



Athens 2004 Olympic Games
Global Television Report
International Olympic Committee
December 2004

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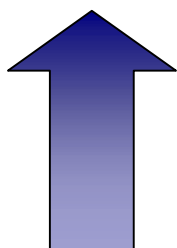
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1. Global Topline Statistics

1.1. The success of the Athens 2004 Olympic Games



- More channels
- Increased viewers
- Greater levels of prime time coverage
- Broader choice
- More digital and High Definition TV
- First interactive and online Games

1.2. Coverage

Strongest Global broadcast in Olympic history

Dedicated coverage of the Athens Olympic Games reached a global total of 44,000 hours, a 49% increase over the previous record of 29,600 hours set by Sydney 2000.

The Athens 2004 Olympic Games provided viewers with broader choice, expanded sport coverage, new technologies and significantly more dedicated coverage than ever before.

1.3. Viewer hours

Viewer hours reach record levels

Increased coverage and higher audiences combined to produce 34.4 billion global viewer hours, over 1 billion more than for Sydney 2000 testifying to the ever-increasing global appeal of the Olympic Games coverage.

1.4. Consumption

Athens 2004 captures the world's attention

Viewing was considerable across the world as levels of consumption reached a substantial 8 hours, equivalent to each viewer consuming ½ an hour of Athens 2004 Olympic Games coverage every day.

2. Executive Summary

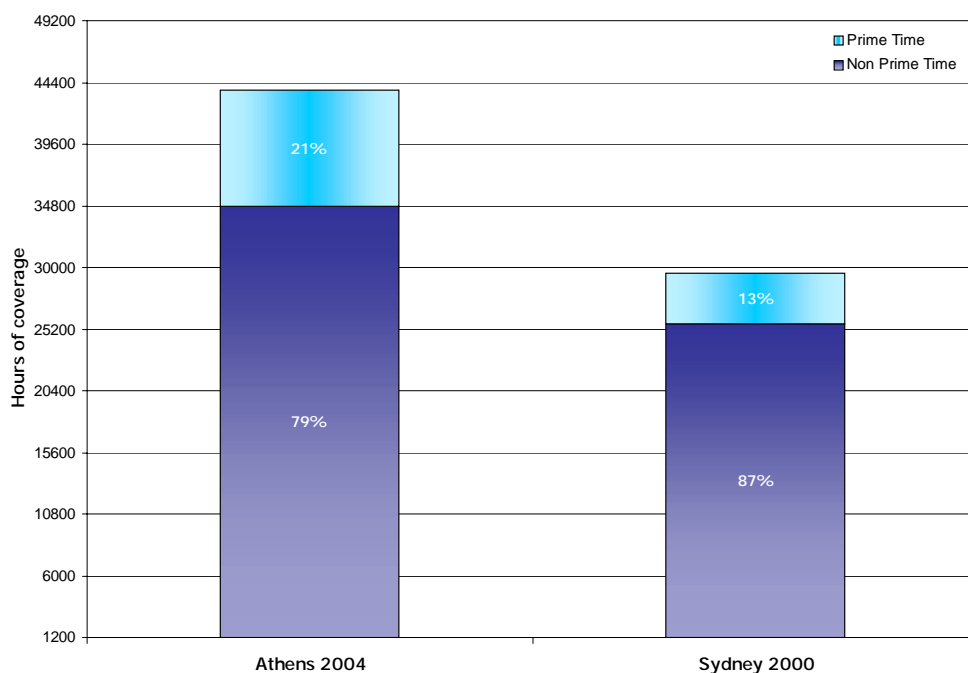
2.1. Coverage

The Official Broadcast Partners maximised the appeal of the Athens 2004 Olympic Games by providing unprecedented levels of sports and ceremony coverage.

The 44,000 hours of dedicated television coverage established Athens 2004 as the most covered Olympic Games in history – over 1,833 days of wall-to-wall Olympic programming.

Every continent in the world reported higher levels of Olympic coverage as global broadcast hours increased 49% on Sydney 2000.

The Athens 2004 Olympic Games dominated prime time viewing. On a global scale Athens 2004 was the most watched prime time event over the two-week period. More than 21% of Athens 2004 Olympic Games coverage was broadcast in the 'audience-rich' hours of prime time, an increase of 62% on Sydney, and responsible for 35% of the total viewer hours.



The major growth in broadcasters dedicating channels to the Olympic Games around-the-clock and using their digital and satellite platforms to provide broader sports coverage, increased access to the Olympic Games and enhanced enjoyment for the viewer.

The diversity of sport offered by the Olympic Games is one of the event's major strengths and reflects its appeal to a broad spectrum of viewers. Independent research undertaken during the Sydney 2000 Olympic Games identified that Olympic fans wanted greater choice in deciding which Olympic sports to watch.

The Athens 2004 Olympic Games broadcast did not fail to deliver on this demand - record breaking levels of coverage, more digital channels broadcasting the Olympic Games than ever before, coupled with a major growth in multi-channel cable and satellite broadcasters offering around-the-clock Athens 2004 Olympic coverage.

The advent of interactive TV – which gives the viewer the power of choice through a button – provides the unique opportunity for viewers to tailor Olympic programming to their own sporting interest. The popularity of this service was evident in the UK, where 58% of viewers with access to interactive TV used the technology. The further development of this service could lead to broadcasters offering viewers the choice of every single Olympic sport as it happens through one channel by Beijing 2008.

2.2. Consumption

Viewers in as many as 55 countries around the world consumed more than 10 hours of Olympic coverage.

The importance and relevance of the consumption ratio is that it shows the relative popularity of the Olympic Games within each market, irrespective of actual market size.

Athens 2004 established one of the highest consumption levels for an Olympic Games.

Two countries which have recently hosted an Olympic Games, Australia and Japan, are ranked towards the top of the consumption charts.

There were significant increases in consumption of Olympic Games coverage between Athens 2004 and Sydney 2000 in a number of major markets including, Argentina, France, Germany, Greece, Russia and South Korea.

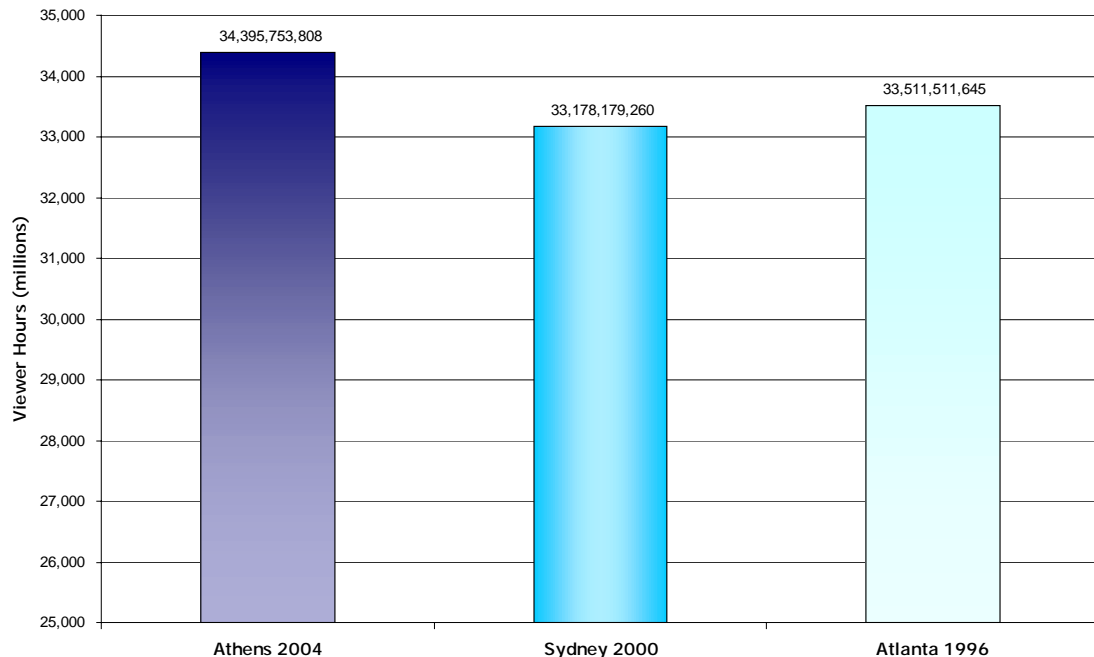
In Japan, Australia, Argentina, Great Britain, Germany and France, consumption of Olympic coverage was considerable, made more impressive by the fact that the audience reach in these markets is in the region of 95% of the population – therefore almost every person in these countries spent most of their television time watching the Olympic Games during the two-week period.

Consumption - Top 10

Rank	Country	Consumption (hh:mm)
1	Japan	30:29
2	Indonesia	26:37
3	Finland	24:12
4	Australia	23:42
5	Iceland	22:12
6	Argentina	20:31
7	Sweden	19:34
8	Bosnia - Herzegovina	18:36
9	Denmark	18:07
10	Greece	17:33

2.3. Global viewer hours: 34.4 billion

The Athens 2004 Olympic Games established global viewing records. There were over 34 billion viewer hours worldwide, of which a third were generated in prime time - highlighting the appeal of the Olympic Games to television viewers around the world.



Despite the saturation of sports programming in television markets globally, Athens 2004 made significant strides, as global viewer hours increased 3.7% on Sydney 2000 - a remarkable achievement when you consider the evolution of the multi-channel environment.

With the Olympic Games returning to Europe for the first time in 12 years, viewer hours in this continent increased by an incredible 57% on Sydney 2000.

2.4. Greater choice and new technologies

The plethora of alternative real-time media to follow events and several technological firsts allowed audiences to share the Athens 2004 Olympic Games experience in immediate and dynamic ways.

Viewers could receive streaming video and highlights clips on their mobile phone handsets, access live video streams via the Internet on dedicated Olympic websites and view coverage in High definition television (HDTV).

Many of the official broadcasters made excellent use of these services, including the BBC, where 8.9 million viewers took advantage of their interactive service and NBC who provided video highlights via their website, attracting 12.2 million visitors.

2.5. Demographic profile

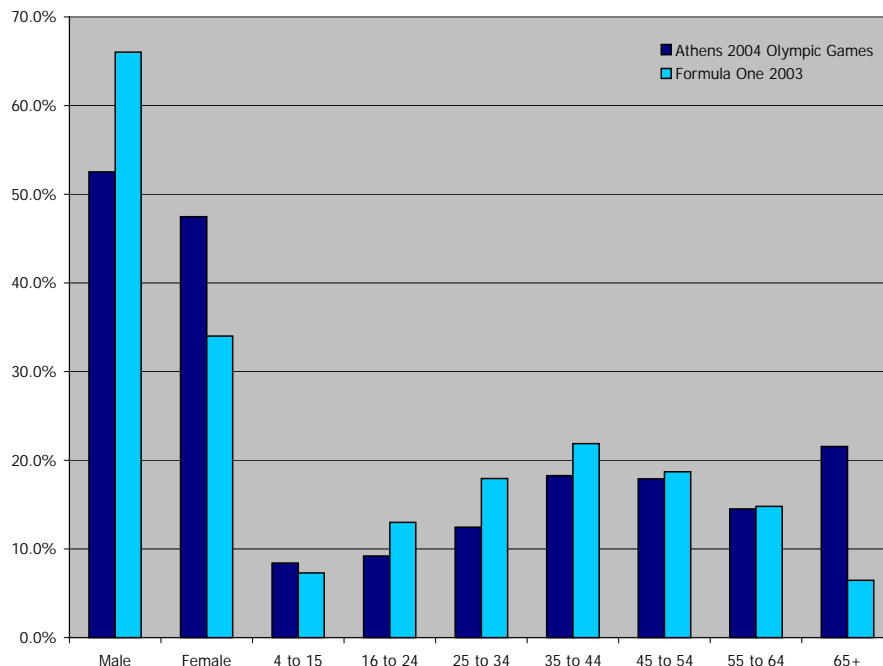
The wide appeal of the Olympic Games to both male and female viewers is unique amongst major sporting events. Female viewers made up 48% of the Olympic television audience; whereas in other global events such as Formula One (see below) and the 2002 FIFA World Cup™ male audiences dominate viewing.

The Athens 2004 Olympic Games were watched by a broad spectrum of viewers. The Olympic audiences were well represented amongst 35 to 55 year olds where the weight of the audience lies, which is typical of sport audiences on terrestrial television.

A high proportion of viewers aged 65 and over can be attributed to the nature of Olympic coverage, of which a large percentage is broadcast during weekdays.

The chart below illustrates the demographic comparison of Formula One and Olympic Games viewers. Data is based on 12 markets covering each continent.

Demographic profile of viewers: Athens 2004 vs. Formula One



There is an opportunity to build on the Olympic Games appeal amongst 16 to 34 year olds through prime time broadcasts and innovative broadcast techniques.

In Canada, for example, most of the prime time coverage was deferred, therefore it enabled the Olympic broadcasters to tailor their coverage to suit the viewer.

It is also the case that Olympic sports are increasing their appeal to younger viewers through, for example, the introduction of music and cheerleaders at events, which created a festival atmosphere.

"prime time coverage and events did seem to pander to younger audiences more so than in the past and a particular example is that of cheerleaders during the beach volleyball tournaments"

Sports Marketing Surveys' Canadian analyst

2.6. Television ratings and market shares

Globally, Athens 2004 became the most watched television event of the year and was unrivalled by any other sports programming.

The Olympic Games continued its' unique positioning of being able to attract high audience shares during all hours of viewing. In the host continent of Europe, prime time broadcasts in a number of markets often achieved market shares in excess of 50%, reflecting the "must-see" nature of the Olympic Games.

For the vast majority of Olympic broadcasters, television ratings and market shares achieved during both prime and non-prime time outperformed normal August ratings for the same channels – emphasising the 'audience-premium' that the Olympic Games generate.

3. Continental Analysis

Television coverage of the Athens 2004 Olympic Games set a new benchmark, as record levels of dedicated Olympic coverage around the world reached an unprecedented global audience.

Athens 2004 Olympic Games

Country	Potential Audience	Coverage (hh:mm)	% Prime Time	Viewer Hours	Consumption (hh:mm)
Africa	258,914,360	7391:35	23%	1,524,510,178	05:53
Asia	2,514,538,107	10906:53	20%	18,019,745,163	07:09
Central & South America	402,514,204	6604:21	9%	4,347,347,919	10:48
Europe	711,327,671	14602:27	23%	7,089,645,212	09:58
North America	306,378,000	1527:49	18%	2,890,348,862	09:26
Oceania	25,006,566	2751:08	21%	524,156,475	20:57
Global Total	4,218,678,908	43784:16	21%	34,395,753,808	08:09

Notes:

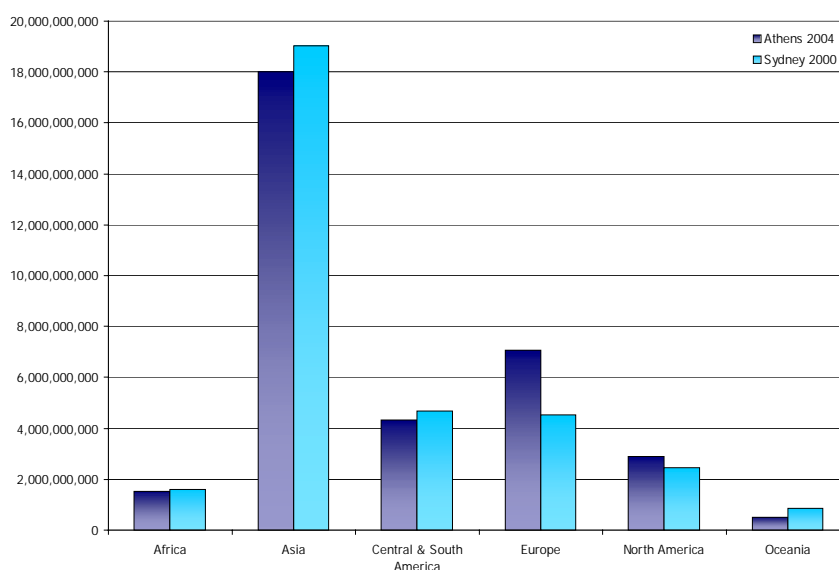
The table above offers a breakdown of the coverage and viewing of the Athens 2004 Olympic Games showing all markets that broadcast dedicated coverage of the Olympic Games (this does not include news or coverage in general sports or entertainment programmes)

The potential audience (4.2 billion) shows the number of people with access to channels broadcasting Olympic coverage.

Viewing figures for the event are combined with the levels of coverage to produce the Viewer Hours figure (34.4 billion) and this is the most accurate measure of an event's popularity.

The final column shows calculations for the level of consumption for the Athens 2004 Olympic Games, that being the average level of viewing per person of everyone in the world with access to Olympic coverage.

Athens 2004 vs. Sydney 2000 Chart



3.1. Africa

The South African satellite broadcaster, SuperSport, dedicated seven channels exclusively to the Olympics, broadcasting over 1,950 hours of Olympic coverage and giving viewers the opportunity to see every Olympic medal being won.

Over 107 million viewer hours were generated in South Africa demonstrating how the Olympic Games attract beyond the sports fan to the entire population.

Across Africa, Olympic broadcast partners had access to over 10 hours of daily programming. Each broadcaster showed a minimum of 4 hours Olympic coverage per day.

3.2. Asia

Viewing was significant in Asia despite the unfavourable time disparity. Over 10,900 hours of coverage across the continent generated 18 billion viewer hours, more than half the global viewership.

The majority of coverage was broadcast late night, which contributed to a decline in viewing hours. In China, for example, there was less prime time coverage which influenced viewing levels. This was exacerbated by the fact that the majority of prime time coverage was shown on CCTV 5, a cable channel that has a lower reach to the national channels of CCTV 1 and 2, which broadcast more prime time coverage in 2000.

Viewer hours in South Korea increased by 11% on Sydney 2000, to over 687 million. Each South Korean consumed a staggering 15 hours of Olympic coverage. Live coverage of the Opening Ceremony attracted 95% of the total television audience available at that time.

Television viewers in Japan once again showed their passion for the Olympic Games consuming more than 30 hours of Olympic Coverage, the highest level across the globe. With coverage almost matching that of Sydney 2000, over 3.7 billion viewer hours were generated.

The popularity of Olympic Judo in Japan was emphasised by the 39 million viewers on NHK who tuned in to the finals. This outperformed Japan's first ever quarter final match of the football World Cup Finals, where the match against Turkey during the 2002 FIFA World Cup™ attracted 30 million viewers.

3.3. Central & South America

Central and South America viewing has remained fairly stable despite through the night and early morning broadcasts. Driven by some amazing Olympic sport achievements viewer hours in the region reached 4.3 billion.

There was over 35% less prime time coverage in these markets contributing to the decline in viewer hours on Sydney 2000, however, there were some notable broadcast performances throughout the continent.

The success of Olympic teams and athletes in Brazil, Chile and Argentina produced some outstanding television ratings and commanding audience shares, unrivalled by any other sport programming.

In Argentina 80% of the total TV audience watched the national team win the Olympic basketball gold. Furthermore, an incredible 10.8 million viewers tuned into watch the Olympic Football final, an audience that surpassed the 8.5 million viewers attracted by the 2002 FIFA World Cup™ Final.

For the first time in 108 years of the Olympic Games, Chile won its first gold medal, the men's tennis singles final attracted a staggering peak TV rating of 63%.

The Brazilian market was quite unique, in that GloboSat devoted one channel exclusively to Brazilian performances. The Olympic Gold winning performance by the men's volleyball team was watched by 20 million viewers and 70% of the television audience – exceeding many 2004 sporting audiences, including the Formula One Brazilian Grand Prix (10.7 million viewers).

3.4. Europe

The Athens 2004 Olympic broadcast was an incredible success across Europe. European broadcasters were responsible for one third of the entire global coverage, broadcasting 14,602 hours of coverage, an increase of more than 40% over the previous Olympic Games.

The extensive coverage across Europe generated 7 billion viewer hours, as the Olympics dominated television viewing. Viewer hours rose a staggering 57% over Sydney 2000.

As the Olympic Games returned to Europe for the first time in 12 years, viewing was considerable across the continent with significant levels not only in the major European markets but also in Scandinavia and Eastern Europe and on average, European viewers consumed 10 hours of Athens 2004 Olympic coverage.

Russia generated the highest number of viewers hours (1 billion) across the continent, as the outstanding success of the Russian team was matched by the television performance – viewing improving on Sydney 2000 by 93%.

The Athens 2004 Olympic Games were extremely popular in France, where viewer hours topped ½ billion for the first time in Olympic history, corresponding to an increase of 70% on Sydney 2000. A similar increase occurred in Germany where viewer hours rose by 66% to 841 million.

A number of Olympic firsts occurred in Europe. In the UK, the BBC's first 'Interactive' Olympic Games attracted 8.9 million users, outstripping previous records for the Wimbledon Tennis Championships and the Commonwealth Games (4.1 million and 3.5 million respectively).

In Germany, the Olympic broadcasters created four new digital channels for exclusive coverage of the Olympic Games and in Italy, RAI devoted one of their main channels to Olympics coverage 24 hours a day.

3.5. North America

There was an impressive performance in North America, where viewer hours increased by an impressive 18% to just fewer than 2.9 billion.

United States broadcaster NBC offered more coverage than the previous five Olympic Games combined and experienced their highest audience levels for an Olympic Games held outside of the United States. Olympic programming dominated prime time viewing for all 17 days.

In Canada, the Athens 2004 Olympic Games broadcast was a great success as viewer hours exceeded those from Sydney 2000 by 7%, establishing a new record for summer Olympic Games.

3.6. Oceania

Television viewers in Oceania made visible their dedication to the Olympic Games. The unfavourable time difference did not deter viewers who consumed a staggering 21 hours of Olympic coverage.

Despite viewing levels in the region being down on the previous Olympic Games, in Australia the Olympic ratings still outperformed many major sporting events in 2003. For example, the audience of 2.8 million that tuned in to prime time coverage on August 16th surpassed the Cricket World Cup Final (2.47 million), the Rugby League NRL Grand Final (2.4 million), the famous Melbourne Cup horse race (2.2 million) and the Australian F1 Grand Prix (1.7 million).

4. Country Notes

4.1. Africa

4.1.1. South Africa

Viewers in South Africa had the chance to watch every Olympic medal being contested, as SuperSport covered the Athens 2004 Olympic Games on seven dedicated channels. Taking into account coverage also provided by the national broadcaster, SABC, viewers in South Africa consumed 6 hours of Olympic coverage.

The performance of the South African team in the Athletics stadium on the August 23rd attracted a rating of 3.2% on SuperSport, which surpassed the 2.6% rating generated by the Currie Cup Rugby Union match between the Bulls and Sharks and the popular comedy series 'Friends' which regularly produces a ratings performance of between 2-2.5%.

4.2. Asia

4.2.1. Azerbaijan

Azerbaijan had a momentous Olympic Games, as the Athens 2004 Olympic Games became the first in the country's history to be broadcast live.

4.2.2. China

China's overwhelming success at the Athens 2004 Olympic Games combined with the substantial amount of interest being generated from hosting the next Olympic Games, saw coverage increase significantly and viewer hours top 9.6 billion.

Each individual watched over 8½ hours of Olympic coverage, reflecting the nation's greater viewing choice from dedicated around-the-clock Olympic coverage. Prime time coverage attracted an average audience of 85 million viewers.

The women's Volleyball quarter-final between China and their great rivals Japan attracted a television audience of 156 million viewers, the most significant Olympic sport audience. This easily eclipsed the country's first ever FIFA World Cup match which was watched by an audience of 133 million viewers.

4.2.3. Japan

Japan enjoyed a triumphant Athens 2004 Olympic Games, impressively winning a gold medal for every day of the Games. This success was matched by the television viewing of Athens 2004, as each viewer consumed an astounding 30 hours of Olympic coverage.

Japan's Olympic broadcasters dedicated more than 880 hours of coverage to the Athens 2004 Olympic Games, on terrestrial, digital and high definition television.

As Japan landed double gold in the judo hall on August 20th, an audience of 38 million viewers tuned in to watch. This surpassed NHK's previous top sports broadcast of the year, a professional baseball match (Giants vs. Tigers) that drew an audience of 27 million viewers.

4.2.4. South Korea

Viewer hours in South Korea increased by 11% on Sydney 2000, reaching an all time high of 687 million. In a significant leap from the previous Olympic Games viewers in South Korea consumed over 15 hours of Olympic coverage.

The Opening Ceremony dominated television viewing in Korea, as 94% of the total television audience viewed the parade of their athletes at the beginning of the world's greatest sporting event.

4.3. Central and South America

4.3.1. Argentina

Driven by Argentina's tremendous success in Olympic Basketball and Football competitions, viewer hours soared above levels from Sydney 2000. The Men's Basketball final was watched by one-third of the population, an incredible 80% share of the television audience at that time.

4.3.2. Brazil

In Brazil, 160 million people consumed on average more than 10 ½ hours of Olympic coverage. An audience of over 21 million viewers watched Brazil take Olympic Gold in the Men's Volleyball, almost double the 10.7 million viewers attracted to the Formula One Brazilian Grand Prix. The much-hyped event attracted over 70% of the television audience.

Viewers in Brazil benefited from increased diversity of choice, as four Olympic broadcasters provided 858 hours of coverage.

4.3.3.Mexico

Mexicans showed a strong enthusiasm for the Olympics Games, consuming an impressive 15 hours of Olympic action on the two national Olympic channels.

An audience of 10 million viewers tuned in to watch the Mexican cycling star Belem Guerrero Mendez winning her silver medal, an audience that surpassed even the 9.8 million viewers who watched Mexico's opening game of the 2002 FIFA World Cup™.

4.4. Europe

4.4.1.Pan Europe - Eurosport

Eurosport recorded its best ever Olympic Games with over 360 million viewer hours. The 240 million people with access to Eurosport watched over an hour of Olympic coverage. This was in addition to coverage they would have watched on their national broadcaster. Eurosport covered the Athens 2004 Olympic Games throughout 54 countries and in 19 languages.

4.4.2.France

The Athens 2004 Olympic Games marked a significant escalation of interest in France, registering an increase of 70% on viewing levels from Sydney 2000. Every potential viewer in France watched 11 hours of the Athens Olympic Games, over 4 hours more than Sydney 2000. In excess of 100 hours of Olympic programming were broadcast in prime time.

4.4.3.Germany

The success of the German Olympic team was matched by the performance of the Athens 2004 television broadcast, with viewing levels rising by 66% over the Sydney 2000 broadcast.

The amount of broadcast choice offered to Germans was particularly impressive. Olympic broadcasters ARD and ZDF televised between them 16 hours of Olympic coverage each day. Additionally for the first time in an Olympic broadcast, the two broadcast partners created four new digital channels, all of which offered extensive Olympic sports programming.

The Opening Ceremony achieved its highest ever rating (18.2%), attracting more than three times the viewership of the Sydney 2000 Opening Ceremony. The 12.9 million viewers easily surpassed the live race audience of the German Formula One Grand Prix (8.9 million) – particularly impressive considering it was Michael Schumacher's home race.

4.4.4. Great Britain

The most successful Olympic Games for Team GB (30 medals) since Los Angeles 1984 added to a successful event for the BBC. Viewer hours for the Athens 2004 Olympic Games increased by 45% on Sydney 2000 to over 769 million. Each viewer consumed almost 14 hours of Olympic Games coverage, which is almost one hour every day of the competition.

An impressive start paved the way for a successful Olympic Games broadcast for the BBC. The Opening Ceremony attracted an average audience of 8.6 million, which was a 41% share of the television audience at that time.

A peak audience of 12.8 million viewers tuned in as Paula Radcliffe competed in the 10,000 metres for the medal that eluded her in the marathon. This exceeded the highest peak audience of the Wimbledon Championships, when 12.7 million viewers tuned in to watch the final sets of Henman vs Philippoussis at Wimbledon.

Coverage levels were enhanced by the BBC's interactive service that provided viewers with five times as much choice of sports programming as previous Olympic Games coverage - 58% of the available audience used the interactive service to access the additional coverage.

4.4.5. Greece

'Olympic Fever' hit the host nation, which was reflected by national broadcaster ERT, who dedicated three channels to Olympic coverage 24 hours per day.

An incredible 17½ hours of Olympic coverage were consumed by Greece's 9.2 million television viewers, as the spirit of the Olympic Games gripped the nation.

Coverage of the Opening Ceremony on ERT attracted an audience of 2.4 million viewers, almost 1 million more than the opening game of the Euro 2004 Championships between Greece and the hosts Portugal.

4.4.6. Italy

For the first time in their Olympic broadcast history RAI devoted one channel exclusively to Athens 2004 Olympic Games coverage. The decision was justified as RAI recorded one of Italy's most successful Olympic Games broadcast ever, generating over 469 million viewer hours.

Olympic Football ratings beat a national team friendly from earlier in the year. The Paraguay versus Italy match in Athens on RAI 2 was the top programme on television that day, with over 7 million viewers, whilst the international friendly between Iceland and Italy attracted an audience of just fewer than 4 million viewers.

4.4.7. Netherlands

The triumph of the Dutch athletes is reflected by the television viewing of Athens 2004 Olympic Games broadcast. Viewer hours greatly exceeded those from the previous Olympic Games, reaching a record level of 274 million.

On average each prime time Olympic broadcast drew more than 2 million extra viewers than last years programming over the same two-week period, clearly demonstrating the popularity of the Olympic Games.

4.4.8. Russia

The Russian team produced a fantastic display at the Athens 2004 Olympic Games to finish third in the overall medal standings. Driven by this success the Olympic broadcast was enormously popular in Russia, producing double the viewer hours of the previous Olympic Games.

The Athens 2004 Olympic Games was the most covered Olympic Games in Russian Olympic history. Three Olympic broadcasters produced more than 1,250 hours of coverage resulting in unlimited choice for viewers.

An audience of 11.9 million viewers tuned in to watch the Women's Volleyball team in the Gold medal final, a match that will be remembered as one of the greatest comebacks in Olympic history. This audience more than doubled the 5.8 million viewers who tuned in to the Russian Cup Football match between rivals CSKA Moscow and Spartak Moscow earlier that year.

4.4.9. Spain

The Athens Olympic Games showed a great increase in popularity in Spain, as each individual consumed more than 8 hours of dedicated coverage, over 2 hours more than in Sydney. Viewer hours rose by 47% to 337 million.

The Spanish Olympic Basketball team proved to be the most watched as an audience of more than 5 million viewers tuned in to watch the quarter-final against the USA 'Dream Team', almost 1 million more viewers than the basketball European Championships Final between Spain and Lithuania (4.2 million) last year.

4.4.10. Sweden

Sweden had an Olympic Games to remember in Athens, with Heptathlete Carolina Klüft, Triple Jumper Christian Olsson and High Jumper Stefan Holm all winning Gold in the space of 24 hours. As a result viewer hours rose a staggering 53% over the previous Olympic Games as each Swede consumed an impressive 19½ hours of Olympic coverage.

Stefan Holm and Christian Olsson won Gold on the same evening culminating in a massive TV Rating of 38.3% (3.3 million viewers). This audience surpassed the 3.2 million viewers who tuned in to watch Sweden's quarter-final match of the Euro 2004 Championships.

4.5. North America

4.5.1. Canada

The Athens 2004 television performance was positive in comparison to Sydney, with the Olympic Games recording a 7% increase in viewer hours, from 271 million in 2000 to more than 289 million in 2004. Television viewers in Canada consumed 9 ½ hours of Athens 2004 coverage.

A cumulative audience of 3.6 million viewers watched coverage of the Opening Ceremony in Canada, which compares favourably to Sydney where there was 3.2 million.

SRC obtained their highest Olympic sport rating as medal favourite Perdita Felicien crashed out of the 100 meters hurdles final to an average audience of 604,000. Live coverage of the Canadian Grand Prix on RDS attracted an audience of 341,100 – almost ½ the size of the peak audience on SRC during the Olympic Games.

4.5.2. United States

Olympic broadcaster NBC covered the Olympic Games on six NBC platforms, producing 794 hours of Olympic action, giving viewers broader sports choice and more coverage than the combined total of the previous five Olympic Games. There was additional coverage on HDTV, taking the Olympic coverage to 1,200 hours.

The networks offered unprecedented 24-hour coverage and viewer hours improved on Sydney 2000 by 19%, reaching a total of 2.6 billion.

NBC's attracted an unduplicated audience of 203 million viewers and prime time Olympic coverage averaged 24.6 million viewers, a 14% increase from Sydney 2000's 21.5 million. NBC's Olympic coverage ranked the top programme every night of the week during the Olympic Games.

NBC's decision to spread its coverage to its cable channels was rewarded, with CNBC, MSNBC, USA, Bravo and Telemundo attracting over 60 million additional unduplicated viewers.

4.6. Oceania

4.6.1. Australia

For the first time in Australian Olympic history two free-to-air broadcasters provided coverage of the Athens 2004 Olympic Games. Australia's success at the Athens Olympic Games captivated the Australian population as each viewer consumed almost one-day (24 hours) of Olympic coverage over the period.

Seven's prime time coverage regularly attracted audiences in excess of 2.5 million viewers. An audience of 2.8 million viewers tuned in as Australia's superstars entered the Olympic pool, an audience which bettered the 2.5 million viewers who watched the Tri Nations Rugby Union match between Australia and New Zealand the previous week.

4.6.2. New Zealand

The 'sports crazy' New Zealanders were not deterred by the unfavourable time difference as each viewer consumed more than 13½ hours of Olympic action.

Three gold medals and numerous personal bests contributed to a successful Olympic Games for the Kiwis and viewer hours followed the same pattern, reaching nearly 50 million. TV One broadcast in excess of 197 hours of the Athens Games, as the Olympics dominated prime time coverage during the two-week period.

5. Athens 2004 Metered Markets Country Breakdown

Country	Potential Audience	Coverage (hh:mm)	% Prime Time	Viewer Hours	Consumption (hh:mm)	Peak Audience
Africa						
South Africa	18,210,000	2152:54	23%	107,925,472	05:55	1,984,890
Africa Total	18,210,000	2152:54	23%	107,925,472	05:55	
Asia						
China	1,115,000,000	415:45	13%	9,667,131,767	08:40	156,657,500
Hong Kong	6,564,000	458:15	9%	105,295,349	16:02	1,687,000
India	821,760,000	200:12	22%	1,322,696,678	01:36	28,761,600
Indonesia	631,000	1023:43	24%	16,795,096	26:37	16,406
Japan	124,500,000	887:37	20%	3,796,317,561	30:29	39,217,500
Lebanon	3,471,203	177:00	38%	30,412,945	08:45	171,825
Malaysia	20,602,581	360:00	20%	140,809,803	06:50	2,714,365
Philippines	64,610,000	351:45	14%	320,207,160	04:57	2,390,570
Singapore	3,960,893	449:59	9%	46,342,448	11:42	367,000
South Korea	44,700,000	710:23	7%	687,644,802	15:23	4,833,816
Taiwan	21,892,117	354:00	38%	153,446,226	07:00	433,464
Thailand	56,890,000	452:00	30%	509,142,744	08:56	1,126,422
Vietnam	38,464,426	177:00	38%	337,006,068	08:45	1,903,989
Asia Total	2,323,046,220	6017:39	21%	17,133,248,647	07:22	
Central & South America						
Argentina	35,712,332	691:57	8%	733,090,957	20:31	7,892,425
Bolivia	2,800,000	43:00	0%	7,765,520	02:46	337,400
Brazil	159,153,019	858:26	9%	1,707,546,942	10:43	25,894,196
Chile	12,600,000	104:39	2%	170,917,699	13:33	5,430,600
Colombia	38,036,823	120:02	0%	81,454,199	02:08	2,662,578
Costa Rica	2,700,000	135:47	14%	8,858,232	03:16	202,500
Ecuador	6,867,262	200:26	13%	10,074,285	01:28	258,500
Guatemala	7,721,575	245:56	28%	79,757,696	10:19	324,306
Mexico	84,000,000	397:43	10%	1,251,059,010	14:53	10,096,800
Panama	1,248,551	86:11	2%	2,992,639	02:23	85,900
Peru	10,000,000	70:21	0%	19,529,500	01:57	550,000
Puerto Rico	3,591,819	30:00	0%	5,919,562	01:38	197,319
Uruguay	1,234,000	200:32	0%	12,096,721	09:48	127,102
Venezuela	6,459,092	237:05	12%	16,609,953	02:34	408,817
C & S America Total	372,124,473	3422:05	9%	4,107,672,915	11:02	
Europe						
Austria	7,538,380	219:32	20%	43,275,744	05:44	781,041
Belarus	8,675,000	120:25	37%	36,157,527	04:10	1,049,675
Belgium	5,700,000	191:50	60%	35,292,831	06:11	960,400
Bosnia - Herzegovina	3,224,000	410:08	17%	59,985,185	18:36	238,576
Bulgaria	7,500,000	177:27	25%	56,134,426	07:29	1,114,933
Croatia	4,161,532	171:55	38%	47,121,419	11:19	1,141,692
Cyprus	604,000	330:00	21%	7,182,024	11:53	21,764
Czech Rep	9,680,000	380:35	17%	110,683,543	11:26	1,717,000
Denmark	5,200,000	721:45	17%	94,253,874	18:07	1,806,000
Estonia	1,320,000	188:28	26%	17,921,085	13:34	292,000
Finland	4,570,000	385:35	28%	110,595,162	24:12	1,194,000
France	53,900,000	666:55	16%	609,899,225	11:18	7,279,200
Germany	71,251,999	1283:18	24%	840,716,030	11:47	12,950,000
Great Britain	55,478,816	247:10	24%	769,216,667	13:51	9,000,000
Greece	9,245,000	735:08	26%	162,301,702	17:33	1,691,429
Hungary	9,646,330	352:54	25%	152,909,819	15:51	2,031,580
Iceland	233,000	221:56	6%	5,174,038	22:12	116,629
Ireland	3,689,136	235:39	24%	22,316,367	06:02	256,000
Israel	5,381,000	124:43	43%	26,749,050	04:58	592,000
Italy	55,000,000	261:27	15%	469,254,428	08:31	6,906,300

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Country	Potential Audience	Coverage (hh:mm)	% Prime Time	Viewer Hours	Consumption (hh:mm)	Peak Audience
Europe continued						
Latvia	2,481,299	219:21	24%	17,300,543	06:58	289,500
Lithuania	3,338,924	253:51	21%	37,381,248	11:11	889,100
Macedonia	1,800,000	215:40	27%	17,710,200	09:50	133,200
Netherlands	19,194,000	223:13	27%	274,589,383	14:18	3,894,000
Norway	3,745,000	341:00	17%	61,969,237	16:32	929,000
Pan Europe	244,940,000	349:00	21%	362,757,305	01:28	3,341,000
Poland	36,200,000	242:16	22%	384,109,424	10:36	5,993,000
Portugal	9,466,448	176:04	13%	35,938,201	03:47	1,119,100
Romania	19,194,000	388:38	32%	225,514,706	11:44	3,650,000
Russia	144,000,000	1254:33	19%	1,070,620,700	07:26	18,288,000
Serbia and Montenegro	7,078,000	343:05	18%	102,176,644	14:26	1,194,000
Slovak Rep.	4,998,432	250:31	25%	54,588,782	10:55	1,298,000
Slovenia	1,800,000	262:02	24%	5,082,628	02:49	130,608
Spain	40,000,000	406:07	21%	337,058,680	08:25	5,207,000
Sweden	8,742,274	593:50	36%	171,154,912	19:34	3,315,000
Switzerland	5,033,100	818:27	23%	50,529,207	10:02	750,900
Turkey	38,536,800	304:30	26%	74,594,701	01:56	913,911
Ukraine	37,825,200	152:22	26%	89,068,898	02:21	2,908,758
Europe Total	705,431,671	14221:32	23%	7,049,285,544	09:59	
North America						
Canada	30,798,000	733:23	30%	289,713,412	09:24	1,551,000
USA	275,580,000	794:26	10%	2,600,635,450	09:26	31,705,000
North America Total	306,378,000	1527:49	20%	2,890,348,862	09:26	
Oceania						
Australia	18,800,000	606:21	21%	445,641,412	23:42	4,238,574
New Zealand	3,700,000	197:47	23%	50,120,683	13:32	1,195,760
Oceania Total	22,500,000	804:08	21%	495,762,095	22:02	
Metered Markets Total	3,747,690,364	28146:09	21%	31,784,243,535	08:28	

6. Athens 2004 Unmetered Markets Country Breakdowns

Sports Marketing Surveys has made estimates to Athens 2004 Olympic Games viewing based on: -

- Broadcast coverage logs and information from Broadcast Unions.
- Ratings performances in similar and nearby markets.
- Sports Marketing Surveys experience of previous Olympic Games reporting and our international broadcast experience on major sporting events.

Country	Potential Audience	Coverage (hh:mm)	Viewer Hours	Consumption (hh:mm)
Africa				
Algeria	19,475,000	114:00	88,806,000	04:33
Angola	6,300,000	114:00	28,728,000	04:33
Benin	950,000	114:00	4,332,000	04:33
Botswana	294,400	114:00	1,342,464	04:33
Burkina Faso	500,000	114:00	2,280,000	04:33
Burundi	225,000	114:00	1,026,000	04:33
Cameroon	11,970,000	114:00	54,583,200	04:33
Cape Verde	100,000	114:00	456,000	04:33
Central African Republic	150,000	114:00	684,000	04:33
Chad	1,479,000	114:00	6,744,240	04:33
Dem. Republic Congo	868,000	114:00	3,958,080	04:33
Djibouti	196,000	114:00	893,760	04:33
Egypt	34,668,948	200:00	381,358,428	11:00
Equatorial Guinea	23,223	114:00	105,897	04:33
Ethiopia	1,600,000	114:00	10,032,000	06:16
Gabon	403,333	114:00	1,839,198	04:33
Gambia	375,000	114:00	1,710,000	04:33
Ghana	10,000,000	68:00	27,200,000	02:43
Guinea	815,168	114:00	3,717,166	04:33
Guinea Bissau	416,000	114:00	1,896,960	04:33
Ivory Coast	6,900,000	114:00	31,464,000	04:33
Kenya	13,700,000	68:00	51,238,000	03:44
Liberia	480,000	114:00	2,188,800	04:33
Libya	2,588,000	114:00	11,801,280	04:33
Malawi	600,000	114:00	2,736,000	04:33
Mali	726,000	114:00	3,310,560	04:33
Mauritania	1,000,000	114:00	4,560,000	04:33
Mauritius	968,802	160:00	6,200,333	06:24
Morocco	8,881,148	114:00	55,684,798	06:16
Mozambique	2,132,615	160:41	13,708,165	06:25
Namibia	300,000	36:00	432,000	01:26
Niger	280,000	114:00	1,276,800	04:33
Nigeria	60,000,000	114:00	376,200,000	06:16
Republic of Congo	134,752	114:00	614,469	04:33
Rwanda	25,000	100:00	100,000	04:00
Senegal	2,020,000	114:00	9,211,200	04:33
Sierra Leone	1,696,000	114:00	7,733,760	04:33
Somalia	1,100,000	114:00	5,016,000	04:33
Sudan	11,320,000	114:00	51,619,200	04:33
Swaziland	308,000	114:00	1,404,480	04:33
Tanzania	13,029,508	114:00	59,414,556	04:33
Togo	248,000	114:00	1,130,880	04:33
Tunisia	7,765,463	114:00	35,410,511	04:33
Uganda	1,272,000	114:00	5,800,320	04:33
Zambia	4,020,000	114:00	18,331,200	04:33
Zimbabwe	8,400,000	114:00	38,304,000	04:33
Africa Total	240,704,360	5238:41	1,416,584,706	05:53

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Country	Potential Audience	Coverage (hh:mm)	Viewer Hours	Consumption (hh:mm)
Asia				
Afghanistan	770,700	177:00	2,700,995	03:30
Armenia	1,405,142	60:00	1,669,309	01:11
Azerbaijan	3,650,931	192:00	13,879,379	03:48
Bahrain	620,282	571:30	7,018,925	11:18
Bangladesh	18,000,000	177:00	63,082,800	03:30
Bhutan	978,261	177:00	3,428,414	03:30
Brunei	276,000	177:00	967,270	03:30
Cambodia	10,450,000	177:00	36,623,070	03:30
Iran	16,193,333	177:00	141,877,887	08:45
Jordan	1,585,733	164:00	12,872,980	08:07
Kazakhstan	3,836,169	72:44	4,586,907	01:11
Kuwait	2,091,995	177:00	18,329,014	08:45
Laos	3,471,203	177:00	12,165,178	03:30
Macau	423,500	177:00	1,484,198	03:30
Maldives	60,000	177:00	210,276	03:30
Mongolia	440,000	250:00	2,178,000	04:57
Nepal	20,000,000	177:00	70,092,000	03:30
Oman	2,523,416	177:00	8,843,564	03:30
Pakistan	51,105,643	68:00	145,957,716	02:51
Palestine	1,000,000	148:00	2,930,400	02:55
Qatar	762,481	177:00	2,672,191	03:30
Saudi Arabia	23,161,313	177:00	202,927,844	08:45
Sri Lanka	11,640,000	177:00	40,793,544	03:30
Syria	3,302,600	177:00	28,935,730	08:45
UAE	2,302,604	177:00	20,174,265	08:45
Yemen	1,440,581	177:00	5,048,660	03:30
Iraq	10,000,000	177:00	35,046,000	03:30
Asia Total	191,491,887	4889:14	886,496,516	04:37
Central & South America				
Bahamas	216,795	255:15	2,324,153	10:43
Barbados	251,104	259:00	2,731,509	10:52
Bermuda	46,221	255:15	495,509	10:43
Cayman Islands	23,102	255:15	247,664	10:43
Cuba	10,705,630	200:00	89,927,291	08:24
Dominica	19,471	134:45	144,138	07:24
Dominican Republic	6,017,674	134:45	44,546,956	07:24
El Salvador	1,893,920	134:45	14,020,097	07:24
Grenada	74,910	255:15	803,073	10:43
Honduras	2,724,000	185:45	27,796,792	10:12
Jamaica	2,082,555	284:00	32,529,512	15:37
Nicaragua	2,432,500	65:00	8,686,005	03:34
Paraguay	2,760,000	30:00	4,548,668	01:38
St Kitts & Nevis	26,905	255:15	288,431	10:43
St Lucia	113,077	255:15	1,212,243	10:43
Trinidad	1,001,867	222:45	9,372,964	09:21
Central & South America Total	30,389,730	3182:15	239,675,004	07:53
Europe				
Albania	3,000,000	163:00	17,619,956	05:52
Georgia	2,896,000	217:55	22,739,712	07:51
Europe Total	5,896,000	380:55	40,359,668	06:50
Oceania				
American Samoa	40,000	177:00	453,120	11:19
Cook Islands	25,000	177:00	283,200	11:19
Fiji	600,000	177:00	6,796,800	11:19
French Polynesia	233,333	177:00	2,643,196	11:19
Guam	150,000	177:00	1,699,200	11:19
Palau	12,000	177:00	135,936	11:19
Papua New Guinea	1,122,333	177:00	12,713,788	11:19
Tonga	77,000	177:00	872,256	11:19
Solomon Islands	230,000	177:00	2,605,440	11:19
Wallis & Futuna	10,000	177:00	113,280	11:19
Vanuatu	6,900	177:00	78,163	11:19
Oceania Total	2,506,566	1947:00	28,394,380	11:19
Unmetered Markets Total	470,988,544	15638:06	2,611,510,273	05:32

7. Athens 2004 and Sydney 2000 - Metered Markets Broadcast Comparison

The following table illustrates broadcast performance in the global metered markets – i.e. those with audited people-monitoring systems.

Country	ATHENS 2004			SYDNEY 2000			Coverage (+/-)	Viewer Hours (+/-)
	Coverage (hh:mm)	Viewer Hours	Consumption (hh:mm)	Coverage (hh:mm)	Viewer Hours	Consumption (hh:mm)		
Africa								
South Africa	200:54	90,650,292	04:58	160:00	216,917,075	08:57	26%	-58%
Africa Total	200:54	90,650,292	04:58	160:00	216,917,075	08:57	26%	-58%
Asia								
China	415:45	9,667,131,767	08:40	198:36	10,127,002,833	09:14	109%	-5%
Hong Kong	458:15	105,295,349	16:02	404:15	128,574,034	20:22	13%	-18%
India	200:12	1,322,696,678	01:36	274:42	1,054,962,024	02:06	-27%	25%
Indonesia	1023:43	16,795,096	26:37	117:00	509,572,365	04:08	775%	-97%
Japan	887:37	3,796,317,561	30:29	983:33	4,701,282,770	39:07	-10%	-19%
Lebanon	177:00	30,412,945	08:45	34:00	3,873,616	01:10	421%	685%
Malaysia	360:00	140,809,803	06:50	167:00	135,651,500	09:43	116%	4%
Philippines	351:45	320,207,160	04:57	226:06	164,192,169	02:26	56%	95%
Singapore	449:59	46,342,448	11:42	334:49	17,566,467	05:05	34%	164%
South Korea	710:23	687,644,802	15:23	363:54	621,108,217	14:33	95%	11%
Taiwan	354:00	153,446,226	07:00	437:05	81,863,576	04:11	-19%	87%
Thailand	452:00	509,142,744	08:56	190:51	367,680,342	06:54	137%	38%
Vietnam	177:00	337,006,068	08:45	34:40	48,112,000	01:18	411%	600%
Asia Total	6017:39	17,133,248,647	07:22	3766:31	17,961,441,913	08:34	60%	-5%
Central & South America								
Argentina	691:57	733,090,957	20:31	453:45	112,943,215	04:20	52%	549%
Bolivia	43:00	7,765,520	02:46	72:00	5,656,615	02:47	-40%	37%
Brazil	858:26	1,707,546,942	10:43	788:59	2,660,461,875	23:29	9%	-36%
Chile	104:39	170,917,699	13:33	200:00	59,226,144	04:45	-48%	189%
Colombia	120:02	81,454,199	02:08	72:00	64,867,757	02:47	67%	26%
Costa Rica	135:47	8,858,232	03:16	72:00	8,194,059	02:47	89%	8%
Ecuador	200:26	10,074,285	01:28	100:00	13,086,896	02:15	100%	-23%
Guatemala	245:56	79,757,696	10:19	72:00	18,512,782	02:47	242%	331%
Mexico	397:43	1,251,059,010	14:53	383:00	1,369,327,595	17:56	4%	-9%
Panama	86:11	2,992,639	02:23	208:36	12,318,367	06:09	-59%	-76%
Peru	70:21	19,529,500	01:57	23:00	5,284,098	00:36	206%	270%
Puerto Rico	30:00	5,919,562	01:38	175:00	13,209,051	03:51	-83%	-55%
Uruguay	200:32	12,096,721	09:48	159:00	4,057,413	03:23	26%	198%
Venezuela	237:05	16,609,953	02:34	450:00	239,626,723	12:05	-47%	-93%
C & S America Total	3422:05	4,107,672,915	11:02	3229:20	4,586,772,590	14:10	6%	-10%
Europe								
Austria	219:32	43,275,744	05:44	242:00	26,255,779	04:01	-9%	65%
Belarus	120:25	36,157,527	04:10	28:00	20,376,300	02:11	330%	77%
Belgium	191:50	35,292,831	06:11	99:58	11,528,093	02:06	92%	206%
Bosnia - Herzegovina	410:08	59,985,185	18:36	348:00	29,713,351	09:54	18%	102%
Bulgaria	177:27	56,134,426	07:29	289:00	67,103,961	09:22	-39%	-16%
Croatia	171:55	47,121,419	11:19	170:00	24,848,689	06:20	1%	90%
Cyprus	330:00	7,182,024	11:53	172:54	2,454,931	04:18	91%	193%
Czech Rep	380:35	110,683,543	11:26	371:20	98,701,680	07:26	2%	12%
Denmark	721:45	94,253,874	18:07	244:34	36,067,481	07:04	195%	161%
Estonia	188:28	17,921,085	13:34	179:00	9,500,539	08:44	5%	89%
Finland	385:35	110,595,162	24:12	277:09	62,426,458	13:36	39%	77%
France	666:55	609,899,225	11:18	487:51	358,574,216	06:35	37%	70%
Germany	1283:18	840,716,030	11:47	387:26	505,039,955	07:06	231%	66%
Great Britain	247:10	769,216,667	13:51	318:19	529,657,072	09:43	-22%	45%
Greece	735:08	162,301,702	17:33	364:00	64,599,028	06:08	102%	151%
Hungary	352:54	152,909,819	15:51	487:43	78,501,635	09:08	-28%	95%
Iceland	221:56	5,174,038	22:12	161:00	4,000,928	15:51	38%	29%
Ireland	235:39	22,316,367	06:02	221:07	19,117,259	05:09	7%	17%
Israel	124:43	26,749,050	04:58	230:00	35,797,281	07:32	-46%	-25%
Italy	261:27	469,254,428	08:31	257:29	293,055,182	05:38	2%	60%
Latvia	219:21	17,300,543	06:58	210:00	19,069,092	10:15	4%	-9%
Lithuania	253:51	37,381,248	11:11	142:00	22,654,153	06:55	79%	65%
Macedonia	215:40	17,710,200	09:50	320:00	10,170,182	15:37	-33%	74%
Netherlands	223:13	274,589,383	14:18	194:53	84,782,612	05:51	15%	224%

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Country	ATHENS 2004			SYDNEY 2000			Coverage (+/-)	Viewer Hours (+/-)
	Coverage (hh:mm)	Viewer Hours	Consumption (hh:mm)	Coverage (hh:mm)	Viewer Hours	Consumption (hh:mm)		
Europe continued								
Norway	341:00	61,969,237	16:32	195:01	48,168,257	13:01	75%	29%
Pan Europe	349:00	362,757,305	01:28	368:58	199,267,089	00:51	-5%	82%
Poland	242:16	384,109,424	10:36	241:59	263,770,000	09:25	0%	46%
Portugal	176:04	35,938,201	03:47	239:10	175,698,916	19:10	-26%	-80%
Romania	388:38	225,514,706	11:44	266:05	179,664,973	09:14	46%	26%
Russia	1254:33	1,070,620,700	07:26	107:52	554,858,526	04:44	1063%	93%
Serbia and Montenegro	343:05	102,176,644	14:26	250:00	7,323,000	12:12	37%	1295%
Slovak Rep.	250:31	54,588,782	10:55	347:00	52,703,835	11:28	-28%	4%
Slovenia	262:02	5,082,628	02:49	227:18	11,225,368	06:15	15%	-55%
Spain	406:07	337,058,680	08:25	352:07	229,562,172	05:57	15%	47%
Sweden	593:50	171,154,912	19:34	268:33	111,739,917	13:07	121%	53%
Switzerland	818:27	50,529,207	10:02	730:51	22,411,116	04:04	12%	125%
Turkey	304:30	74,594,701	01:56	344:49	34,326,338	01:18	-12%	117%
Ukraine	152:22	89,068,898	02:21	188:01	158,965,840	03:32	-19%	-44%
Europe Total	14221:32	7,049,285,544	09:59	10331:27	4,463,681,204	06:55	38%	58%
North America								
Canada	733:23	289,713,412	09:24	755:23	271,694,625	09:30	-3%	7%
USA	794:26	2,600,635,450	09:26	441:33	2,186,799,055	08:37	80%	19%
North America Total	1527:49	2,890,348,862	09:26	1196:56	2,458,493,680	08:42	28%	18%
Oceania								
Australia	606:21	445,641,412	23:42	1222:25	741,249,240	43:19	-50%	-40%
New Zealand	197:47	50,120,683	13:32	231:43	106,035,846	32:13	-15%	-53%
Oceania Total	804:08	495,762,095	22:02	1454:08	847,285,086	41:32	-45%	-41%
Metered Markets Total	26194:09	31,766,968,355	08:28	20138:22	30,534,591,548	09:00	30%	4%

Notes:

1. USA - HDTV coverage is not included as no audited viewing data is available.
2. South Africa – The totals refer to SABC (terrestrial broadcaster) only.
3. Germany – Athens coverage includes programming broadcast on ARD/ZDF's four digital channels.
4. Indonesia – Athens coverage was broadcast in Jakarta only across six dedicated platforms by cable broadcaster, KabelVision. There was no terrestrial broadcaster for Athens 2004.
5. Russia – Athens coverage includes an additional broadcaster, NTV+, which broadcast across three platforms.
6. Brazil – The above totals represent coverage and viewing of dedicated Olympic broadcasts only. Sydney included some broadcast data for news and general sports programmes, which were not present during Athens.
7. China – The above totals represent coverage and viewing on the national CCTV network only and exclude transmissions by regional broadcasters.
8. Serbia and Montenegro – The corresponding figures for Sydney refer to the Olympic broadcast in Yugoslavia.

8. Methodology And Broadcast Definitions

8.1. Broadcast data collection and reporting

The Olympic Television Research Centre collected coverage and audience information from each of the official broadcast partners for their programming of the Athens 2004 Olympic Games during the period August 13th – 29th 2004.

Where available Athens 2004 Olympic Games viewing demographics and additional competitor event audiences have been sourced to add context and insight to the Olympic Games performance and more importantly understand the popularity and universality of the event globally.

Broadcast and audience information has been verified through Sports Marketing Surveys office network and associates, broadcaster websites and through external official audience monitoring agencies such as, BARB (UK), Gfk (Germany), Nielsen (USA) and EurodataTV (worldwide).

8.2. Data sources

Athens 2004 Olympic Games broadcast coverage, viewing data and market information has been obtained from the following sources:

- Official broadcast partners
- Official TV audience monitoring agencies – BARB, Gfk, Nielsen, EurodataTV, Oracle Airtime Sales.
- TBI World Television 2004
- CIA Factbook 2004
- Market and MediaFact 2004
- World Advertising Research Center (Mediaedge:cia)
- Sports Marketing Surveys extensive country and broadcaster database

8.3. Definitions

Potential Audience:

All individuals over the age of four who have access to television.

Television Rating (TVR):

The number of individuals viewing a particular programme as a percentage of that broadcaster's potential audience.

Market Share:

The percentage of all viewers across all channels watching a particular programme at a particular time.

Total Viewer Hours:

The total number of hours watched by all viewers (programme duration x programme audience) in terms of defining the popularity of the event. Total Viewer Hours allows for comparison between events with different programme duration.

Consumption:

The amount of coverage (hours and minutes) of dedicated coverage, which has been watched, on average, by each potential viewer within any given country.

Metered Markets:

Countries with audited people-metered systems.