

SOCHI 2014
GLOBAL BROADCAST & AUDIENCE
REPORT

KANTAR

GLOBAL BROADCAST (TELEVISION & DIGITAL) : KEY FIGURES

- Sochi 2014 made gains from Vancouver in all categories



Number of broadcasters	114	↑ 119%	250
TV Channels (FTA/CabSat)	240 (128/112)	↑ 72%	412 (250/162)
TV Broadcast Hours (FTA/CabSat)	31,902 (11,692 / 20,210)	↑ 70%	54,367 (22,752 / 31,615)
TV Potential RHB Audience	3.8bn (84%)	↑ 17%	4.4bn (91%)
TV Actual Audience (1 minute)	1.8bn (47%)	↑ 13%	2.1bn (46%)
Digital Channels	100	↑ 130%	230
Digital Broadcast Hours	25,000	↑ 140%	60,000
Digital Video Views	0.3bn	↑ 334%	1.4bn
Digital Actual Audience	130m	↑ 135%	305m

(%) – figures represent the proportion of the world's TV population in 2010 & 2014, the number of people with television access has risen from 2010

Number of Broadcasters : the global number of broadcasters that licensed rights or sub-licensed rights and actually broadcast dedicated Sochi 2014 coverage

TV potential RHB Audience : the total number of people who have in-home access to the broadcasting channels of Sochi 2014. ie. The maximum number of people that could potentially watch Sochi 2014 coverage

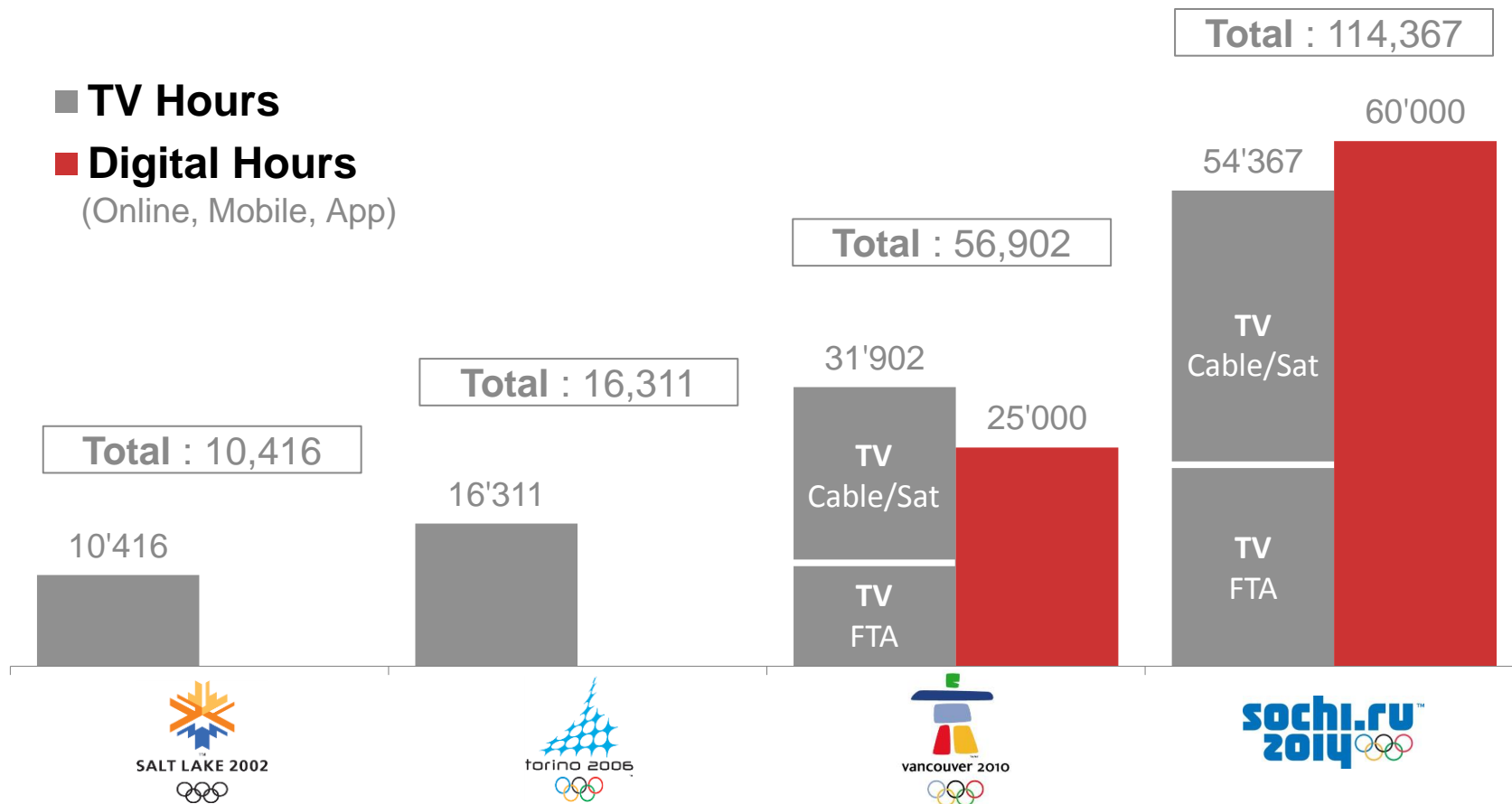
Digital Channels : the global number of channels where Sochi 2014 coverage was made available via dedicated Sochi RHB websites, mobile sites or apps

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EVOLUTION OF COVERAGE HOURS OF WINTER GAMES

- 101% increase in global coverage (TV & Digital) vs Vancouver
- Free-to-air TV coverage has increased by 95% globally since Vancouver while TV cable / satellite hours have grown by 56%
- It is the first time global digital coverage has been more than TV









- Digital hours relates to video hours on dedicated Sochi 2014 areas of Rights Holding Broadcasters websites, mobile sites or apps.
 - No digital coverage was reported in 2002 or 2006

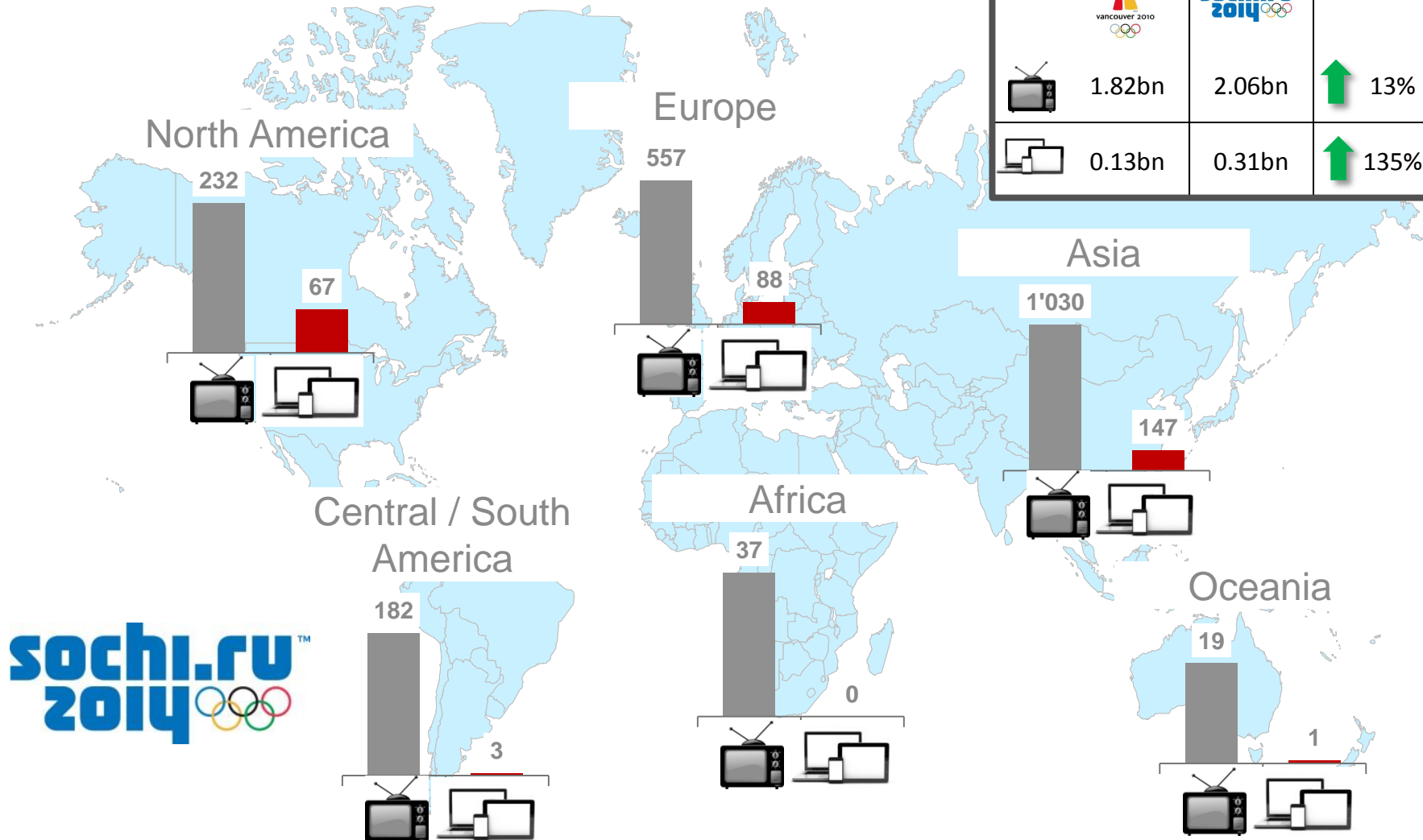
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SOCHI GLOBAL TELEVISION & GLOBAL DIGITAL AUDIENCE REACH

- Television is still dominant but online is growing fast

Global Comparison			
			
	1.82bn	2.06bn	 13%
	0.13bn	0.31bn	 135%



TV : Sochi 2014 1 minute audience reach (millions)
 Digital : Sochi 2014 unique visitors (millions)

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GLOSSARY OF TERMS

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Audience Demographics: The audience demographics shows how a main audience category is divided into subcategories (age and gender) in percentage terms

Audience Reach (1 minute): The unduplicated number of people who have seen 1 minute of a particular series of broadcasts or piece of broadcast output (e.g. a series of programmes, a programme, daypart, channel, TV advertising campaign). In the case of Winter Games, this is calculated to include all dedicated Games programming (including ceremonies but excluding news and general sports programming)

Audience Reach (15 minutes): The unduplicated number of people who have seen 15 minutes of a particular series of broadcasts or piece of broadcast output (e.g. a series of programmes, a programme, daypart, channel, TV advertising campaign). In the case of Winter Games, this is calculated to include all dedicated Games programming (including ceremonies but excluding news and general sports programming)

Broadcast Hours: The number of dedicated hours of broadcast by official RHBs (excluding news and general sports programming)

Cable / Satellite: Television services that are transmitted over wires or satellite rather than over the airwaves

Free-To-Air : The broadcast of Olympic programming over over-the-air Television and/or any other platforms or means within the Territory for no fee or charge, other than any basic fee or charge paid by a subscriber for general access to the platform or system and available in approximately 95% of TV households in the Territory

Platform: A term encompassing the way in which a home can receive television. In this report we the term is either free-to-air or cable / satellite

Population : The number of people living in a territory

Prime time : Broadcast coverage occurring between 19:00 h and 23:00 h (local time)

Rights Holding Broadcaster : A TV or digital broadcaster who acquired official rights to the Sochi 2014 Winter Games

Universe (Potential Audience): The total number of people or potential viewers within a particular audience category. In the case of RHB (Rights Holding Broadcaster), universe is the number of people who have in-home access to the broadcasting channels of Sochi 2014

Hours Of Video Watched: The total number of online / mobile / app hours consumed by users

Live Video Views (or Streams): Content sent in compressed form over the Internet and displayed/exhibited by the broadcaster in real time

Page Views: The number of times a web page has been successfully served to a user's browser

Streaming: Compressed audio/video which plays and downloads at the same time. The user does not have to wait for the whole file to download before it starts playing

Unique Visitors (Actual Digital Audience): Number of unduplicated individuals who visit a website, mobile site or app

Video On Demand (VOD): Allows users to watch non-live coverage at a time that is most suited to them

Video Views: The number of times video viewing is initiated over the internet

Visits: The number of times a website has been accessed (repeat visits by the same user is counted repeatedly)



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