

ATHENS 2004 OLYMPIC BROADCAST

OLYMPIC BROADCAST ESTABLISHES GLOBAL VIEWING RECORDS

The global broadcast of the Athens 2004 Olympic Games was the strongest in Olympic history, as record levels of dedicated coverage reached an unprecedented global audience. More than 300 television channels provided 35,000 hours of dedicated Olympic Games coverage over 17 days, delivering images from Athens 2004 to an unduplicated audience of 3.9 billion people in 220 countries and territories.

A dramatic increase in live and prime-time Olympic coverage and a substantial increase in around-the-clock coverage in key markets enhanced the Olympic experience for a global audience of television viewers and made the Athens 2004 Olympic Games a significant part of peoples lives.

The Athens 2004 Olympic Games broadcast set a new standard with the extent of the unbiased feed of sport and ceremony images, the integration of the Look of the Games, and advancements in technology. Athens Olympic Broadcasting (AOB), the host broadcaster, provided a record unbiased feed of 3,800 hours of sport and ceremony images to Olympic broadcast partners from around the world — all in high-definition for the first time in Olympic Games broadcasting history.



The organisation's extensive collaboration with the IOC and ATHOC resulted in a high-quality production that integrated the Look of the Games better than ever before, creating immediate recognition of the Olympic broadcast for viewers around the world and providing broadcasters with visually spectacular images from the Games.

IOC Television Policy & Broadcast Partnerships

The fundamental IOC television policy as set forth in the Olympic Charter is to ensure maximum presentation of the Olympic Games to the world. To ensure the widest possible television audience for the Olympic Games, Olympic broadcast rights are sold to broadcast networks that can guarantee the broadest free-to-air coverage throughout their respective territories. The Olympic Games are one of the only remaining major events in the world to maintain such a policy.

The IOC's long-term broadcast partnerships are established in large measure to maintain this policy and to ensure consistent and continually improved quality in Olympic television programming. The Athens 2004 Olympic broadcast partners provided programming of remarkable quality and powerful visual impact through their experience, production expertise, and skillful integration of the Look and of Games. The 2004 Olympic Games, in turn, provided historic moments in sport that resulted in a positive return on investment for, and high satisfaction among, the Olympic broadcast partners worldwide.

Athens 2004 Broadcast Facts

Global Viewers with Access to the Olympic Games Broadcast	3.9 billion
Countries & Territories Televising	220
Total Global Coverage	35,000 hours +
Average Global Viewer Consumption	12 hours +
Unbiased feed from the Host Broadcaster	3,800 hours

“ATHENS HAS SET A NEW BENCHMARK WITH THE HIGHEST AUDIENCE, IMAGES OF SPECTACULAR QUALITY, EXPANDED COVERAGE OF SPORT, NEW TECHNOLOGIES AND, I AM DELIGHTED TO SAY, A HIGH LEVEL OF SATISFACTION AMONGST OUR RIGHTS-HOLDING BROADCAST PARTNERS.” — IOC PRESIDENT JACQUES ROGGE

Increased Audience

Athens 2004 captured the world's attention and testified to the ever-increasing global appeal of the Olympic Games broadcast. An unduplicated audience of 3.9 billion television viewers in 220 countries and territories had access to the Athens 2004 Olympic Games broadcast, marking a significant increase over the previous Olympic broadcast record of 3.6 billion viewers with access to Sydney 2000. Each television viewer worldwide watched an average of 12 hours of Olympic Games coverage on television over the 17 days of the Olympic Games.

Who Watched the Most?

Country/Average Consumption per TV Viewer

Japan	29:46	Netherlands	14:18	Poland	10:36
Austria	23:42	Chile	13:55	Switzerland	10:02
Finland	22:46	United Kingdom	13:51	Uruguay	09:48
Argentina	19:53	Estonia	13:34	United States	09:02
Sweden	19:15	New Zealand	12:55	Canada	08:53
South Korea	19:13	Romania	11:44	China	08:40
Denmark	18:07	Germany	11:30	Lithuania	11:11
Greece	17:33	France	10:54		
Norway	16:32				
Hungary	14:59				
Mexico	14:25				

Viewers in as many as 26 countries consumed more than 8 hours 30 minutes of Athens 2004 Olympic Games coverage.




Despite unfavourable time zone differences, the Athens 2004 Olympic broadcast recorded substantial viewer hours in Asia, as well as throughout continents with rapidly developing interest in the Olympic Games such as Africa and Central and South America.





Expanded Coverage

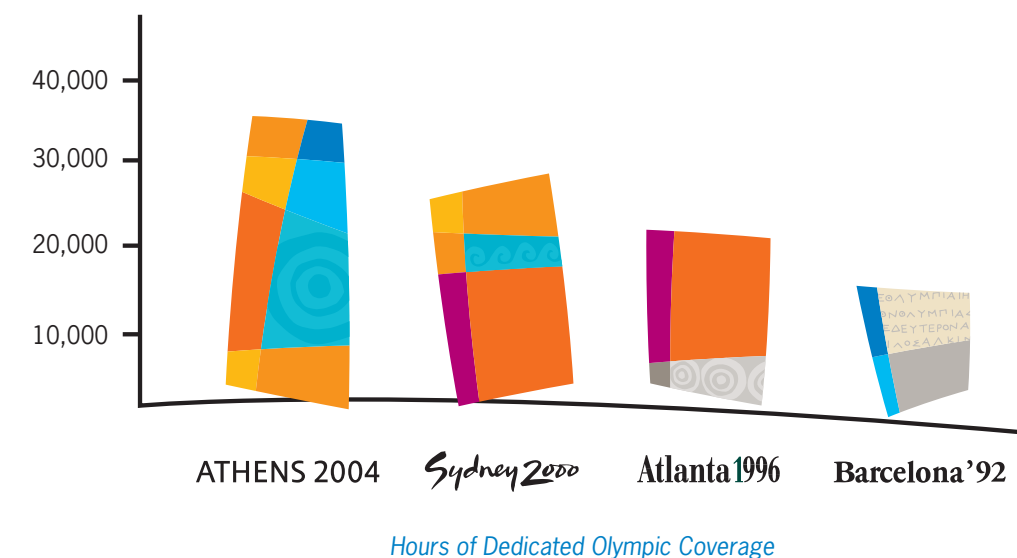
The Olympic broadcast partners maximised the appeal of the Athens 2004 Olympic Games broadcast by providing unprecedented levels of coverage of sports and ceremonies. Dedicated coverage of the Athens 2004 Olympic Games reached a worldwide total of well over 35,000 hours, marking approximately a 24% increase over the previous record of 29,600 hours established for Sydney 2000.

Television viewers around the world shared the Athens 2004 Olympic Games experience in immediate and powerful ways, as the Olympic broadcast partners provided increased live and prime-time programming.




-  Prime-time coverage of Athens 2004 marked a 55% increase over Sydney 2000.
-  20% of Athens 2004 coverage occurred in prime time, compared to 13% of Sydney 2000 coverage airing in prime time.
-  In Europe, North America and Oceania, prime-time coverage accounted for more than 20% of all Olympic programming.

The Olympic broadcast partners provided television viewers around the world with a comprehensive view of the Athens 2004 experience. In several markets, viewers benefited from increased diversity of choice in available Olympic programming as well as broader sports coverage.

-  Several satellite and cable channels devoted their entire programming to 24-hour per day coverage of Athens 2004.
-  A number of Olympic broadcast partners offered Olympic coverage on dedicated channels 24 hours per day for 17 days.



Expanded coverage, including prime-time and live coverage, resulted in increased total viewer hours:

-  Viewer hours in Europe increased by 50%, pushed by higher levels of coverage, greater audiences and more prime-time coverage.
-  Greater coverage of more sports in North America elevated interest in the Olympic Games and drove viewer hours up by 13%.
-  In Asia 41% of the total viewer hours were generated from prime-time coverage.

Enhanced Programming

The Athens 2004 Olympic Games broadcast brought several technological firsts that provided audiences with increased access and enhanced enjoyment of the Games.

- Several broadcasters enhanced viewer choice by providing extended coverage on digital and interactive channels.
- Broadcasters in certain countries used 3G technology to make streaming video and highlight clips of the Athens 2004 Olympic Games available through mobile phone handsets.
- Broadcasters in several markets offered streaming video via the Internet and dedicated Olympic web sites.
- For the first time in summer Olympic history, the host broadcaster provided the live feed of Olympic Games competitions and ceremonies in HDTV (high-definition television).

Universal Appeal & Significant Youth Interest

The Olympic Games historically have defied conventional sports broadcasting demographics, appealing equally to men and women across many cultures. The Athens 2004 Olympic Games broadcast continued this trend, while also attracting significant audiences from younger segments of the viewing population.

- In Central and South America, the Athens 2004 Olympic Games broadcast attracted a young television audience, as 48% of viewers in these regions were under the age of 35.
- In Europe, viewers between the age of 16 and 45 represented 36% of the Olympic Games broadcast audience.
- In Asia, viewers under the age of 45 represented 46% of the total audience for the Athens 2004 Olympic Games broadcast.
- In Europe, male viewers comprised 54% of the television audience, and women represented 46%.
- In Asia, the female viewing audience exceeded the male, as women and men accounted for 51% and 49% of the audience, respectively.



EUROPE

The Athens 2004 Olympic broadcast was an incredible success across Europe. Television coverage of Athens 2004 marked an increase of 15% over Sydney 2000, while viewer hours rose a staggering 50% over the previous Olympic Games as European viewers watched an average of 14 hours of the Athens 2004 broadcast coverage.

Pan Europe

Eurosport recorded its best Olympic Games broadcast ever. The pan-European sports channel provided coverage of Athens 2004 in 19 languages to 54 countries. European audiences logged more than 350 million viewer hours from Eurosport — in addition to the coverage that was made available by their national broadcasters.

France

The Athens 2004 broadcast was enormously successful in France, where each viewer watched an average of more than 17 hours of dedicated Olympic programming. These results mark a 64% increase in total viewer hours over Sydney 2000. More than 100 hours of Olympic programming were broadcast in prime time.

Germany

Viewers in Germany consumed 11.5 hours of Athens 2004 Olympic coverage compared to seven hours for Sydney 2000, increasing total viewer hours by 70%. Olympic broadcasters ZDF and ARD televised 16 hours of Olympic coverage each day, with four digital channels offering around-the-clock programming. ZDF's coverage of the Athens 2004 Opening Ceremony attracted more than three times the viewership of the Sydney 2000 Opening Ceremony, with an average broadcast audience of 12.95 million that resulted in a viewing share of nearly 50%.

Greece

The Olympic broadcast partner in the Athens 2004 host country, ERT, dedicated three television channels to Olympic coverage 24 hours per day. As the spirit of the Games gripped the host country, Greece's 9.2 million television viewers consumed an average of 17.5 hours of coverage.

Spain

The Athens 2004 Olympic Games marked a great increase in popularity in Spain, with viewer hours rising by more than 40% over the Sydney 2000 broadcast. Television viewers in Spain consumed more than eight hours of Athens 2004 Olympic coverage, marking an increase of two hours over the Sydney 2000 broadcast.

United Kingdom

Television viewers in Great Britain consumed an average of more than 13 hours of Athens 2004 coverage, registering an increase of more than 40% over viewing levels from Sydney 2000. A total of 8.96 million viewers also benefited from the BBC's digital interactive service, which offered five times as much choice of sports programming as previous Olympic Games coverage. Coverage of the Athens 2004 Opening Ceremony in the UK attracted an audience of 8.6 million and a 38.1% share, greatly surpassing the Sydney 2000 Opening Ceremony audience of 3.5 million viewers. A peak audience of 11.7 million viewers tuned in to watch Kelly Holmes go for her second gold medal of the Games in the 1,500 metres.

Italy

Olympic broadcaster RAI recorded one Italy's most successful Olympic Games broadcasts ever. While the broadcaster provided 307 hours of Athens 2004 coverage, audiences watched an average of 14 hours of Olympic programming and registered a total of 788 million viewer hours.

THE AMERICAS

The Athens 2004 Olympic broadcast was a tremendous success from North to South America, as unprecedented levels of Olympic coverage dominated television for 17 straight days in the United States and ratings skyrocketed in the nations of Brazil, Chile and Argentina in support of the achievements of their Olympic athletes.

United States

Olympic broadcast partner NBC attracted an unduplicated audience of 203 million viewers, the most for any Olympic Games held outside the United States. NBC's prime-time coverage dominated the competition, winning all 101 half-hours in prime time over the course of 17 nights. Prime-time Athens 2004 broadcasts in the U.S. averaged 24.6 million viewers, a 14% increase from Sydney 2000's 21.5 million.

NBC's unprecedented 24-hour coverage of the Athens 2004 Olympic Games totaled 1,210 hours on seven NBC platforms — NBC, MSNBC, CNBC, USA, Bravo, Telemundo and NBC HDTV affiliates — offering more Olympic coverage than the combined total from the last five previous Olympic Games. NBC's cable channels attracted more than 60 million additional viewers, and data from the first three days of cable coverage indicated that 54% of viewers on the CNBC and Bravo cable channels switched directly to NBC's prime-time telecasts at 8 p.m.

“WE GAVE THE VIEWERS WHAT THEY WANTED: MORE COVERAGE OF MORE SPORTS, ELEVATING INTEREST IN THE OLYMPICS AND DRIVING MILLIONS TO OUR PRIMETIME COVERAGE IN THE PROCESS.... CONSIDERING THE AVERAGE HOUSEHOLD HAS 25 MORE CHANNELS TO CHOOSE FROM THAN IT DID IN 2000, INCREASING VIEWERSHIP BY A DOUBLE-DIGIT PERCENTAGE OVER SYDNEY IS TRULY REMARKABLE.” — DICK EBERSOL, CHAIRMAN, NBC UNIVERSAL SPORTS & OLYMPICS

Canada

Each Canadian consumed nine hours of Olympic coverage as daily audiences increased 6% compared with Sydney. A cumulative peak audience of 3.6 million viewers watched coverage of the Opening Ceremony.

Mexico

Strong enthusiasm for the Olympic Games in Mexico resulted in television viewers consuming more than 14 hours of Athens 2004 Olympic coverage on two channels.

Argentina

Driven by Argentina's success in Olympic football and basketball competitions, Athens 2004 viewer hours soared above levels from Sydney 2000. One third of the population watched the Men's Basketball final on television, marking a staggering 80% share of the television audience at that time.

Brazil

In Brazil, an audience of nearly 160 million people consumed an average of more than 4.5 hours of Olympic coverage. More than 20 million viewers — more than 70% of the television audience — tuned in to watch Brazil win the gold medal in Men's Volleyball. Globosat dedicated one channel to exclusive sport coverage of the Brazilian Olympic team.

Chile

As Chile won its first Olympic gold medal in the Men's Tennis singles final, the broadcast attracted a staggering peak TV rating of 63%.



ASIA

Viewing in Asia was significant despite an unfavourable time zone. Asian viewers watched an average of 11 hours of coverage, and prime-time coverage was responsible for over 40% of the total viewer hours.

China

As China celebrated its greatest Olympic Games medal haul ever at Athens 2004, television audiences logged nine billion viewer hours. Viewers watched an average of more than eight hours of Olympic coverage, maximizing the choice provided by dedicated around-the-clock Olympic coverage. More than 53 hours of prime-time coverage in China attracted an average audience of 85 million viewers. (This data is known to be conservative, as additional coverage was provided on sub-licensed channels.) In China, the Athens 2004 Closing Ceremony attracted 52.6 million viewers, significantly more than the Opening Ceremony's 32.9 million viewers — likely due to high interest in the passing of the Olympic flag from Athens to Beijing in anticipation of the 2008 Olympic Games.

Japan

Television viewers in Japan consumed a staggering 29 hours of Athens 2004 coverage, as the country's Olympic team performed remarkably to finish fifth in the overall medal count. Olympic broadcasters in Japan dedicated more than 700 hours to coverage of the Athens 2004 Olympic Games, doubling the coverage levels from Sydney 2000.

South Korea

Viewer hours in South Korea reached over 887 million, marking a staggering increase of 43% over Sydney 2000. Live coverage of the Opening Ceremony attracted 94% of the total television audience, and over the course of the Games each viewer in South Korea consumed an average of more than 19 hours of Olympic coverage.

OCEANIA

Following the great success of Sydney 2000, television viewers in Oceania continue to demonstrate an unquenchable thirst for sport and enthusiasm for the Olympic Games.

Australia

For the first time in Australian Olympic history two free to air broadcasters provided coverage of the Games. The success of the Australian Olympic team at Athens 2004 captivated the Australian population, as each viewer consumed an average of nearly 24 hours of Olympic coverage over the 17 days of the Games.

New Zealand

New Zealand generated nearly 50 million viewer hours, as each viewer watched an average of more than 12 hours of Athens 2004 Olympic action.

AFRICA

Supersport provided coverage of the Athens 2004 Olympic Games on seven dedicated channels, offering viewers in South Africa the chance to see all 301 Olympic medal events. With coverage also provided by the national broadcaster, SABC, viewers in South Africa consumed an average of more than 7 hours of Olympic coverage.

Note: *Sports Marketing Surveys conducted global Olympic Games broadcast research on behalf of the International Olympic Committee. This report is based on conservative data, as out-of-home viewing, non-rights holding broadcast and news coverage of the Athens 2004 Olympic Games are not included. Facts and figures about the Athens 2004 Olympic Games broadcast presented in this document are compiled from initial findings that the Olympic broadcast partners in metered markets made available by the time of publication. Due to reporting schedules, this document cannot include full, final data about the Olympic Games broadcast from all metered and unmetered markets around the world. Final Athens 2004 Olympic broadcast reports will be available on the IOC web site, www.olympic.org.*



Record Broadcast Revenue Support for the Olympic Games

The Athens 2004 Olympic broadcast partners provided unprecedented levels of support for the Olympic Movement and the staging of the 2004 Olympic Games. The Athens 2004 Olympic Games broadcast generated US\$1,476.9 million in rights fees revenue. The IOC contributed US\$723.6 million in broadcast revenue — or 49% of the total — to the Athens Organising Committee to support the staging of the Olympic Games. The remaining 51% of 2004 Olympic broadcast revenue will be distributed throughout the Olympic Movement to the International Federations of Olympic sports (IFs), the National Olympic Committees (NOCs) through Olympic Solidarity, and the IOC.

Total Broadcast Revenue Generated	US\$1,476,911,634
Broadcast Contribution to ATHOC	US\$723,686,700

Athens 2004 Olympic Broadcast Partners and Rights Fees

Country / Territory	Broadcaster	Rights Fee
United States	National Broadcasting Company (NBC)	US\$793.0 million
Canada	Canadian Broadcasting Corporation (CBC)	US\$37.0 million
Latin America	Organización de la Televisión Iberoamericana (OTI)	US\$17.0 million
Puerto Rico	Telemundo of Puerto Rico (WKAQ)	US\$1.25 million
Caribbean	Caribbean Broadcasting Union (CBU)	US\$350,000
Asia-Pacific	Asia-Pacific Broadcasting Union (ABU)	US\$14.5 million
Japan	The Athens Olympic Japan Consortium (AOJC)	US\$155.0 million
Arab States	Arab States Broadcasting Union (ASBU)	US\$5.5 million
Chinese Taipei	Chinese Taipei Athens Pool (CTAP)	US\$3.65 million
Korea	Athens Olympic Korea Pool (AOKP)	US\$15.5 million
Europe	European Broadcasting Union (EBU)	US\$394.0 million
Australia	Seven Network (Seven)	US\$50.5 million
New Zealand	TV New Zealand (TVNZ)	US\$3.5 million
Africa	Union of Radio & Television Nations of Africa (URTNA)	N/A
	South African Broadcasting Corporation (SABC)	US\$9.25 million
	Supersport International (SSI)	US\$3.0 million
TOTAL ATHENS 2004 OLYMPIC BROADCAST REVENUE		US\$1,476,911,634