



XXII OLYMPIC WINTER GAMES

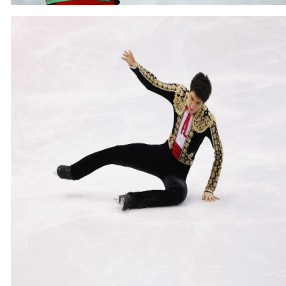
7. 2. – 23. 2. 2014

business proposal



►► Sochi 2014 | Basic information

- The XXII Olympic Winter Games are to take place in **Sochi**, Russia.
- The world's largest winter sports event begins **on Friday 7.2.2014** with the official opening ceremony, and ends **on Sunday 23.2.2014**.
- An estimated over **5 000 athletes** will compete for medals from more than **80 countries** from all over the world, of whom roughly 100 will represent the Czech Republic.
- There will be a total of **302 sets** of medals in **22 sports disciplines**.
- Following completion of the Olympic Games, the traditional Paralympic Games are to take place from 7.3-16.3.2014.
- Due to the **minimal time difference** (-3 hours compared to CET), a lot of interest is expected from Czech sports and TV fans.
- The games are to be organised in two centres, the coastal city of Sochi and the mountain resort of Krasnaya Polyana.
- The Olympic flame will be lit in Ancient Olympia on 7 October 2013, from where it will be transported to Moscow. Before the Olympics are opened on 7.2. 2014, the Olympic flame will set out on a journey of 65 thousand km and the torch will be carried by 14 thousand athletes.
- The Olympic mascots are to be: **the Polar Bear, the Amur Leopard and the European Hare**



►► Sochi 2014 | Facts on broadcasting

- broadcast on the **ČT sport** channel in **HD resolution**
- streaming of a further **5 channels on-line** and via **HbbTV**
- particular attention paid to the **biathlon** and other disciplines where **Czechs** are in with a good chance
 - M Sáblíková, Š Strachová, L Bauer, N Sudová, Š Pančochová and others
- Olympic **studio directly at the venue** in Sochi
 - **exclusive access to athletes** (ČT is the Czech team's main media partner)
 - close-up back-stage with the Czech team and the games
 - **fastest programme** from the Winter Olympics
- ČT sport broadcasting
 - **16 days of continuous Olympic broadcasting**
 - main programme broadcast **14 hours a day** (from 6:00 am – 11:00pm)
 - **live broadcasts** (incl. **opening** and **closing** ceremonies)
 - recordings (up to **60 minutes of ice-hockey per day**)
 - Daily summary from approx. 8:00pm giving the key events of each day
 - quick summaries, reports, statistics, the latest interviews, competitions, medals etc. during the day from the Olympic Studio
- News from all disciplines on ČT including complete information on Czech athletes
- Czech Television broadcasting rights
 - broadcasting of all sports except ice-hockey on a free to access channel (CT sport)
 - broadcasting of the official opening and closing ceremonies of the Winter Olympics
 - up to 60 minutes per day of ice-hockey coverage (recordings)
 - note: Nova Group have broadcasting rights to ice-hockey on their free to access channel and other sports on their pre-paid channel (Nova Sport)
 - a similar situation for streaming on the internet



►► Sochi 2014 | Programme

- the exact programme will be finalised once the organiser publishes the fixtures for each competition
- the programme will focus on the Czech team, plus the most attractive sports

ZC Zahajovací ceremoniál
 • Závody
 1 Finále
 EX Exhibice
 ZC Závěrečný ceremoniál

Únor	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Závodů	
	Čt	Pá	So	Ne	Po	Út	St	Čt	Pá	So	Ne	Po	Út	St	Čt	Pá	So	Ne		
Ceremoniály		ZC																ZC		
Alpské lyžování				1	1		1		1	1	1		1	1		1	1		10	
Biatlon			1	1	1	1		1	1			1	1		1		1	1	11	
Boby												•	1	•	1			•	1	3
Běh na lyžích			1	1		2		1	1	1	1				2			1	1	12
Curling						•	•	•	•	•	•	•	•	•	•	•	•	•	2	
Krasobruslení	•		•	1			•	1	•	1		•	1		•	1		EX		5
Freestyle lyžování	•		1		1	1		1	1				1	1		2	1			10
Hokej			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	2
Saně			•	1	•	1	1	1												4
Severská kombinace							1							1		1				3
Short track rychlobruslení					1			1		2				1			3			8
Skeleton								•	1	1										2
Skoky na lyžích			•	1		1				•	1			1						4
Snowboarding	•		1	1		1	1					1	1		2				2	10
Rychlobruslení			1	1	1	1	1	1			1	1		1	1		•	2		12
Celkem závodů			5	8	5	8	6	6	6	7	5	6	5	8	6	7	7	3	98	
Celkem			5	13	18	26	32	38	44	51	56	62	67	75	81	88	95	98		
Únor	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Závodů	
	Čt	Pá	So	Ne	Po	Út	St	Čt	Pá	So	Ne	Po	Út	St	Čt	Pá	So	Ne		

► Sochi 2014 | Looking back

2010 Olympic Winter Games

- Vancouver, Canada, 12.2.-28.2.2010
- Channels: ČT2+ČT4 (a total of 570 hours broadcast in HD quality)

- Total viewing figures (coverage): **78.7%** (6,966,000 viewers aged 15+)
- Average daily coverage: **35.6%** (3,502,000 viewers aged 15+)
- Average advertising rating (15+): **6.1%** (ČT2), **0.8%** (ČT4)

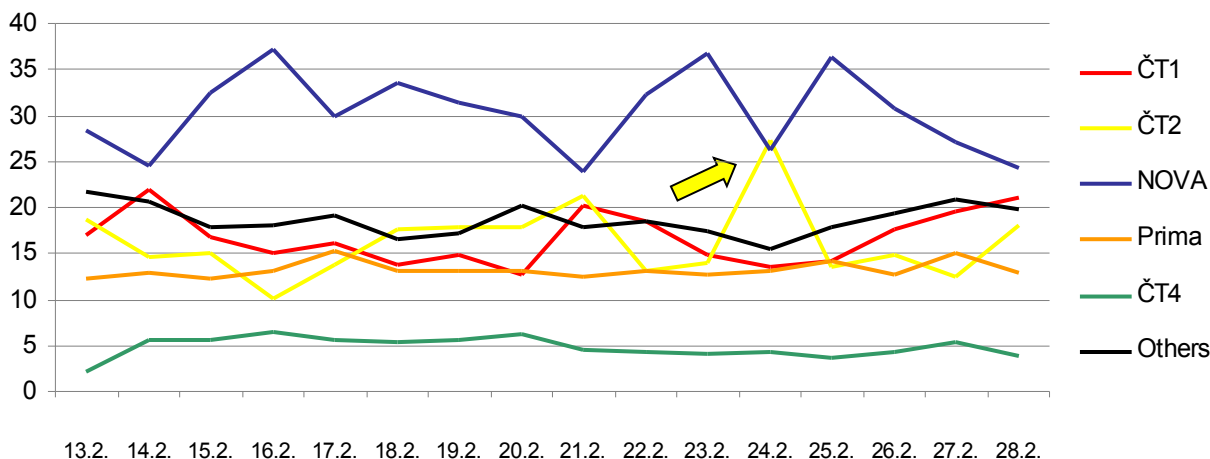
- The Winter Games in Vancouver, as for other large sporting events, brought **significant increases in TV viewing figures**, despite the time difference of 9 hours. During the games, **ČT2** achieved an average share of **16.5%**, which was 3x higher than in January 2010. For comparison, its share of viewers during the Summer Olympic Games in Beijing in 2008 was also around 17%. The **ČT4** channel also demonstrated a large increase in viewer share from 1.7% in January to **4.8%**.

- The highest daily viewing figures for ČT2 was Wednesday 24.2.2010 with a share of **27%** when the men's 4x10 km cross-country skiing relay and women's 5 000 m speed-skating race were broadcast. ČT2 became the most viewed channel of the day, surpassing even Nova (see graph). For ČT4, the highest viewing figures were on Tuesday 16.2 with a share of over **6%**.

- The Olympics attracted viewers from target groups which are generally hard to reach through TV advertising: men, active people in the 35-44 age category, people with the highest education and income levels.

- During the Olympics, a total of **169 advertising blocks** were broadcast, of which 94 were on ČT2 and 75 on ČT4. The advertisements' gross reach was more than 52 million people aged over 15 years.

Share during the period of the 2010 Olympic Winter Games (share in %, aged 15+)



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Advertising

- Advertising campaigns are implemented on the basis of a fixed band price.
- Price **82 000 CZK / 30 sec.** advertising spot.
- Advertising blocks placed in times with the highest ratings (Czech participation, finals etc.)
- Footage coefficients in accordance with business policy.

Sponsoring

	Period	Airtime	Length	Channel	Capacity (units)	Unit price
Sponsoring the opening ceremony	7.2.2014	17:00-23:00	10 sec.	ČT sport	2x 5	93 500 Kč
Sponsoring the dosing ceremony	23.2.2014	17:00-19:30	10 sec.	ČT sport	2x 5	68 000 Kč
Sponsoring sports coverage	8.-22.2.2014	06:00-20:00	10 sec.	ČT sport	225	46 750 Kč
Sponsoring the Daily Summary	8.-22.2.2014	20:00-23:00	10 sec.	ČT sport	75	42 500 Kč
Sponsoring trailer - primetime	7.1.-6.2.2014	18:00-23:00	10 sec.	ČT1	30	34 000 Kč
				ČT2	30	13 600 Kč
				ČT sport	90	11 475 Kč
Sponsoring trailer - off-peak time	7.1.-6.2.2014	06:00-18:00	10 sec.	ČT1	30	17 000 Kč
				ČT2	30	4 250 Kč
				ČT sport	90	4 250 Kč

Package offer

	Period	Airtime	Length	Channel	Repetition	Unit price	Total price
Sponsoring the opening ceremony	7.2.2014	17:00-23:00	10 sec.	ČT sport	2	93 500	187 000
Sponsoring the dosing ceremony	23.2.2014	17:00-19:30	10 sec.	ČT sport	2	68 000	136 000
Sponsoring sports coverage	8.-22.2.2014	06:00-20:00	10 sec.	ČT sport	45	46 750	2 103 750
Sponsoring the Daily Summary	8.-22.2.2014	20:00-23:00	10 sec.	ČT sport	15	42 500	637 500
Sponsoring trailer – prime time	7.1.-6.2.2014	18:00-23:00	10 sec.	MIX (18x ČT sport, 6x ČT1, 6x ČT2)	30	-	762 450
Sponsoring trailer – off-peak time	7.1.-6.2.2014	06:00-18:00	10 sec.	MIX (18x ČT sport, 6x ČT1, 6x ČT2)	30	-	357 000
Advertising spots ČT Sport	7.2.-23.2.2014	spotlist	optional	ČT sport			800 000
TOTAL					124		4 983 700
package discount							25%
PACKAGE TOTAL							3 737 775

No additional charges for a second product in advertising spots included in the package will be applied. ČT guarantees no additional charges for placement of 30% of advertisement spots in the 1st, 2nd, last and one before last position of the commercial break. The package can be split up between 2 agency clients at most (ČT reserves a right not to accept a client if product exclusivity applies). The split has to be confirmed at least 3 weeks prior to the commencement of Sochi 2014 Olympic Winter Games.



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Special operations

- mini programmes, mini formats;
- in-studio equipment;
- competitions (text message, internet);
- Prices arranged individually.

Option and other information

- Issued **25.09.2013**.
- Option for proposal for partners of the International Olympic Committee (TOP), partners of the Sochi 2014 organising committee (OCOG) and partners of the Czech Olympic Committee (NOC) are provided for a period of 30 working days.
- The proposal for Internet and new media is issued separately.
- All prices in this proposal are detailed not inclusive of VAT.

» Sochi 2014 | Contacts

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