

# The Global Sports Impact Report 2015

*A review of 2014*

*Executive Summary*

## ABOUT THE GLOBAL SPORTS IMPACT PROJECT

The Global Sports Impact (GSI) Project is developing a standard methodology for measuring the impact of a sporting event. The project identifies all of the various impacts that a sporting event creates, not just the economic benefits like tourism, but other social, environmental, media and sporting impacts.

Better understanding of these benefits, and the creation of a methodology that allows the impacts to be compared, will create a more accurate assessment of the true value that sport brings to the global economy.

The project, which was established in 2011, is entering its second phase in 2015. As well as the publication of this report, the GSI Project is working with federations and host destinations to provide a series of GSI Event Studies on major sports events in 2015.

In parallel, the GSI project is running an expert programme, in which leading authorities and stakeholders in the sports industry will be asked to identify the key factors that need to be studied when measuring the impact of events and their relative importance.

## ABOUT SPORTCAL

Sportcal is the most comprehensive provider of sports market intelligence worldwide. It is the essential resource for anyone in the business of sport. Sportcal has been at the forefront of sports market news, data, analysis and insight for over 24 years. The product suite includes; News, Calendar, Directory, Media, Sponsorship, Events and Bidding. Sportcal also publishes a bi-monthly magazine, Sportcal Insight, and a range of publications.

Sportcal is also the lead partner of the Global Sports Impact (GSI) project. The GSI project aims to create an internationally accepted methodology for measuring the impact of major sports events across the globe.

Sportcal was founded in the UK in 1991 by Chief Executive Mike Laflin. Mike is one of the leading authorities on global sports market intelligence. He has been involved in sport for over 25 years, working extensively for a wide range of Olympic and non-Olympic sports.

*Global Sports Impact Report 2015 - A Review of 2014*

# Executive Summary

The year 2014 was a big one for sport. The Fifa World Cup in Brazil, the Sochi winter Olympics, four other major multi-sport games and over 70 major world championships took place, covering a wide variety of sports.

Over 13 million people bought tickets for these events and over 250 million people attended the top 20 sporting events of 2014 which included the NBA, NFL, MLB, English Premier League, German Bundesliga and Formula 1.

Sport is big business. But how much do we know about the people that attend these events and how much do we understand about the true impact of these sports?

For the first time in a unique publication, The Global Sports Impact (GSI) Report 2015 analyses the impacts that these events had on their host cities and nations in 2014.

The GSI Report 2015 is the first in a series of annual reports that studies the previous year's events and assesses them using the methodologies, analytical tools and ratings being developed by Sportcal through its Global Sports Impact (GSI) Project which was established in 2011.

The GSI Project aims to create a standard way in which the various impacts of sports events can be identified, measured and analysed, so providing to sport and all its stakeholders a new and comprehensive way of measuring the real impact of sport.

It aims to challenge the current wisdom and the way in which sports events are measured and communicated today.

Sport is under-valued. The true impact of sport is not really understood. It is currently measured by economic and media impacts, not all of which convey the true picture.

There are no standard methodologies for measuring the impact of sport. Every country, every sport, every consultancy varies in its respective methodologies. It is almost impossible to compare one event with another, as there is little consistency in the way data is gathered and analysed.

The GSI Project is developing a methodology to allow sports federations, event organisers, host cities and nations to use a common methodology to gather and measure information about their events, and to present this in a standard way.

The GSI Report 2015 considers 77 major world events held in 2014 over a series of economic, sporting, media and social indicators, and is packed with data, analysis and case studies on some of the most compelling events of 2014.

If you read one sports industry report this year make sure it is the GSI Report 2015. It is a must-have report for anyone involved in sport.





## Why Sport Matters

and the impact of sport

Sport plays a unique role in our society. We play it, we watch it, and we read about it. It stirs our passion and inspires our dreams.

*By John Siner*

### Why Sport Matters

*Global Sports Impact Report 2015 - A Review of 2014*

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Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than government in breaking down racial barriers.

**NELSON MANDELA**

### 1: 'WHY SPORT MATTERS'

The GSI Report starts with an essay on 'Why Sport Matters' written by John Siner, formerly of the International Olympic Committee, and the founder of 'Why Sport Matters'. The essay discusses why sport plays a unique role in society, why it creates a common ground of understanding and why it has such a deep influence on our lives. Sport is used as an instrument to deliver various political outcomes, and major sports events have become a huge global industry with billions of dollars spent every year in delivering major sporting events. But it remains a fact that we don't honestly realize the true meaning and specific impact of sport.

### 2: EVENTS AND CITIES

More world championships and multi-sport games are being added to the sporting calendar each year. The Youth Olympic Games and the FIBA 3x3 World Championships are among the events that have been added to the sporting calendar in the last five years alone. Added to this are events that have increased their frequency of delivery, like the European Athletics Championships which moved from a four-year to a two-year cycle in 2012. But why this increase in sporting events, and why do cities want to host these events?

Events and Bidding (analysis)

One of the by-products of the GSI Project is the ability to take data gathered through Sportcal's Events and Bidding service and analyse this data using the GSI Rating system.

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This enables a more detailed analysis of who is active in bidding for events in 2014, and how successful they have been by numbers, and in terms of the size and scale of events they have been awarded.

Sportcal's Bidding service lists all the major sports bidding opportunities currently available and lists all the nations or cities that are actively bidding and who has been successful in winning the bid.

When the data is matched with the GSI Events Rating we can then get a sense of size and scale in the events bidding race.



Top five bid nations in 2014

Rank	Nation	Continent	Events	GSI Score
1	Canada	North America	4	6581
2	Denmark	Europe	3	5779
3	Qatar	Asia	2	5103
4	USA	North America	5	4479
5	Japan	Asia	2	4131

Based on the Sportcal data and GSI analysis Canada was the most successful bid nation in 2014, followed by Denmark (2) and Qatar (3), while as a continental level Europe still leads the way, having been awarded over half of the events available in 2014.

The results take into account 61 GSI-scoring world championships and multi-sport games, which were awarded in 2014. The events were given a forecast score based on the average GSI score realised at previous editions held over the last eight years, and those forecasts were aggregated to give the results shown.

The list of the top five most successful bidding nations in 2014 is rounded off by USA (4) and Japan (5). However, Russia, which has topped Sportcal's Global Sports Nations Index since April 2014 is not present on the list having not been awarded any events in 2014.

Asia was the second most successful continent in being awarded events, followed by North America. Nations from Africa won the right to host just two events, with Oceania and South America winning one apiece.

OLYMPIC MOMENTUM BEHIND US BIDDING EFFORT

USA won the hosting rights to five events in 2014, more than any other nation, yet the lower status of the events meant that the country was still more than 2,000 GSI points away from the most successful nation, its neighbour Canada, which attracted four events.

The events won by USA, which include the UCI BMX World Championships 2017 and FIS Freestyle Ski & Snowboard World Championships 2019, are all owned by Olympic-participant federations, albeit the championships themselves might not be current Olympic disciplines.

In overseeing the bids for all events, the US Olympic Committee was heavily engaged with the Olympic sports community over 2014, as it prepared its bid to host the Olympic Games in 2024. Boston, in the north-eastern state of Massachusetts, was announced as USOC's Olympic applicant city in January 2015.

Hosting rights won by USA in 2014

Sport	Event	City	GSI Score
Cycling - BMX	UCI BMX World Championships 2017	Rock Hill	1111
Sailing	ISAF Women's Match Racing World Championship 2016	Sheboygan	547
Skating - Freestyle	FIS Freestyle Ski & Snowboard World Championships 2019	Park City	991
Synchronised Skating	ISU World Synchronised Skating Championships 2017	Colorado Springs	888
Triathlon	ITU Long Distance Triathlon World Championships 2016	Oklahoma	942

3: THE GLOBAL SPORTS IMPACT PROJECT

The GSI Project was started in 2011 to create some standard ways in which the impact of sport can be identified, measured and analysed, so providing to sport, and all its stakeholders, a new, comprehensive and objective picture of the full potential of sport. It also aims to build a community to exchange knowledge and insights and to create a unique forum to promote discussion around the positive and negative impacts of sport. GSI is a collaborative initiative, driven and led by Sportcal, which unites a worldwide network of partners, experts and stakeholders.

4: EVENT BIDDING ANALYSIS

Which was the most successful nation in bidding to host major sporting events in 2014? Russia, Canada and the United Kingdom are the highest ranked Global Sports Nations in 2014 but were they the most successful at attracting major sporting events. Sportcal combines the data from its Bidding service with the GSI Events Rating system and produces analysis on which nations were the most successful at bidding for major sports events in 2014.

5: ECONOMIC IMPACT

The key theme of this section is: what is the economic impact of sport and how do we measure it? Economic impact is one of the key measures used to justify the hosting of major sporting events. It has become the main tool used by governments and cities to show a return on their investment in sport. In many cases it is the only justification given for hosting an event. But there is no standard measurement of sport's economic impact. Every country, every government, every consultancy has a different methodology that is used to measure economic impact which means that no event can really be compared with another event when it is hosted in a different country.

6: MEDIA IMPACT

The impact of media has always been challenging to measure, but with the growth of digital platforms, the internet and now social media it has become even more complicated. This chapter explores what are the standard measurements used to measure media impact and poses the question: do these work for all stakeholders? Cumulative audiences and Advertising Value Equivalency are considered as standard measures within the media world, but do they give us a true reflection of media impact? Online and social media are starting to gain traction as key drivers of event exposure but who is engaging with these media and how do we measure their impacts? The GSI Sports Social Media Index and GSI IF Social Media Index provide an indication of who is driving this area of sport.

## World Championships and Multi-Sport Games 2014 – Participating Athletes and Nations

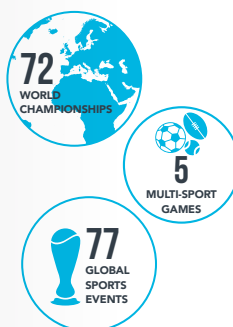
SPORT	EVENT	ATHLETES	NATIONS	CONTINENTS
Olympics	Olympic Winter Games 2014	2,798	88	6
Orienteering	World Orienteering Championships 2014	338	53	6
Paralympics	Paralympic Winter Games 2014	547	45	5
Racquetball	17th IRF World Championship 2014	103	22	4
Roller Sports	World Roller Speed Skating Championships 2014	300	32	6
Rowing	2014 World Rowing Championships	1,168	60	6
Rugby Union	Women's Rugby World Cup 2014	312	12	5
Sailing	2014 ISAF Sailing World Championships	1,470	81	6
Sailing	2014 ISAF Women's Match Racing World Championship	52	8	3
Shooting	ISSF Shooting World Championship 2014	3,143	92	6
Short Track Speed Skating	ISU World Short Track Speed Skating Championships 2014	126	32	5
Ski Jumping	FIS Ski Flying World Championships 2014	59	17	3
Soccer	FIFA World Cup 2014	736	32	6
Softball	ISF Women's World Championship 2014	272	16	5
Speed Skating	Essent ISU World Sprint Speed Skating Championships 2014	50	13	4
Speed Skating	Essent ISU World Allround Speed Skating Championships 2014	46	14	3
Sport Climbing	IFSC Lead, Speed & Paraclimbing World Championship 2014	247	38	5
Sport Climbing	IFSC Boulder World Championships 2014	210	41	6
Swimming	12th FINA World Swimming Championships (25m) 2014	987	169	6
Swimming - Synchronised	FINA Synchronised Swimming World Cup 2014	107	17	6
Synchronised Skating	ISU World Synchronised Skating Championships 2014	439	18	4
Table Tennis	ZEN-NOH World Team Table Tennis Championships 2014	791	117	6
Taekwondo	WTF World Cup Taekwondo Team Championships 2014	112	10	6
Trampoline	30th Trampoline Gymnastics World Championships 2014	270	41	6
Triathlon	ITU World Triathlon Series 2014 (Grand Final)	129	36	6
Triathlon	2014 ITU Cross Triathlon World Championships	92	24	5
Triathlon	2014 ITU Triathlon Mixed Relay World Championships	68	17	6
Triathlon	2014 ITU Winter Triathlon World Championships	40	14	1
Triathlon	2014 ITU Long Distance Triathlon World Championships	32	14	6
Volleyball	FIVB Men's Volleyball World Championship 2014	336	24	6
Volleyball	FIVB Women's Volleyball World Championship 2014	336	24	5
Wakeboard	IWWF Cable Wakeboard World Championships 2014	150	25	5
Water Polo	15th FINA Men's Water Polo World Cup 2014	104	8	5
Water Polo	16th FINA Women's Water Polo World Cup 2014	104	8	5
Waterskiing	IWWF World Cableski Championships 2014	66	14	2
Weightlifting	IWF World Weightlifting Championships 2014	683	75	6
Wrestling	UWW World Championship 2014	692	81	6

## Continental reach

Mega-events such as an Olympic Games or the Fifa World Cup will always attract the most talented athletes from across the world because of their prestige. The number of competing nations is pre-determined, as only those that meet qualification criteria are eligible to participate. This is not always the case for the major world championships.

One potential measure of sporting impact is the 'reach' of the major world championships: how many continents and nations are represented at each event.

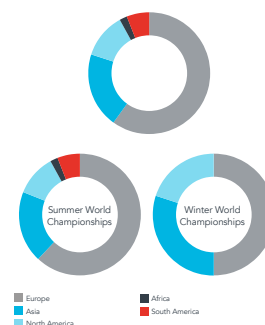
Part of the first phase of the GSI Project was an analysis of the number of nations from each continent competing at each world championship in 2014. This analysis provides an insight into where athletes are coming from to compete, and whether the location of the world championship has an effect on the reach of the event.



## DISTRIBUTION OF SPORTS EVENTS IN 2014

Europe hosted three of the five GSI-eligible multi-sport games held in 2014 while Asia hosted the Asian Youth Games and the Asian Games, which are excluded from this analysis as they are continental events.

Analysing GSI-eligible world championships alone, we see that the continental distribution of events is very Euro-centric.



The distribution of the 72 world championships covered five of the six continental regions, with Europe hosting the majority (44). Notably, Oceania did not host a single world championship event analysed in the GSI Report 2014, and Africa hosted only one. North America and South America hosted nine and four events, respectively, while Asia hosted 15.

## Sporting Impact

## 7: SPONSORSHIP IMPACT

Sponsorship activation is an area of impact that is frequently ignored by host cities, governments and rights owners. Sponsors spend millions of dollars every year on rights activation, reaching millions of sports fans globally but very rarely are their activities included in impact studies. Twelve of the top 20 Best Global Brands, according to Interbrand, are involved in sponsoring at least one of the major events studied in the GSI Report. The identities of these brands and of the events in which they are involved are explored in this chapter, together with analysis on sponsorship deals by brand and by sector.

## 8: BRANDING IMPACT

So called 'destination marketing' and 'destination branding' are big drivers for cities that are using sport to announce their presence on the global stage. Hosting sporting events can leave a lasting impression of a country and we have many positive images from sporting events over the last 25 years of the branding impact of sport. Russia has recently used sport to raise the profile of its cities and of the country, offering no better example than Sochi.

## 9: SPORTING IMPACT

Do 10,000 Olympic athletes have more impact than 736 national footballers at the Fifa World Cup? What is sporting impact and how can we measure it? Are the number of competitors and nations significant or should the focus be on the quality of the athletes? How global are sports events and what is their 'Continental Reach'? How many regions in the world are hosting events and how many athletes from these regions participate in these events? Sports participation comes in many different forms and more and more federations are attaching mass participation events to their major world championships. What form does this participation take and what numbers are they generating?

## The Rabobank FIH Hockey World Cup 2014

## Summary

## Sport

Hockey

## Date

31 May - 15 Jun

## Country

Netherlands

## Owner

International Hockey Federation (FIH)

## Organiser

Dutch Hockey Federation (KNHB)

## Event Frequency

Quadrennial

## Summary

The Rabobank FIH Hockey World Cup 2014 marked the first time that the men's and women's field hockey world cups were held simultaneously at the same location since 1998, when the event was held in Utrecht, also in the Netherlands.

The event, which had 12 men's and 12 women's teams, attracted a total attendance of 250,000. The official motto of the tournament was 'Let's Celebrate Hockey'.

## Key highlights

432 athletes competed for 24 teams from 15 countries. The Dutch women's team won gold, while the men's team won the silver medal, finishing behind Australia.

Of the 250,000 spectators, 18 per cent of visitors came from overseas. In addition to the main tournament there were 32 supporting events, which included sporting, music and food festivals.

## Event history

The inaugural men's world cup took place in Barcelona, Spain, in 1971. The first women's edition took place three years later in Mandelieu, France.

The previous women's world cup was held in Rosario, Argentina, in 2010, while the most recent edition of the men's world cup was held in Delhi, India, in the same year. Each attracted similar levels of attendance (125,000 and 120,000, respectively).

HOST EVENT	ARGENTINA WOMEN'S WORLD CUP 2010	INDIA MEN'S WORLD CUP 2010	NETHERLANDS MEN'S & WOMEN'S WORLD CUP 2014
Attendance	125,000	120,000	250,000
Venues capacity	12,000	15,000	20,000
Athletes	216	216	432
Nations	12	12	15
Accredited Media	317	421	250
Volunteers	150	150	1,183

## Last 10 hosts - Men's World Cup

YEAR	CITY	NATION
1975	Kuala Lumpur	Malaysia
1978	Buenos Aires	Argentina
1982	Mumbai	India
1986	London	England
1990	Lahore	Pakistan
1994	Sydney	Australia
1998	Utrecht	Netherlands
2002	Kuala Lumpur	Malaysia
2006	Monchengladbach	Germany
2010	New Delhi	India

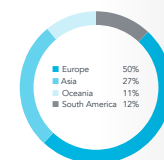
## Last 10 hosts - Women's World Cup

YEAR	CITY	NATION
1978	Madrid	Spain
1981	Buenos Aires	Argentina
1983	Kuala Lumpur	Malaysia
1986	Amstelveen	Netherlands
1990	Sydney	Australia
1994	Dublin	Ireland
1998	Utrecht	Netherlands
2002	Perth	Australia
2006	Madrid	Spain
2010	Rosario	Argentina

## Continental hosting distribution

(all events) 1974 - 2018\*

\*Combined men's and women's world cups counted as one event



## The Rabobank FIH Hockey World Cup 2014

## Summary

## Future hosts

YEAR	CITY	NATION
2018	TBC	India
2018	London	UK

## GSI Events Rating



## Future editions

The men's and women's world cups in 2018 will be held in India and London, England, respectively. The number of teams in each draw will expand from 12 to 16, increasing the sporting reach of the contest by involving more nations.

However, this does make it less likely that the men's and women's events can be held by the same host in the future, given the resultant increase in matches, and facilities required.

## Global Sports Impact

The RHW scored a total GSI Events Rating of 2,412. This is broken down into separate scores for economic, sporting, media and social factors, measured across a number of indicators.

## The Hague

The RHW took place in seven locations across the Netherlands, with all elite matches taking place in The Hague, the third largest city in the Netherlands behind Amsterdam and Rotterdam. In 2011, The Hague has a population of 495,083.

The Hague has hosted a range of major sports events in the past including the IKF European Korfball Championship in 2010, and the ITU Cross Triathlon World Championships 2013. It was also due to host part of the FIVB Beach Volleyball World Championships in June 2015. The Hague ranked 40th in the Sportcal Global Sports Cities Index in 2014.

## The Netherlands

The Netherlands, with a population of 16.8 million (2014), has hosted numerous sporting events in recent years. It occupies 13th place in the most recent version of the Sportcal Global Sports Nations Index, the sixth-highest European nation.

Notable recent events include the world championships in artistic gymnastics in 2010, table tennis in 2011 and rowing in 2014. The Netherlands is also a regular host of UCI cycling events, and speed skating, which also has a strong following.

## Selected major events in the Netherlands, 2010-2015

YEAR	EVENT	CITY / REGION
2010	Artistic Gymnastics World Championships 2010	Rotterdam
2011	GAC Group World Table Tennis Individual Championships 2011	Rotterdam
2014	UCI BMX World Championships 2014	Limburg
2014	FISA World Rowing Championships 2014	Amsterdam
2015	FIVB Beach Volleyball World Championships 2015	Various

## Case Study - Rabobank FIH Hockey World Cup 2014

## 10: SOCIAL IMPACT

The GSI Project has studied the social impact of sport over a long period of time and without doubt it is the most challenging of all impacts to study. There is very little research undertaken about the social impact of sport at most sporting events.

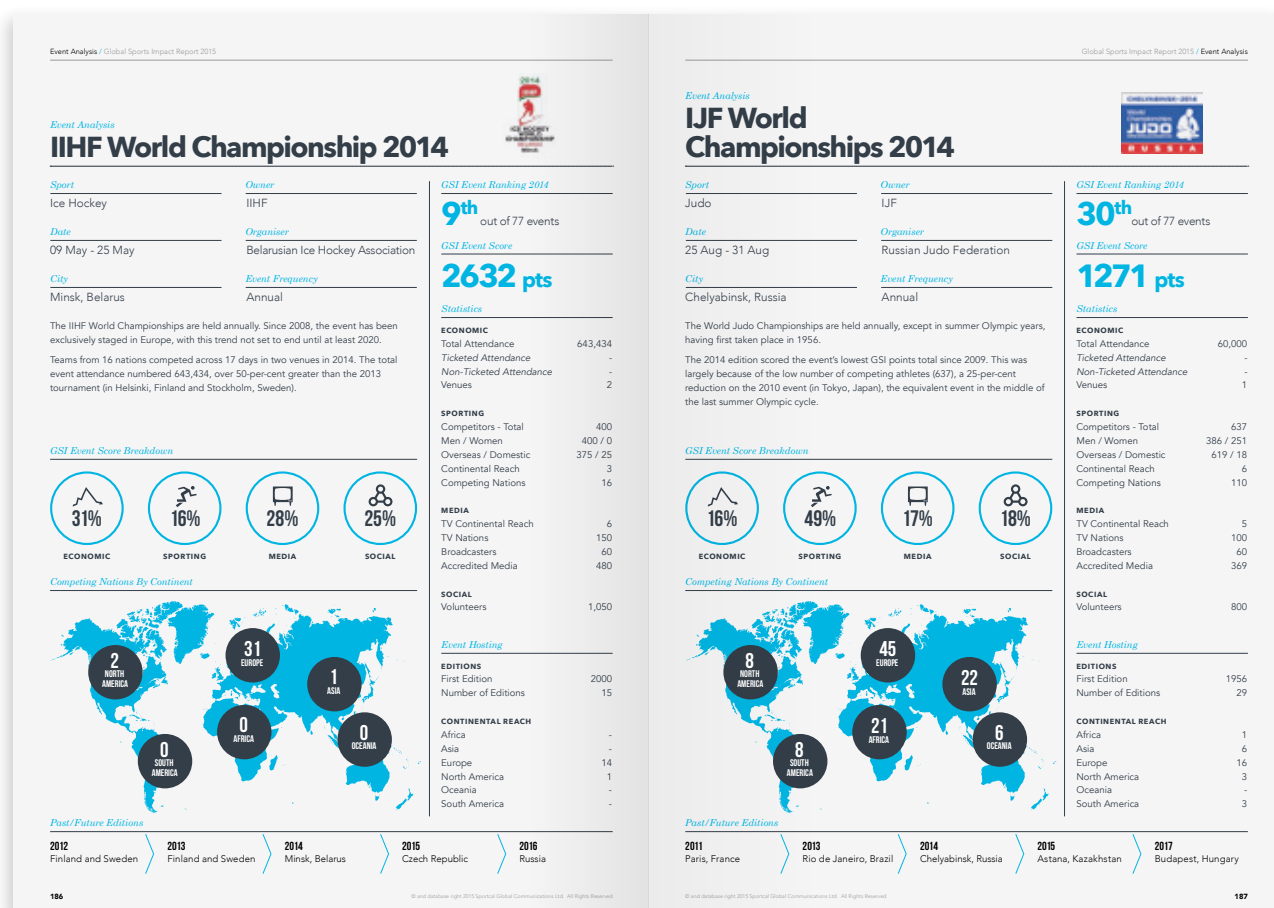
Social impact is hard to measure because of its intangible nature and the difficulty in converting it into pure monetary values. How do you measure pride and social inclusion in monetary terms? Yet the unique power of sport to attract, mobilise and inspire has long been recognised by the United Nations and it is increasingly trying to harness this power to achieve a range of outcomes and policies. This chapter looks at various areas of social impact ranging from volunteering, children, participation, education and the environment.

## 11. CASE STUDIES

The GSI Report 2015 presents in-depth case studies on:

- Rabobank FIH Hockey World Cup 2014
- Glasgow 2014 Commonwealth Games
- Fifa World Cup 2014
- IAAF/Al-Bank World Half Marathon Championships 2014
- Sochi 2014 Winter Olympic Games

Each case study presents the key highlights of the event, and looks in detail at the economic, financial, sporting and social impacts of each event.



## Event Data

## 12. EVENTS DATA

Where do each of the 77 world championships and multi-sport games in 2014 rank, according to GSI's innovative scoring system? The GSI Project has to date collated analysis data on over 1,500 top sports events and the events data pages present analysis, data and GSI ratings on the top events in 2014.

## 13. NATIONS &amp; CITIES INDEX REVIEW

How much has each top sports nation risen or fallen in the Sportcal Global Sports Nation Index since 2012? Russia might be the current leading Global Sports Nation, but which country leads the way per head of population, or by GDP per capita? The GSI Report 2015 also looks at the top 500 cities as measured by the Sportcal Global Sports Cities Index, the top sports cities by continent, and at which continents are increasing their share of events by the GSI rating system.



Event Analysis

# ICC World Twenty20 2014



<b>Sport</b>	Cricket	<b>Owner</b>	ICC
<b>Date</b>	16 Mar - 06 Apr	<b>Organiser</b>	Bangladesh Cricket Board
<b>City</b>	Various, Bangladesh	<b>Event Frequency</b>	Biennial

The ICC World Twenty20 2014 marked the fifth edition of the competition since its inception in 2007.

In an expanded men's format, 16 competing nations were in action, compared with 12 previously. A women's competition featuring 10 teams was held simultaneously with the men's event. The event was broadcast in 220 nations via 38 broadcasters.

The ICC World Twenty20 will again be a joint men's and women's event in 2016. From then onwards, the women's and men's events will be held separately, each on a quadrennial basis from 2018 and 2020 respectively.

GSI Event Score Breakdown



Competing Nations By Continent



Post/Future Editions



GSI Event Ranking 2014

**20<sup>th</sup>** out of 77 events

GSI Event Score

**1885 pts**

Statistics

<b>ECONOMIC</b>	
Total Attendance	458,942
Ticketed Attendance	-
Non-Ticketed Attendance	-
Venues	2

SPORTING

Competitors - Total	390
Men / Women	240 / 150
Overseas / Domestic	360 / 30
Continental Reach	4
Competing Nations	16

MEDIA

TV Continental Reach	6
TV Nations	220
Broadcasters	38
Accredited Media	300

SOCIAL

Volunteers	350
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Event Hosting

<b>EDITIONS</b>	
First Edition	2007
Number of Editions	5

CONTINENTAL REACH

Africa	1
Asia	2
Europe	1
North America	1
Oceania	-
South America	-

Event Analysis

# CPT World Men's Curling Championship 2014



<b>Sport</b>	Curling	<b>Owner</b>	WCF
<b>Date</b>	29 Mar - 06 Apr	<b>Organiser</b>	Chinese Curling Association
<b>City</b>	Beijing, China	<b>Event Frequency</b>	Annual

The 2014 edition of the annual World Men's Curling Championship marked the first time the event had been held in Asia since its inception in 1959. From 2005, Canada has hosted men's and women's events in alternating years, and Canada will continue to host a world championship until at least 2018. The championship is contested by 12 teams, with each team consisting of five members, over a period of eight to nine days.

The event attracted considerably fewer spectators in 2014, compared with the 2013 edition (in Victoria, Canada), with numbers down by 42 per cent despite the 18,000-capacity venue offering the highest venue capacity of recent years.

GSI Event Score Breakdown



Competing Nations By Continent



Post/Future Editions



## Event Data

GSI Report 2014

# Global Sports Nations Index

A major part of the GSI Project has involved the development of an index looking at how successful cities and nations have been at attracting major sporting events.

The Global Sports Nations Index is based on an in-depth analysis of over 600 major multi-sport games and world championships over a rolling 12-year period, covering six years in the past and six years in the future. The 2014 index is based on the period 2009 through 2020. This period allows for three Olympic cycles and three Fifa World Cup cycles, the mega events that are at the pinnacle of the sports events industry.

The index is based on over 100 sports including summer and winter Olympic sports and Olympic 'recognised' sports. The aim is to identify who is bidding for and winning the right to host global sports events.

In order for it to be truly global the index needs to focus on events that any country can bid for, with a few exceptions for multi-sport games. This means that continental events and World Series events are excluded from the current index.

Thus, events like soccer's Euro 2016, a continental championships for one sport, and golf's Ryder Cup, an event limited to only certain countries for one sport, are excluded from the current index. Selected continental multi-sport games are included such as the Asian Games, the Pan American Games and the Commonwealth Games.

Data is gathered on the events that are covered in the index and each event is given a weighting based on the GSI Events Rating system. The GSI Events Rating is calculated based on the size, scale and impact of an event using a range of indicators.

The data is stored in the GSI database and the rating is then applied to each event.

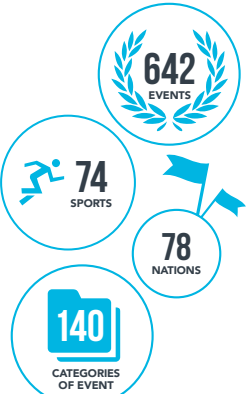
The Global Sports Nations Index is calculated from the number of events a nation has hosted and the GSI Events Rating for each of those events. A time weighting is then given to those events so that events in the current year are worth 100 per cent of the rating value, while events in previous or future years are worth proportionally less.

The total number of weighted points per year is then calculated for each nation, with the nation scoring most points being awarded the title of Global Sports Nation for that year. At the same time an index is produced for the past six years and the future six years to compare who has hosted the most events in the past with who is hosting the most events in the future.

The Global Sports Nations Index shows that the landscape for hosting major sports events is becoming more competitive and countries are increasingly purposeful in their motivations for staging events, as the range of benefits is better understood.

GSI observed that nations are becoming more strategic in their bidding and hosting plans, with key initiatives and appointments announced in Canada, France, the UK and USA. Some countries are following the example of upwardly-mobile Denmark, which is in the top 20 since 2012, in creating centralised sport events groups responsible for co-ordinating bidding strategy.

CONTAINED IN THIS INDEX:



Matters will not stand still, as in each month new bidding opportunities will emerge and the hosts of future editions of major sport events will be decided. Which bid will be victorious? And what will be the effect on the standings in future editions of the Global Sports Nations Index?

This report features the fifth version of the bi-annual Global Sports Nations Index conducted in November 2014. The cut-off for events to be included in calculations for the Index was 24 October 2014.

## Global Sports Nations Index

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