

Speaker	Dialogue
Steve Smith	Hi this is Steve Smith and Rich Young from Bryan Cave Leighton Paisner and welcome to our Olympic podcast on New Olympic Sports. One of the neat things is that there are a few different ways for sports to be added to the program of the Olympic games. Rich why don't you walk us through some of the different ways a sport can do that?
Rich Young	<p>So Steve, as you know, there's a long list of the sports who like to get into the Olympic games. There's only 28 sports that make the summer Olympic games. There's less pressure on the winter than the summer.</p> <p>What a lot of people don't know is that in addition to those 28 sports that are on the program of the Olympic games, there's a long list of recognized sports, water skiing, tug-of-war, bowling and the like. Many of those, squash bowling and others have tried to get into the games and will continue to try to get into the games.</p> <p>Factors that the IOC considers are whether it's new, whether it would interest younger people, cause they're trying to address a younger generation. The cost of the sport and whether the sport is covered worldwide, the number of people involved in the sport and the like.</p> <p>And, against that backdrop you've got some real limitations. They try to keep the number of participants in the Olympic games to no more than 10,000. That won't – they'll be more in Tokyo, but Paris is trying to get there. And so, it turns out to be a zero sum gain. If you're going to add a new sport, like, not a new sport, a new discipline within a sport, where there will be more competitors like 3-on-3 basketball that Jim Tooley we'll talk about, that means that the number of athletes slots need to come from either other disciplines in that sport or other sports.</p> <p>So, if you take away, if you add basketball players, you have to take away weight lifters or wrestlers or whoever else it may be. The other limiting factor is that the IOC is trying hard to hit gender equality. And so, you know, historically, there have been a lot more men competing in the Olympic games than women. So if you get a new sport coming in, you can be relatively sure that it will have either equal men and women participation. Or, more women than men,</p>
Steve Smith	So Rich you were talking earlier about the difference between new sports joining the Olympics and new disciplines and we're very fortunate to have join us, Jim Tooley, the CEO of USA basketball. For Jim and USA basketball, they're welcoming 3x3 or 3-on-3 to the Olympic program this year, and it will be the first time that's in the Olympics. So Jim welcome.
Jim Tooley	Thank you. Good to be with you.
Steve Smith	Good to have you. So we're talking a little bit about USA basketball and the sport of international basketball and the recent addition of 3-on-3 which will be played in Tokyo this year for the first time. So what, from your perspective what were the keys to getting 3x3 recognized and added to Olympic games?
Jim Tooley	Yes, well I had the good fortune of being on one of the FIBA working commissions back in the early 2000's actually. And it was talked about for a long time and then Patrick Bowman who was the Former Secretary General who passed away, he had a lot of, did a lot of work with the IOC to

Speaker	Dialogue
	<p>kind of adapt it and show how great it was gonna be for the Olympic movement.</p> <p>And so as this, to get this up and running, the IOC agreed to put it in the Youth Olympics in 2010. And it was also in the 2014 and 2018 versions of the Youth Olympics. And so we were really excited when it got approved to be in the Summer Olympic games with 8 teams and it's a great initiative and it's getting the sport in parts of the world that it would not otherwise be in.</p> <p>Because you have teams from Romania and Mongolia now that are gonna be represented in the Olympics through 3x3. So that was one of the things that the IOC wanted to see is that what kind of impact is this gonna have worldwide in young people playing the sport? That was really important to them.</p> <p>So not only did they promote a lot of national team events in 3x3 the past 11 years or so, but also a world tour and a lot of other just 3x3 events to build the infrastructure and ecosystem of it worldwide. So it works out we were represented on the women side by four terrific players that start training camp tomorrow. They're flying in today to Las Vegas and we're just excited about the possibilities.</p>
Rich Young	Jim, Rich, on the 8 teams is that 4 men and 4 women?
Jim Tooley	Yes, yep, 4 women, 4 men. So it didn't hurt, you know, the IOC had to be mindful of their quota, obviously to make sure, they're, you know, because they also allowed in a couple other sports as well. So, we felt like this was a good start. We got 8 men's and 8 women's teams in, hopefully, in future Olympics that may grow to 12 or you know, it would be ideal to have 20 which is what it is for the FIBA 3x3 World Cup.
Rich Young	And how would a country like Mongolia, did they win qualifying tournaments, or how did they get in?
Jim Tooley	<p>They did, the first way to qualify for 3x3 is to host a lot of events and have a lot of 3x3 activity in your country. And it was based on the top 100 players in your country playing and based on that each country got a ranking system. And Mongolia did a lot of activity and they were able to secure a spot that way. And other teams are able to get in by going through different qualification tournaments.</p> <p>And if you had a team in 5x5 basketball in the past 2 Olympics, you really only had one shot at a qualifying tournament. If you did not, there was another, a second qualification tournament called the Universality Tournament which ensured that teams that had not been in the Olympic in 5x5 basketball would have a chance to get in. And so, a country like Belgium got in through that way on the men's side.</p> <p>So, you know again, FIBA was pretty mindful of making this for everybody, not just, you know, it wasn't designed for the United States because basketball is so popular here. They didn't, they don't, FIBA doesn't look at us needing 3x3 to fuel basketball in this country. Which is true in part, but we certainly want to put a good foot forward. But it is really having an impact in having teams from Mongolia, Romania and there were a lot other</p>

Speaker	Dialogue
	you know, smaller teams in the qualifying process that had a chance. So it really did give a lot of new teams a chance at the Olympic games.
Steve Smith	And Jim, in the process of getting 3-on-3 into the games, how important was its appeal to the younger generations in your mind?
Jim Tooley	<p>It was, that was a key component. They wanted to make sure that this was you know, FIBA's goal. I remember the first time they put it up in a meeting, it was from the streets to the Olympics. And they wanted to make sure this was a real urban approach and that young people were playing it.</p> <p>And so a lot of the events were done in parks around the world, kind of tied in sometimes with skateboarding events and some other different type of things that were really appealing to the younger generation in the United States. In the mid-90s through Hoop it Up and Gus Macker, it kind of tapered off. And certainly never had the opportunity to represent your country in it. So I think after the game, the 3x3 appears at the Olympic games on NBC, I think it's just gonna have a gigantic boom.</p>
Steve Smith	How did, Jim how did you prove that 3x3 was popular with the younger generation? Was it participation or statistics or surveys? What impressed the IOC?
Jim Tooley	<p>My understanding and while I was on the working group, I wasn't on the frontline of the conversations with the IOC. But my, what I understand is that it just over time starting in 2010, it just showed the amount of tournaments that were happening worldwide. And each year there is this graphic that FIBA showed and you know, there was more activity being played all over the world in China, like I said, we already talked about Mongolia. But in a tournament in 2011, for example, there were teams from Guam and Sri Lanka represented. New Zealand has done a very good job in 3x3.</p> <p>So, they, what FIBA did is they demonstrated how this was gonna be for everybody in that smaller countries had a chance and the amount of growth of events that were happening worldwide just really increased every year, and I have to give them credit for pulling it off in a fairly short amount of time.</p>
Steve Smith	Oh that's great. You know, I know that the IOC looks at events in the Olympics as a zero sum gain. That if new get added, old get cut. Did we have to give up any of the 5x5 basketball teams that were eligible for 5x5?
Jim Tooley	We did not, but in the early stages – that's a good question. In the early stages it was contemplated. It was thought that maybe the 5x5 tournament had to go down to 10 teams instead of 12 teams. Or, the 12 team, the 12-person rosters would be 11 or 10 person rosters. But fortunately, we did not have to do that. So it got to stay, the 5x5 got to stay intact as it had been for you know, a number of decades.
Steve Smith	So Jim, I'm gonna put you on the spot a bit. Who do you, who would you say is favoured to win the Gold Medal in Tokyo in both the men's and women's?
Jim Tooley	I would say on the men's side, where we unfortunately we don't have a team that qualified, I would say Latvia will be favoured. Latvia and Serbia. They have been the two consistent teams on the FIBA world tour that have been very strong, and I would say those two teams would be favoured on the men's side.

Speaker	Dialogue
	<p>And on the women's side, of course, I'm going to have say the United States because that's just how we think. But, you know, it's a tough format, It's an 8 team field. Everybody plays everybody and after those 7 games, teams are seated 1 through 8. The teams that are 7 and 8, they go home – they're done. Teams that are 1 and 2, go right to the semi-finals. And teams 3 through 6 do battle to see who's gonna meet the top 2 teams in the semi-finals.</p> <p>So, it's a pretty robust format, but it's a fair tournament. So you're not, you know, you're not having to worry about you got a bad draw and you're in a tougher pool than everybody. Everybody gets to prove their worth here.</p>
Steve Smith	That's great and one last question from a development standpoint. What do you think the differences between the types of player you look for in 3x3, as opposed to 5x5?
Jim Tooley	<p>You know, that's, were trying to figure that out here. While basketball is hugely popular in this country, there really isn't a 3x3 player ecosystem. So we have to create that, and of course we go into the 5x5 ecosystem and you know, get players into the 3x3 system that we're creating.</p> <p>But they're, you know, the elite players in this country, both on the men's and women's side, have professional opportunities. And the 3x3 opportunities don't, aren't equal to those other 5x5 opportunities in terms of a professional career.</p> <p>So, you're trying to balance somebody who's really good. Or, they're really good, they're gonna go play professionally, but can we get them for some handful of time during the year to do the 3x3? And how FIBA has made it, they've really designed this for what they call a different generation of player.</p> <p>So, they're not looking for your typical 5x5 players to play. They want people who are gonna specialize in 3x3, not come out of the NBA. So we're still learning everyday on the best way to approach getting players involved for us.</p>
Steve Smith	So we shouldn't expect a team of say LeBron, Steph Curry and Trey Young any time soon?
Jim Tooley	<p>Nope, you know, FIBA didn't want that. You know, they, like I said want a different generation of people and they really want 3x3 being played year-round. And with the NBA or with many of the professional leagues around the world, the domestic season eats up a good portion of their time. So, you have to qualify on a pretty rigid schedule and you have to play a lot of 3x3 basketball to be eligible as a player to be in there. And the number of players that play from your country help your federation get enough points to be eligible as a country.</p> <p>So it's similar, and while this is a team sport the qualification process is really similar to tennis or golf where you know, those athletes are playing on a tour year-round. And at the end of their tour they will have, you know, based on how many times they played in grand slams if you're tennis player, they'll have a ranking. And that's what you have to do, you have to</p>

Speaker	Dialogue
	be able to play in enough FIBA events to earn a ranking to be eligible for the national team events.
Steve Smith	Well Jim this has been great, we really appreciate you taking your time out of your busy schedule leading up to Tokyo to join us and we wish you the best of luck and bring home 3 gold medals for us.
Jim Tooley	Thank you very much it was great to be here.
Rich Young	Thanks, thanks a lot.
Steve Smith	So Rich you over the course of your career have helped both golf and surfing to actually get into the Olympics which is not an easy thing to accomplish. What would say some of the lessons you learned during those processes were?
Rich Young	<p>Well, those are both interesting examples because there were established professional leagues, PGA Tour, for example, and World Surf League that had to work with international federations which are the bodies that the IOC recognizes and brings into the game. So that added an interesting wrinkle.</p> <p>But in terms of the sports themselves, IOC looked at the worldwide popularity of this sport and they wanted, and TV ratings are a good way to do that. And they wanted to make sure that they had top players participating. They wanted to make sure that they had both men and women. And, they wanted to see whether this would be something that would have appeal to people of all ages.</p>
Steve Smith	I know you've worked with bowling over the years, what's been their experience?
Jim Tooley	<p>Yeah, it's been one where they've been working at this for decades and have come very close. Then when you look at some of the factors that you talk about, you have in the United States you have an existing PBA tour that's on TV fairly regularly. You have great popularity, especially in Asia, but also to a lesser extent in Europe and other continents. Australia, it's pretty popular. And they for a long time have been working to try to get in, in fact they were on the initial cut for additional sports that would be added to Tokyo as an exhibition sport. And then in the end were taken off because the IOC felt that there was one or two other sports that may be a little better and more popular for the younger generation.</p> <p>And so for that reason, they didn't make it on to the exhibition sports in Tokyo, but they'll continue to work on that and I think there's a good chance that sometime in the future we'll see it. Some of the lessons, obviously, it's very, very political. You know making sure that you know the right people within the IOC is very important.</p> <p>And again, going back to some of the issues that you've talked about Rich, you're making sure this is something that appeals to the younger generation is really key. And you know the IOC and the Olympics is a very, very big enterprise and so you know, the question is what do you bring to the Olympics, what do you bring to us that makes this incredibly popular event even more popular? And that becomes a very big factor.</p>
Steve Smith	Rich for something like golf you know, it's an interesting situation where you have a very popular sport worldwide and what were some of the things that they had to overcome do you think to get into the Olympics?

Speaker	Dialogue
Rich Young	Well they had to give the IOC some assurance the top players were going to play. That, we ran into some problems with that with the ZIKA virus for Rio. And then we had Covid. But you know, we've gotten a good representation of top players and I think one of the important factors is a number of the top men and a number of the top women lobbied hard for golf to get into the games.
Steve Smith	That kind of shows a commitment from those to top athletes, those that know that they'll probably fair lobbying for it to be part of the game so they'll come.
Rich Young	Yeah.
Steve Smith	How about on surfing, you know, surfing is kind of from the other end of the spectrum that you have a very, it's a relatively smaller sport, but you have a very, very strong fan base that will do about anything for the sport. So how, what was the strategy there?
Rich Young	It is fun to go to surfing competitions I will tell you, as a lawyer. I think the strategy is that this is something that is so appealing to a younger audience and you can see that from their TV numbers. You know, one of the new sports for Paris, is break dancing, or they call it "Break" I think. And so, it is that focus on getting youth and younger adults interested in the Olympic games.
Steve Smith	Rich, talk a little bit about you know, the exhibition sports, you know, how do those, those are selected by the particular organizing committee subject to IOC approval – right?
Rich Young	Yeah there's, it's a little different. In the old days there used to be something that was actually called an exhibition sport, and it wasn't a sport in the Olympic games. And you got a smaller medal. It didn't count it for the gold medal count, and I don't think they do that anymore unless they're gonna do it with a special exception. What they do now as part of the new program is allow the host country to say we would like these sports, extra new sports in the Olympic games. Whether they're new sports or whether they're new disciplines. So for example, karate will be a sport in Japan, whether it will continue to be a sport? I should know, but I can't remember off the top of my head whether it's gonna be a sport in Paris. Surfing is a new sport, not just a discipline and it will be both in Tokyo and Paris and like baseball and softball are back. They were in for a long time. They were out, and now they're back and they're back for Tokyo and I think they're back for Paris as well.
Jim Tooley	And that's an interesting situation I mean they were regular sports on the regular slate of sports that were for the Olympics and then were taken off, but now are back on for we think the next two and then probably a good chance that they'll be in LA as well.
Rich Young	Yeah, and they would sports that LA would be interested in having.
Steve Smith	Yeah, so let's look into our crystal ball for a second. What do you think would be interesting sports for LA to propose? I mean we're only 7 years away from it. It always seems so far away, now we're 7 years away and these kind of decisions will be made in the next few years. What do you think will be interesting?

Speaker	Dialogue
Jim Tooley	<p>Well, I can tell you the constraints. It isn't gonna be just men's sports. It will be sports that are really interesting to youth, like climbing is gonna be one of the new sports for example in Tokyo.</p> <p>I'm not, and skateboarding has been in and will continue to be in. I think there may be more mixed sports meaning when men and women competing as a team, or relays or those kinds of things.</p>
Rich Young	In fact, swimming is doing that in Tokyo right?
Rich Young	Yeah, and I would see more of that coming in other sports as well. Both is a way to get your gender numbers up and, because it's perceived as being more fun. What they may mean is that men's events get cancelled. I mean, men's, one of the men's race-walking events got cancelled when they brought in I think it was women's pole vault in athletics. So that'd be one thing and I don't know, what are your thoughts on other sports that might be out on the horizon?
Jim Tooley	<p>Boy that's a great question. You know I think you'll see, as we've talked about, baseball and softball will very likely be on there given the great popularity in the U.S. and especially in this hemisphere. But as far as other sports, I think it's gonna be those sports that at the time when the decision is made are viewed as really appealing to the younger generation and like you said, maybe help with the gender numbers, or certainly do not hurt them. And create some excitement for the IOC.</p> <p>And the, one of the concerns that the IOC has been working on for a number of years is just to make sure that the incredible popularity that it enjoyed for our generations will continue the next generations. And to do that you have to make sure you keep up with the times. Because the sports that we loved growing up aren't necessarily the sports that kids today love growing up.</p>
Rich Young	And you can see examples of that I think first time when snowboarding was in the Olympic games was 1998.
Jim Tooley	<p>Well, I mean, it would be snowboarding is incredibly popular now. It became incredibly popular then. It's hard to imagine the Olympics without snowboarding. You know competitions like Ski Cross are lots fun to watch.</p> <p>Skate boarding is in the Olympics now. Inline skating is in the Olympics. All things that kids do and love so you know, I'm a couple of generations away, but, you're younger. What kinds of things, you know, did your daughters do and love and that their peers are gonna be into?</p>
Rich Young	<p>You know a lot of things that you just mentioned, snowboarding is big, the ski cross is something that they always would get around the TV to watch because that's such an exciting event.</p> <p>But you know, I also would say one of the things that the IOC has to deal with is the excitement that some of the traditional sports generate. For example, I'll never forget my daughter who was I think at the time maybe in 7th or 8th grade, when Michael Phelps was swimming to get maybe his 6th gold medal, everybody at the party stopped. There were maybe 6 or 8 or 10 girls that age. They stopped and they wanted to watch Michael Phelps because he was such a phenomenon.</p>

Speaker	Dialogue
	And so, I think that's the attention the IOC has to focus on is how do we: A) increase the excitement for our existing sports, while also creating those new, bringing on those new sports that are so interesting and exciting for the younger generation.
Jim Tooley	And it's interesting, a lot of sports thrive and sometimes even survive as a result of the fact that they have superstars. So Michael Phelps was a huge shot in the arm for swimming. You know, Kelly Slater in surfing.
Steve Smith	How about Shaun White for...
Rich Young	Yeah Shaun White snowboarding.
Jim Tooley	Great to have someone like that when you're starting a new sport in the Olympics, that's a tremendous boost.
Rich Young	Right for sure. Right and you can look at the X games. You know, there are 13 year old girls winning events – right?
Jim Tooley	Well good, well Rich this has been a lot of fun. We thank you all for tuning in and keep an eye out for our next podcast. Thanks.
[END OF TRANSCRIPTION]	