

Called “The IOC Athlete Learning Gateway”, the IOC has announced the launch

of a free online education service aimed specifically at Olympians, other elite athletes and their coaches, with IOC President **Thomas Bach** stating: “The long-term interests of athletes are a priority for the IOC. Through Olympic Agenda 2020, the IOC has a unique opportunity to act as a bridge between busy athletes and the world’s best academics and learning tools. The IOC Athlete Learning Gateway will allow athletes to shape their futures while still pursuing their athletic careers.” The new service will go live on 28 May during the **7th IOC Athlete Career Programme Forum** in Lima, Peru.

For over a year, more than 4,000 athletes and coaches from around the world have been helping the IOC test and develop the pilot version of the experimental “MOOC” (massive open online courses). Leading academics, sports institutes, sports leaders and Olympians have contributed content for the programme, including courses and live online seminars, in line with Recommendation 18 of Olympic Agenda 2020, the IOC’s strategic roadmap for the future of the Olympic Movement, calls for support to athletes to be strengthened. The pilot programme for the IOC Athlete Learning Gateway was evaluated by the IOC’s Athletes’ Commission, Entourage Commission and a dedicated independent Academic Advisory Board. The IOC President agreed with their recommendation to establish the full service as part of Olympic Agenda 2020. **(Continued on page 2)**

Jordan Spieth's win at the Augusta Masters

is generally considered a big boost for **Under Armour’s** golf business. The **Piper Jaffray** analysts believe that the U.S. sportswear company’s golf sales over the next three years can grow from around 200 million US\$ today to **400 million dollars**. The investment bank and asset management firm sees **Nike** and **Tiger Woods** as a model for Under Armour, noting that Spieth was signed at a near “identical point” in his career as when Woods joined Nike. “Over the next decade,” say the analysts, “Nike’s golf sales grew at a 15% compounded annual growth rate to **700 million Dollars** in 2008 from 120 millions in 1997”.- Following a round of store checks illustrating Under Armour’s accelerating momentum golf business since Spieth’s Masters win last weekend, **Piper Jaffray** raised its price target on Under Armour’s share by 3 Dollars to 93 Dollars. With 218 million Under Armour shares outstanding, Spieth’s win raised the company’s market value to 654 million Dollars. **(Continued on page 2)**

Revealing plans for its biggest and most advanced broadcast coverage

for a women’s football tournament, **FIFA** announced that TV production of the **2015 Women’s World Cup** in Canada will include top match directors, up to 22 state-of-the-art cameras and ultra-high definition visuals. “A selection of the best European football directors will spearhead “**Dream Team**” production teams at every match to ensure the very best coverage of all the action, emotion and drama during the competition. As is usual for FIFA’s flagship competitions, FIFA TV’s broadcast production will be transmitted to territories all over the world,” says a FIFA press release, with FIFA Director of TV **Niclas Ericson** stating: “This is the biggest broadcast production we have invested in so far for a women’s football tournament. This supports FIFA’s commitment to develop and promote women’s football and it reflects the huge momentum and interest in women’s football around the world today.” ►►►

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According to Ericson, FIFA expects hundreds of millions of fans around the world to tune in to the Women's World Cup in Canada. "And we are committed to ensuring that broadcasters and fans everywhere experience the tournament in the best way possible." A standard minimum set-up of **20 cameras per match** will provide fans with a viewing experience on a par with top European league coverage, with an enhanced camera plan of 22 cameras for the Opening Match, Semi-Finals and the Final Match. This compares with a standard plan of 16 cameras at the 2011 Women's World Cup in

FOR THE RECORD**Fina answer to IOC President's call for transparency**

In answer to the IOC President Thomas Bach and Agenda 2020's call for transparency, FINA, one of the most important stakeholders of the **Olympic Programme** states that the President, the Honorary Secretary, the Honorary Treasurer and the Bureau Members do not receive any kind of indemnity. They are considered volunteers and do not receive a salary. Until 31st December 2014 they received 300.- USD per diem for the days of travel for FINA business and from 1st January 2015, **400.- USD** per diem. The travel expenses are covered in business class.

The FINA Office employs 32 persons, including 11 part-time positions (Organisational chart available on the FINA website).- Furthermore, considering good governance, transparency, accountability, responsibility and fairness, the FINA Executive and Vice Presidents, at the meeting held in Lausanne, propose to the FINA Bureau to nominate a Chief Internal Audit Officer as a first step. FINA's Financial Report will continue to be audited in accordance with the Swiss Audit Standards and the FINA Constitution. The audit will be conducted by an external auditor: **PricewaterhouseCoopers** (PwC) meeting the legal requirements on licensing according to the Auditor Oversight Act (AOA) and independency.- In accordance with the FINA Constitution, the yearly Financial Report is presented to the FINA Bureau for approval and the four (4) year financial statement shall be submitted to the FINA General Congress for approval. **(FINA Press Release)**

Germany. FIFA and Japanese broadcaster **NHK** will also work together to produce ten matches in ultra-high definition **8K** visuals, including the Final Match on July 5th. A separate team of producers will create dedicated content for mobile, tablets and laptops to meet increasing demand for match coverage on multimedia platforms. ◀◀◀

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"This is just one of many important new initiatives being driven by the Olympic Agenda 2020 reforms, which will strengthen and improve support for the athletes," said IOC Athletes' Commission Chair and Athens 2004 silver medallist **Claudia Bokel**. "This inspiring free electronic platform will give athletes, wherever they may be in the world and at whatever stage of their athletic career, access to educational material produced by leading academics and athletes. This is an important step forward for the welfare of athletes." IOC Entourage Commission Chair and Seoul 1988 gold medallist **Sergey Bubka** added: "The life of an athlete is extremely busy: they are constantly on the road; they spend a lot of time training. It is very difficult to find the time to study, to properly prepare for life after sport. But thanks to the many changes brought about by Olympic Agenda 2020, athletes will continue to be given more and more opportunities like the IOC Athlete Learning Gateway. This online tool gives athletes the means to successfully combine sport and education for brighter futures." ◀◀◀

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At the same time, according to estimates, Under Armour received nearly 31 million Dollars worth of brand exposure during the Masters four days of TV coverage. The 21-year old Jordan Spieth, who finished the tournament at -18, was signed to a 10-year extension in January, making him the first golfer to be outfitted in the brand from head-to-toe.

Masters Champion **Jordan Spieth** has given **CBS** also an considerable boost as the network's viewership of last Sunday's final round rocketed up by 26% over a year ago to **14 million viewers**, according to **Nielsen**. A year ago, the event's final round pulled in 11.1 million viewers. The Masters third round on Saturday also hit record marks, with an average viewership of 8.9 million - up 51% from last year's 5.9 million viewers. Most of the Masters coverage was in the late afternoon hours. But there was some spillover - 15 minutes - in prime time. That also helped push **CBS** to the top spot on Sunday night, averaging a Nielsen 1.4 rating among 18-49 viewers (and 10.2 million overall viewers). ◀◀◀