



Vancouver 2010 Olympic Winter Games

Global Television and Online Media Overview



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Vancouver 2010 Global Broadcast Overview

Vancouver 2010 was a 17 day sporting spectacle, which was held between 12 and 28 February 2010. The Games hosted 2,631 athletes from, 82 National Olympic Committees. These athletes chased 256 medals at 12 superb competition venues.

Vancouver 2010 enjoyed the most extensive coverage ever produced for the Winter Games reaching a record potential audience of 3.8 billion people worldwide. 235 broadcasters and television stations showed coverage of the Games in 220 territories.

It was also the first Winter Games to be fully covered in high definition, offering first-class picture quality and an unsurpassed viewer experience.

Broadcast coverage of the Games was also available on more than 100 websites worldwide enabling consumers to experience Winter Games footage as never before.

Television Coverage

- Vancouver 2010 Olympic Winter Games was broadcast on television in over 220 territories
- There were 31,902 hours of television coverage of the Games, the equivalent of over three-and-a-half years of continual broadcasting
- The total television broadcast hours of Vancouver 2010 was almost double (+96%) the level of coverage that was achieved by Torino 2006 and over three times (+206%) the level that was enjoyed by Salt Lake City 2002
- 37% of coverage (11,692 hours) was aired on free-to-air terrestrial channels
- 16% of confirmed television coverage (5,045 hours) was aired during prime viewing hours (19:00 - 23:00)
- Live coverage accounted for 44% (14,017 hours) of the total

Unique Audience Reach

- Olympic broadcasters had the potential audience of 3.8 billion viewers, an increase of 0.7 billion compared with Torino 2006
- A projected 1.8 billion viewers saw at least one minute of Vancouver 2010 coverage on television (48% of the potential global audience)
- Games coverage reached more than 75% of the potential population in 10 of the audited 25 territories where 1 minute unique reach was available, the equivalent of 40% of territories
- In the host territory of Canada 98.3% of the population (32.9 million viewers) saw at least some coverage on television
- SI's 16 market consumer study revealed a 6.2% increase in the number of respondents having claimed to have watched the Vancouver Games on TV, versus Torino 2006



Global Population	6.7 billion
Global Television Universe	4.5 billion
RHB Universe	3.8 billion
Vancouver 2010 Reach	1.8 billion
Number of broadcast channels (TV)	235

Average Minute Rating

- The average minute of Vancouver 2010 primary³ coverage was watched by 48.7 million viewers
- The average minute of prime time coverage (between 19:00 – 23:00) was watched by 90.4 million viewers
- Average audiences of sports coverage in which particular territories enjoyed medal success were often several times higher than the average Vancouver 2010 audience
- Average minute rating comparisons across the last three editions of Winter Games were possible in 29 territories. The combined AMR for these territories in 2010 was 39.5 million viewers accounting for 81% of the Vancouver Games primary broadcaster total

Demographic Profile

The demographic profile for the television audience of Vancouver 2010 was collated in over 30 territories. From this data it has been possible to create a generic global TV profile in terms of age and gender for Vancouver 2010 viewers which can in turn be compared with the profile of typical television audiences.

- Vancouver 2010 attracted an audience that was proportionately more male and younger against typical television viewers
- 54% of Vancouver 2010 viewers were male versus 44% for the typical TV viewer, this represents a more even ratio of male to female viewers than sports viewing in general (60:40, generic male to female split)
- 23% of Vancouver 2010 viewers were aged below 35 years compared to 19% for the typical TV viewer profile

On-line

Vancouver 2010 was a defining moment in Olympic broadcasting history, being the first Winter Games to be fully embraced on new media platforms, as rights holders and broadcasters increasingly sought to augment traditional media coverage with on-line content and streaming.

The following web stats are inclusive (where available) for 40 RHB/Broadcaster platforms whereas there were more than 100 websites worldwide that carried Vancouver content - actual numbers have the potential to be substantially higher.

- Vancouver 2010 content carried by over 100 official Games RHB/broadcaster websites was available to 1.3 billion people, 19.4% of the World's population.



- Dedicated Vancouver 2010 content received more than 1.2 billion page views from well over 73.6 million unique visitors
- The average time visitors spent surfing Vancouver 2010 content was 7 minutes and 6 seconds, 25% longer than the average visit to generic sports websites (5 minutes and 42 seconds (source: Comscore))
- In excess of 272 million video views watched on-line of which at least 125 million were live video streams
- RHB on-line video views are 785% higher than reported for Torino 2006 (30 million).
- More than 38 million hours of on-line video consumed throughout the duration of the Games

¹ One minute reach - The net number, or percentage, of people who have seen at least one minute of broadcast output (in this case dedicated Beijing 2008 television coverage)

² Average minute rating (AMR) - the average number of viewers across the combined duration of a group of programmes

³ Primary coverage refers to coverage aired by the main broadcasting channel in each territory, in the vast majority of cases this is the terrestrial broadcasting channel with the largest audience reach. Secondary coverage refers to any dedicated coverage in each territory that was aired on channels that are not the main terrestrial channels, these are often cable/satellite (subsidiary) channels. For example, in Australia the primary broadcaster was Nine Network and the secondary broadcaster was Foxtel.