



The Torino 2006 Brand



Torino 2006 built a strong brand upon the foundation of the global image of the Olympic Games, creating an identity that conveyed the character of the host city, the defining attributes of the XX Olympic Winter Games and the distinct culture and heritage of Italy and the Piemonte region. The Torino 2006 brand is powerful and cohesive, communicating unified themes and concepts in many ways and in a wide range of formats and executions.

The Emblem: The Mole and the Mountains

The emblem of the Torino 2006 Olympic Winter Games combined concepts of architectural, geographical, cultural and emotional significance. The unmistakable silhouette of the Mole Antonelliana, the defining architectural landmark of the city, was transformed to resemble an Alpine mountain peak reaching to where the white of the snow meets the blue of the sky. The geometric forms of ice crystals, which reflected the essence of winter sport, were intertwined to form a closely woven net that symbolised the heritage of the city as a centre of industry, design and technology, while also reflecting the community of nations and cultures at the Olympic Winter Games.





The Look of the Games: **The Piazza**

The Look of the Games was an integrated system of visual communications created to convey the characteristics, themes and ideals of Torino 2006. The “Look” was based on the concept of the piazza, a traditional meeting place in Italian culture and a metaphor for the communion of nations and cultures at the Olympic Winter Games.

To provide the piazza with a well-defined sense of depth, graphic elements of arches and arcades were presented in perspective – a concept created and developed by Italian Renaissance artists such as Brunelleschi, Alberti, Masaccio and Piero Della Francesca. The transparency of the graphic elements enabled colours to blend together, creating nuances that recalled the varied Italian landscape.

The Look of the Games for Torino 2006 was rich in contrasts. Day and night were portrayed by the range of colours and the play of light. The city and the mountains were reflected, respectively, in straight lines and natural curves. Red hues depicted passion, and shades of blue depicted ice and snow.

The Theme: **Passion Lives Here**

“Passion lives here”, the simple but powerful three-word theme of Torino 2006, expressed the spirit and values of the XX Olympic Winter Games. The theme, visually depicted in the vibrant colour red, emphasised the passion that drives the Olympic athletes and characterises the people of Italy.

The Olympic Torch

The Olympic torch of Torino 2006 exhibited a curved linear form inspired by both the point of a ski and the top of the Mole Antonelliana.

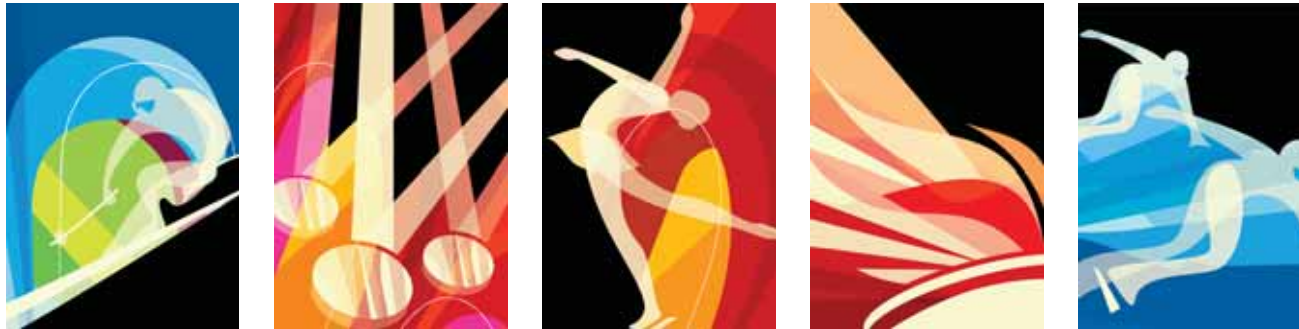






2006





The torch, which was carried across Italy by nearly 10,000 torchbearers during the 64-day Olympic Torch Relay, was designed to appear as an extension of a torchbearer's arm. Made of aluminium, steel and other materials that reflect Turin's industrial history, the torches were engineered to endure snow and wind up to 120 kilometres per hour and to burn up to 5,000 metres above sea level.

The Olympic Medals

One of the most striking innovations to evolve in the image and identity of Torino 2006 was the design of the Olympic medal, with an open space in the centre. This design concept, unprecedented in Olympic history, communicated the overarching Torino 2006 design theme of the piazza – an open space of participation, passion and celebration. The significance of the open-circle design was enhanced by its connection to the Olympic symbol of five interlocking rings, in which the medals appeared to encircle the heart – the source of passion – of each Olympic medallist. The graphic design of the medals was consistent with the Look of the Games, with a three-dimensional appearance created by the use of various textures.

The Sport Pictograms

The Torino 2006 pictograms represented each of the fifteen sports on the Olympic Winter Games programme. With a design that aligned with the Look of the Games, the Torino 2006 sporting pictograms were the first in Olympic history to feature a three-dimensional design, giving a sense of depth. The pictograms' transparency of colour recreated the dynamic motion of Olympic sports in action, and their clean, modern style reflected the excellence of Italian design.





Torino 2006 Broadcast

Highly Successful Olympic Winter Games Broadcast



The global broadcast presentation of Torino 2006 was the strongest in Olympic Winter Games history. More television channels than ever before televised the Games.

Technological advancements enhanced the viewing experience and offered greater choice to consumers, and Olympic broadcast partners maximised opportunities to distribute coverage through a range of new media vehicles.

Torino 2006 Broadcast Facts

<i>Potential Audience</i>	<i>3.062 billion</i>
<i>Countries Televising the Games</i>	<i>200</i>
<i>Total Global Coverage</i>	<i>16,311 hours</i>
<i>Total Viewer Hours</i>	<i>10.6 billion</i>
<i>Average Potential Viewer Consumption</i>	<i>3.5 hours</i>
<i>Unbiased feed from the Host Broadcaster</i>	<i>1,000 hours</i>
<i>Torino 2006 Broadcast Revenue</i>	<i>US\$833.5 million</i>



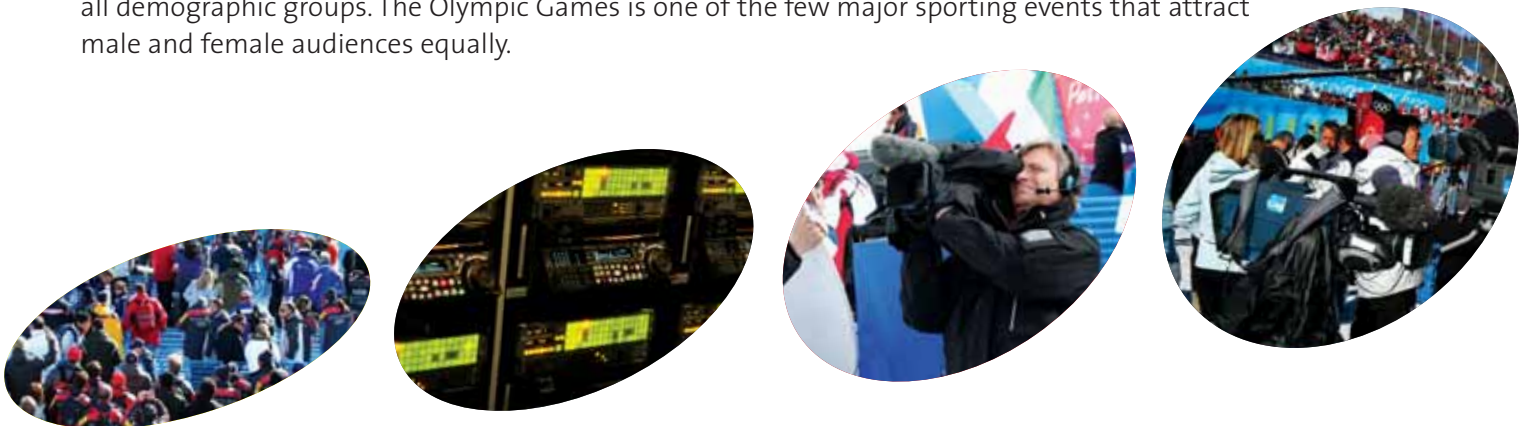
Greatest Coverage in Olympic Winter Games History

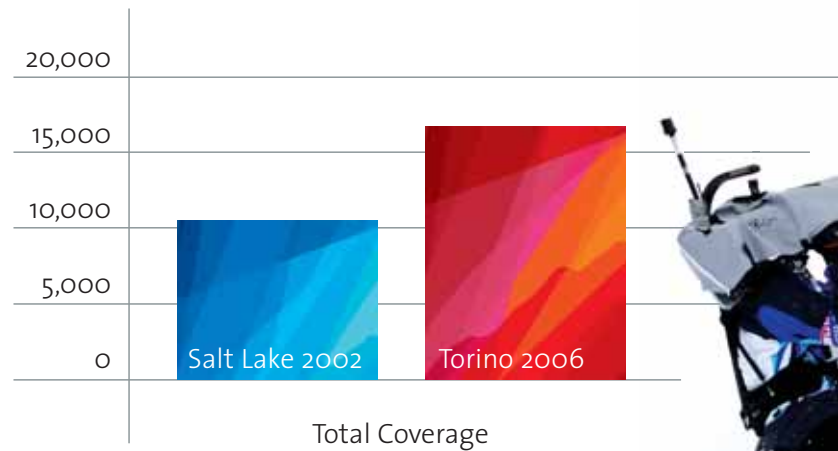
The Olympic broadcast partners worldwide made the global broadcast of Torino 2006 the strongest in Olympic Winter Games history, offering unprecedented coverage of competitions and ceremonies. The Torino 2006 broadcast provided viewers with a greater choice by maximising new technology and delivering significantly more dedicated coverage than ever before.

Dedicated coverage of the XX Olympic Winter Games reached a worldwide total of more than 16,300 hours, the equivalent of 679 days of around-the-clock coverage. As more Olympic broadcasters made greater use of satellite and digital platforms to provide viewers with increased access to the Games, broadcast coverage of Torino 2006 marked an incredible 57% increase over the previous record of 10,416 hours of coverage established for Salt Lake 2002.

- The Torino 2006 broadcast in Europe marked a 76% increase in coverage over Salt Lake 2002
- In Asia, Torino 2006 coverage marked more than a 50% increase over Salt Lake 2002
- The XX Olympic Winter Games were the first to be broadcast entirely in high definition television (HDTV), and more broadcasters worldwide offered the service than ever before
- Torino 2006 offered more digital interactive viewing than any previous Olympic broadcast
- More than 12,500 hours of Torino 2006 coverage (or 23% of the coverage) occurred during prime time, representing more than a 50% increase over the global prime time coverage of Salt Lake 2002
- Prime time coverage of Torino 2006 accounted for 37% of the total viewer hours worldwide

The Torino 2006 broadcast results also show that the Games have broad appeal among global viewers in all demographic groups. The Olympic Games is one of the few major sporting events that attract male and female audiences equally.





New Technology Offers Greater Choice

Broadcasters maximised new media technology in distributing coverage of the Torino 2006 Olympic Winter Games, providing viewers with the most access and the greatest amount of choice in the history of Olympic broadcasting. For the first time in an Olympic Winter Games, fans in certain markets were able to access:

- live action and highlight videos streamed to their mobile phones
- live video streams via the Internet through dedicated sites
- television coverage in High Definition Television (HDTV)

“New media technology is instrumental in reaching the full potential of the Olympic broadcast. The greatest possible access and choice are essential to our goal of engaging the people of the world in the experience of a global multi-sports event, with teams from 80 nations competing in 15 disciplines, with simultaneous events occurring at all hours of the day. We are proud of our Olympic broadcast partners for understanding how consumers live in today’s technologically advanced world and for rising to the challenge of delivering the full Olympic experience.” **Timo Lumme, Director, IOC Television & Marketing**





Continental Analysis

The table below offers a breakdown of the Torino 2006 coverage and viewing, showing all markets that broadcast dedicated coverage of the XX Olympic Winter Games.

Continent	Potential audience (millions)	Coverage (hrs)	Viewer hours	Consumption (per viewer)
<i>Africa</i>	<i>116,125,631</i>	<i>1230:20</i>	<i>121,150,720</i>	<i>01:20</i>
<i>Asia</i>	<i>1,690,820,511</i>	<i>3555:34</i>	<i>2,936,902,237</i>	<i>01:49</i>
<i>C & S America</i>	<i>219,214,984</i>	<i>1025:18</i>	<i>282,813,508</i>	<i>01:17</i>
<i>Europe</i>	<i>697,423,525</i>	<i>9329:00</i>	<i>5,112,329,487</i>	<i>07:18</i>
<i>N America</i>	<i>314,199,746</i>	<i>991:16</i>	<i>2,073,046,822</i>	<i>06:35</i>
<i>Oceania</i>	<i>24,365,723</i>	<i>180:17</i>	<i>84,045,703</i>	<i>03:33</i>
Total	3,062,150,119	16311:46	10,610,288,477	03:33

Notes:

- Potential audience reflects the number of individuals with access to channels broadcasting coverage of Torino 2006
- Viewer Hours, derived by multiplying the number of viewers by the duration of the programme, is intended to measure an event's popularity and to enable direct comparisons between programmes of different durations
- Coverage is the cumulative hours and minutes of Torino 2006 programming presented by all broadcasters within a given region
- Consumption reflects the average amount of Torino 2006 programming, measured in hours and minutes that each individual viewer watched in the region

Europe

As the Olympic Winter Games returned to Europe for the first time since Lillehammer 1994, broadcasters boosted coverage significantly over previous editions of the Games and attracted large audiences that generated impressive viewing levels across the continent. Viewer hours increased 35% over Salt Lake 2002. European broadcasters provided well over 9,329 hours of coverage combined, accounting for more than 57% of the world-wide coverage of Torino 2006 and marking a 76% increase over Salt Lake 2002. Broadcasters were rewarded by European audiences, which generated more than 5.1 billion viewer hours – 48% of the global viewer hours for Torino 2006 and a 35% improvement over Salt Lake 2002. The average potential viewer watched 7.3 hours of coverage over the course of the Games. More broadcasters in Europe maximised new technologies than ever before, offering viewers in Germany, Finland, the Czech Republic and the United Kingdom an additional 1,430 hours of digital coverage.



Pan Europe

Eurosport recorded its strongest Olympic Winter Games performance ever, generating more than 341 million viewer hours to mark an increase of 44% over Salt Lake 2002. Across all broadcasters, European viewer hours increased 35% over Salt Lake 2002. Eurosport delivered impressive live 24-hour coverage, drawing twice as many viewers as its regular average and in total 140 million unique viewers.

Austria

The success of the Austrian Winter Olympic team, which finished third in the overall medal count, was mirrored in the high viewing levels throughout the country. Despite a fall in coverage hours from Salt Lake 2002, the increase in live and prime time coverage drove a 26% increase in viewer hours. Viewer hours generated from non prime-time programming rose by 79% and Torino 2006 coverage achieved an average market share of 35% during non prime-time hours.

Czech Republic

The popularity of the Olympic Winter Games in the Czech Republic was evident, as the broadcast generated 168 million viewers hours – a rise of 38% over Salt Lake 2002. The Czech Republic's viewing levels per head were the fifth highest in the world, as each viewer consumed more than 17 hours 20 minutes of Torino 2006 coverage.

Finland

Over the course of the Games, potential viewers in Finland watched 33.5 hours of coverage each – the most of any country in the world – and they watched an average of 2 hours and 56 minutes on the final day of the Games alone, as the Finnish Ice Hockey team narrowly missed out on the gold medal. The 215 hours of terrestrial coverage and 114 hours of digital coverage provided by YLE – 63% of which was aired live throughout the day – contributed to a 60% viewer hour increase over Salt Lake 2002.

France

Despite a 7% decrease in coverage from the Salt Lake 2002 broadcast, Torino 2006 viewer hours in France marked a significant 60% increase over the previous edition of the Olympic Winter Games with each potential viewer watching more than 7.5 hours of coverage.

Germany

As the German Olympic team topped the overall medal standings, German viewers amassed more than 670 million viewer hours. Andre Lange and his four-man bobsleigh took Olympic gold as 10.16 million viewers tuned in, making it the top-rated event in Germany and on ARD. On average, each German viewer consumed 9.5 hours of Torino 2006 coverage.







**Italy**

The excitement of hosting the Olympic Winter Games gripped Italy and RAI provided one of the strongest Olympic Winter Games broadcasts in the country's history with more than 284 hours of coverage. Viewer hours reached 519 million, a 517% increase over Salt Lake 2002 and each viewer consumed an average of 9.5 hours of Torino 2006 coverage.

Netherlands

Consumption levels in the Netherlands rose by 87% from Salt Lake 2002, as each Dutch viewer watched an average of nearly 16 hours of Torino 2006 coverage. Dutch broadcaster NOS offered viewers more than 196 hours of coverage, marking a 67% increase over Salt Lake 2002.

Norway

Viewing levels in Norway per head were the second highest in the world, as each viewer consumed an average of 24.2 hours of coverage over the duration of the Olympic Winter Games. National broadcaster NRK offered viewers in Norway more than 320 hours of Olympic coverage, an average of 19 hours and 15 minutes per day.

Russia

Viewers in Russia were offered greater coverage on more channels and platforms than ever before. The 752 hours of coverage available in Russia marked an increase of 399% over Salt Lake 2002, and the popularity of the Olympic Winter Games and its broadcast generated more than 1 billion viewer hours, more than any other European country, to register a 60% increase from Salt Lake 2002.

Sweden

Torino 2006 was highly successful overall in Sweden, as the Games generated 220 million viewer hours – an impressive increase of 68% over Salt Lake 2002. And as Nicklas Lindstrom scored the game-winning goal in the Men's Ice Hockey gold medal game at Palasport Olimpico, 85% of potential viewers in Sweden tuned in to SVT.

United Kingdom

The BBC aired 104 hours of coverage of Torino 2006, and its digital channels offered an additional 661 hours of coverage. More than 4.3 million used the BBC's digital services, ranking Torino 2006 as the third most popular digital event in British history behind Athens 2004 and Wimbledon in 2005. An increase of 14% in terrestrial coverage generated 46% more viewer hours than Salt Lake 2002.



Asia

Broadcasters in Asia offered viewers more than 2,623 hours of Torino 2006 coverage, more than doubling the coverage of the 2002 Olympic Winter Games. This increase in coverage contributed to the continent generating more than 2.8 billion viewer hours, marking a 28% increase over the viewer hours for Salt Lake 2002. Viewer hours in Asia accounted for a significant 27% of the total global viewer hours, despite a considerable time difference.

China

With the Beijing 2008 Olympic Games approaching, China's interest in the Olympic Movement and the Games is strong. Coverage of the Olympic Winter Games increased by 88% from Salt Lake 2002 to Torino 2006, as more than 173 hours of dedicated coverage were broadcast. The coverage registered positively with viewers in China, generating 262 million viewer hours – an increase of 16% from the previous Games.

Japan

Broadcasters in Japan provided viewers with 559 hours of Torino 2006 coverage across eight channels, including one dedicated HDTV channel. This impressive coverage – which averaged 33 hours per day of competition – resulted in a 29% increase in viewer hours, or 2.3 billion hours, over Salt Lake 2002, as each viewer in Japan watched nearly 19 hours of the action.

South Korea

Live broadcasts dominated the television schedule in South Korea. Despite the major time difference, 73% of the coverage was presented live as the South Koreans enjoyed generous coverage, though none in prime time. Each viewer in South Korea consumed more than three hours of the Olympic Winter Games broadcast, and highlights of the Short Track Men's 500m final and 5,000m final events reached more than 5.9 million viewers.

Malaysia

In Malaysia, satellite broadcaster Astro offered more than 903 hours of Torino 2006 coverage on three channels to supplement the terrestrial broadcaster RTM. Total coverage was extensive, accounting for 35% of the total across Asia, and marking a significant increase of 2,200% over Salt Lake 2002. Offering viewers 920 hours of coverage in total, the Torino 2006 broadcast generated more than 76.5 million viewer hours.





North America

Canada and the United States were responsible for generating over 2 billion viewer hours, 20% of the worldwide total.

Canada

Torino 2006 Olympic Winter Games coverage in Canada was extensive, with broadcasters CBC, TSN and RDS offering a combined total of 557 hours of programming. The experience of the Games was eagerly anticipated, with each television viewer in Canada consuming more than 11 hours of coverage.

United States

The Torino 2006 broadcast on the networks of NBC Universal attracted 184 million unique viewers, the equivalent to two-thirds of all Americans. These results place Torino 2006 as the third most-watched Olympic Winter Games in the history of U.S. Olympic broadcasting – only 2% behind the record achieved by the Salt Lake 2002 broadcast. Audiences were offered more than 434 hours of dedicated Olympic Winter Games coverage, an increase of 17% from Salt Lake 2002. NBC's Internet offerings were very popular, as NBCOlympics.com doubled its Athens 2004 success by serving 9.1 million video streams of more than 125,000 hours of coverage.

Central & South America

The total broadcast coverage for Torino 2006 in Central and South America marked an increase over previous editions of the Olympic Winter Games, despite an unfavourable time difference and a relative lack of affinity for winter sport in this part of the world. Broadcasters provided over 500 hours of coverage, of which 42% of the Mexican broadcast was consumed by young viewers between the ages of four and 24.

Argentina

Dedicated sports channel TYC provided 33 hours of Torino 2006 coverage in Argentina, generating 2.2 million viewer hours. Highlights included the broadcast of the Opening Ceremony, which attracted 145,667 viewers.

Brazil

Brazil showed an impressive 368% increase in coverage over previous Olympic Winter Games, and its offering of more than 290 hours of programming amounted to 75% of the total coverage across Central and South America. Dedicated sport channels SPORTV and BandSports provided 171 hours of live coverage from Torino 2006, despite a major time difference.

Mexico

Viewers in Mexico were offered over 119 hours of dedicated coverage of Torino 2006 over three channels, with as much as 80% of the coverage provided live. Consumption of live coverage accounted for 83% of Mexico's more than 106 million viewer hours.

Oceania

Despite the significant time difference, the Torino 2006 broadcast was successful in Oceania, as broadcasters aired more than 180 hours of Olympic Winter Games programming and viewers matched global viewing levels by consuming an average of 3.5 hours of coverage each.

Australia

The Australian passion for sport and the Olympic Games was evident, as viewers consumed 3h 40m of dedicated Torino 2006 coverage.

New Zealand

TVNZ provided more than 91 hours of coverage – six hours per day of competition – to New Zealand viewers, who each consumed an average of three hours of the Torino 2006 broadcast.

Africa

South Africa

SuperSport offered extensive coverage of Torino 2006, broadcasting the Games simultaneously on two channels. The satellite network offered its subscribers more than 771 hours of coverage, the equivalent of 32 consecutive days of continuous coverage, an impressive 45 hours 22 minutes of coverage per day of competition. South Africa registered more than four million viewer hours.

Sub-Saharan Africa

For the first time in history, viewers in sub-Saharan Africa were able to experience the Olympic Winter Games through daily highlight programming offered by CFI.

Note: Sports Marketing Surveys (SMS) conducted global research on the Torino 2006 Olympic Winter Games broadcast 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 Torino 2006 are not included. Facts and figures about the Torino 2006 Olympic Winter 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 Winter Games broadcast from all metered and un-metered markets around the world. Final Torino 2006 Olympic broadcast reports will be available on the IOC web site, www.olympic.org





Record Broadcast Revenue

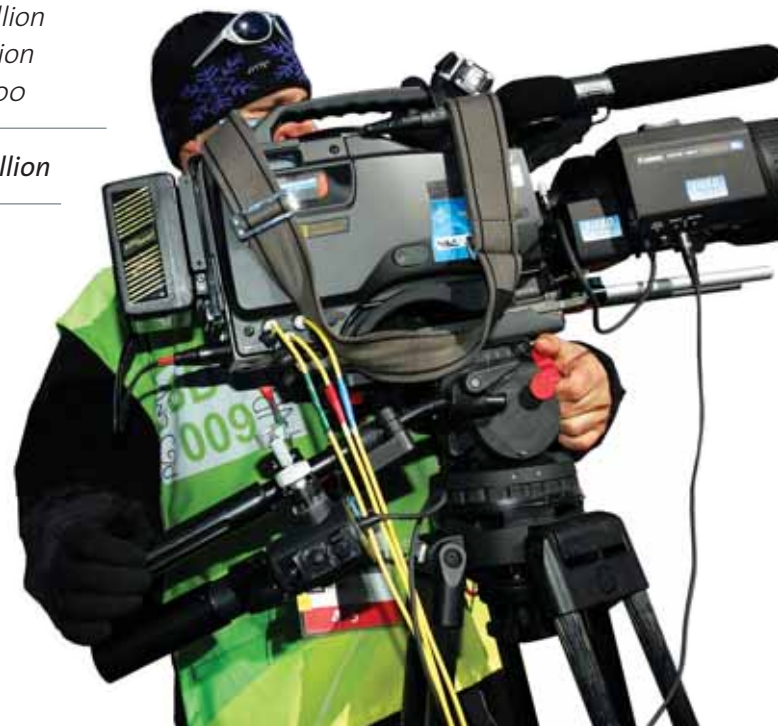
The Olympic broadcast partners provided unprecedented levels of support for the Olympic Movement and the staging of the XX Olympic Winter Games. Torino 2006 generated US\$833 million in broadcast rights fees revenue, the most ever for the Olympic Winter Games. The IOC contributed US\$408 million of this revenue to TOROC to support the staging of the Olympic Winter Games. The remaining 2006 Olympic broadcast revenue will be distributed throughout the Olympic Movement to the International Federations of Olympic winter sports (IFs), the National Olympic Committees (NOCs) through Olympic Solidarity and the IOC.

Torino 2006 Olympic Broadcast Revenue Facts

<i>Total Broadcast Revenue Generated</i>	<i>US\$ 833.1 million</i>
<i>Broadcast Contribution to TOROC</i>	<i>US\$ 408 million</i>

Torino 2006 Olympic Broadcast Rights Fees by Continent

Continent	Rights Fees
<i>Americas</i>	<i>US\$ 643 million</i>
<i>Asia</i>	<i>US\$ 40 million</i>
<i>Europe</i>	<i>US\$ 135 million</i>
<i>Oceania</i>	<i>US\$ 14 million</i>
<i>Africa</i>	<i>US\$ 600,000</i>
<i>Total Torino 2006 Olympic Broadcast Revenue</i>	<i>US\$ 833 million</i>





Promoting Torino 2006 & the Olympic Ideals

Olympic broadcast partners developed innovative programmes and features to promote the Torino 2006 Olympic Winter Games. Such programmes helped to spread the Olympic ideals, share the spirit of the Games with the public, affirm the identity of the Olympic broadcaster in the minds of viewers, and encourage Games viewership. Below are two examples from major markets.

Japan NHK



- NHK included a segment called “Road to Torino”, with Olympic athlete interviews, overviews of the Torino 2006 Olympic Winter Games and other features, in its weekly sports show
- NHK-produced a 1h 45 min live broadcast (in HD) from Turin for “200 Days Before the Opening Ceremony”
- NHK also received a boost from “Torino 2006: Winter Olympic Games and More,” an exhibition which was held at the International Expo in Aichi
- NHK filmed and produced Olympic-related feature programmes that aired in the lead-up to the Games. During the process, NHK included footage from these features in its regular news programmes

United States NBC



NBC created an in-school programme to promote the Torino 2006 Olympic Winter Games to youth. The broadcaster provided a kit for schools that included Olympic-themed newspapers, posters, class exercises, and a TV programming guide. The programme reached more than 2,5 million school children and their parents:

- 96% of educators used or planned to use the programme
- 91% of educators rated the programme as extremely or very useful
- 50,000 downloads of the teaching materials from NBC website
- 25 schools visited by Olympians (NBC conducted the programme in conjunction with the United States Olympic Committee)