BREAKING GROUND IN OLYMPIC BROADCASTING: FROM GANGWON 2024 TO PARIS 2024
FROM KOREA TO EVERY SCREEN

Largest production effort from OBS as Host Broadcaster for a Winter Youth Olympic Games:

+12% live coverage hours

Sports and Ceremonies

vs. Lausanne 2020

Highlights from all the sports events, with medallist interviews

Additional athletes interviews and features

Venue drone footage

Behind-the-scenes and social media content

A daily curated, ready-to-air Youth Olympic Games Channel (live feeds, pre-recorded, daily highlights)

All events produced by OBS are live streamed on Olympics.com
22
Media Rights-Holder (MRH)

199
 Territories in which the YOG are broadcast (191 for Lausanne 2020)

170+
Hours of live coverage provided by OBS (148,5 for Lausanne 2020)

3,200+
Estimated number of broadcasting hours

31
Content delivery services to broadcasters via OBS Cloud
Global collaboration with YouTube to extend and promote our coverage of Gangwon 2024, driving synergies with our own platform

YouTube drove the highest user acquisition rate to Olympics.com among all third-party platforms
OLYMPICS.COM: TOWARDS RECORD DIGITAL ENGAGEMENT

REACHED USERS

2022 90M 2023 115M +28%

CURRENT PERFORMANCE
X 1.6
VS LAUSANNE 2020
48% CONTRIBUTION OF LOCAL KOREAN MARKET

JAN 2020 GANGWON 2024 DEC 2023

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Telling human stories

We want to introduce these athletes to the world, amplifying their voices. In addition, we want to take fans beyond the field of play, showcasing the behind the scenes of an athlete’s life to showcase their unique passions and perspectives.

Audience-specific content

First, we want to spotlight local athletes and cultural highlights.

We customise our content – video, written and audio – to the different markets, keeping the focus on the sports, the athletes and the topics that fans care most about.

Live action

We carry all the live production provided by OBS. They are streamed in their entirety and feature English commentary.

Plus, a curated channel pulls together the best of the highlights and live action.

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@OLYMPICS: TOWARDS RECORD DIGITAL ENGAGEMENT

Projected 200M social media engagements for Gangwon 2024

June 2023: 107M
September-October 2023: 89M

Projected: 200M

Social Media Engagements for Gangwon 2024
THE YOUTHolympic Games as an incuBator for new ideas and innovation
OBS VIRTUALISED BROADCAST VAN

A virtualised broadcast van mirrors the function of a traditional production van using software-based, cloud-driven technology instead of physical equipment.

- In collaboration with Worldwide TOP partner Intel
- Beijing 2022: Successful proof of concept at Curling
- Gangwon 2024: Used for live coverage for the first time at Curling & Ice Hockey. Full UHD HDR production, with the same parameters as what is planned for Paris 2024.
- Paris 2024: Will be used for the live coverage of Judo/Wrestling, Tennis & Shooting

Benefits

- Cost-effective and with lower maintenance
- Greater flexibility and scalability
- Allows for remote production workflows, reducing the need for on-site personnel
- Reduced broadcast footprint in terms of physical space and lower power consumption
ARTIFICIAL INTELLIGENCE (AI) IN BROADCASTING

Broadcast production and editing workflows involve repetitive tasks and processes, and time is of the essence in delivering content quickly. Automation through AI emerges as one of the most transformative technologies.

OBS Automatic Highlights Generation
- In collaboration with Worldwide TOP partner Intel
- Gangwon 2024: Proof of concept for Ice Hockey
- Paris 2024: Highlights from 14 sports will be made available to MRHs: Artistic Gymnastics, Athletics, Badminton, Basketball, Beach Volleyball, Football, Handball, Skateboarding, Surfing, Swimming, Table Tennis, Tennis, Volleyball, Wrestling

Benefits
- AI can handle large volumes of content, enabling faster turnaround times in content generation
- Creation of highlights based on user preferences, offering MRHs personalised content suggestions
- Automated creation of vertical content for social media

OBS Generative Assisted Editing
- Gangwon 2024: Proof of concept for edit markers to be automatically generated from the live commentary transcript, coupled with an AI-generated summary, for seamless integration into the post-production editing process.
- Depending on added value, it might be further tested for Paris 2024.

Benefits
- Editing workflow optimisation with editors being able to identify key moments & relevant content more efficiently
- Enabling faster turnaround times in post-production

10
AI-LIVE PRODUCTION

AI automated camera technology uses unmanned multi-lens cameras, powered with auto-track software and advanced algorithms, to automatically track the action on the field, providing dynamic coverage that ensures every moment is captured before processing the footage in the Cloud in real-time.

Gangwon 2024: Proof of concept tested at Ice Hockey with a specialised multi-lens camera system, with a focus on the system’s functionality rather than picture quality.

Benefits

- Cost-effective, with a smaller footprint
- Versatile coverage options

The technology is not yet fully mature, but it has a lot of potential. It is currently being used for live streaming sports events on a budget.

Not broadcast quality – Proof of concept (5Mbps)
OLYMPICS.COM AI ROADMAP

 Already delivering first capabilities

Using AI to...

Learning in the process

Autotagging

Summarise content

Basic understanding of AI tools

Easier for audiences to find the right content

Analytics Summaries

Understand audience interests immediately

Connect AI to our own data

Faster understanding of audience needs

Tools to help Editors

Deliver the right content faster

Risk management for content & AI

Faster to cover the stories that matter

Further improvements to come on the road to Paris 2024
SOCIAL MEDIA INNOVATION THROUGH

CLOUD-BASED CREATION

AI live clipping powered by Intel and vertical live streaming for the first time ever in Games.

STORYTELLING

Social-first storytelling formats beyond sports, focusing on key territories and human angles.

CELEBRATION

Semi-automated technology creating animated medal graphics to cover live competition.

COLLABORATION

Unprecedented aggregation of collabs at YOG: Olympic Family, TOP Sponsors and creators.

Testing new technologies, formats and flows ahead of Paris 2024 to find efficiencies to deliver higher value for both the fans and stakeholders.
SOCIAL MEDIA INNOVATION THROUGH

LOCALIZED VALUE
Creating unique native content and experiences in 9 languages across +40 handles.

POP-CULTURE
Activating pop-culture conversations and trends to make relatable content.

IMMERSIVE POV
Platform-tailored social first content gathering unique focusing on the emotion.

DATA-DRIVEN OPS
Cutting-edge artificial intelligence tools powering social listening to generate insights for creation.

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UNLOCKING NEW AUDIENCES THROUGH DIGITAL CREATORS

• 10 on-the-ground Creators are sharing G2024 content
• An additional +30 creators worldwide are creating Gangwon-inspired content remotely
REMOTE PRODUCTION
FROM MADRID HEADQUARTERS TO THE WORLD

55.5% ON-SITE
44.5% REMOTE
vs. 30% remote for Lausanne 2020

Live Feeds
Master Control Operation
Technical support and preparation of the world feed for worldwide distribution through OBS LiveCloud
Close cooperation and sharing of technical facilities with Olympic Channel
Global support and coordination for both on-site and remote technical operations

Archive and Post-production
Ingest (live feeds and streaming, ENG clips)
Logging
Daily Highlights Playout
File transfer to MRHs
Editing and Voice Over (highlights, features)
Graphics (highlights, features)

Innovation Tests
Testing and proof of concept of new AI workflows (automatic highlights creation, edit markers, camera live production)

Olympics.com
Daily production of the Youth Olympic Games Channel
Live streaming and Live to VOD
English commentary for all live feeds
Production of the Best Moments of the Games
NEW TECHNOLOGIES HELP REDUCE THE BROADCAST FOOTPRINT IN PARIS

+279% Increase of bookings of Cloud services by the broadcasters from Tokyo 2020

OBS LiveCloud will be the main method of distribution of the live signals

-13% reduction in IBC space from Tokyo 2020 (-23% decrease from Rio 2016)

-44% reduction in OCOG-provided power at the IBC from Tokyo 2020 (-72% decrease from Rio 2016)

-11% reduction in venue compound space from Tokyo 2020 (-20% decrease from Rio 2016)

-29% reduction in venue broadcast power requirements from Tokyo 2020 (-46% decrease from Rio 2016)
METAVVERSE – TEST & LEARN FOR PARIS 2024

• Project lead by Gangwon-do province launching proprietary Virtual Gangwon metaverse platform

• Leveraging G2024 YOG as a flagship event to drive awareness and engagement with young audiences

• Test & learn opportunity, small scale experiment for the IOC, aimed to identify insights and learnings to be taken onboard for potential future Olympic experiences in metaverse environments for Paris2024

• Available functionalities include ability to watch sports competition streamed in the metaverse, sports-themed mini games, AR navigation with Moongcho