



INTERNATIONAL
OLYMPIC
COMMITTEE

Sports Department

Ref. No. 2020/KML/CMH
By e-mail only

Mr Ingmar DE VOS
IOC Member
President
Fédération Equestre Internationale
HM King Hussein I Building
Ch. de la Joliette 8
1006 Lausanne

Lausanne, 03 November 2021

Letter from the IOC Sports Director on the Equestrian Formats at the Olympic Games Paris 2024

Dear Ingmar,

I hope you and your team are well.

We appreciate FEI's proactivity in implementing the recommendations of Olympic Agenda 2020 which ultimately led to a very successful Olympic Games Tokyo 2020. We also thank you and your team for the outstanding efforts and contributions towards this success.

As we have discussed, we are finalizing our assessment of the sport and event-specific Tokyo 2020 Games-time data, including global broadcast audiences and digital engagement. This will cover more territories than ever across the various indicators and place a stronger focus on digital engagement due to the changing landscape. We will share individual reports to the respective IF by the end of November once the data has been reviewed and verified, and we would be happy to stage an individual briefing and discussion on the data with the FEI in order to review and further understand the data and discuss considerations for future Games.

We can also already reflect on the positive results of the changes the FEI made to the Tokyo 2020 Olympic qualification system and competition formats which moved to teams of 3 riders with no drop score as opposed to the 4 riders and a drop score which had been in place in previous Olympic competitions. This change had a number of benefits we have seen already:

- i. A direct increase in universality (or flags) within the Equestrian team events, which in turn engages with wider audiences for the event and greater opportunities for promotion and engagement in a wider number of territories.
- ii. Each result being critical for the results of the event, aligning with the formats in place across nearly all other sports and events

- iii. Being more understandable for the global audience, while showcasing the skills and performances of each individual rider and horse combination.
- iv. Ensuring a more fair and equal level playing field for all participating NOCs rather than favoring the larger National Federations and NOCs

For the reasons mentioned above, the IOC would welcome proposals for the Olympic qualification system and competition formats for Paris 2024 that maintain the same principles.

Many thanks again for your close partnership and look forward to seeing you in Lausanne at the IF Transition Seminar next week.

Very best regards,



Kit McConnell
Sports Director