of people with an impairment agreed that London 2012 was inspirational for them

**Real Impact**
- Is best demonstrated by individual case histories such as
  - A little girl in South Wales
Furthermore.....

- The success of London has led to a growing commercial interest in supporting the Paralympic Movement
- NBC has been contracted to televise the Paralympic Games in Rio
  - A major breakthrough in securing support for the movement in the US
- B.P. has just committed to support the Movement because
  - The values it wants for B.P. are those the Paralympic brand is most closely identified with
But the Paralympic brand still has a long way to go in terms of development.
Rio is well positioned to build on the momentum established by London

**Attitudes**
- 10% of the Brazilian population are already interested in the Paralympic Games at G-40
  - Compared to 12% in London at G-24
- 75% of the Brazilian population are very much in favour of the Paralympic Games
  - 23% are neutral
- 70% of Brazilians are favourable towards brands that sponsor the Paralympic Games

**Performance**
- The Brazilian Paralympic Team has moved from 24\textsuperscript{th} in the medal table position in Sydney to 7\textsuperscript{th} in London
  - And its aim is to achieve 5\textsuperscript{th} position in Rio
MAMI SATO
PARALYMPIAN
The impact of the Paralympic Games are a little broader than just the impact of an amazing international sports event

- To increase attendance at Games;
- To enhance the appeal of the Paralympic brand to sponsors;
- **To encourage persons with impairments to take up sport;** and
- To build up a more favourable attitude to persons with impairments in general.
Thank you
The Paralympic Movement Takes Off

Sir Philip Craven
President, International Paralympic Committee

Professor Paul Kelly
Chair, LSE

Suggested hashtag for Twitter users: #LSEIPC