



# 2017 IAAF World Athletics Championships

A Summary Report by Capita Symonds

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**1 SUMMARY OF THE BENEFITS OF THE 2017 WAC**

- global television audience in the top 10 of international sporting events
- total media value in excess of £60 million
- economic benefit in excess of £100 million
- a key element of a defined athletics legacy for the £486 million Olympic Stadium (and Olympic Park)
- top priority major event for UK Sport with key impact of UKA performance programme in lead up to 2016 Olympic Games
- provision of a strong incentive to prospective partners in the negotiation of future sponsorship arrangements with UKA, which is likely to have a positive impact on investment in grassroots athletics
- previous WACs have been estimated to have had a positive employment impact of circa 2,000-2,500 FTEs (taking into account the lead-up and event period)
- supports UKA's elite performance strategy after the 2012 Olympic Games and in the run-up to 2016
- provides opportunity for further development of 2012 volunteer force and UKA's technical officials
- contributes to the retention and further development of UKA's pool of coaching staff
- represents a high profile investment in athletics, which is the fourth most followed sport in UK & Ireland with 38% of the adult population taking an interest in it (behind football (58%), formula one and lawn tennis) and ahead of rugby union (33%), swimming and golf.

## 2 THE IAAF WORLD ATHLETICS CHAMPIONSHIPS

1. The IAAF World Athletics Championships (WAC) is one of the largest genuinely global sporting events, including the Olympic Games and FIFA World Cup. It attracts nearly 2,000 athletes from circa 200 nations, across a nine-day period in August.
2. As well as competitors, the event attracts 450,000 spectators and another 14,000 personnel, including team officials and coaches, competition officials, IAAF delegates, staff and sponsors, media representatives and volunteers.
3. The WAC is transmitted to over 200 countries and in 2009, the men's 100m final generated a global viewing audience of 95 million, putting it in the top ten of broadcast events in the world.
4. In March 2011, UK Athletics (UKA) submitted an expression of interest to the International Association of Athletics Federations (IAAF) for hosting the 2017 WAC at the Olympic Stadium in Stratford. If UKA – in association with the other stakeholders – decides to proceed with a bid, the formal application form will be submitted on 1 September 2011. There will then be an inspection visit by the IAAF in October 2011. The IAAF Council will make its decision on the successful host city at its meeting in Monaco in November 2011.
5. The 2011 WAC will be staged in Daegu in South Korea, followed by Moscow in 2013 and Beijing in 2015. Therefore, 2017 represents the first opportunity to bring the event back to its core market of Western Europe.
6. For 2017, the IAAF is considering bids from three countries other than London: Hungary (Budapest), Qatar (Doha) and Spain (to be confirmed, but likely to be Barcelona or Seville).
7. The benefits to London and UK of hosting the WAC cover a number of areas:
  - media impact through exposure on television, the written press and internet
  - economic impact through visitor and organiser spending in the host economy and associated activity
  - sporting and social benefits.

## 3 MEDIA BENEFIT

8. The media benefit of hosting a major event like the WAC represents the value to the host economy (and sponsors) through television and associated exposure.
9. In simple terms, the WAC has the potential to generate a significant level of global media exposure. The 100m final of the 2009 WAC in Berlin has been ranked as the fourth most-watched sporting event of the year, with a peak level of 95 million people worldwide and an average of 33 million. This placed it ahead of the Wimbledon tennis final (89 million peak audience and 29 million average), golf's US Masters (49 million and 21 million) and the final stage of the Tour de France (44 million and 18 million), and behind the UEFA Champions' League (206 million and 109 million), NFL Super Bowl (162 million and 106 million) and FIA Bahrain Grand Prix (115 million and 54 million).

10. At a national level, the 2009 WAC had strong audience figures in key markets, including France (average viewing levels of circa 4.0 million per day), Japan (5.0 million) and Germany (5.3 million, with 9.9 million for the 100m final).
11. In the UK, the average audience was 3.2 million, with a peak of 5.2 million, which represented 18% of the total television audience. In comparison, the peak viewing figures on the final day of the 2010 Open Golf Championship at St. Andrew's were 4.8 million, with an average of 2.8 million, or 21.7% of the total audience.
12. Based on the whole event, the WAC is in the top 10 most-watched global sporting events after the FIFA World Cup, Olympic Games, European Football Championships, IRB Rugby World Cup, Winter Olympic Games, Wimbledon Championships, UEFA Champions League Final, FIA Formula One Grand Prix (final/deciding round) and NFL Super Bowl.
13. Furthermore, the recent European Athletics Championships in Barcelona drew average viewing figures in the UK of 3.0 million to 4.0 million and up to 20% of the audience share.
14. Estimating the media value of a sporting event is an important, but also challenging task. However, figures recently released show that, over its four days, the 2010 Open Golf Championship generated 3,000 hours of global television coverage (to 200 countries) and place marketing exposure equivalent to £35 million (out of an economic impact of £80 million). Therefore, given the size of the event and length of the event, it could realistically be expected that the WAC would generate a media value in excess of this level.
15. As a further comparison, the 2009 cricket series between the West Indies and England (comprising four test matches, one Twenty20 international and five one-day internationals) generated an estimated media value of US\$64.2 million (circa £41.0 million). As an event with a wider global reach than a series of matches between two nations, it can again be reasonably assumed that the media value of the WAC would be higher.
16. It has been estimated that the forthcoming Youth Olympics in Singapore will have a media value to the host country of circa US\$84 million (£54 million). Finally, the Grand Départ for the 2007 Tour de France (held in London) has been estimated to have generated a media value of £35 million.
17. Taking these three examples into account and given the larger scale and length of the WAC, it is realistic to expect that its media value would be in excess of £60 million.

#### **4 ECONOMIC BENEFIT**

18. The potential economic impact of the WAC has been estimated using the eventIMPACTS framework developed and approved by, amongst others, the DCMS, UK Sport, VisitBritain and the London Development Agency. The model attempts to calculate the direct impact on the host economy (i.e. London) through the spending of visitors to the event and the local organising committee (LOC).
19. It has been estimated that the WAC will attract a total of 450,000 spectators over the nine days of competition (equating to about 50,000 per day). This compares to a similar level for the 2009 WAC in Berlin. There will be circa 14,000 additional visitors including competitors, VIPs and volunteers.



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20. It has been estimated that the 2017 WAC could have an economic benefit to London of £105 million (at 2011 prices). This is based on a direct impact using the eventIMPACTS framework and the application of a conservative multiplier factor. The multiplier factor is used to take account of the associated spending in the host economy as a result of increased business created by the event. For the 2001 WAC in Edmonton, it was estimated that this figure (at a provincial level) was 1.10.
  21. The economic impact is comparable to that for the 2009 WAC in Berlin, which generated a visitor spend in the city of circa €120 million (approximately £100 million).

## 5 SOCIAL AND SPORTING BENEFITS

22. Although of a less quantifiable nature, the sporting and social impacts of hosting the WAC are nonetheless very important considerations for a range of organisations, including UKA, UK Sport, the Greater London Authority and the Olympic Park Legacy Company (OPLC). Athletics has been classified as the fourth most followed sport in the UK (after football, formula 1 racing and lawn tennis) with 38% of the population regularly watching it. Therefore, bringing the WAC to London is likely to generate significant interest in both the local and wider community.
  23. The 2017 WAC represents the biggest and most high-profile opportunity for launching the legacy of the Olympic Park, attracting, as outlined above, in the region of 450,000 spectators over a nine-day period. It would also provide a focus on (and exposure of) the Olympic Stadium – the £486 million centrepiece venue for 2012 – and the positive track and field legacy for the UK, as well as the wider regeneration of the Olympic Park and Lower Lea Valley area of east London.
  24. The event would be of great importance to UKA from both elite sport and grassroots participation angles. In terms of the former, UKA and UK Sport is investing a significant amount of time and resources in preparing the British athletes for the 2012 Olympics and current predictions are that the team is on target for a very successful performance. The 2017 WAC represents a second opportunity for this group to perform successfully on a home stage and to a global audience and supports the elite performance strategy of UKA and UK Sport.
  25. There are benefits to grassroots athletic participation of London hosting the 2017 WAC. At present, UKA has a number of strong sponsor partnerships (for example with Aviva and McCain), which invest a significant amount in grassroots athletics (e.g. for the Aviva arrangement, it is 40% of £8 million and 250,000 children have passed through its *Startrack* programme since inception in 1999). A number of UKA's sponsorship contracts are due to end in 2012 and having the attraction of the 2017 WAC in London would provide an incentive to potential partners in renewal discussions and, thus, potentially help to protect or increase investment in grassroots athletics in the UK.
  26. The 2017 WAC also provides UKA with an opportunity to continue developing the volunteer workforce pool (created by the 2012 Olympic Games) and with a means for retaining and continuing to develop its team of coaches and technical staff.
  27. Finally, for UK Sport and VisitLondon, the WAC represents an important piece of the *Golden Decade of Sport*. For the former, the event was identified as the most desirable one to host in the period 2013-18 based on considerations such as the impact on elite performance, economic and social impact and building on the legacy of the 2012 Olympics.
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