



EUROPEAN COMMISSION
SECRETARIAT-GENERAL

Directorate C
Secretariat of the European Group on Ethics in Science and New Technologies

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DOPING IN SPORT

SPORTS ECONOMICS AND STATISTICS

Participation & competition

Participants

About 125 million people in the EU do sport, more than a quarter of all EU citizens. It is estimated that 2% of all private spending relates to sport.

Questionnaires show that on average men do 10 minutes of sport per day (15 on weekends) and women 5 (6 on weekends).

Source: "The EU & Sport", European Commission Information leaflet

Figures on sports participation vary from country to country. In Finland, 19% of the adult population (16+) does not participate in any sports, with only 3% taking part in no physical activities at all. In Italy, 77% do no sport, and 40% no physical activity. The figures for Spain are 43% and 26% respectively.

In most countries, however, the majority of people do *some* sport, even if only occasionally: Ireland 64%, the Netherlands 63%, Sweden 69%, and UK 67%.

The numbers involved in competitive, organised and intensive, or simply intensive, sport ranges from 5% in Italy, 9% in Spain, 16% in the Netherlands, 18% in the UK and Ireland, 36% in Sweden, to 39% in Finland.

The figures for children (under-16s) also demonstrate high levels of participation in sport, although in Italy, for example, 46% of under-16s do not take part in any sporting activity. In the Netherlands the figure is 11%, and the UK it is as low as 2%, meaning that almost all children do some form of physical activity.

Many children are involved in competitive, organised, and intensive, or simply intensive, sport. In the 6-11 age group, the figures are as follows: Italy 11%, the Netherlands 19%, UK 22%, Finland 33%, and Sweden 54%; and in the 12-16 age group: Italy 17%, UK 33%, the Netherlands 34%, Finland 40%, and Sweden 74%.

Source: COMPASS 1999 report, "Sports Participation in Europe"

Competitions

In 1999 there were 77 world championships and 102 European championships organised in Europe – of great significance for the economies of the host towns and regions.

Source: Report by the Secretary General of the European Olympic Committee, April 1999

Economics (External Network of Actors)

Sports funding

Sport receives an estimated FF 100 billion in funding in France. This can be divided as follows:

Public bodies: communes with more than 3000 inhabitants - FF 30.6 billion; regional councils - FF 3.05 billion; the State - FF 10.61 billion

Private consumers: FF 43 billion spent on sports services, clothing and equipment (0.97% of total consumer spending)

Private sector: television rights - in the region of FF 1550 billion in 1996 (Olympic year); businesses - FF 8.5-9.5 billion, including sponsors - FF 2.5-3 billion.

Source: French government web-site, "Guide de prévention sportive et de lutte contre le dopage"

Olympic Marketing will generate in excess of US\$ 3.5 billion for the IOC in the period 1997-2000. This can be divided as follows: television 50%; sponsorship 36%; tickets/hospitality 11%; licensing 2%; other programs (coins & philatelic) 1%.

Source: IOC official web-site

Economy

In Germany, sport accounts for 1.4% of GNP.

Source: "The EU & Sport", European Commission Information leaflet

In the UK, sport accounted for 1.6% of GNP in 1995, with consumer expenditure on sport amounting to £6983 million in 1995.

Source: Chris Gratton – "The Economic Importance of Sport"

It is estimated that the sports industry accounts for 3% of world trade and that Europe accounts for 36% of this activity (US 42%).

Source: Report on GAISF meetings supplied by DGX

Employment

It is estimated that 1.5 – 2 million people work in sport in Europe.

Source: EU Report on Sports and Employment, September 1999

Sports clothing and equipment accounted for 60 000 jobs in the EU in 1994.

Source: Federation of the European Sporting Goods Industry information

In Britain, sport accounted for 1.61% of total employment in 1995.

Source: Chris Gratton – "The Economic Importance of Sport"

Media (Television)

TV rights provide 50% of the IOC's total marketing revenue. At the Atlanta Olympics of 1996 global TV rights fees were worth US\$ 895 million, rising to a provisional US\$ 1482 million from the Athens Games in 2004.

Source: IOC official web-site

TV rights generate US\$ 42 billion for the sports industry.

Source: Report on GAISF meetings supplied by DGX

In 1998 there was a 35% increase in the number of hours devoted to sport on television compared to 1997 (largely due to the Winter Olympics and the football World Cup). Football is the most televised sport, accounting for 31.28% of hours of televised sport.

Source: DGX discussion paper for the Working Group on "Relations between Sport and Television" (26 April 1999).

Sponsorship

Sports sponsorship generates US\$ 15 billion pa.

Source: Report on GAISF meetings supplied by DGX

Profit

Ticket sales generate US\$ 50 billion pa for the sports industry.

Source: Report on GAISF meetings supplied by DGX

Doping

Source: Council of Europe Anti-Doping Convention database on anti-doping initiatives

NB: figures refer not just to EU countries but to the 24 following which have ratified the Convention: Aus, Aut, Cyp, Cze, Den, Fin, Ger, Gre, Hun, Ice, Ita, Lat, Lit, Lux, Net, NZ, Nor, Pol, Por, Slk, Slv, Spa, Swi, UK.

Controls (testing)

In 1997, International Sports Federations carried out 5401 doping tests in competition and 659 out of competition. Under national testing programs 28 409 tests were performed in competition and 22 604 out of competition – a total of 56 952 doping tests carried out in 1997.

Positive detections

In 1997, in-competition testing produced 177 positive tests on the national level and 68 on the international level. Out-of-competition testing produced corresponding figures of 2 and 318 respectively. The total of positive tests was 318. Cycling (42) generated the largest number of positive tests, followed by athletics (31) and powerlifting/weightlifting. Every sport had at least one positive test.

Types of drugs

Drugs tested for: over 90% of countries carry out tests in competition for stimulants, narcotics, anabolic agents and diuretics. Anabolic agents are the only substances for which over 90% of countries carry out tests out of competition. These substances, along with peptide hormones, make up the doping classes. The methods of blood doping and pharmaceutical or chemical manipulation are also tested for. Other classes of drugs that are tested for and are subject to certain regulations include alcohol, marijuana, local anaesthetics, cortico-steroids, and beta-blockers. For all of these substances/methods more countries test for the substance in, rather than out of, competition. Only four countries test for blood doping in competition, and three out.

Positive tests: stimulants are the most commonly detected substances, making up 44.47% of all doping offences. These are followed by anabolic steroids (36.93%) and diuretics (6.28%). The other substances/methods constitute very small percentages of detected doping offences.

Sanctions

In 22 of the countries either the National or International Sports Federation, or both, are responsible for imposing sanctions. Two countries (Norway and Portugal) have national anti-doping organisations responsible for sanctions (in Norway the organisation is the sole responsible authority for these). Six countries (Aus, Den, Ice, Lit, Net, Spa) have other, or additional, bodies responsible for sanctions. In Denmark this body (the Doping Court for all Danish Sports Federations) is the sole responsible authority.

Costs & Finance

Funding of sample analysis by laboratories: in 15 of the countries the State funds sample analysis. In eight, sports organisations, national anti-doping organisations or confederations provide funding, and in four (Gre, Ita, Lat, UK), so does the National Sports Federation (in Italy only this body does). For some of the countries additional funding includes money from private hands, other countries, international federations or local government.

Costs of anti-doping programs and organisations: the costs of running anti-doping programs are considerable. In total £11 262 584 was spent on such programs in 1997. This can be divided as follows: £4 429 051 (39.3% of total spend) on laboratory costs or costs of sample analysis; £2 837 951 (25.2%) for the administrative or anti-doping organisations; £2 634 672 (23.4%) on sample collection; £906 782 (8.1%) on education and information; £351 225 (3.1%) on research; and £102 902 (0.9%) on legal advice or action.