

# Salt Lake 2002 Olympic Winter Games



## Global Television Report

2002

Olympic Television Research Centre  
**Sports Marketing Surveys Ltd**

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## 1. Topline Statistics

### Global Salt Lake 2002 Olympic Winter Games:

- **REACH**

Olympic coverage dominated global broadcasting for the two weeks of the event, with the dedicated coverage viewed by 2.1 billion people. Including the extended news and feature coverage surrounding the event a total of nearly 3 billion people were exposed to the Winter Olympics.

- **COVERAGE**

All major television markets broadcast in excess of 100 hours of dedicated Olympic coverage, reaching over 500 hours in multi-channel markets. 23% of all coverage was broadcast in Prime Time and importantly 70% of this was broadcast on free to air nationally available channels.

The major growth in multi-channel broadcasting of the Winter Olympics resulted in a total of 10,416 hours of dedicated coverage shown over the two weeks.

- **VIEWER HOURS**

Coverage and audience combined to produce 13.1 billion viewer hours – 1.5 billion up on Nagano.

- **CONSUMPTION**

Significant amounts of dedicated Olympic coverage was consumed around the world, peaking in the host country (USA) and other major Winter Sport nations where viewers watched up to 29 hours of coverage each. Globally, viewing averaged out at 6 hours and 14 minutes for each of the 2.1 billion viewers.

## **Major Market Highlights:**

### **American coverage dominates rivals**

NBC prime time ratings were higher every night of the Games than all their rivals combined and the Opening Ceremony produced the highest ever rating for an Olympic Ceremony broadcast.

### **Canada has all time high rating**

Men's Ice hockey gold medal victory over the USA recorded the highest rating ever in Canadian broadcast history (36).

### **Scandinavians watch the most**

Over 20 hours of viewing by the whole country in Norway and Finland with Sweden close behind

### **Germany leads at the event and on television**

German viewing of the record breaking team tripled levels from Nagano and generated more viewing than anywhere else in Europe. The popularity of the Games is illustrated by the fact that more people tuned in for the K120 Men's Team Ski Jumping (12 million) than for the home victory of Michael Schumacher in the 2001 German F1 Grand Prix (10.9 million).

### **Dutch Olympics outperforms football**

Dutch speed skating audiences eclipsed all sports audiences from 2001, including FIFA World Cup qualifying matches

### **British discover new sports**

Nearly as many people (5.7 million) tuned in for late night women's curling as for the FA Cup final (6.3 million), and over 4 million watched Coomber skid to bronze

### **Croatia delivers highest Olympic rating in the world**

Salt Lake was 4 times as popular as Nagano, with every Croatian watching 16½ hours of Winter Olympics. The Nation was captivated by the scintillating performances of the Kostelic family and a staggering 61.7 rating was achieved as nearly two thirds of the population tuned in for Janica Kostelic's record-breaking second run in the Women's Giant Slalom.

### **Mexico is highest in South America**

70% of the Mexican population tuned in to dedicated Olympic coverage each watching over 9 hours of dedicated coverage

### **Japan leads the way in Asia**

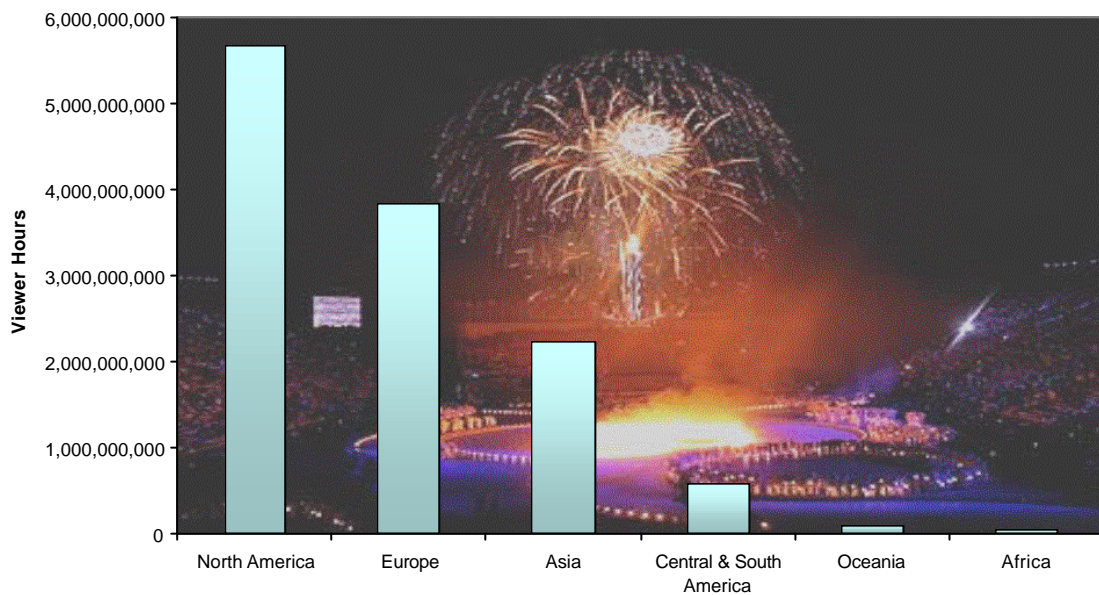
Despite a difficult time difference and poor team performances 95% of the Japanese television audience each watched over 18 hours of dedicated Olympic coverage.

## 2. Executive Summary

### Global Viewer Hours: 13.1 billion

There were over 13 billion hours of Olympic viewing worldwide, of which 42% were generated in prime time. This represents an increase of 1.5 billion (12.6%) on the 11.6 billion viewer hours for Nagano.

Salt Lake Viewer Hours by Continent



\* Unmetered markets and dedicated Olympic coverage on various digital channels generated a further 621 million viewer hours not shown on the graph.

### Consumption: Highest ever

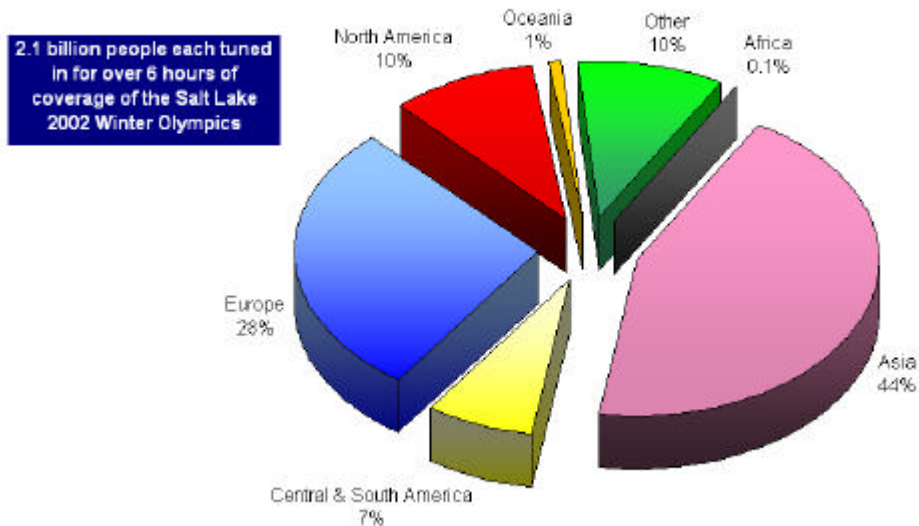
Global consumption of the Winter Olympics reached record levels. In the USA each of the 187 million people who tuned into the event, watched on average 29 hours over the two weeks – astonishing considering the choices available to American viewers. In Norway (29 hours), Finland (22 hours) and Canada (19 hours), consumption was also huge, made more impressive by the fact that the audience reach in these countries was in the region of 95% of the population - almost every person in those countries spent most of their television time watching the Olympics in the two weeks.

Elsewhere, amongst people who watched Olympic coverage the Germans each consumed 11 hours whilst in South America, each Mexican watched over 9 hours of the Salt Lake Games. In Asia, following Nagano, the Japanese watched 18 hours of coverage despite unfavourable time differences and the relatively poor performance of their team.

## Reach: Half the global population

Dedicated coverage of the Salt Lake Games reached 2.1 billion viewers. In addition the significant news and general sport programme coverage surrounding the event will have ensured that nearly 3 billion individuals will have been exposed to the Olympic message over the 2 weeks.

Reach: Individuals who watched dedicated Olympic coverage

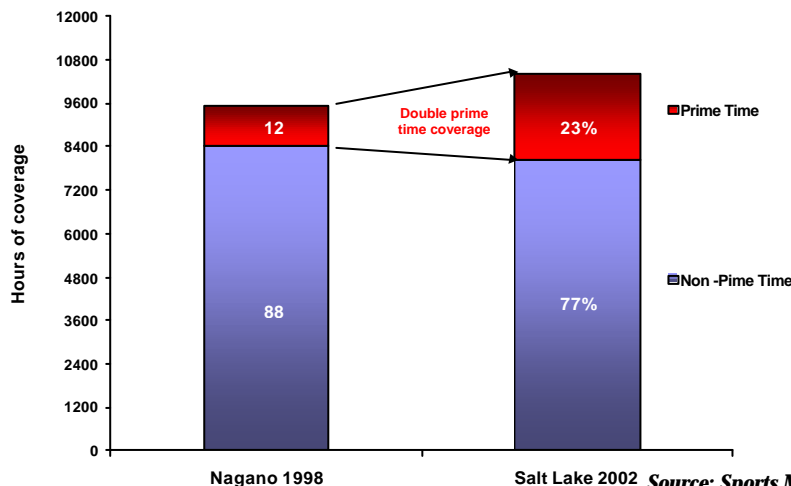


## Coverage: 23% Prime Time

The 10,416 hours of dedicated television coverage of these Games ensured that this was the most covered Winter Olympics in history - over 434 days (14 months) of continuous programming.

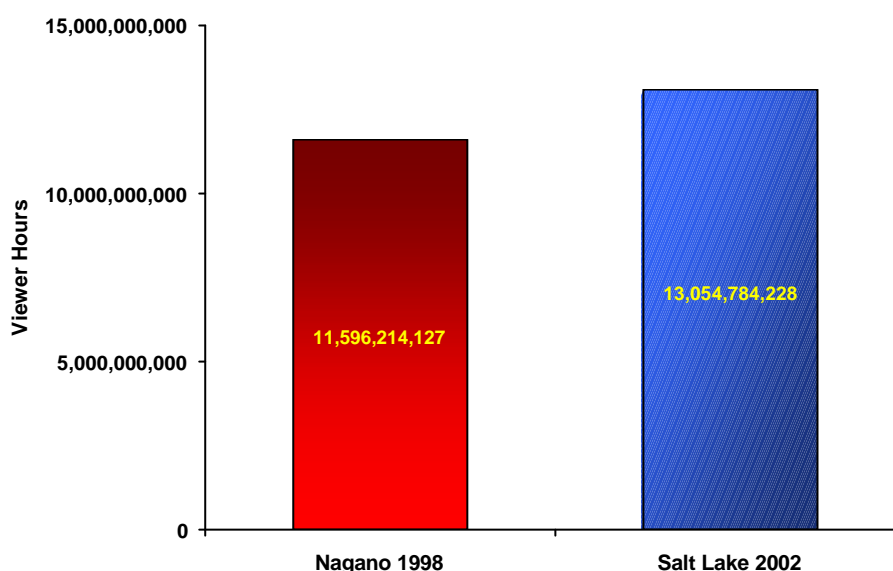
23% of all Olympic coverage was broadcast in prime time, ensuring that on a global scale, the Salt Lake Winter Games was the most watched prime time event over the 2 weeks. Indeed, the 2,350 hours of prime time coverage (almost double that of Nagano) was responsible for 42% of the viewer hours.

Prime Time Coverage Doubled for Salt Lake Globally



### 3. Continental Analysis

With television coverage around the world reaching a dedicated global audience in excess of 2.1 billion, the Salt Lake Olympics were the most successful Winter Games ever.



Continent	Countries Measured	Potential Audience	Olympic Reach	Coverage	Viewer Hours	Potential Consumption	Reach Consumption
Africa	1	43,586,097	2,237,774	1028:05	37,731,267	00:51	16:51
Asia	6	1,328,099,700	921,910,545	865:46	2,219,143,579	03:45	05:27
Central & South America	8	268,791,717	149,900,849	482:19	582,723,808	02:10	03:53
Europe	27	677,049,174	594,416,851	5307:41	3,825,135,975	05:38	06:26
North America	2	282,645,239	205,124,268	1061:42	5,665,558,833	20:02	27:37
Oceania	2	21,103,932	14,772,752	196:23	102,834,374	04:52	06:57
Other	101	405,000,000	205,000,000	1475:00	621,656,392	01:32	03:01
<b>Global Total</b>	<b>147</b>	<b>3,026,275,859</b>	<b>2,093,363,039</b>	<b>10416:56</b>	<b>13,054,784,228</b>	<b>04:18</b>	<b>06:14</b>

**\*Notes:**

The table above gives a breakdown of the coverage and viewing of the Salt Lake Olympics showing all markets that broadcast dedicated coverage of the Games (this does not include news or other coverage).

The potential audience (3.2 billion) shows the number of people with access to channels broadcasting Olympic coverage, while the Reach figure (2.1 billion) represents the number of people who were actually likely to have seen this coverage.

Viewing figures for the event are combined with levels of coverage to produce the Viewer Hours figure (13.1 billion) and this is the most accurate measure of an event's popularity.

The final two columns all show calculations for the level of consumption of Olympic coverage. The first of these shows the average level of viewing per person if everyone in the world with access to Olympic coverage watched the same amount. The second, which is the most meaningful and used throughout the report, shows the average amount of viewing amongst those likely to have watched the Olympics.

### 3.1 North America

More than 10 percent of global Winter Olympic coverage came from the US and Canada and was responsible for generating 5.7 billion viewer hours, 43% of the Global total.

In the USA 29 hours of Winter Olympic broadcasts was watched by each of the 187 million Americans who tuned in to watch the USA team achieve a record medal haul.

Canadians were treated to almost 700 hours of Salt Lake coverage, equating to 41 hours of Winter Games broadcasting every day of the Games on three channels, more than anywhere else in the Northern Hemisphere. A decision by the broadcasters to show this much coverage was vindicated by a very successful Games for the Canadian Olympic team and record television audiences. Canada's thrilling victory over the US in the Men's Ice Hockey Final on the final day of the Games, which attracted a peak audience of 10.5 million viewers and a massive 36 average rating was the all time highest television audience for a single programme in Canada.

### 3.2 Europe

European Broadcasters were responsible for half of the entire global coverage, broadcasting 5,307 hours of the Games between them. This extensive coverage generated almost one third of global viewership (3.8 billion viewer hours).

The 8.5% increase in coverage over Nagano, generated a 21.4% increase in total viewing for Europe.

Germany generated the highest number of viewer hours (765.9 million) of any European country as the team topped the medal table winning 36 medals including 12 golds.

The Swiss continued their passion for winter sports broadcasting the highest levels of coverage in Europe with over 650 hours of Winter Olympic programming across the three language channels.

The Norwegians were the most dedicated viewers, not only in Europe but in the world, as 95% of the population tuned in for a sofa-breaking 29 hours of Olympics each. This Olympic passion was evident throughout Scandinavia and Eastern Europe, however even in less established winter sport countries like the UK there were significant levels of viewing particularly around medal performances by their team – witness the 5.7 million tuning in for the Women's Curling Gold!

In addition to the national broadcaster coverage in each of the European countries, Eurosport also broadcast in excess of 350 hours of coverage across the continent. This was viewed by 138 million unique individuals, each of whom consumed 1 hour and 42 minutes of this coverage over and above that which they watched on their national channels.

### 3.3 Asia

Over 865 hours of the Salt Lake Games were aired in Asia, generating over 2.2 billion viewer hours.

Following on from the success of the Nagano Games, Japan was responsible for the majority (63.9%) of the coverage in Asia across 5 different channels. This generated 1.8 billion viewer hours or 18 hours of Olympic viewing by everyone in Japan – an incredible figure given the unfriendly time differences and disappointing performances of their team.

Despite not having the home advantage and being on the other side of the world, the Salt Lake Opening Ceremony achieved an audience of 23.3 million viewer, a 19.4 rating on the main Japanese broadcaster NHK.

In China, CCTV5 the dedicated sports channel, which reaches nearly a quarter of the Chinese population (1.2 billion people), was the official broadcaster. In addition the nationally available CCTV2 also broadcast small amounts of coverage and this coupled with significant news coverage across the major networks of all Chinese successes at the Games meant that most of the Chinese population were exposed to Olympic coverage.

Furthermore, extensive coverage of the event was broadcast in Korea generating significant viewing during the Short Track Speed Skating successes and in India free to air coverage going out to over 100 million people was broadcast for the first time.

### 3.4 Central & South America

Despite the lack of winter sports heritage in this region, the success of the Games increased 65 percent on Nagano in terms of viewer hours.

The majority of this region's coverage and viewer hours were generated in Mexico (501.7 million viewer hours). 37% of the viewer hours in Mexico were generated from the prime time coverage as live coverage was beamed in from the neighbouring host country. This resulted in almost double the number of viewer hours compared to Nagano (265 million).



Despite only competing in the 2-man Bobsleigh, Mexican viewers were kept interested by comical reporting from the puppet, Helados de Peluches and regular visits from the comedian Adal Ramones, continuing the Olympic Games' unique positioning of being able to attract viewers beyond the "stereo-typical" sports fan, and showing how creative broadcasting can ensure an interested audience for the duration of the event.

Brazil and Argentina were the other main contributors in South America with the Winter Olympics likely to have been seen by 64.5 million and 16.1 million unique viewers in the two countries respectively. In addition to this extensive coverage, the Games was also broadcast nationally on a free to air basis across 5 other major South American markets.

### 3.5 Africa

The South African satellite broadcaster, M-Net Supersport, took the opportunity to broadcast over one thousand hours of coverage of the Winter Olympics in Salt Lake across 5 dedicated channels providing its 3.2 million viewers with unparalleled access to the Games.

The fact that a commercial channel like M-Net was prepared to dedicate so much airtime to the event, suggests that there is a good level of interest in the event amongst the sport-mad South Africans in the relevant target audience. This is corroborated by that fact that it has been calculated that the Winter Olympics is likely to have been seen by 2.2 million unique viewers in South Africa, each consuming 16 hours 52 minutes of Salt Lake action – incredible for a country with no snow, ice or participants in the event, and further proving the appeal of the Olympics.

Across the rest of Africa there was limited access to dedicated Winter Olympic coverage through satellite broadcasters and news coverage.

## 4. Country Notes

### North America

USA: 370 hours of coverage, 5.1 billion viewer hours and nearly 29 hours of Winter Games action watched by viewers (75% of the population) in the USA. Definitely the most successful Winter Games in US history – more than double the viewing of Nagano.

Canada: 691 hours of coverage, over 18 hours consumed by all viewers (95% of the population) and an all time television viewing record of 8.6 million viewers for the Canada – USA Men's Ice Hockey final on CBC.

### Europe

Norway: Nearly 29 hours of Salt Lake Olympics consumed by each and every Norwegian – over 1½ hours per day, a direct result of their outstanding performances and 11 Gold medals at the Games. The Men's 4 x 10km Cross Country Skiing ranks in the Top Ten biggest audiences in Norway.

Finland: The three gold medals won by Samppa Lajunen captivated Finnish viewers with every person viewing 21 hours of Winter Games action.

Sweden: Viewing levels more than doubled on Nagano, with every person watching over 15 hours of Olympics action.

Croatia: Salt Lake was 4 times as popular as Nagano, with every Croatian watching 16½ hours of Winter Olympics and captivated by the scintillating performances of the Kostelic family. A staggering 61.7 rating was achieved during Janica Kostelic's record-breaking second run in the Women's Giant Slalom.

Germany: Salt Lake was three times as popular as Nagano, with every German watching over 10 hours of Olympic coverage. More people tuned in for the K120 Men's Team Ski Jumping than to watch the home victory of Michael Schumacher in the 2001 German F1 Grand Prix.

France: Viewers in France, watched 7 hours of the Salt Lake Games – 1¾ hours more than Nagano.

- Austria: Every Austrian consumed 3½ hours more Winter Olympics coverage than in Nagano – 9 hours 35 minutes.
- Poland: Viewer hours were almost double that of Nagano, with Polish viewers spurred on by the performances of Adam Malysz in the K90 and K120 Ski Jumping.
- UK: The Gold Medal performance of the Women's Curling team and "that" famous last stone, attracted a peak audience of 5.7 million viewers and potentially transformed the popularity of curling in the UK.
- Eurosport: Salt Lake was the best event ever on Eurosport, surpassing the 1998 FIFA World Cup and Sydney Olympics. During the Games, 132 million different viewers tuned into the action from Salt Lake.
- Greece: With interest gathering pace for the Athens Games, coverage more than doubled that of Nagano with 106 hours.
- Italy: The popularity of the Games in Italy is demonstrated by the fact that prime time coverage (10%) generated 46% of the viewer hours (38.4 million).
- Holland: 4.3 million viewers tuned in to watch Gerard Van Velde and teammate Jan Bos claim Gold and Silver in the Men's 1000m speed skating. This audience easily surpasses the top sports audience of 2001 of 3.6 million for the football match between Netherlands and Portugal. Definitely the most successful Winter Games in Netherlands history – three times the viewing of Nagano with over 8 hours consumed per person.
- Russia: 20 million watched the Opening Ceremony on ORT and the "controversial" Pairs Figure Skating scored a rating of 13.6% (15.8 Million).
- Spain: Double the coverage in Salt Lake, despite being a country with little Winter Games heritage.
- Switzerland: Similar levels of coverage to Nagano produced a 60% increase in viewer hours, with Simon Ammann achieving double Gold in the K90 and K120 Ski Jumping. Every Swiss viewer consumed 10 hours of Salt Lake coverage.

## Asia

Japan: Salt Lake coverage was up on Nagano and prime time coverage was regularly tuned into by in excess of 15 million viewers, despite the unfavourable time difference.

China: Salt Lake enjoyed similar levels of viewing to Nagano, despite the unfavourable time difference, with an hour of Winter Games action consumed by each viewer on the two Olympic channels.

Korea: While coverage and audience was down on the high levels of Nagano, there was still high viewing particularly around the Short Track Speed Skating, the Koreans premier event.

Singapore and India: Broadcast the Olympic Winter Games for the first time and received good levels of viewing on the dedicated sports channels.

## Central & South America

Mexico: Viewer hours were almost double that of Nagano, with Mexican viewers showing great enthusiasm for the Salt Lake Games taking place in its northern neighbour.

Brazil: An increase in levels of viewing on Nagano, as the Brazilians enjoyed more coverage on the three Olympic channels.

## Oceania

Australia: Every Australian watched over 4½ hours of Salt Lake action, captivated by the extraordinary Gold Medal winning performance by Steven Bradbury in the Short Track Speed Skating and then a second Australian Gold two days later from Alisa Camplin.

New Zealand: Viewers in New Zealand shared the enjoyment of the Australians, with Olympic viewers each consuming over 8 hours of Winter Games action.

## Africa

South Africa: With Winter Games coverage on five M-Net Supersport channels, viewers were treated to round-the-clock Olympics action over the 17 days. Those with access to the Olympic channels, consumed over 16 hours of action each.

## 5. Metered Markets Country Breakdown

### 5.1 Olympic Television Data - Channel Breakdown

Continent	Country	Channel	Platform	Olympic Reach	Coverage	Viewer Hours	Consumption
Africa	South Africa	SS5	Satellite	2,237,774	217:17	5,329,365	02:23
		SS6	Satellite	2,237,774	381:45	12,420,978	05:33
		SS7	Satellite	2,237,774	140:10	6,955,748	03:06
		SS8	Satellite	2,237,774	148:45	7,164,340	03:12
		SS9	Satellite	2,237,774	140:08	5,860,837	02:37
Asia	China	CCTV2	Terrestrial	722,425,140	03:53	17,244,700	00:01
		CCTV5	Terrestrial	206,500,000	88:34	208,794,567	01:00
	India	DD Sports	Satellite	61,350,000	40:00	6,380,400	00:06
	Japan	ANB	Terrestrial	102,129,959	23:35	147,185,291	01:26
		BS-1	Satellite	29,070,000	335:38	99,407,430	03:25
		CX	Terrestrial	102,129,959	20:20	164,739,629	01:36
		NHK	Terrestrial	102,129,959	114:38	960,896,729	09:24
		NTV	Terrestrial	102,129,959	22:46	211,545,189	02:04
		TBS	Terrestrial	102,129,959	20:17	177,956,447	01:44
	Korea	TX	Terrestrial	68,427,073	15:47	48,355,532	00:42
		KBS1	Terrestrial	32,900,000	15:54	48,993,583	01:29
		KBS2	Terrestrial	32,900,000	19:22	13,880,667	00:25
		MBC	Terrestrial	32,900,000	50:30	69,625,800	02:07
	Malaysia	SBS	Terrestrial	32,900,000	46:41	40,441,933	01:13
		Astra	Satellite	1,125,000	40:00	3,600,000	03:12
		Singapore	News Asia	Satellite	1,980,446	07:51	95,682
	Central & South America	Argentina	ATC	Terrestrial	16,136,633	04:58	975,469
TyC			Terrestrial	16,136,633	34:45	4,762,727	00:17
Brazil		Globosat-Sportv	Satellite	7,205,771	53:19	10,833,659	01:30
		TV Bandeirantes	Terrestrial	65,507,012	04:04	5,644,521	00:05
Chile		TV Globo	Terrestrial	65,507,012	04:38	36,820,181	00:33
		TVN 7	Terrestrial	6,371,047	17:34	5,688,070	00:53
Costa Rica		UC 13	Terrestrial	6,371,047	08:39	2,611,492	00:24
		Repretel	Terrestrial	1,653,522	31:57	389,349	00:14
Guatemala		Channel 3	Terrestrial	3,000,000	30:00	4,080,000	01:21
		Channel 7	Terrestrial	3,000,000	28:30	4,530,000	01:30
Honduras		CTH (Ch5)	Terrestrial	1,942,200	17:00	4,622,436	02:22
Mexico		Televisa	Terrestrial	54,267,466	156:55	476,410,211	08:46
		TV Azteca	Terrestrial	54,267,466	89:00	25,269,762	00:27
Panama	TVN-2	Terrestrial	1,022,969	01:00	85,929	00:05	
Europe	Austria	ORF	Terrestrial	6,427,539	213:10	64,873,717	10:05
	Belgium	RTBF2	Terrestrial	6,329,667	18:01	695,581	00:06
	Bosnia	PBS	Terrestrial	2,363,828	200:00	30,392,070	12:51
	Croatia	HRT	Terrestrial	3,325,000	126:19	57,904,239	17:24
	Czech Republic	CT2	Terrestrial	9,359,151	280:20	121,778,883	13:00
	Denmark	TV 2	Terrestrial	3,579,671	159:20	18,506,529	05:10
		TV 2 Zulu	Terrestrial	3,579,671	100:14	5,130,352	01:26
	Finland	YLE1	Terrestrial	4,289,429	69:34	19,304,262	04:30
		YLE2	Terrestrial	4,289,429	102:57	76,180,558	17:45
	France	France 2	Terrestrial	37,336,932	53:42	130,629,478	03:29
		France 3	Terrestrial	37,336,932	143:50	132,955,938	03:33
	Germany	ARD	Terrestrial	70,533,675	146:09	423,864,938	06:00
		ZDF	Terrestrial	70,533,675	118:51	342,014,749	04:50
	Greece	ET1	Terrestrial	4,844,515	74:12	3,402,302	00:42
		NET	Terrestrial	4,844,515	31:55	2,501,788	00:30
	Hungary	MTV1	Terrestrial	5,964,682	132:16	19,406,615	03:15
		MTV2	Terrestrial	5,964,682	88:43	5,324,742	00:53
	Italy	Rai2	Terrestrial	37,048,149	26:23	50,950,817	01:22
		Rai3	Terrestrial	37,048,149	103:27	33,267,591	00:53
	Netherlands	NOS	Terrestrial	13,893,381	117:17	118,364,358	08:31
	Norway	NRK1	Terrestrial	3,566,390	171:42	80,299,767	22:31
		NRK2	Terrestrial	3,566,390	05:03	3,507,583	00:59
		TV2	Terrestrial	3,566,390	57:28	18,585,698	05:12

continued...

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Salt Lake 2002 Olympic Winter Games

Continent	Country	Channel	Platform	Olympic Reach	Coverage	Viewer Hours	Consumption
Europe continued...	Pan Europe	Eurosport	Satellite	138,000,000	364:05	236,757,396	01:42
	Poland	TVP1	Terrestrial	25,490,633	146:00	254,461,780	09:59
		TVP2	Terrestrial	25,490,633	208:00	264,151,147	10:21
	Portugal	RTP1	Terrestrial	4,484,000	06:28	265,608	00:03
		RTP2	Terrestrial	4,484,000	16:20	1,477,310	00:19
	Romania	TVR	Terrestrial	13,617,544	129:00	112,928,349	08:17
	Russia	ORT	Terrestrial	81,383,419	63:38	381,868,441	04:41
		RTR	Terrestrial	81,383,419	87:11	269,743,275	03:18
	Slovakia	Slovak TV	Terrestrial	4,282,790	281:34	50,512,681	11:47
	Slovenia	TVS 1	Terrestrial	1,625,828	15:23	90,902	00:03
		TVS 2	Terrestrial	1,625,828	148:31	13,592,305	08:21
	Spain	TVE2	Terrestrial	18,561,814	101:12	21,250,619	01:08
	Sweden	SVT1	Terrestrial	7,841,109	148:45	81,053,167	10:20
		SVT2	Terrestrial	7,841,109	54:35	50,105,417	06:23
	Switzerland	SF1	Terrestrial	6,190,783	27:26	1,360,352	00:13
		SF2	Terrestrial	6,190,783	270:51	53,901,560	08:42
		TSI 1	Terrestrial	6,190,783	07:32	46,933	00:00
		TSI 2	Terrestrial	6,190,783	177:32	1,088,745	00:10
		TSR1	Terrestrial	6,190,783	04:41	1,203,117	00:11
		TSR2	Terrestrial	6,190,783	168:22	8,059,895	01:18
	Turkey	TRT1	Terrestrial	14,808,250	47:35	2,332,045	00:09
		TRT3	Terrestrial	14,808,250	85:05	7,308,859	00:29
	UK	BBC1	Terrestrial	38,477,902	35:40	31,083,333	00:48
		BBC2	Terrestrial	38,477,902	55:35	111,808,333	02:54
	Ukraine	NTU1	Terrestrial	30,790,770	107:31	103,488,794	03:21
		NTU2	Terrestrial	30,790,770	07:47	5,353,055	00:10
	North America	Canada	CBC	Terrestrial	27,635,883	264:52	375,660,500
Radio-Canada			Satellite	27,635,883	169:00	97,174,000	03:30
RDS			Satellite	27,635,883	124:52	6,957,467	00:15
TSN			Satellite	27,635,883	132:53	51,551,817	01:51
USA		CNBC	Satellite	123,127,027	75:10	138,457,367	01:07
		MSNBC	Satellite	111,205,587	55:25	94,661,600	00:51
	NBC	Terrestrial	177,488,385	239:30	4,901,096,083	27:36	
Oceania	Australia	7 Network	Terrestrial	12,342,441	91:40	82,453,383	06:40
	New Zealand	TV One	Terrestrial	2,430,311	104:43	20,380,991	08:23
Other	Other	Other		205,000,000	1475:00	621,656,392	01:32
<b>Grand Total</b>				<b>2,093,363,039</b>	<b>10416:34</b>	<b>13,054,784,228</b>	<b>06:14</b>

## 5.2 Olympic Television Data – Country Totals

Continent	Country	Olympic Reach	Coverage	Viewer Hours	Consumption
<b>Africa</b>	South Africa	2,237,774	1028:05	37,731,267	16:52
<b>Africa Total</b>		2,237,774	1028:05	37,731,267	16:51
<b>Asia</b>	China	722,425,140	92:27	226,039,267	01:02
	India	61,350,000	40:00	6,380,400	00:06
	Japan	102,129,959	553:01	1,810,086,247	17:43
	Korea	32,900,000	132:27	172,941,983	05:15
	Malaysia	1,125,000	40:00	3,600,000	03:12
	Singapore	1,980,446	07:51	95,682	00:02
<b>Asia Total</b>		921,910,545	865:46	2,219,143,579	05:27
<b>Central &amp; South America</b>	Argentina	16,136,633	39:43	5,738,197	00:21
	Brazil	65,507,012	62:01	53,298,361	00:48
	Chile	6,371,047	26:13	8,299,562	01:18
	Costa Rica	1,653,522	31:57	389,349	00:14
	Guatemala	3,000,000	58:30	8,610,000	02:52
	Honduras	1,942,200	17:00	4,622,436	02:22
	Mexico	54,267,466	245:55	501,679,973	09:14
	Panama	1,022,969	01:00	85,929	00:05
<b>Central &amp; South America Total</b>		149,900,849	482:19	582,723,808	03:53
<b>Europe</b>	Austria	6,427,539	213:10	64,873,717	10:05
	Belgium	6,329,667	18:01	695,581	00:06
	Bosnia	2,363,828	200:00	30,392,070	12:51
	Croatia	3,325,000	126:19	57,904,239	17:24
	Czech Republic	9,359,151	280:20	121,778,883	13:00
	Denmark	3,579,671	259:35	23,636,882	06:36
	Finland	4,289,429	172:31	95,484,821	22:15
	France	37,336,932	197:32	263,585,416	07:03
	Germany	70,533,675	265:00	765,879,687	10:51
	Greece	4,844,515	106:07	5,904,090	01:13
	Hungary	5,964,682	221:00	24,731,357	04:08
	Italy	37,048,149	129:50	84,218,408	02:16
	Netherlands	13,893,381	117:17	118,364,358	08:31
	Norway	3,566,390	234:13	102,393,048	28:42
	Pan Europe	138,000,000	364:05	236,757,396	01:42
	Poland	25,490,633	354:00	518,612,927	20:20
	Portugal	4,484,000	22:48	1,742,918	00:23
	Romania	13,617,544	129:00	112,928,349	08:17
	Russia	81,383,419	150:49	651,611,716	08:00
	Slovakia	4,282,790	281:34	50,512,681	11:47
	Slovenia	1,625,828	163:54	13,683,208	08:25
	Spain	18,561,814	101:12	21,250,619	01:08
	Sweden	7,841,109	203:20	131,158,583	16:43
	Switzerland	6,190,783	656:24	65,660,602	10:35
	Turkey	14,808,250	132:40	9,640,904	00:39
	UK	38,477,902	91:15	142,891,667	03:42
	Ukraine	30,790,770	115:19	108,841,850	03:32
<b>Europe Total</b>		594,416,851	5307:41	3,825,135,975	06:26
<b>North America</b>	Canada	27,635,883	691:37	531,343,783	19:13
	USA	177,488,385	370:05	5,134,215,050	28:55
<b>North America Total</b>		205,124,268	1061:42	5,665,558,833	27:37
<b>Oceania</b>	Australia	12,342,441	91:40	82,453,383	06:40
	New Zealand	2,430,311	104:43	20,380,991	08:23
<b>Oceania</b>		14,772,752	196:23	102,834,374	06:57
<b>Other</b>	Other	205,000,000	1475:00	621,656,392	01:32
<b>Other Total</b>		205,000,000	1475:00	621,656,392	03:01
<b>Grand Total</b>		<b>2,093,363,039</b>	<b>10416:34</b>	<b>13,054,784,228</b>	<b>06:14</b>