SOCHI 2014

OLYMPIC WINTER GAMES
JEUX OLYMPIQUES D'HIVER

YOUR OLYMPIC NETWORK
VOTRE DIFFUSEUR OLYMPIQUE

THE PROJECT PROMISE | SOCHI 2014

THE OLYMPIC BROADCAST EXPERIENCE
WILL BE A **NATION-BUILDING** EVENT THAT WILL
EMBRACE **PARTNERSHIPS**, UTILIZE **CROSS PLATFORMS**
AND BE SHARED IN MULTIPLE LANGUAGES

YOUR OLYMPIC NETWORK
VOTRE DIFFUSEUR OLYMPIQUE

VISION STATEMENT | SOCHI 2014

CBC RADIO-CANADA WILL **INSPIRE** A
NATION-WIDE OLYMPIC EXPERIENCE, REACHING AUDIENCE
AT **ANY TIME**, ON **ANY DEVICE**, AS WE TELL THE
SIMPLE STORY OF THE BIGGEST AND MOST SIGNIFICANT
WINTER GAMES EVER STAGED.

YOUR OLYMPIC NETWORK
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000187

GOALS

Massive audience engagement

Most comprehensive multi-platform Olympic experience ever

Ground breaking innovation in production

Paradigm shifting partnerships

Break-even or better financial position

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000188

HOW WE DID IT

YOUR OLYMPIC NETWORK
VOTRE DIFFUSEUR OLYMPIQUE

ONE COMPANY APPROACH

CBC

ICI RADIO-CANADA

ONE COMPANY APPROACH

CONTENT STRATEGY

THE STORY, THE GAMES, THE MOMENTS

THE STORY:
OVER MONTHS (16)

- Milestones
  (100 Days, Russia Week)
- Memorable Content
- Educating Audience

THE GAMES:
OVER DAYS (18)

- Focusing Attention
- Context & Understanding
- Anticipation & Expectation

THE MOMENTS:
OVER MINUTES & SECONDS

- Amplifying the Stakes
- Maximizing the spotlight
- Getting Out of the Way

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14 for 14

Justine & Chloe Dufour-Lapointe
Montreal, QC

Kaya Turski
Montreal, QC

Erik Guay
Quebec City, QC

Kaillie Humphries
Calgary, AB

Alexandre Bilodeau
Rosemere, QC

Women's Ice Hockey

Men's Ice Hockey

Patrick Chan
Ottawa, ON

Marianne St. Gelais
St. Felicien, QC

Tessa Virtue & Scott Moir
London, ON

Alex Harvey
St-Ferreol des Neiges, QC

6 Gold
6 Silver
1 Bronze

Mark McMorris
Regina, SK

Dominique Maltais
Petite-Riviere-St-Francois,

Charles Hamelin
Levis, QC

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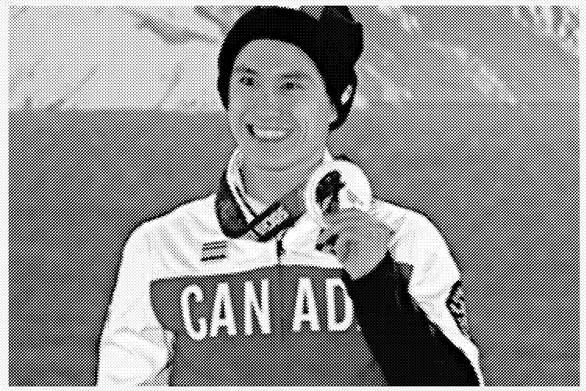
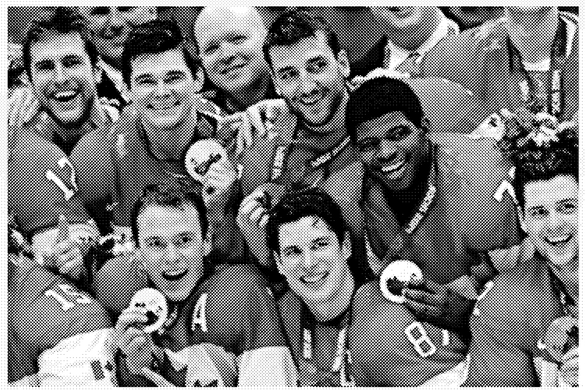
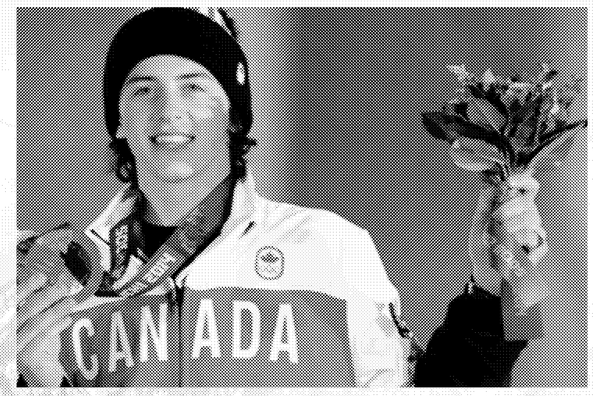






YOUR OLYMPIC NETWORK

VOTRE DIFFUSEUR OLYMPIQUE

PRODUCTION

STAFF

287

HOURS OF CONTENT

1653

STAFF

2800

HOURS OF CONTENT

539

NBC

YOUR OLYMPIC NETWORK
VOTRE DIFFUSEUR OLYMPIQUE

INNOVATION

YOUR OLYMPIC NETWORK
VOTRE DIFFUSEUR OLYMPIQUE

PLATFORMS

WEB

cbc.ca/olympics

olympiques.radio-canada.ca

TV

CBC · CBC news network · TSN · TSN 2 · SPORTSNET · SPORTSNET ONE

RADIO-CANADA · ICI artv · ICI EXPLORA

ICI RDI · RDS · TVA SPORTS

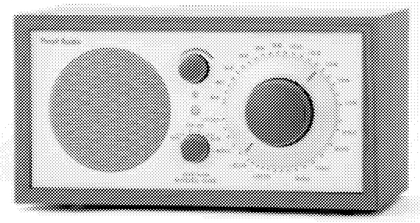
MOBILE

SOCHI 2014

RADIO

CBC radio

ICI RADIO-CANADA Première

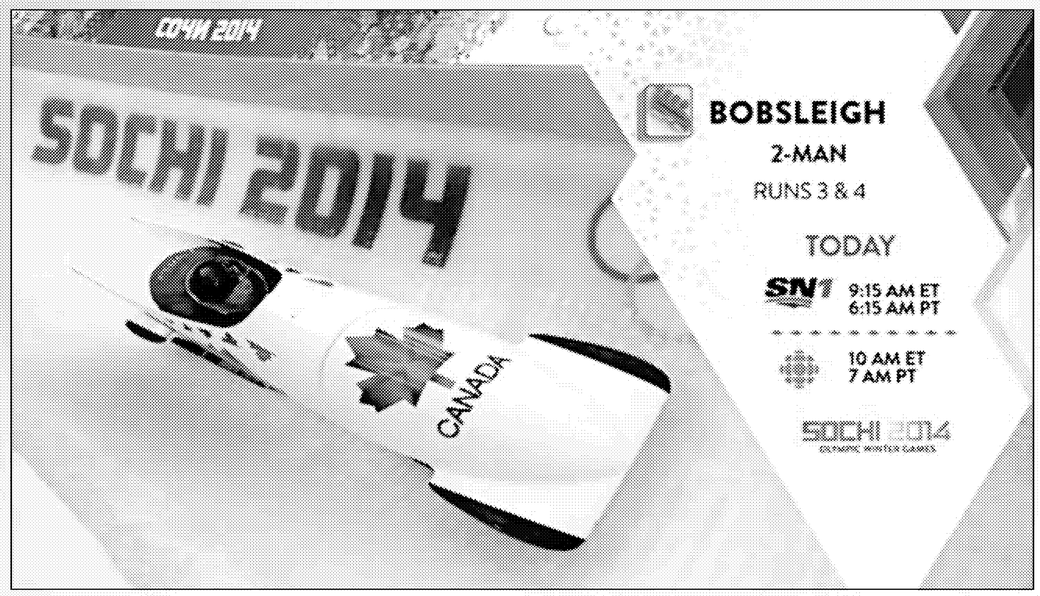


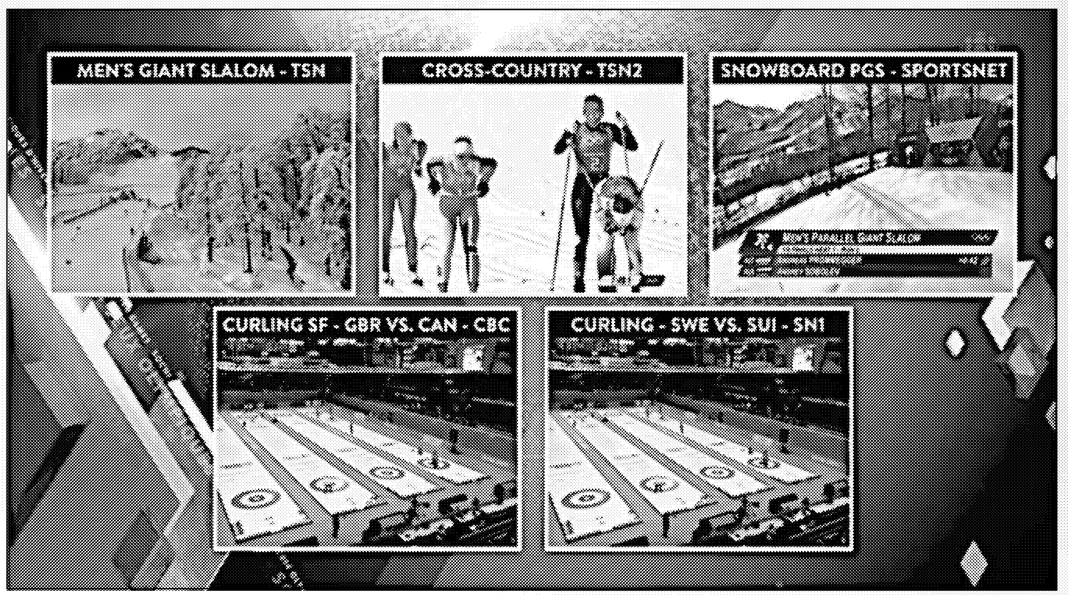
TSN RADIO 1050

YOUR OLYMPIC NETWORK

VOTRE DIFFUSEUR OLYMPIQUE

NAVIGATION





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VOTRE DIFFUSEUR OLYMPIQUE

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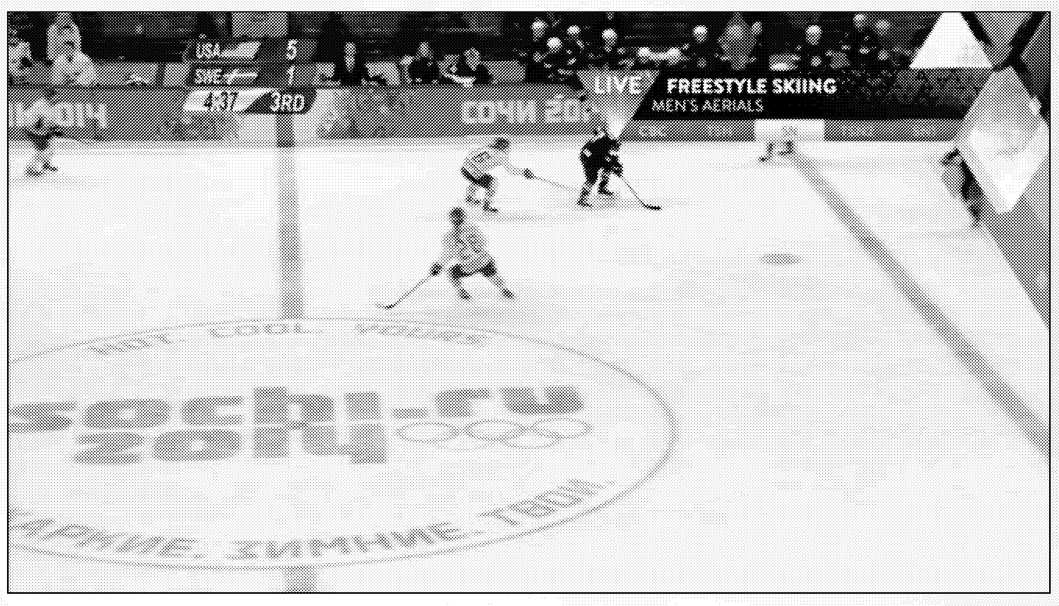
NAVIGATION



YOUR OLYMPIC NETWORK
VOTRE DIFFUSEUR OLYMPIQUE

ORS & HOT SHEETS

SOCHI2014
OLYMPIC WINTER GAMES

DAILY EMPLOYEE OLYMPIC WINTER GAMES
PROGRAMMING HIGHLIGHTS AND HOTSHEET

Here is the link to the final daily **hotsheet**. Final Olympic programming for Sunday, Feb. 2
Includes: Olympic Primetime, the CBC News Network special presentation Sochi 2014:
Moments and Memories; and special coverage on The National and Q.

Canada finishes with 25 medals overall, claiming 10 gold, 10 silver and 5 bronze. That
places them in third position behind host-nation Russia and Norway.

It is hard to imagine, but 18 days of live Sochi 2014 Olympic Winter Games coverage has
come to a close. There are still some Olympic-themed programs on the network tonight,
list of which is included.

To all Canadians, we say Thank You for joining us on this trip through the Olympic Winte
Games and we look forward to continuing our journey together as we gear up for the NH
Playoffs, the 2014 FIFA World Cup Brazil, the 2015 PanAm and ParapanAm Games and
finally the Rio 2016 Olympic Summer Games.

Access the latest Sochi 2014 programming schedule and info at cbc.ca/olympics.

Need help? Visit the Sochi 2014 employee info page for contact info and other staff
resources.

Cheer on Team Canada: @CBCOlympics #CBCOLYMPICS!

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DIGITAL **EXPERIENCE**

YOUR OLYMPIC NETWORK
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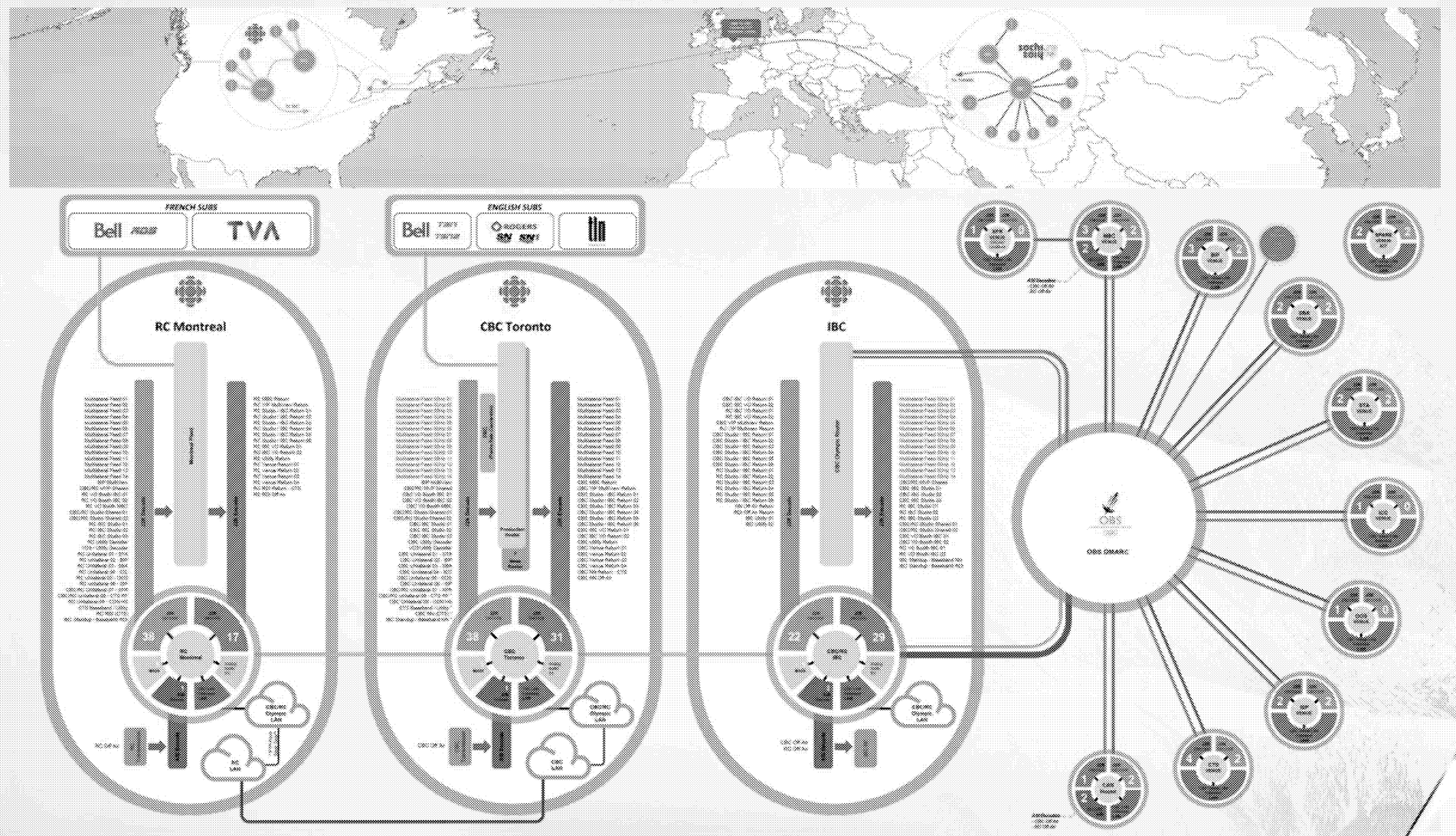
IP TRANSMISSION



INNOVATION: IP TRANSMISSION

Pioneered new innovative workflow

Created efficiencies for this Olympics and beyond

Significant reductions in equipment on location

More flexibility

SUCCESSES

YOUR OLYMPIC NETWORK
VOTRE DIFFUSEUR OLYMPIQUE

PARTNERS & SPONSORS

TSN
TSN2
SPORTSNET
SPORTSNET ONE
RDS
TVA SPORTS
eastlink tv
ROGERS
TELUS
YAHOO!
YouTube
Bell
VIDÉOTRON
Microsoft
CCSA

SAMSUNG
Coca-Cola
WORLDWIDE PARTNER
P&G
WORLDWIDE PARTNER
VISA
SPORTCHEK
RBC
BMW
Bell
AIR CANADA
PETRO-CANADA
Budweiser
Home hardware
CHRYSLER
Jamieson
Mondelēz International
Canada

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WHAT PARTNERS ARE SAYING...

YOUR OLYMPIC NETWORK
VOTRE DIFFUSEUR OLYMPIQUE

WHAT PARTNERS ARE SAYING...

YOUR OLYMPIC NETWORK
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WHAT PARTNERS ARE SAYING...

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MEDIA COVERAGE

Absolutely Hooked on CBC's Olympic Coverage

Am I the only one addicted to the 2014 Sochi Winter Olympics?

LEADER-POST

Vanstone: CBC merits high marks

thestar.com

Sports / Sochi 2014

CBC Olympic coverage deserves medal so far: Mudhar

Maybe not gold, but Canadian good news stories from Sochi more than outweigh homer analysts and bad puns.

L'application Sotchi 2014 pour iPhone et Android

Vous ne pouvez pas suivre les Jeux olympiques au boulot? Téléchargez l'application pour téléphone intelligent conçue par l'équipe de Radio-Canada. Vous y dénicherez facilement les

CBC/Radio-Canada makes Sochi 2014 even more accessible to Canadians

by Simon Bassett

6, 2014 (ISN) – Canadians won't miss a second of CBC/Radio-Canada's of the *Sochi 2014 Olympic Winter Games* thanks to a number of agreements announced today that further extends the reach of the broadcast content to Canada's largest and most popular digital and where" destinations.

canada.com

Canadians surfing their way through Sochi Olympics

The Hollywood Reporter

MOVIES TV MUSIC TECH THE BUSINESS ST

TV Ratings: CBC Wins With Canada's Hockey Gold

AUDIENCE SUCCESS

REACH OF TV, RADIO, DIGITAL:
CBC & Radio-Canada & Subs

33.3 million

97% of population

AUDIENCE SUCCESS

REACH OF TV, RADIO, DIGITAL:
Francophones in Quebec - Radio-Canada only

95% of population

AUDIENCE SUCCESS

CBC & Radio-Canada

PAGE VIEW (website & app):

602 million

VIDEO HOURS STREAMED

17.5 million

APP DOWNLOADS

2.6 million

AUDIENCE COMMENTS

Your Olympic coverage was superb! Very easy to use on my iPad and iPhone. The commentaries, the footage, even the commercials were great. Good job! Very much appreciated!

– [redacted] Banff, AB

There should be one more gold medal for Canada, to you, CBC, for your professionalism, diversity and pure gold telecast of the 2014 Olympic Games in Sochi.

– [redacted] Lemoyne, QC

Amazing Olympic coverage on TV and even better online! Great quality media and an easy to use well designed interface.

– [redacted] Halifax, NS

...We felt that the 2014 broadcasts on CBC were just the best! Thank you for a terrific two weeks of sports, human interest stories and everything else that goes into bringing these games to the world stage.

– [redacted] Surrey, BC

As usual CBC's coverage of the Olympics was amazing, no fluff, no nonsense, just great coverage

– [redacted] Middleton, NS

I want to sincerely thank you for the work you have done on your Sochi 2014 App! I have never before been able to catch so much of the Olympics than I did this year.

– anonymous

YOUR OLYMPIC NETWORK
VOTRE DIFFUSEUR OLYMPIQUE

TOP LESSONS LEARNED

ONE COMPANY APPROACH

- Content strategy
- Seamless communications
- Sales approach

CONVERGENCE OF BROADCAST AND DIGITAL

MARKET DIFFERENCES

YOUR OLYMPIC NETWORK
VOTRE DIFFUSEUR OLYMPIQUE

s.18(a)
s.18(b)
s.68.1

PRELIMINARY FINANCIAL RESULTS

PRELIMINARY RESULTS

IN Can$ Millions

	2014 SOCHI WINTER GAMES ONLY		
	Preliminary Results	**Original Plan**	**Changes**
REVENUES			
CBC Advertising & Sub-license agreements			
Radio-Canada Advertising			
TOTAL REVENUES			
Operating Costs			
Rights Fee - restated per contract			
Production costs			
Sales & Promotion			

* Sochi financials are currently preliminary - final statements are due to the IOC by August 31, 2014.

SOCHI2014

YOUR PARALYMPIC NETWORK
VOTRE DIFFUSEUR PARALYMPIQUE

TORONTO 2015
Pan Am/Parapan Am

CBC
HOST BROADCASTER

Rio2016

APPENDIX

YOUR OLYMPIC NETWORK
VOTRE DIFFUSEUR OLYMPIQUE

SOCHI 2014 OLYMPIC WINTER GAMES - SCHEDULE & COVERAGE

	FRANCE	UK	GERMANY	USA	CANADA
TV COVERAGE	200 hrs	200 hrs	240 hrs	539 hrs	1653 hrs (812 hrs in English & 841 hrs in French)
WEB SIMULCAST	**YES**	**YES**	**YES**	**NO**	**YES**
ONLINE COVERAGE	900 hrs 4 feeds	650 hrs 6 feeds	500 hrs 5 feeds	1000 hrs* * Cable/Satelite subscribers only	1653 hrs 12 feeds
FIRST LIVE TV BROADCAST	**DAY 1** **Fri, Feb. 7 - 4:35pm CET**	**DAY 1** **Fri, Feb. 7 - 3:30pm GMT**	**DAY 1** **Fri, Feb. 7 - 4:10pm CET**	**DAY -1** **Thu, Feb. 6 - 8pm ET**	**DAY -1** **Thu, Feb. 6 - 6am ET**
NETWORKS	France Télévisions France 2 & France 3	BBC BBC TWO Two red button streams starting Feb 6, 2014	ARD ZDF SPORT 1	NBC NBC, NBCSN, CNBC MSNBC, USA NETWORK & UNIVERSIAL SPORTS	CBC ENGLISH: CBC, TSN, TSN2 SPORTSNET & SPORTSNET ONE FRENCH: SRC, TVA, RDS, EXPLORA & ARTV
WEBSITE	francetvsport.fr	bbc.co.uk/winterolympics	ard.br.de/olympia-sotschi-2014 zdfsport.de/Olympia-29743862.html sport1.de/de/olympia	nbcolympics.com	cbc.ca/olympics & olympiques.radio-canada.ca
MOBILE APP	francetvsport	BBC Sport	ZDF Mediathek App ARD Sportschau App	NBC Sports Live Extra	CBC Olympics
EVENTS ON DEMAND	ALL EVENTS AVAILABLE IMMEDIATELY	SELECT 330 HRS AVAILABLE IMMEDIATELY	Highlights only	DAILY EVENTS AVAILABLE AFTER PRIMETIME SHOWS	ALL EVENTS AVAILABLE IMMEDIATELY
OPENING/CLOSING CEREMONY	LIVE TV + STREAMING	LIVE TV + STREAMING	LIVE TV + STREAMING* * Could not be verified	TV: PRIMETIME ONLY	LIVE TV + STREAMING

[redacted]

RECEIVED
17 MAR. 2014

March-9-2014

International Olympic Committee, Broadcasting
Chateau de Vidy
Case Postale 356
1001 Lausanne
Switzerland

Dear Broadcasting Committee Members,

I would just like to comment on the quality of Olympic coverage in Canada for the recent games in Sochi.

I have no information on how you decide which network is granted broadcasting rights in each country, but if viewer satisfaction is one of the factors (and I hope that it is) , you must always choose CBC in Canada. Their presentation of the games was energetic and comprehensive. They included personal stories of individual athletes and cultural, historical pieces on the host country and its citizens. They kept Canadians (as well as some Americans, I am told) up to date and involved in every event, along with explanations of how each sport was scored. Their hosts and journalists and hosts were full of the enthusiasm which the athletes deserved. (I emphasize their attitude, because I compare this year's coverage with that of CTV in the recent past, in which Brian Williams lulled me to sleep and left me disappointed in the games and wondering more about the host nation.) My preferred platform was television, but I know that CBC coverage was available via many more devices.....so well done!

And now, as the Paralympics are in progress, CBC continues to keep me updated and involve me in stories of our athletes and highlights of these less promoted competitions. I can pursue more detail on line with CBC if I am so inclined.

Bravo CBC! My favourite Olympic Broadcaster.

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