## Higher, faster, stronger... and costlier Organisers for London's Olympics in 2012 will hope LONDON to emulate the commercial success of Los Angeles Projected figures and Seoul. Athens also posted an operating profit Profit \$175m but the costs - inflated by chronic delays. massive security and overruns - sent the ENDEN 2012 Greek national budget into a deficit OLYMPIC OPERATING BUDGET (\$bn) Government funding **BEIJING** LOS ANGELES **ATHENS** 900 Operating profit Profit \$335m (1995 prices) \$155m 7.2 First privately funded Games Beijing 2008 High **ATLANTA** and a model for 6.7 No profit all subsequent 6.0 tournaments SYDNEY No profit BARCELONA Profit \$3m Atlanta 1996 **SEOUL** Profit \$556m Barcelona '92 $\bigcirc \bigcirc \langle$ Low 2.6 2.8 2.4 107m 427m 2 1.6 450m 66m 0.7 78m 0 1984 1988 1992 1996 2000 2004 2008 2012

IOC takes 10-30% of any profits. Olympic cities bear burden of any cost overruns. Excludes infrastructure costs and long-term benefits/losses © GRAPHIC NEWS