

## SALT LAKE CITY 2002 BROADCAST OPERATIONS

The Salt Lake 2002 Olympic Winter Games broadcast operation will be the largest in Winter Games history, as the host broadcaster (International Sports Broadcasting) will feed more hours of Olympic competition coverage than ever before. Salt Lake 2002 will be broadcast in 160 countries throughout the world, tying with the record established by Nagano 1998.

### Broadcasting facts: Olympic Winter Games comparison

|                                | <b>Nagano 1998</b> | <b>Salt Lake 2002</b> |
|--------------------------------|--------------------|-----------------------|
| Countries broadcasting         | 160                | 160                   |
| Hours in Host Broadcaster feed | 500                | 900                   |

### Salt Lake 2002 broadcast projections

The Salt Lake 2002 Olympic broadcast is expected to be the most successful and far-reaching to date. Olympic broadcasters around the world intend to air more programming for Salt Lake 2002 than for any previous Olympic Winter Games.

- Global broadcast coverage of Salt Lake 2002 is expected to exceed 8,000 hours, with an approximate average of 150 hours of coverage expected to air in each of the metered television markets around the world.
- 82% of Olympic broadcasters intend to show increased coverage of Salt Lake 2002 compared to previous Games.
- 68% of Olympic broadcasters indicate an increase in prime-time coverage.
- 55% of Olympic broadcasters indicate an increase in live coverage for Salt Lake 2002.

### Olympic broadcast revenue

The Salt Lake 2002 broadcast has generated more revenue than any Olympic Winter Games in history. The IOC will contribute more broadcast revenue to SLOC than to any Olympic Winter Games Organising Committee.

|                           | <b>Nagano 1998</b> | <b>Salt Lake 2002</b> |
|---------------------------|--------------------|-----------------------|
| Total broadcast revenue:  | US\$513.5 million  | US\$738 million       |
| Contribution to the OCOG: | US\$307 million    | US\$443 million       |

Please consult the 2002 Marketing Factfile for further information.