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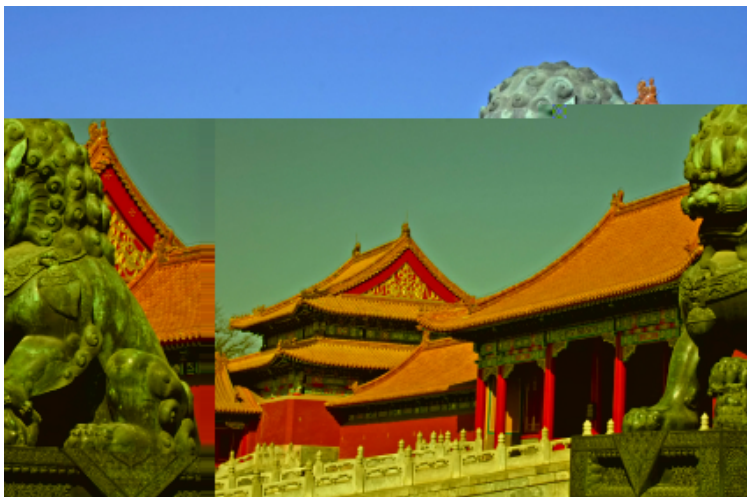
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Finding the Beijing legacy

Adrian Hitchen/Richard Dijkstra, 3 August 2009

Adrian Hitchen, managing director, SponsorMetrix Limited and Richard Dijkstra, director, Belle Media, were asked to answer the question: 'What has Beijing 2008 done for China?'

The innovative new venues in Beijing were a triumph

China achieved a record haul of 51 gold medals

But what is the legacy one year on?

Adrian Hitchen, managing director, SponsorMetrix Limited

“The Beijing Olympics undoubtedly confirmed China’s ability to stage any global sporting event and – for the Olympics at least - to do it with great deal of style and finesse. The organisation appeared almost faultless, the Opening Ceremony spectacular, the innovative new venues were a triumph (both aesthetically and in sporting terms) and overall, China was able to present its best face to the world.

In addition - making 2008 a truly memorable Games - the world’s elite athletes produced numerous thrills and surprises during the 16 days of competition, and several new sporting legends were born. To cap it all for the host nation, China achieved a record haul of 51 gold medals - considerably more than the USA’s second-place tally of 36 – and the sense of national pride was almost palpable.

But while hosting “the best ever” Olympic Games was a major achievement for the Chinese leadership, what is the legacy one year on?

First, Beijing is now benefiting from a huge investment (over \$40bn) in the city’s infrastructure – some of the more visible legacies being the expanded airport,

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renewed public transport system and new train lines, the spectacular sporting venues, the new Olympic forest park and Beijing's first wind farm for the renewable generation of energy. Since the Games, the venues in particular have enabled Beijing to attract a range of other international sporting events to the city and there is little question that it has joined the 'top 10' of sports cities worldwide.

The environment has also benefited - initially in the period prior to and during the Games, when the Authorities implemented draconian anti-pollution measures including the alternate-day car-usage scheme. More importantly for the long-term, however, the success of these measures - relatively clear skies and the best air quality in 10 years - sparked a lively post-Games debate among Beijing residents, the majority of whom [56.6% in an online survey by www.news.cn; n=10,000] say they would welcome a continuation of the strict motoring restrictions. Some lessons here, perhaps, for the rest of the world?

On the broader political level, however, the legacy of the Games seems less certain. International hopes that the Games would open up Chinese society and lead to improved human rights initiatives went largely unfulfilled during the Games, and remain so today. However, some argue that it is likely to take years before the full effect of the Chinese Olympics is understood and history may yet determine that the staging of the Games did indeed represent an important milestone in the development and global integration of China."

Richard Dijkstra, director, Belle Media

"Beijing 2008 enabled China to announce to the world that it has regained its place as one of the major economic and technical superpowers. Its made the transition from a command economy to a market economy under its own terms - retaining its distinctive Chinese characteristics- with the State still very much central to its success and it has done this in only 30 years. Beijing now is just a totally different city, and society, to the one I first experienced back in 1986.

State broadcaster CCTV was put centre stage. Its saturation coverage, over its 18 channels, helped it drive up annual revenues to over \$2.5bn - a figure that undoubtedly will only grow. This success has not gone unnoticed by sports rights holders and programme makers more generally.

The Chinese have also shown that, when they really put their mind (and resources) to it, they could also become a major sporting nation- topping the gold medal table in Beijing with 51 Golds, compared to second place USA's 36 - not bad considering they didn't compete in any Olympics until 1984!

Finally, of course, you can't forget Zhang Yimou's stunning Opening Ceremony, which marked this as a Games like no other and demonstrated to a global audience of billions a cultural heritage of immense richness and depth.

Probably no single other event could have announced China's arrival back on the world stage so successfully- and perhaps also nothing could better demonstrate that learning Mandarin might be a good business investment for us all in future!"

About Adrian Hitchen/ SponsorMetrix

SponsorMetrix is a dedicated research consultancy in the field of sports marketing and sponsorship, specialising in property rights package valuations. The company's managing director, Adrian Hitchen, has over 30 years experience in the international media and sponsorship sectors.

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About Richard Dijkstra/Belle Media

Richard Dijkstra runs his own media consulting company Belle Media, together

with his business partner Kay Hutchison. Dijkstra is an entrepreneurial media executive with experience across cable, satellite, post- production and new media. He also has a deep understanding of the regulatory and public policy environment in which all media business operates. Before joining Belle Media, Dijkstra held a variety of roles with companies he helped establish, including Artem Digital a leading provider of digital assets to film and television post-production and to the Video Games sector. Major clients included:- Warners, Universal, BBC, BSkyB, Red Bee, Disney, EA, SCEE, SCEJ, Capcom, Cinesite, MPC, Framstore CFC and Double Negative. Prior to this he founded Metro Cable – backed by UK Venture Capital investor 3i Group plc. Dijkstra started work with BT plc and was one of the pioneers of multi-channel media: working in both satellite broadcasting and cable. He helped establish a number of channels, including MTV Europe and Discovery UK, and was responsible for building the UK's first new broadband cable network in Aberdeen. He worked in Hong Kong for three years with Hutchison where, in addition to planning one of the world's largest infrastructure projects, he helped pull together an international programming consortium. This subsequently became the basis of Star TV.

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