

International
Olympic
Committee

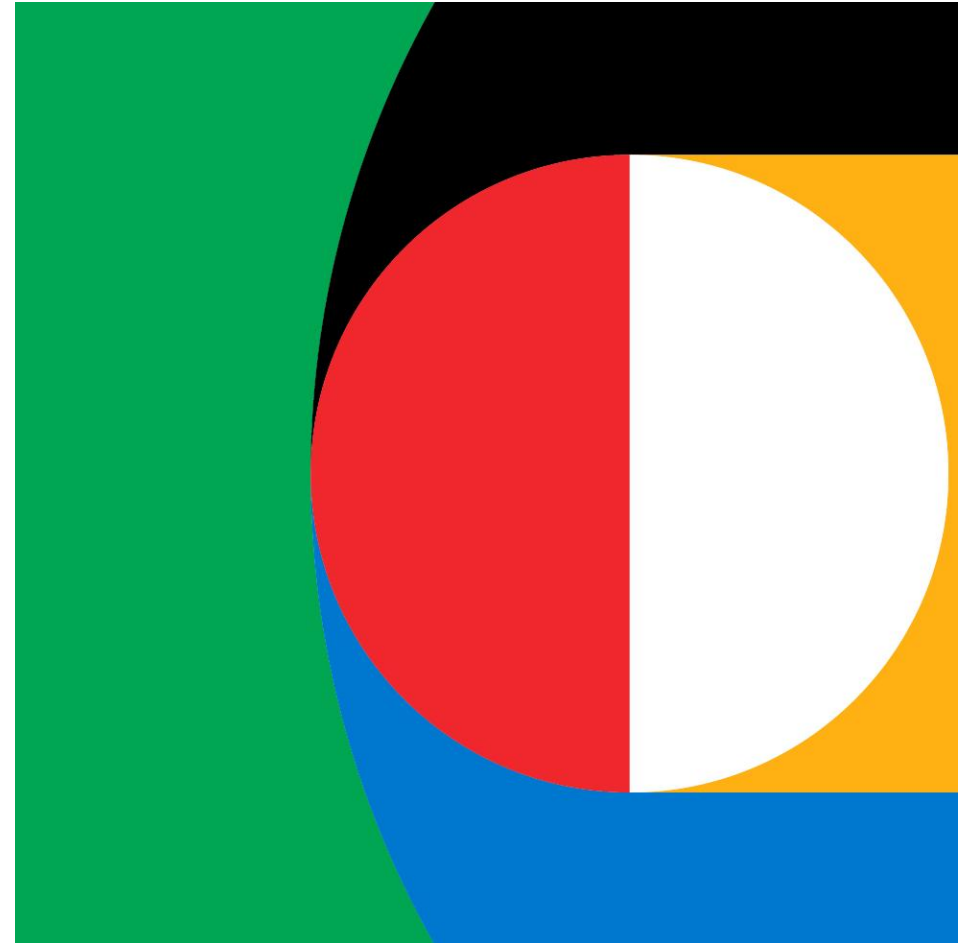
ASOIF GENERAL ASSEMBLY IOC UPDATE

Pierre Ducrey
IOC Sports Director
27/05/2026

AGENDA



1. Editions Update
2. Fit for the Future – what the Sports Department is working on
3. Promotion Opportunities
4. Youth Olympic Games
5. Shared sustainability vision
6. Hospitality Update



EDITIONS UPDATE

LOS ANGELES 2028



BRISBANE 2032



DAKAR 2026





FIT FOR THE FUTURE

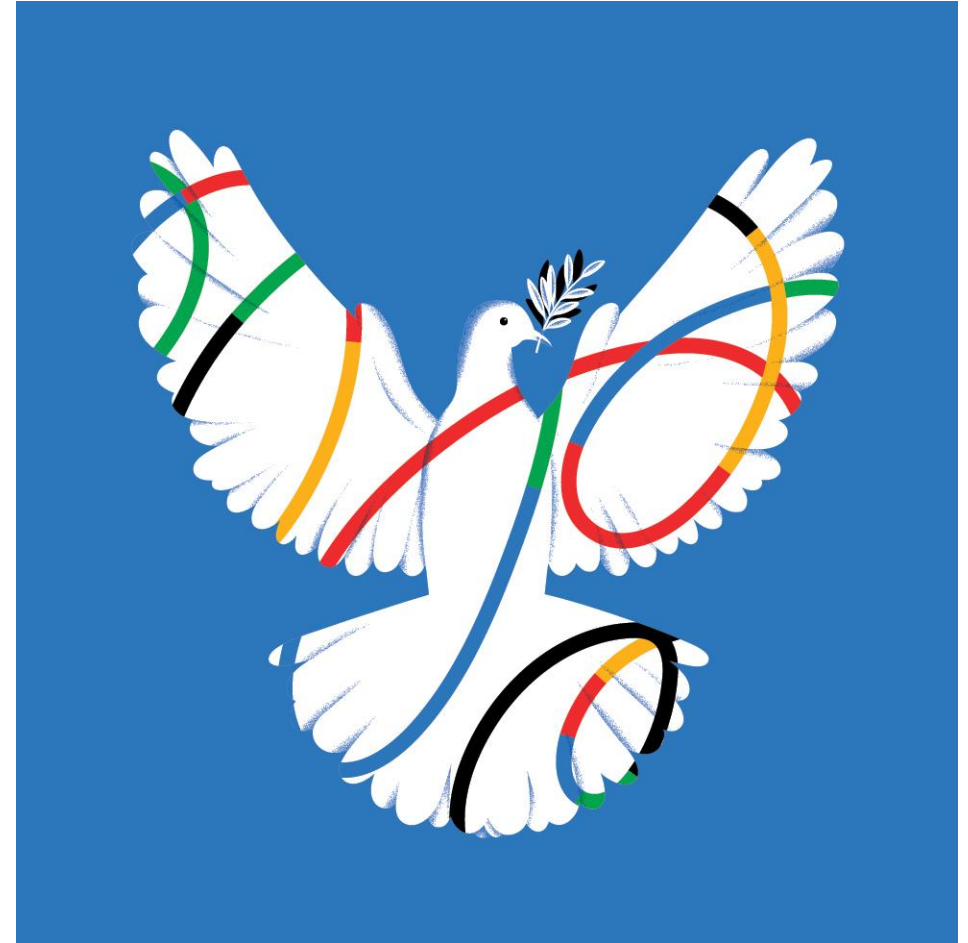


FIT FOR THE FUTURE

WORKING GROUPS



- Olympic Programme
- Games Delivery
- Qualifiers and Olympic Q-Series
- Protection of the Female Category
- Protection of the Fundamental Principles of Olympism
- Commercial
- Youth Olympic Games



FIT FOR THE FUTURE

GAMES DELIVERY WORKING GROUP



Remit

The Olympic Games Delivery Sub-Group is mandated to maximise the overall value proposition of the Olympic Games for athletes, stakeholders, hosts and the IOC.

It will identify and advance opportunities to reinforce experience, strengthen the Games delivery model, and improve sustainability, impact and legacy outcomes, while reducing cost and complexity.

The group will operate from the premise that the current model can and should be challenged, including reassessing where uniform service levels are required versus where differentiated approaches can deliver greater overall value, provided that the athletes' experience is protected.

Chair



Tony ESTANGUET

Members



Kim BUI



Sebastian COE



Ivo FERRIANI



Nicole HOEVERTSZ



Kristin KLOSTER



Lingwei LI



Giovanni MALAGO



Jean-Christophe
ROLLAND



Felicite RWEMARIKA

FIT FOR THE FUTURE

IOC POLICY ON THE PROTECTION OF THE FEMALE (WOMEN'S) CATEGORY IN OLYMPIC SPORT



1. Eligibility for any female category event at the Olympic Games or any other IOC event, including individual and team sports, is now limited to biological females, determined on the basis of a one-time SRY gene screening.
2. Evidence-based and expert-informed, the policy – applicable for the LA28 Olympic Games onwards – protects fairness, safety and integrity in the female category.
3. It is not retroactive and does not apply to any grassroots or recreational sports programmes.
4. IOC to work with the International Federations to facilitate transition to new policy. Dedicated information sessions 18 & 19 June



FIT FOR THE FUTURE

OLYMPIC QUALIFIERS WORKING GROUP



Remit

Three main objectives

1. Review the overall approach to qualifying events for the Olympic Games to maximise the impact for the IFs, and the respective event organisers.
2. Shape the future strategic direction of the Olympic Q-Series, identifying the key factors critical to its long and addressing term success (e.g. sports programme, event calendar, core experience features, etc).
3. Define a sustainable business model, guaranteeing long term commercial viability and potential scalability of the Series.

Chair



Octavian MORARIU

Members



Jessica FOX



Nevan ILIC



Jae Youl KIM



Aya MEDANI



Michael MRONZ



Petra SÖRLING



Baklai TEMENGIL

A STRATEGY BASED ON THREE PILARS



Enhanced

OLYMPIC Q-SERIES 2028

IOC-owned property



Study new developments and future model

Enhanced

VISUAL IDENTITY

Hundred of events,
one visual thread



Explore additional opportunities to for greater flexibility in usage rules

New

NEW OPPORTUNITIES

Potential creation of
new assets

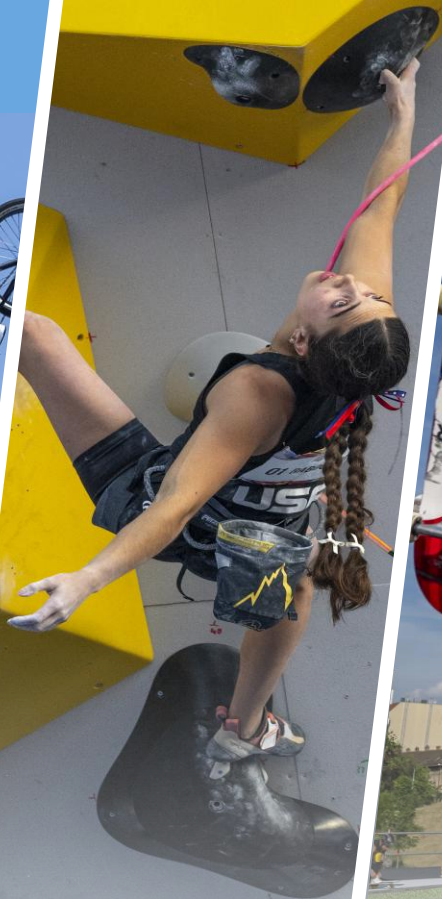


Develop a model and test a pilot initiative

SIX SPORTS CONFIRMED



**BMX
FREESTYLE**



CLIMBING
Boulder, lead, speed



SKATEBOARDING
Park & street



**BEACH
VOLLEYBALL** 



**3X3
BASKETBALL** 



**FLAG
FOOTBALL** 



OLYMPIC Q-SERIES 2028



STOP 1
TOKYO
4-7 MAY



STOP 2
SHANGHAI
11-14 MAY

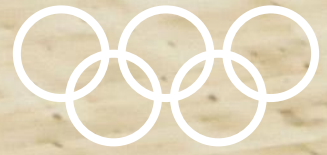


STOP 3
MONTREAL
1-4 JUNE



STOP 4
ORLANDO
8-11 JUNE

PROMOTION OPPORTUNITIES



COLLABORATING TO DRIVE GLOBAL PROMOTION OF THE GAMES



EXECUTIVE SUMMARY

Objective

Drive mutual benefits for all stakeholders by enhancing exposure and unlocking new ways of working together.

Through Olympic sports, which are the sole flame-to-flame product connecting the Games, sustained engagement between Games editions can be enhanced.

Cross Promotion

Collaborate with the IF to utilize their network of events and, where relevant, their professional leagues, to increase the promotion of the Games

IF Recognition in Venues

Increase and formalize the IF recognition on and around the Field of Play

Olympic Champion

Provide a consistent way for Olympic Champions to be recognized throughout the Olympic cycle via the International Federation



YOUTH OLYMPIC GAMES



YOUTH OLYMPIC GAMES



YOG 2030

- Election for 2030 YOG put on hold
- First results of a survey to NOCs and IFs regarding YOG yielded somewhat inconclusive results and the EB unanimously decided to put the election process on hold.
- The IOC will focus on a holistic Olympic Youth Strategy, engaging young people across the world





SUSTAINABILITY



A SHARED SUSTAINABILITY VISION, A MORE RESILIENT FUTURE FOR SPORT

What are the IOC and ASOIF doing?

Working in partnership with the IFs and Olympic stakeholders to safeguard the practice, competition, and enjoyment of sport, now and into the future, through a more sustainable approach.

Why are we doing this?

- Creating optimum environments for sport to thrive
- Building resilience across the sports ecosystems
- Responding to stakeholder demand
- Tackling risk (safety, reputational, financial).

How are we doing this?

- Leading by example through good governance and stewardship
- Leveraging sport's reach for positive action on climate and nature
- Collectively strengthening the value of the Games and IF events
- Working together to drive meaningful and measurable change



HOSPITALITY UPDATE



FUTURE OF HOSPITALITY

LAUNCH OF RFP

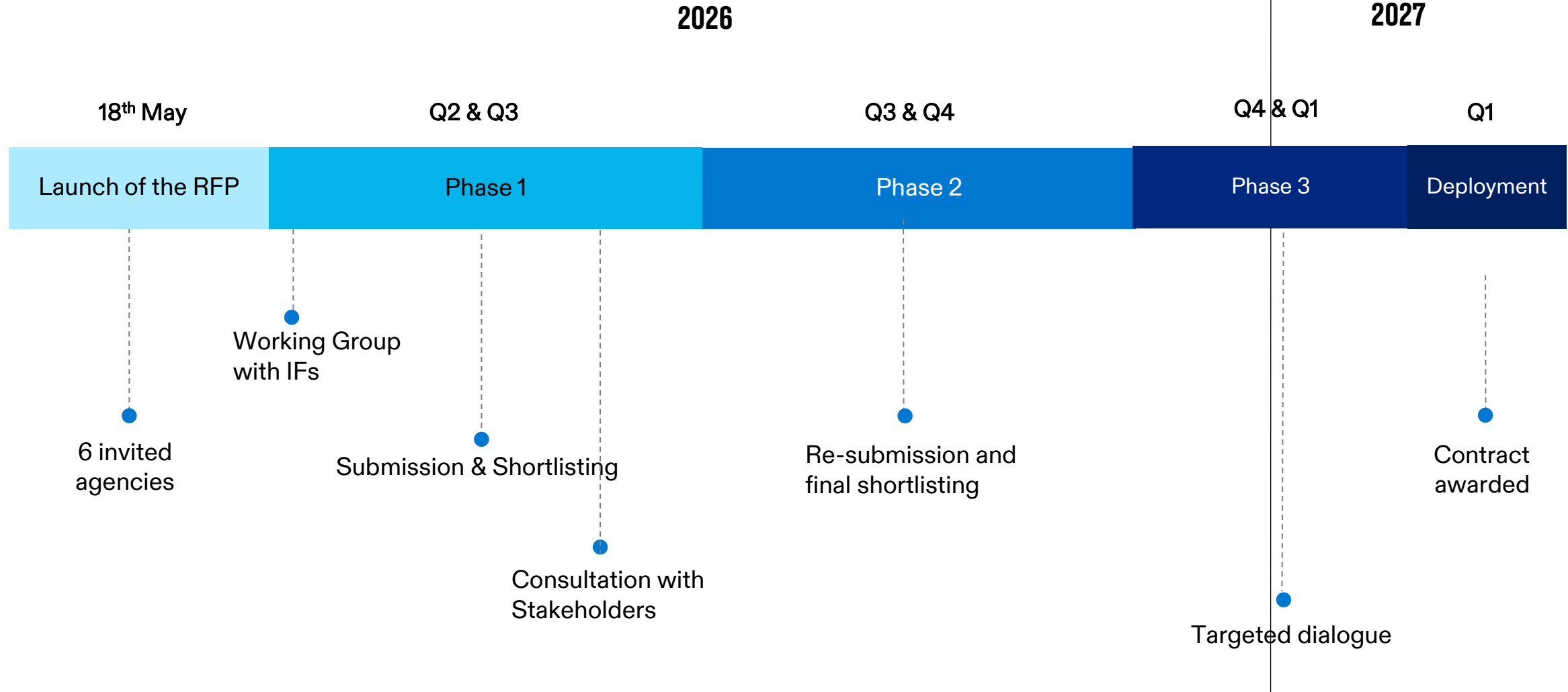


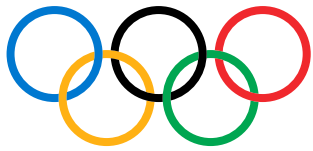
- RFP to be issued by the IOC with the objective of appointing a **GLOBAL HOSPITALITY SERVICE PROVIDER** for the Olympic Games of 2030, 2032, and 2034.
- **SCOPE OF RIGHTS:** Development, marketing, sales and delivery of the Olympic Hospitality Programme.
- **AGREEMENT** with the IOC and each of the relevant OCOG: Alpes 2030, Brisbane 2032 and Utah 2034.

Audience-Driven Approach	Unified Hospitality Offering	Dedicated STKs Products	Balanced Business Model	Ticketing & Hosp. Integration	Governance Framework
• Specialised offer developed w/STKs to meet specific market segment	• End-to-end programs to improve operational efficiency and cost optimisation	• Dedicated STKs product line to leverage their ticket allocations*	• Right balance between revenue generation, stakeholders value and operational feasibility	• Alignment • Consistency	• R&R clearly defined • IOC involvement in major strategic decisions

* To be developed in collaboration with IFs

FUTURE OF HOSPITALITY TIMELINE





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THANK YOU

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