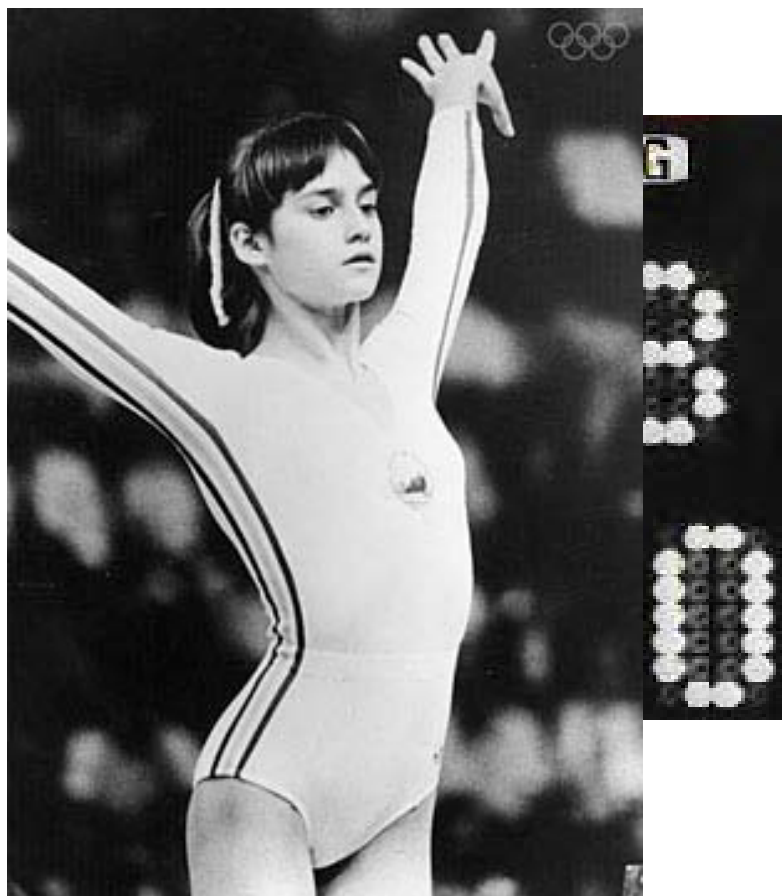




**XIII Olympic Congress  
Copenhagen**

**The Digital Revolution**

# Digital Revolution – Nadia's Theme



**Montréal 1976**











- **Amortizes broadcasting costs**
  - Internet-exclusive solutions
  - Expected decrease in Internet-based production costs
  - Evolution of online advertising
- **Expands distribution**
  - 'Reachability' & versatility to target audience of both Olympic-size events and specialized sports
- **Fills the gap between other media**
  - Beijing brought end to myth whereby digital media had been considered to have cannibalizing effect on TV

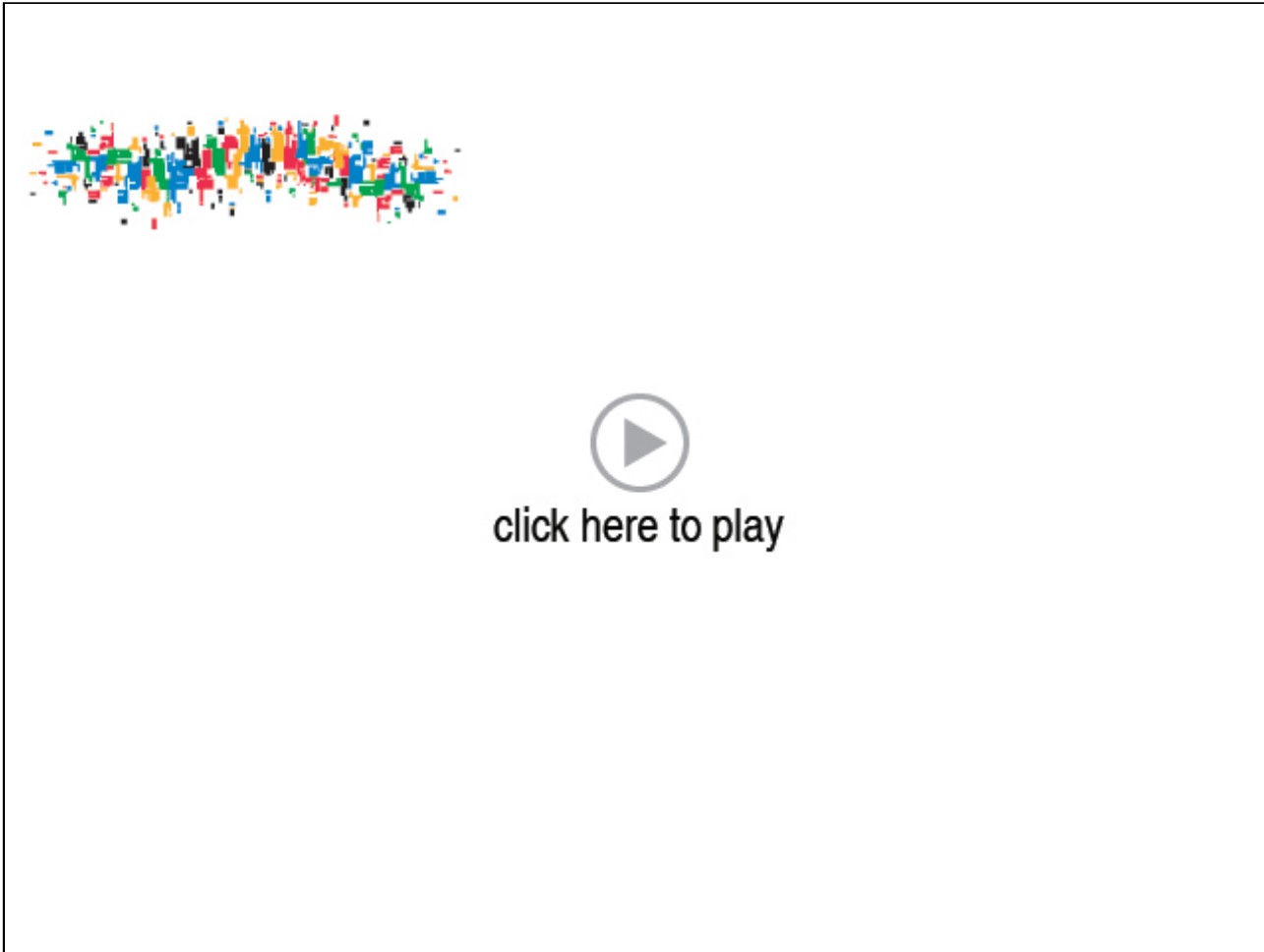
# Digital Revolution – Beijing By The Numbers



## Beijing shattered new-media expectations - Aug. 8-24, 2008

	<b>Unique visitors</b> (in millions)	<b>No. of video streams/views</b> (in millions)
beijing2008.com	105.7	21
YouTube.com/beijing2008	-	21
nbcolympics.com	53	75.5
cctv.com	153	237
EBU CBP	51	180
bbc.co.uk	13	50
eurosport.com	1.5	N/A
nhk.or.jp	-	11
Terra	-	29
au.yahoo.com(Yahoo!7 Australia)	2.3	4

# Digital Revolution – Content is King





# Digital Revolution – Digital Madness

**NCAA MARCH MADNESS on DEMAND**  
POWERED BY **CBS SPORTS.COM**

Presented by **at&t** **Coca-Cola** **PONTIAC**

Watch: **Today's Games** [Previous Years](#)

Schedule Presented By **State Farm**

### TODAY'S GAMES:

<b>10:30 2nd</b> Memphis Kansas <a href="#">Game Audio   Stats</a> <b>Now Playing</b>	<b>17:30 1st</b> SE Louisiana 32 Middle Tenn. State 30 <a href="#">Game Audio   Stats</a> <b>Watch Now</b>	<b>12:10 p.m. ET</b> Davidson Notre Dame <a href="#">Preview   Analysis</a>	<b>2:20 p.m. ET</b> Pittsburgh North Carolina <a href="#">Preview   Analysis</a>
---	--	--	---

**DATES:**  
Selection Show - Mar 15

**Now Playing:**

- M** (Tiger logo)  
[TEAM PAGE](#) | [TALK!](#)  
[TEAM SHOP](#) | [TEAM GROUP](#)
- KU** (Jayhawk logo)  
[TEAM PAGE](#) | [TALK!](#)  
[TEAM SHOP](#) | [TEAM GROUP](#)

[NCAA.COM](#)  
[PRESS CONFERENCES](#)  
[COMPLETE SCOREBOARD](#)  
[LIVE BRACKETS](#)  
[MORE VIDEO](#)  
[SHOP](#)

**GET REMINDED IN '10**  
End User License Agreement

**Hansbrough 25 points at the half** **Comcast** **BOSS BUTTON** [SHARE](#) [? HELP](#)

**LOADING 30%** **50%** **HQ** [CLICK TO WATCH IN HIGH QUALITY](#)

# Digital Revolution – Long Tail of Content



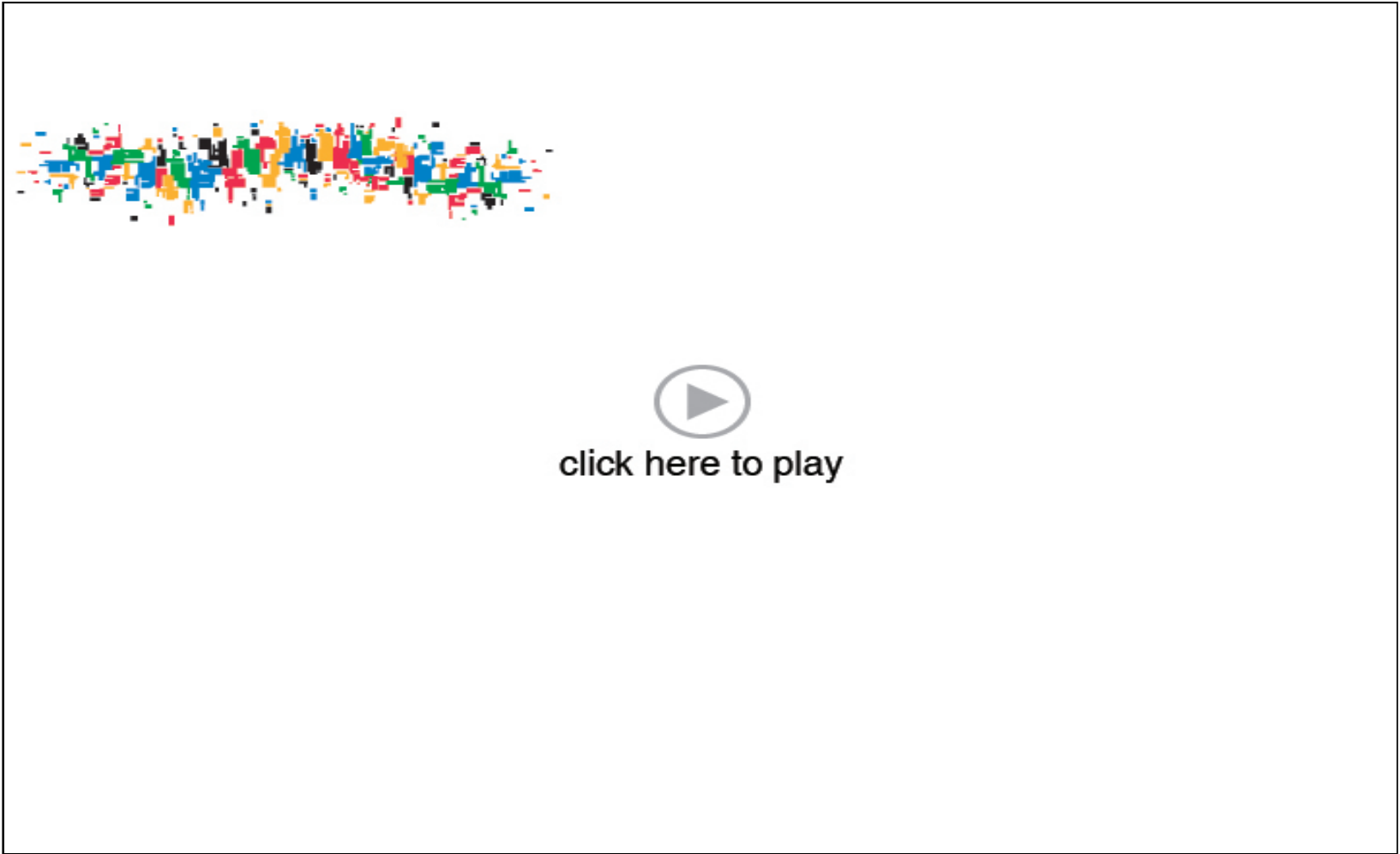
# Digital Revolution – New Media Presence

The screenshot shows the Olympic.org website's athlete profile for Michael Phelps. The page features a large header image of Phelps with a laurel wreath. Below the name, there is a 'Medal machine' section and a '25 PHOTOS' gallery. A central 'IDENTITY CARD' displays his birth date (Sunday, June 30, 1985), HOC (United States of America), and sport (Swimming). A bio states he is a swimming phenomenon who won eight gold medals at the 2008 Beijing Games. The 'PARTICIPATION AT THE OLYMPIC GAMES AND MEDALS' section shows his performance at the Beijing 2008 and Athens 2004 games. A '5 VIDEOS' section lists various swimming-related videos with view counts and star ratings. The footer contains legal information and navigation links.

The screenshot displays the 'SWIMMING' section of the Olympic.org website. It features a '1,489 specialists of this sport' badge and a 'I take part in' button. The 'All events' section includes a grid of event thumbnails such as 'Men 100m backstroke'. A 'MAGIC MOMENTS' video player is prominently featured, showing a clip of Michael Phelps with a play button overlay. Below the video, there is a 'SWIMMING POOL EQUIPMENTS EVOLUTION' section with a grid of images. The right sidebar contains 'MEN'S EVENTS' and 'WOMEN'S EVENTS' lists, 'LATEST SWIMMING RESULTS' with a list of recent events and dates, and an 'INTERNATIONAL SPORTS CALENDAR' with event listings. The footer includes legal information and navigation links.



# Digital Revolution – New Media Presence





- **Current Rapid Media Evolution**
  - Outdated programming, obsolete applications and extinct files
- **Commercial Leakage**
  - Content ownership
  - Multiplicity of channels
  - One-stop-shop vs. broadcast partnerships
- **Piracy**
  - Product innovation
  - Rights exploitation

# Digital Revolution – Maximizing Rights







## The Global Information Technology Report 2008-2009

2008-09 Rank	Country/Economy
1	Denmark
2	Sweden
3	United States
4	Singapore
5	Switzerland
6	Finland
7	Iceland
8	Norway
9	Netherlands
10	Canada
11	Korea, Rep.
12	Hong Kong SAR
13	Taiwan, China
14	Australia
15	United Kingdom
16	Austria

- Report highlights role of mobile telephony, market environment, political and regulatory environment, infrastructure, internet readiness and usage
- China, ranked 46<sup>th</sup>, takes lead of BRIC economies for first time

# Digital Revolution – Telling The Story

