

OVERVIEW**EVENTS****Events at the Athens 2004 Olympic Games**

14 events:

Men's events

- Single sculls (1x)
- Coxless pairs (2-)
- Double sculls (2x)
- Coxless fours (4-)
- Coxless quadruple sculls (4x)
- Eights with cox (8+)
- Lightweight double sculls (2x)
- Lightweight coxless fours (4-)

Women's events

- Single sculls (1x)
- Coxless pairs (2-)
- Double sculls (2x)
- Coxless quadruple sculls (4x)
- Eights with cox (8+)
- Lightweight double sculls (2x)

Number of FISA competition days during the 16-day Athens 2004 Olympic Games schedule: 8

Description of events

Races are divided into sculling and sweepoar, with open and lightweight divisions.

A rower has one oar in sweep rowing, an oar in each hand in sculling. Boats have one, two, four or eight rowers.

The eights have a cox, who steers the boat and directs the crew, but, in all other boats, one rower steers by controlling a small rudder with a foot pedal.

All boats race in heats, with the top finishers advancing directly into the semi-finals or the six-boat final.

The other boats get a second chance, with the top boats again qualifying.

QUOTAS

Athens 2004 Olympic Games: 550 athletes; 358 men and 192 women

HISTORY AND TRADITION**HISTORY OF THE SPORT'S STRUCTURE****Establishment**

1892: FISA established

Olympic Programme

1896: Introduction to the Olympic Programme for Men

1976: Introduction to the Olympic Programme for Women

Number of times on the Olympic Programme (Men): 25

Number of times on the Olympic Programme (Women): 8

World Championships

1962: 1st World Championships for Men

1974: 1st World Championships for Women

Number of World Championships (Men): 31

Number of World Championships (Women): 28

Frequency: Annually for Men and Women

Other Multi-sports Games

Rowing is currently on the programme of the Pan American Games and Asian Games.

UNI VERSA LITY

MEMBER NATIONAL FEDERATIONS

FISA has 118 Member National Federations, of which 116 correspond to one of the 202 NOCs.

Number of Member National Federations compared to maximum number of NOCs (brackets):

| | |
|---------|-----------|
| Africa | 19 (53) |
| America | 23 (42) |
| Asia | 29 (44) |
| Europe | 42 (48) |
| Oceania | 3 (15) |
| Total | 116 (202) |

ACTIVE MEMBER NATIONAL FEDERATIONS

Percentage of National Federations that organised national championships in 2003-2004 (corresponding to the number of National Federations affiliated to the IF):

| | |
|-----|-------|
| Men | Women |
| 66% | 52% |

Percentage of National Federations that took part in qualifying events for the Athens 2004 Olympic Games (corresponding to the number of National Federations affiliated to the IF):

| Men | | Women |
|-----|---------|-------|
| 47% | Africa | 32% |
| 70% | America | 52% |
| 48% | Asia | 48% |
| 81% | Europe | 69% |
| 67% | Oceania | 67% |

Percentage of National Federations that took part in the last FISA Continental Championships (corresponding to the number of National Federations affiliated to the IF):

| Men | | Women |
|------|---------|-------|
| 42% | Africa | 21% |
| 70% | America | 70% |
| 48% | Asia | 48% |
| None | Europe | None |
| None | Oceania | None |

GLOBAL SPREAD OF EXCELLENCE

Number of medals awarded at the Athens 2004 Olympic Games (1 gold, 1 silver and 1 bronze per event): 42

| | Number of NOCs that won medals | Continental distribution of medals won |
|---------|--------------------------------|--|
| Africa | 1 | 2% |
| America | 2 | 7% |
| Asia | 0 | 0% |
| Europe | 18 | 79% |
| Oceania | 2 | 12% |
| Total | 23 | 100% |

POPULARITY

PARTICIPATION OF BEST ATHLETES IN THE OLYMPIC GAMES

All athletes are eligible and the best athletes do compete in the Olympic Games.

TICKET SALES AND ATTENDANCE

129,000 tickets sold at the Sydney 2000 Olympic Games, representing:

- 86.9% of the 148,500 tickets available for rowing
- 2% of the total number of tickets sold for all sports

62,000 tickets sold at the Athens 2004 Olympic Games, representing:

- 62.6% of the 99,500 tickets available for rowing
- 1.7% of the total number of tickets sold for all sports

MEDIA ACCREDITATION REQUESTS

Average number of media accreditation requests at the last two World Championships: 475

TELEVISION COVERAGE

Olympic Games

Average number of hours of television coverage per day of competition during the Athens 2004 Olympic Games: 21

Average prime time viewer hours per day of competition during the Athens 2004 Olympic Games: 1,883,500

FISA states that the competition schedule (morning sessions in order to benefit from the best weather conditions) does not allow rowing to obtain good prime time coverage as it is usually broadcast live (mornings) and not re-broadcast during prime time hours.

World Championships

Number of countries where the last two World Championships (WC) were broadcast:

- Men's: 54 (last WC) - 87 (previous WC)
- Women's: 54 (last WC) - 87 (previous WC)

Number of countries that paid for TV rights for the last two World Championships (WC):

- Men's: 57, including sales to EBU (last WC) - 57, including sales to EBU (previous WC)
- Women's: 57, including sales to EBU (last WC) - 57, including sales to EBU (previous WC) (including sales to EBU)

FISA received fairly high income from the sale of TV rights for the World Championships 2000-2003.

PRESS COVERAGE

Total number of articles from 30 July to 12 September 2004: 299

Average number of articles per publication from 30 July to 12 September 2004:

| | |
|---------------|-------|
| Africa | 1.11 |
| Asia | 1.50 |
| Europe | 5.58 |
| North America | 8.88 |
| South America | 0.67 |
| Oceania | 16.33 |

POPULARITY*(CONTINUED)***NEW MEDIA PENETRATION**

Average daily number of visits to IF's official website in 2003: 1,213

Average daily number of visits to IF's official website during the last World Championships: 7,802

Number of visits to the rowing page of the IOC website (1 January 2004 - 11 February 2005): 82,834 (1.9%)

MAJOR SPONSORS

Benefits that FISA received from its major sponsors from 2000 to 2003 (maximum five sponsors):

| | Cash | VIK | Discounts | Services | Other |
|---------------------|------|-----|-----------|----------|-------|
| Zürich Financial | X | X | | X | X |
| Bearing Point | X | | | X | |
| Flying Eagles Boats | X | X | X | X | X |
| New Wave Sportswear | X | X | X | X | X |
| Stampfli Boats | | X | | X | |

IMAGE AND ENVIRONMENT**GENDER EQUITY****In the sport**

Percentage of Member National Federations (corresponding to the number of National Federations affiliated to the IF) that took part in qualifying events for the Athens 2004 Olympic Games:

| Men | Women |
|-----|-------|
| 65% | 54% |

In the IF governing bodies

Composition of the FISA Executive Committee:

- 4 men
- 2 women

The FISA Executive Committee has a female membership of 33%.

TRANSPARENCY AND FAIRNESS ON THE FIELD OF PLAY

Judging has a low impact on the result of a rowing race.

Summary of information provided by FISA in respect of its judging/refereeing system and the steps taken to train, certificate, select and evaluate judges and referees:

Judging/refereeing system

As competition is decided by the order of arrival at the finish line, the role of the judges is to monitor safety, respect for the rules and a 'level playing field'.

Training & certification

The FISA Umpiring Commission provides seminars and exams throughout the year. Any umpire holding a national licence for at least three years may become an international umpire on successful completion of the exam. The international umpiring licence is valid for four years and can be extended on attendance at a FISA seminar.

Selection

Umpires are selected for the jury at FISA events on the basis of experience, universality and gender equality. No umpire will be selected to the jury twice in succession for the same event.

Evaluation

Members of the FISA Umpiring Commission observe the work of jury members during the main FISA events. At World Championships and Olympic Games, the chairman of the Umpiring Commission is also president of the jury. Evaluation meetings take place after each session.

IMAGE AND ENVIRONMENT
(CONTINUED)

INCREASING APPEAL OF THE SPORT

With a view to presenting its sport in the most interesting and attractive manner, FISA has taken the following steps:

Introduction of big screen televisions, live commentators, live race trackers, video streaming and internet race archives. Nationality of boats, blades and athletes is now more easily identifiable.

FISA works closely with media and television directors to ensure the best possible event coverage.

ENVIRONMENT

FISA has an environmental programme and action plans in place, and conducts environmental assessments for its events.

It has an environmental working group, and environmental guidelines for rowing.

As rowing courses are often on drinking water reservoirs, FISA works with local authorities to protect the resource, enacting specific policies such as four stroke engines and encouragement of bike paths for coaches. Installations are often temporary and are constructed after environmental consultation.

In following sustainable development principles, FISA has also worked with organising committees and local authorities and environmental groups when determining, and in the construction of, Olympic sites on such matters as course shores, protection of vegetation, specific disembarking locations, and rehabilitation of degraded areas into environmentally enhanced sites.

ATHLETE WELFARE

ATHLETE REPRESENTATION

FISA provided the following information about the role of athletes in its global decision-making process, in particular with respect to its Athletes' Commission:

Athletes' Commission formed, comprising members nominated by Member National Federations, having initially been elected by their national peers.

Athletes' Commission members have the right to participate in, and vote at, the FISA Executive Board. The Commission Chairman has a seat on the FISA Council and is currently an elected member of the FISA Executive.

ANTI-DOPING

Number of out-of-competition tests

- 2003: 296, of which 0% conducted or financed by FISA
- 2002: 360, of which 0% conducted or financed by FISA

Total number of tests and results

Total number of tests reported by all accredited laboratories in 2004: 2,657

Total number of tests reported by all accredited laboratories in 2003: 2,750

Total number of the 2,750 tests reported in 2003 which resulted in Anti-Doping Rule violations: 4 (0.15%)

DEVELOPMENT

DEVELOPMENT OF THE IF

Strategic planning

FISA states that it has a four-year strategic planning process in place covering mission, vision, core values and development, promotion, presentation and governance of the sport.

Finance

Share of the Federation's total income from Olympic revenues: 44.6%

Share of the Federation's total income generated by marketing and broadcasting: 44%

DEVELOPMENT OF THE SPORT

Summary of the three main development programmes run by FISA between 2001 and 2004

Introduce rowing in countries where it does not yet exist and where conditions are favourable for its adoption.

Improve the standard of rowing in existing developing rowing nations.

Increase participation and standards in international events.

Summary of the financial distribution system used by FISA to support its national federations and continental associations

A ranking is allocated to Member National Federations based on their activity level within regional and international events.

Those federations with lower levels of participation are eligible to access assistance based on request and their ability to meet the needs of the agreement.

Financial distribution is dealt with on a project-by-project basis and attempts are made to direct the most resources towards Africa, Latin America, Asia and Eastern Europe.

COSTS

VENUES COSTS AT THE OLYMPIC GAMES

Venue costs for rowing (12,000 seats) are expensive due to the 2.2 km long channel needed and the infrastructure required.

Where possible, FISA prefers to use natural lakes as the rowing venue (as in 1992, 1984 and many times before).

The rowing venue is usually shared with canoe-kayak flatwater. It can be a legacy challenge for the host cities with low interest in these sports.

OPERATIONAL COSTS AT THE OLYMPIC GAMES

Technology requirements at competition venues

Level of technology costs at Olympic venues: Medium

Level of technology complexity at Olympic venues: Medium

This assessment assumes that the rowing venue is shared with canoe-kayak flatwater.

Television production cost (AOB standards)

Television production for this sport is reasonable and not complex (USD 131,200 per day of competition at the Athens 2004 Olympic Games): the cost of the 8-day schedule is offset by the field of play.

SUMMARY - FISA

HISTORY AND TRADITION

- Rowing enjoys a strong tradition on the Olympic Programme, having been staged at every Olympic Games since 1896 (the competition was however cancelled in 1896 due to the wind conditions).
- FISA was established in 1892 and organised the first World Championships in 1962 (Men) and 1974 (Women).
- Rowing is currently on the programme of the Pan American Games and Asian Games.

UNIVERSALITY

- FISA has 118 Member National Federations, of which 116 correspond to one of the 202 NOCs.
- A low number of Member National Federations took part in the qualifying events for the Athens 2004 Olympic Games in Africa and Asia.
- A low number of Member National Federations took part in the last Continental Championships in Africa and Asia. There are no Continental Championships in Europe and Oceania.

POPULARITY

- Very low number of prime time viewer hours per day of competition during the Athens 2004 Olympic Games.

IMAGE AND ENVIRONMENT

- The FISA Executive Committee has a female membership of 33%.
- The FISA system of judging in place, as well as the training, selection and evaluation of judges, is strong overall.

ATHLETE WELFARE

- The FISA Athletes' Commission has been formed, comprising members elected by their peers. Its members have the right to participate in, and vote at, the FISA Executive Committee.
- Four (0.15%) of the 2,750 total number of anti-doping tests reported in 2003 resulted in Anti-Doping Rule violations.

DEVELOPMENT

- The strategic planning process put in place by FISA appears strong targeting, in particular, expansion of the sport into new countries, with financial support on a project basis.
- 44.6% of FISA's income comes from Olympic revenues, whilst 44% of its income comes from marketing and broadcasting.
- FISA reports a fairly high income from the sale of TV rights for the World Championships 2000-2003.

COSTS

- Venue costs are high, however the venues are usually shared with canoe-kayak flatwater. The venue can be a legacy issue for host cities with low interest in these two sports.