BOD Olympic Presentation - Outline

Logistics:

• Date: Thursday, March 27th, 2014

Time: around 10:30amDuration: 30 minutes

• Location: Ottawa CBC Building (Room TBD)

• Attendees: Heather, Louis, Jeffrey, Jennifer D, Trevor, Francois, Neil

• Presenters: Jeffrey, Trevor, Francois

Outline:

- Introduction & Welcome
- The Promise
 - What was our initial promise & vision for the Olympics
 - What did we want to achieve
- How we did it
 - o One Company Approach
 - Video behind the scenes
 - Why it worked for Olympics
 - o Content & Coverage
 - Our approach framework & editorial pillars
 - Commitment to athletes
 - Quantity & Scope of coverage
 - o Innovation
 - Focus on navigation
 - The app
 - IP based transmission
- Successes
 - o Partners, Sponsors & Media
 - Structure of partnerships/sub-licensees
 - Relationships with sponsors
 - Audiences
 - Record audiences reach, hours consumed, downloads etc
 - Response from audiences
- Lessons Learned (Top 5)
- Financials
- Wrap Up & Look Forward