



# International Olympic Committee

## Global Television Report May 2006

©2006 IOC

No part of this report may be reproduced or transmitted in any form or by any means, including photocopying, without the written permission of Sports Marketing Surveys Ltd, any application for which must be addressed to Sports Marketing Surveys Ltd. Written permission must also be obtained before any part of this report is stored in a retrieval system of any nature.

# Contents

<u>Methodology &amp; Definitions</u>	<u>3</u>
<u>Global Statistics</u>	<u>8</u>
<u>Key Findings</u>	<u>11</u>
<u>Continental Analysis</u>	<u>20</u>
<u>Market Highlights</u>	<u>26</u>



# Methodology & Definitions

# Methodology and Broadcast Definitions

## » 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 Torino 2006 Olympic Winter Games during the period February 10th - 26th 2006.
- Where available Torino 2006 Olympic Winter Games viewing demographics and additional competitor event audiences have been sourced to add context and insight to the Winter Olympic Games performance and more importantly understand the popularity and universality of the event globally.
- Where appropriate independent audience and monitoring agencies have been used to verify the data - for example BARB, and Nielsen.

# Methodology and Broadcast Definitions

## » Data sources

- Torino 2006 Olympic Winter Games broadcast coverage, viewing data and market information has been obtained from the following sources:
  - Official broadcast partners
  - Official TV audience monitoring agencies - BARB, Nielsen, Telmar, Eurodata TV.
  - TBI World Television
  - CIA Factbook 2006
  - Market and MediaFact 2005
  - Sports Marketing Surveys extensive country and broadcaster database.

# Definitions (1):

- » The following terms are used within this report:
- » **Potential Audience:** All individuals over the age of four who have access to television.
- » **Viewing 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.
- » **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. Viewer Hours allows for comparison between events with different programme duration.

## Definitions (2):

- » The following terms are used within this report:
- » **TV Rating:** 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.
- » **Prime Time Coverage:** Broadcast coverage occurring between 19h-23h.
- » **Non Prime Time Coverage:** Broadcast coverage occurring outside 19h-23h.



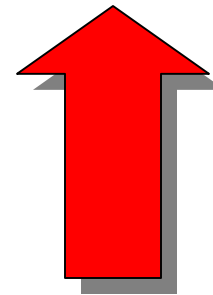
# Global Statistics



# Global Statistics

## » The Success of the Torino 2006 Olympic Winter Games

More channels  
More Prime Time Coverage  
More digital and High Definition TV  
Wider choice



- Coverage increases by 57%
  - With the strongest global broadcast in Winter Olympics history, total coverage reached 16,311 hours, an increase of 57% on the previous record of 10,416 hours set at Salt Lake 2002.
  - The Torino 2006 Olympic Winter Games provided viewers with a greater winter sports choice, increased and new technology and significantly more dedicated coverage than ever before.

# Global Statistics

- Global Viewer Hours Hit 10.6 Billion
  - Significant increases were evident in Europe as the Winter Olympics returned to the continent for the first time in 12 years.
  - Audiences hit hard in North America
    - Stiff competition from 'American Idol' and the withdrawal of key athletes such as Michelle Kwan see US audiences fall.
    - In Canada, the failure of the men's ice hockey team reflected in below-par prime time viewing figures.
- Global Consumption - 3.5 hours
  - On average, each potential viewer globally consumed 3.5 hours of dedicated Winter Olympics coverage.

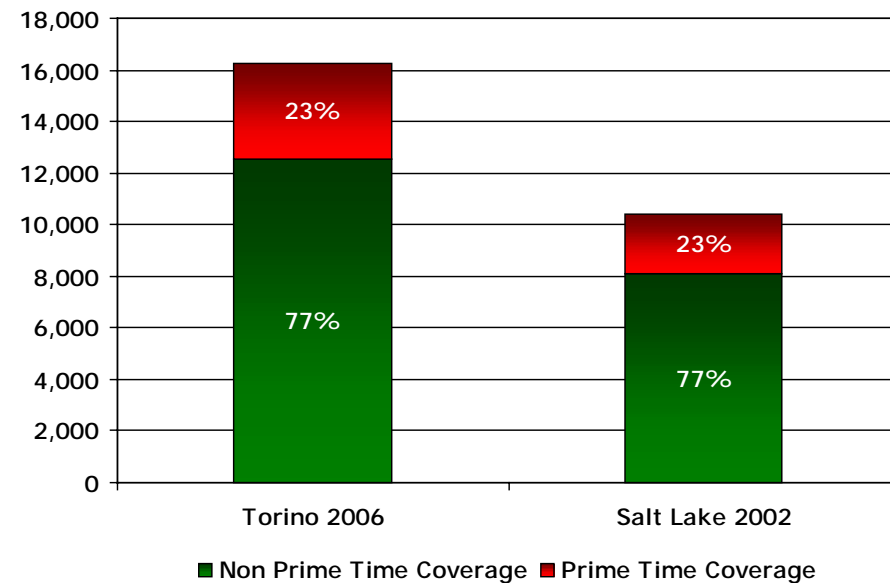


# Key Findings

# Key Findings

## » Coverage

- The Official Broadcast Partners of the Torino 2006 Olympic Winter Games provided unprecedented levels of Winter Sports coverage.
- The 16,311 hours of dedicated coverage made Torino 2006 the most covered Winter Games in Winter Olympic history - the equivalent of over 679 days of around-the-clock coverage as a greater number of broadcasters offered dedicated channels (and their digital and satellite platforms) to the Winter Olympics. These advancements from Salt Lake 2002 offered broader winter sports coverage and choice, along with increased access and enhancement for the viewer.
- Global broadcast hours increased by an astounding 57% on Salt Lake 2002, with significant increases across Europe, Asia and South America.
- More than 23% of the Torino 2006 Olympic Winter Games coverage was broadcast during the 'audience rich' hours of prime time, comparable with Salt Lake, and responsible for 37% of the total viewer hours.



# Key Findings

- Following on from the success of new and innovative ways of experiencing the Summer Games, technology at Torino was at it's most significant - with increased broadcasters offering:
  - More digital interactive viewing
  - More High Definition coverage
- In fact, the Torino 2006 Olympic Winter Games were the first to be broadcast entirely in High Definition (HDTV) - with more broadcasters offering the service including the USA who broadcast in HD parallel with their standard broadcast, Canada, who covered their Ice Hockey team in HD and in Japan and South Korea where HD production was the focus of the broadcast.
- Interactive viewing also proved popular. In the UK, the 661 hours offered by the BBC was accessed by 4.3 million users, making it the third most accessed interactive application in the UK behind the Athens 2004 Summer Games (9 million users) and Wimbledon 2005 (4.4 million users).

# Key Findings

## » Consumption

- The importance and relevance of the consumption ratio is that it shows the relative popularity of the Winter Olympic Games within each market, irrespective of actual market size.
- On average, each potential viewer around the world consumed 3.5 hours of Winter Olympics coverage.
- Consumption in Europe was considerable, contributing to nine of the top ten consumption totals.
- Notable levels of consumption occurred in Finland, Norway and Sweden, where each potential viewer watched the equivalent of over one day of Winter Olympics coverage.

Continent	Consumption
Africa	01:02
Asia	01:49
C & S America	01:17
Europe	07:18
North America	06:35
Oceania	03:33
<b>Global</b>	<b>03:33</b>

Rank	Country	Consumption (hh:mm)
1	Finland	33:32
2	Sweden	25:20
3	Norway	24:17
4	Japan	18:42
5	Czech Republic	17:21
6	Netherlands	16:34
7	Switzerland	15:16
8	Estonia	13:19
9	Austria	11:53
10	Latvia	10:38

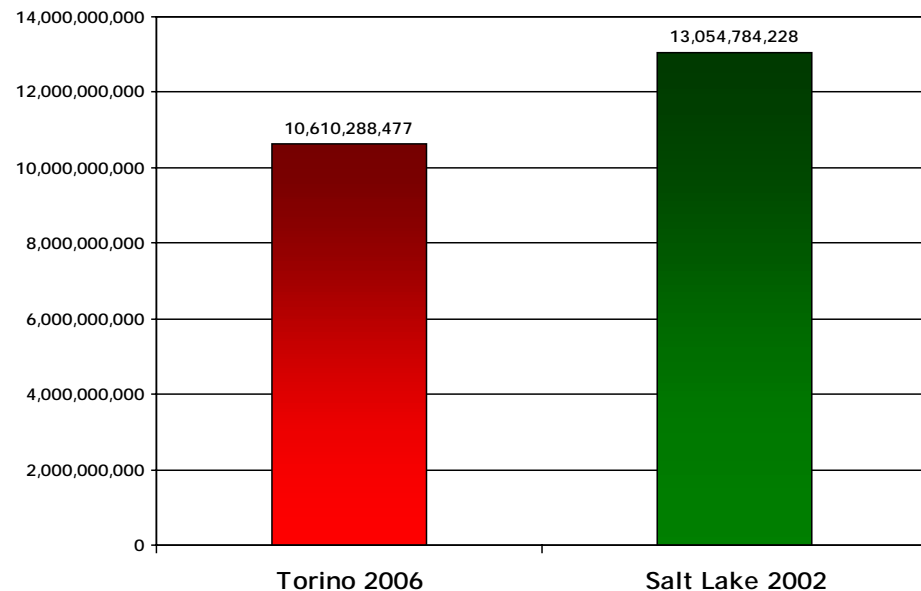
# Key Findings

- Outside of Europe, Japan was the only market to make it into the the top ten consumption totals. On average, each television viewer in Japan over the age of 4 watched 18h 42m of Winter Olympics coverage, all the more impressive considering the major time disparity with Europe.
- Elsewhere, viewers in the host nation of Italy consumed 9.5 hours of coverage as 'Olympic Fever' gripped the nation.
- In the USA, each viewer consumed over 6 hours of coverage as NBC offered coverage over a record number of platforms for their Winter Olympics broadcast.

# Key Findings

## » Global Viewer Hours

- The Torino 2006 Olympic Winter Games produced over 10.6 billion viewers hours, of which 37% were generated in prime time.
- This does however represent a decrease of 19% from Salt Lake 2002 as significant decreases were noticed in North America.
- If the USA is taken out of the equation then viewer hours Games-on-Games actually increase by 12%.
- With the Winter Olympics returning to Europe for the first time since Lillehammer 1994, viewer hours in this continent increased by an impressive 35% on Salt Lake 2002.
- In Asia, the Winter Games also attracted the attention of the many viewers with the popularity of the coverage clearly highlighted - generating 2.8 billion viewer hours, an increase of 28% on Salt Lake 2002.

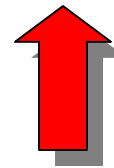




# Key Findings

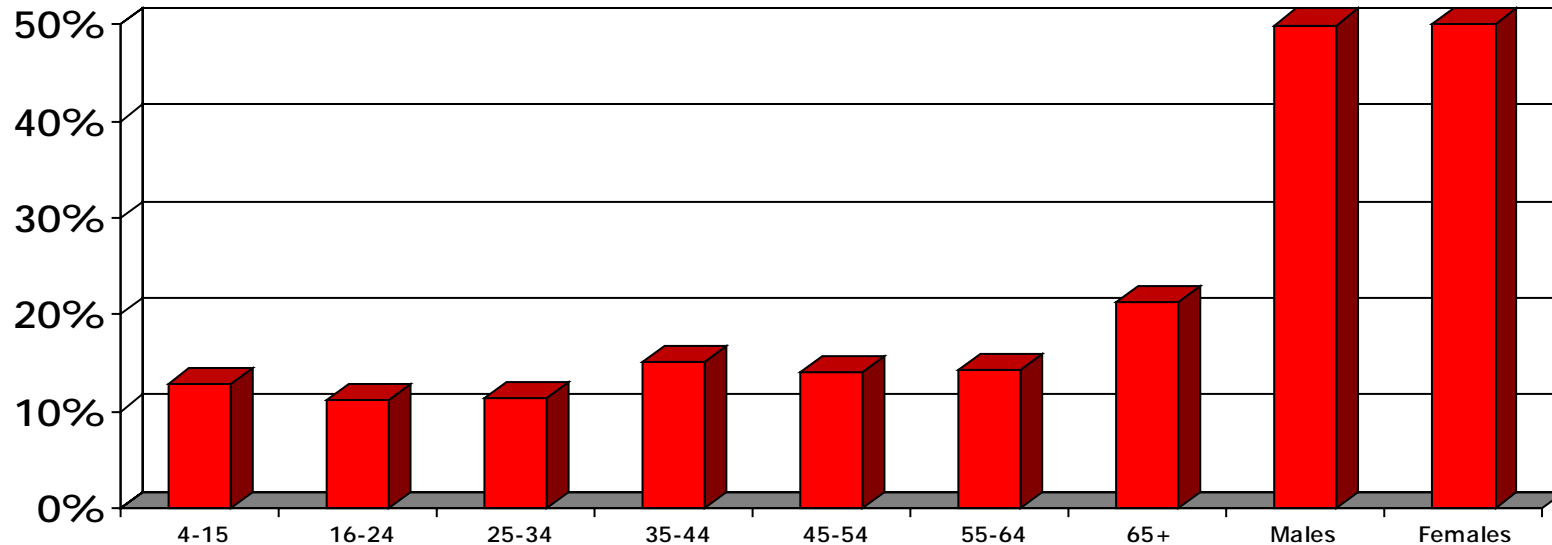
## » Greater choice and new technologies

- Torino 2006 saw a wider choice of new technology following the successful use of new and interactive ways of experiencing the Summer Games - meaning technology at Torino was at it's most significant, with increased broadcasters offering:
  - Digital interactive viewing
  - Online live streaming
  - Live video streaming to mobile phones
- Fans in select markets were able for the first time in Winter Olympic history to receive live and highlights video streamed to their mobile phones, access live video streams via the Internet through dedicated Winter Olympic sites and view coverage in High Definition Television (HDTV).
- With increased numbers of broadcasters offering these services from Athens 2004, many broadcasters made excellent use of these services. Internet usage figures proved just as popular, with NBCOlympics.com serving 9.1 million video streams (more than 125,000 hours) up to the final day of competition, which more than doubled it's Athens 2004 figure.



# Key Findings

## » Demographic profile



Please note that demographic profiling figures are based on the following markets: UK, France, Germany, Greece, Latvia, Croatia, Netherlands, Norway, Spain, Finland, Bulgaria, Mexico, Peru, Canada and the USA.

- » The wide appeal of the Winter Olympics amongst its global viewers is shown by the broad spectrum of viewers, and remains one of the major sporting events where male and female viewing is fairly even. This trend does not occur in other global events such as Formula One and the FIFA World Cup, where male audiences dominate viewing.
- » The Winter Olympic audiences were well represented amongst 35 to 54 year olds (29%).

# Key Findings

## » Halo influence of the Torino 2006 Winter Olympic Games

- The influence of the Winter Olympics did not go unnoticed by broadcasters around the world. With the popularity of the coverage and the raised profile of certain athletes, the Winter Olympics had a 'halo' effect on other programming, raising the popularity and awareness of the many winter sports:
- **Italy** - Following the Winter Games **Mediaset**, rivals of host broadcaster RAI broadcast a 'Dancing on Ice' show, featuring Italian ice dancers who competed in the Winter Games.
- In the **USA**, **FOX** received a boost from NBC's Winter Olympics coverage. New episodes of "Skating with Celebrities" drew on the appeal and popularity of Winter Olympic Ice Dancing.
- **Germany** - An Olympic themed contest rather than an actual Olympic discipline on **ARD** gained the top sports audience of the day (Monday 13th February) as celebrities tossed snowballs for a sports related charity. The snowball session attracted 5.26 million viewers.
- **United Kingdom** - The **BBC** offered numerous Olympic themed shows during the period of the Winter Games. The most successful was 'Top Gear' as the car programme attempted to emulate popular winter sports using cars. Broadcast on Day 8 of the Winter Games - the one-off show attracted over 1.8 million viewers (market share 10.3%).



# Continental Analysis

# Continental Analysis

- Television coverage of the Torino 2006 Olympic Winter Games set record levels.

Continent	Potential Audience	Coverage (hh:mm)	% Prime Time	Viewer Hours	Consumption
Africa	116,125,631	1230:20	48%	121,150,720	01:02
Asia	1,690,820,511	3555:34	14%	2,936,902,237	01:49
C & S America	219,214,984	1025:18	42%	282,813,508	01:17
Europe	697,423,525	9329:00	21%	5,112,329,487	07:18
North America	314,199,746	991:16	23%	2,073,046,822	06:35
Oceania	24,365,723	180:17	25%	84,045,703	03:33
<b>Grand Total</b>	<b>3,062,150,119</b>	<b>16311:46</b>	<b>23%</b>	<b>10,610,288,477</b>	<b>03:33</b>

Notes:

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

The potential audience (3.1 billion) shows the number of people with access to channels broadcasting Winter Olympics coverage.

Viewing figures for the event are combined with the levels of coverage to produce the Viewer Hours figure (10.6 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 Torino 2006 Olympic Winter Games, that being the average level of viewing per person of everyone in the world with access to Winter Olympic coverage.

# Continental Analysis

## » Asia

- Viewers in Asia were offered over 2,623 hours of coverage from the Torino Winter Games, which more than doubled that of the Salt Lake Games four years earlier. This increase in coverage contributed to the region generating over 2.8 billion viewer hours, which was a 28% increase in the viewer hours for Salt Lake and significantly, 27% of the total Global Viewer Hours.
- In Japan, Winter Olympic footage was broadcast over 8 channels, including one dedicated HDTV channel, resulting in 559 hours of coverage, generating a 27% increase in viewer hours.
- Viewers in China also benefited from increased coverage - with dedicated sports channel CCTV5 in China increasing their total by 88% to 173 hours.
- In South Korea, viewer hours fell as there was no prime time coverage, and the majority of coverage was broadcast live throughout the night.
- In Malaysia, coverage was extensive - providing 35% of the Asian total, offering viewers over 920 hours of coverage during the Winter Games period and generating over 76.5 million viewer hours. The coverage in Malaysia was a significant increase (2200%) on Salt Lake, as satellite broadcaster Astro offered over 903 hours on 3 channels, supplementing terrestrial broadcaster RTM.

# Continental Analysis

## » Central & South America

- Despite the lack of association between this part of the world and the Winter Olympics, the 508h 19m total hours broadcast during the Torino Games was up on Salt Lake 2002 by 5.4%. Of this total, Brazil contributed to 75% of the coverage across Central and South America with its 290h 23m of coverage, an impressive increase in total hours broadcast over Salt Lake.
- The majority of viewer hours were generated by Mexican viewers (106 million), despite Mexico experiencing a 78.8% fall since Salt Lake 2002.
- The main reason attributed to the overall 78.5% decline in viewer hours is the time difference between these countries and the 2006 host city across the Atlantic. However, it is a positive sign that despite this decline in viewer hours, this part of the world has experienced an overall increase in hours of coverage.
- Mexican demographics highlight the ability of Torino 2006 to reach a young audience, with 43% aged between 4 - 25 years of age.

# Continental Analysis

## » Europe

- More than 57% of the global Winter Olympics coverage came from Europe and was responsible for generating 5.1 billion viewer hours, 48% of the global total as the coverage registered favourably amongst viewers.
- This represents an overall increase in coverage of 76% from Salt Lake 2002 and an increase in viewer hours of 35%.
- As the Winter Olympics returned to Europe for the first time in 12 years, viewing was considerable across the continent - with average viewing consumption at 7h 18m per potential viewer.
- With more broadcasters in Europe taking up the option of digital coverage, viewers in Germany, Finland, the Czech Republic and the United Kingdom all benefited from this service, contributing to an additional 1,430 hours of coverage from traditional Winter Olympics programming.
- Viewers in Russia enjoyed generous Winter Olympics coverage, as the Winter Games were broadcast over the most platforms in their history - totalling over 752 hours of coverage. The decision was clearly popular amongst viewers - generating over 1 billion viewer hours as, on average, each individual watched 7h 14m of coverage.
- The Swiss continued their passion for winter sports, increasing their coverage to over 735 hours, an increase of 12% from the significant total dedicated to Salt Lake.



# Continental Analysis

## » North America

- More than 6% of the global Winter Olympics coverage was derived from the USA and Canada who were responsible for generating over 2 billion viewer hours, 20% of the world-wide total.
- The American audience was treated to over 434 hours of dedicated Winter Olympics coverage, an increase of 17% from Salt Lake. On average, each American viewer consumed 6h 10m of Winter Olympic coverage throughout the Torino Games. Total viewer hours generated in the USA fell by 66% to 1.7 billion.
- In Canada, broadcasters CBC, RDS and TSN broadcast over 557 hours of Winter Olympic programming. This represents a decrease of 19% from Salt Lake and helps explain the 37% fall in viewer hours generated in Canada. These decreases did not correspond to the success of the Canadian athletes however as the Canadian team won seven more medals than they had done four years previously.

## » Oceania

- Viewing in Oceania has remained fairly stable from Salt Lake 2002. Despite major time disparities, the broadcasters in Oceania still aired over 180 hours of coverage, which was enjoyed by the sports mad fans in Australia and New Zealand. This is highlighted, as, on average, viewers in Oceania consumed 3.5 hours of Winter Olympics coverage.



# Market Highlights

# Market Highlights - Africa

## » South Africa

- SuperSport broadcast the Torino Olympic Winter Games simultaneously on two channels, offering extensive coverage to its subscribers.
- In total, over 771 hours of coverage were broadcast, the equivalent of 32 days of continuous coverage - an impressive 45 hours 22 minutes of coverage per day of competition.

## » Sub-Saharan Africa

- For the first time ever, viewers in sub-Saharan Africa were able to watch important highlights of the Torino 2006 Olympic Winter Games through daily shows offered by CFI.

# Market Highlights - Central & South America



## » Argentina

- Dedicated sports channel TyC broadcast 33 hours of coverage in Argentina generating 2.2 million viewer hours. Market highlights included the broadcast of the Opening Ceremony, which attracted 145,667 viewers.

## » Brazil

- Dedicated sport channels, SPORTV and BandSports were able to offer extensive coverage from the Torino Games, with the total number of hours broadcast in Brazil rising to over 290 hours, a significant increase of 368% from Salt Lake 2002, with an impressive 171 of these hours broadcast live from Torino despite major time disparities.

## » Mexico

- Mexican Viewers were offered over 119 hours of dedicated Winter Olympics coverage over 3 channels.
- The broadcasters concentrated on live coverage during the day, contributing to 80% of the total coverage. This live coverage proved popular, contributing to over 106.5 million viewer hours across the three channels, 83% of the total.
- Mexican viewers were attracted to the dazzle of the figure skating, with the top audience of the Winter Games going to the Ice Gala, where over 1.5 million viewers tuned in to watch the traditional spectacular show.

# Market Highlights - Europe

## » Pan Europe - Eurosport

- Despite a decrease in total coverage, Eurosport recorded its strongest Winter Olympics performance - generating over 341 million viewer hours, an increase of 44% from Salt Lake.
- The XX Olympic Winter Games in Torino attracted 140 million unique viewers to the coverage by Eurosport. Generating approximately 342 million viewer hours, the broadcaster delivered impressive live and 24/7 coverage, drawing twice as many viewers than its regular average to the pan-European channel.
- On average, each of the 260 million people with access to Eurosport watched 1h 18m of dedicated Winter Olympics coverage.

## » Austria

- The success of the Austrian Winter Olympic team who finished third overall was mirrored in the positive viewing figures achieved.
- Despite a fall in total hours from Salt Lake 2002, the popularity of the coverage was highlighted as more live and prime time coverage drove an increase of 26% in viewer hours. Significantly, viewer hours generated from non prime time hours of broadcast rose by 79%.
- Coverage from Torino achieved an average market share of 35% during non prime time hours, as over a third of the television viewing public chose to watch Winter Olympics action over other regular programming.

# Market Highlights - Europe

## » Finland

- Finnish viewers were treated to 215 hours and 43 minutes of Olympics coverage across YLE's 2 channels, including 63% live coverage. Further coverage offered on YLE digital was also available - contributing to an additional 114 hours of coverage.
- On average, viewers consumed a significant 33 hours and 32 minutes of coverage each, with the final day providing the best daily average of 2 hours and 56 minutes per viewer, as the Finnish Ice hockey team narrowly missed out on Gold.
- A large increase in non-prime time viewer hours was shown, as live coverage was aired throughout the day, contributing to an overall viewer hour increase of 60% compared to Salt Lake 2002.

## » France

- France Télévision (FT) treated their viewers to extensive coverage of the Torino 2006 Olympic Winter Games, showing over 183 hours of coverage on its two channels. This figure represented a marginal decrease of 7% from Salt Lake City in 2002.
- Despite this decrease in hours from Salt Lake, the French viewers consumed more coverage than four years ago as, on average, each viewer watched 36 minutes more coverage than they did in Salt Lake. The total number of viewer hours also increased by a monumental 60% as the popularity of the Winter Games in France was shown.
- Market highlights included the performance of Frenchman Brian Joubert in the Men's Figure Skating Free Programme, which attracted the highest peak audience of the Games with 9.3 million viewers on France 2 (market share of 54%).

# Market Highlights - Europe

## » Germany

- German free to air broadcasters ARD and ZDF offered over 226 hours of dedicated Winter Olympics coverage which was further supplemented by their digital channels.
- The strong team performance, in which they topped the overall medal standings drew significant audiences to the coverage. Andre Lange and his four-man bobsleigh took Winter Olympic gold as 10.16 million viewers watched on making it the top rated event in Germany and on ARD.
- On average, each German viewer consumed 9.5 hours of Winter Olympics coverage.

## » Italy

- 'Olympic Fever' gripped the Italian nation, with host broadcaster RAI airing over 284 hours of coverage, contributing to one of the strongest Winter Olympics broadcasts in Italian history, as viewer hours reached 519 million, an increase of 517% from Salt Lake 2002.
- The appetite of the viewers was highlighted, as, on average each individual over the age of 4 consumed 9.5 hours of Winter Olympics coverage.
- The popularity of the Winter Games was clear to see, with the Opening Ceremony attracting 10.7 million viewers (market share - 37.2%), surpassing RAI's highest sport audience of 2005 by 5%.

# Market Highlights - Europe

## » Netherlands

- NOS treated their viewers to extensive coverage of the Torino 2006 Winter Olympics Games, showing over 196 hours of coverage. This equated to an increase of 67% from Salt Lake City.
- On average Dutch viewers on NOS consumed a greater amount of coverage from Torino than they did from Salt Lake in 2002.
- Consumption levels rose by 87% from Salt Lake as on average each Dutch viewer watched 15 hours and 56 minutes of coverage from Torino.

## » Norway

- National broadcaster NRK offered Norwegian viewers over 327 hours of Olympic coverage, an average of 19 hours and 15 minutes a day.
- Viewing was significant, with each viewer consuming an average of 24.2 hours of coverage each over the Winter Games period - over 1 day of programming.



# Market Highlights - Europe

## » Russia

- Viewers in Russia were treated to generous levels of coverage with the Torino Olympic Winter Games broadcast on a greater number of channels and platforms than ever before.
- The increase in channels resulted in a significant 752 hours of coverage being shown, an increase of 399% from Salt Lake 2002.
- The popularity of the increased levels of coverage of the Torino Games is highlighted by the number of viewer hours generated (over 1 billion), a 60% increase from Salt Lake 2002.
- Non-prime time hours rose significantly (102%) as Russians were able to enjoy live coverage throughout the day due to the time delay between Torino and Moscow being only 2 hours.

## » Sweden

- SVT treated their viewers to extensive coverage of the Torino 2006 Winter Olympics Games, showing over 219 hours of coverage on its two channels, representing an increase of 8% from Salt Lake City. Coverage registered favourably amongst viewers, generating 220 million viewer hours - an impressive 68% increase from Salt Lake.
- Notable market shares were recorded on SVT. During the men's ice hockey final, a staggering share of 85% watched Nicklas Lindstrom score the game-winning goal at the Palasport Olimpico.

## » United Kingdom

- The BBC aired 104 hours of coverage, which was further supplemented over its digital channels, which offered an additional 661 hours of coverage - a service which was accessed by 4.3 million users, ranking this service third in popularity in its history and only bettered by Athens 2004 and Wimbledon 2005.
- An increase in total terrestrial coverage of 14%, aided an increase of 46% in viewer hours from Salt Lake 2002.

# Market Highlights - Asia

## » China

- Coverage in China increased significantly from Salt Lake 2002 (88%) as over 173 hours of dedicated coverage were broadcast. This increase was welcomed by viewers as the coverage registered positively - generating 262 million viewer hours, an increase of 16% from four years previously.

## » Japan

- Television coverage was significant - with an average of 33 hours of coverage per day of competition, and on average each potential individual in Japan watched almost 19 hours of Winter Olympics action.

## » South Korea

- Live broadcasts dominated the television schedule in South Korea. Despite the major time disparities, 73% of the coverage was live as the South Koreans enjoyed generous Winter Olympic coverage.
- Short Track Speed Skating was the pick of the events from Torino. Dominating the broadcast schedule - coverage registered favourably amongst viewers as the event gained all the top rated audiences. Pulling in over 5.9 million viewers, highlights coverage from the Men's 500m final and 5,000m final were the top rated events of the Winter Games in South Korea.

# Market Highlights - North America

## » Canada

- Coverage in Canada was extensive, with broadcasters CBC, TSN and RDS offering a combined total of 557 hours of broadcast.
- Coverage from Torino was eagerly anticipated, with each television viewer in Canada consuming 11 hours 11 minutes of coverage.
- Ice Hockey was a firm favourite amongst Canadian viewers, and the men's preliminary match with Switzerland drew in the top audience to CBC as 3.25 million viewers watched on. The disappointment and surprise of the Canadian's exit from the competition was a harsh blow for television audiences as the team failed to match their gold medal from Salt Lake.

## » USA

- 184 million unique viewers watched the Torino 2006 Olympic Winter Games on the networks of NBC Universal, the equivalent to two-thirds of all Americans who watched all or part of the Torino Winter Olympics, only 2% behind the total achieved for Salt Lake 2002 (187 million).
- This ties the Winter Games as the third most watched Winter Games in history in the U.S.

# Market Highlights - Oceania

## » Australia

- On average, viewers in Australia consumed 3h 40m of dedicated Torino Winter Olympics coverage during the competition, despite the significant time disparities the Australian passion for sport and the Olympics was clearly highlighted.
- The top rated audience watched the Highlights programme from Day 10 at Torino. During which, Seven's viewers watched Australia's most successful women's bobsleigh pilot Astrid Loch-Wilkinson, and her brakeman Kylie Reed competing in the 2 man Bobsleigh final - attracting an average audience of 2.2 million viewers.

## » New Zealand

- TVNZ provided over 91 hours of coverage as, on average, viewers were able to enjoy 6 hours of coverage each day of competition.
- Despite returning with no medals, the New Zealand Winter Olympic team was well supported, with, on average, each viewer consuming 3 hours of Winter Olympics footage during the two week period.

# Sports Marketing Surveys

Duncan Billane

The Courtyard

Wisley

Surrey

GU23 6QL

UK

t: +44 (0)1932 350600

f: +44 (0)1932 350375

e: [duncanb@sportsmarketingsurveys.com](mailto:duncanb@sportsmarketingsurveys.com)

[www.sportsmarketingsurveys.com](http://www.sportsmarketingsurveys.com)

