



*official broadcaster*

**All Sports. All Emotions.**

**London 2012 Olympic Games**  
24/7 Live HD  
July 27 - August 12



# LONDON 2012 OLYMPIC GAMES ON EUROSPORT

## ALL SPORTS. ALL EMOTIONS. TOGETHER

Eurosport is THE Olympic Sports channel that brings all nations, all athletes and all fans together across all screens for London 2012. Unlimited by national allegiance, we focus on universal sporting excellence and showcasing human achievement on the biggest sporting stage.


## Eurosport's innovation for London 2012 Olympic Games

► Eurosport will be covering its 12th edition of the Olympic Games LIVE and once again the coverage will be 24/7. With each edition Eurosport has brought innovation to give fans the best Games experience possible.

After the first ever broadcast of Olympic Games in native HD for Beijing 2008, Eurosport will broadcast London 2012 as the first ever Olympic Games in 3D. The channel will provide over 100 hours of 3D action in the UK on Sky 3D and Virgin Media, as well as in Panasonic retail outlets across Europe.

Eurosport will also enable fans to watch the **Olympics across four different media screens:** TV on Eurosport's flagship channel, PC, Tablet and Mobile with the Eurosport Player, letting them follow the action whenever they want, wherever they are.

## A TYPICAL OLYMPIC DAY ON EUROSPORT



06:30	ENGLISH BREAKFAST
08:30	BEST OF THE DAY
09:30	<b>LIVE</b> MULTISPORTS ACTION
11:00	<b>LIVE</b> ATHLETICS & SWIMMING HEATS
14:00	<b>LIVE</b> CANOEING, ROWING, TEAM SPORTS, TENNIS
16:00	<b>LIVE</b> ARTISTIC GYMNASTICS, CANOEING, TRACK CYCLING, DIVING, TEAM SPORTS, WEIGHTLIFTING
20:00	<b>LIVE</b> ATHLETICS & SWIMMING FINALS
22:30	<b>LIVE</b> TOGETHER TO LONDON SHOW
23:00	<b>LIVE</b> TEAM SPORTS BASKETBALL, HANDBALL, VOLLEYBALL
00:30	BEST OF THE DAY

# EUROSPORT TV

## 25 JULY - 12 AUGUST

### LIVE - HD - 24/7

► Eurosport kicks off the coverage of London 2012 before the opening ceremony on 27 July with LIVE broadcast of the preliminaries of the football tournament on 25 and 26 July. Its on-site LIVE show *Together to London* also starts on 25 July. Eurosport's coverage is 24/7, featuring over 14 hours of LIVE action per day as well as exclusive programmes: *English Breakfast*, *London Eye* and *Together to London*.

All medals of the Games will be seen, thanks to the news programmes and LIVE coverage flexibility.

### EUROSPORT'S OLYMPIC SCHEDULE

► All below times are CET and may alter slightly.

#### 06:30 - 08:30 English Breakfast

A series of 30-minute programmes featuring a review from the previous day and a preview of the coming day with the main events and athletes to watch.

#### 08:30 - 09:30 Best of the Day

Another chance to see the greatest events of the day before in a highlights programme to set the scene for the live action ahead.

#### 09:30 - 22:30 LIVE action

Eurosport's LIVE coverage is extensive, from the first event at 09:30 to the last around 00:30. Eurosport will offer viewers unique experience by focusing on the greatest performances, what's hot, the stories of sporting achievement and the unexpected results.

The channel will mix fixed appointments dedicated to the main Olympic sports and events (athletics, swimming, gymnastics, rowing, canoeing, track

cycling, weightlifting, handball and basketball) with open slots allowing flexibility to adapt to the latest «actualité» and be where it's important to be.

LIVE action will be interrupted only by *London Eye*, a five minute programme featuring the latest results, breaking news and reactions broadcast twice in the afternoon.



## THE GREATEST EXPERTS

► **Maurice Greene** and **Pieter van den Hoogenband** are on site to enhance the LIVE action and deliver their unrivalled expertise. Sydney 2000 Olympic Champions and former world record holders (100m and 100m freestyle) will give their analysis and interview the greatest champions LIVE from the mixed zone.

They will also react to the stories of the day in *Together to London* show.

#### 22:30 - 23:00 Together To London LIVE

*Together to London* is a LIVE show from Eurosport's onsite studio. It will review in 30 minutes the day's key moments with prestigious guests and our consultants **Maurice Greene** and **Pieter van den Hoogenband** reporting LIVE from the mixed zone.

#### 23:00 - 00:30 Team Sports LIVE

The live action in London goes on into the night with many of the team sport events finishing later than at previous Games. This slot picks up play from the range of team sports on show such as volleyball, basketball or handball.

#### 00:30 - 06:30 Best of the Day

Another chance to see the greatest events of the day in an extensive overnight highlights programme.

# THE GAMES ON EUROSPORT.COM

▶ London 2012 coverage on Eurosport's websites is led by three main objectives:

- **to be simple and clear**

In terms of navigation but also in terms of format: with so many competitions Eurosport is there to guide fans through the action. That's why each site will propose:

- at the beginning of the day, an article featuring a preview of the day and of course the key moments not to miss

- at the end of the day, an article featuring a review of the day

- **to focus on national champions as well as international stars**

- **to capture the buzz**

Each site will have a blog, London Spy, dedicated to what looks surprising or out of ordinary during the Games.



# ONLINE CONTENT

▶ Extensive 24/7 coverage by editorial teams on all Eurosport's websites.

## LIVE coverage

Minute-by-minute coverage of marquee events: live results and live written comments and the ability to post tweets from fans to add colour to the reporting

## Daily content

- news and reports, including one article to preview the day and one article to review the day
- slideshows: daily round-up
- infographics embedded in key articles to add colour and context to fascinating statistics
- videos of Eurosport's on air interviews, reports and experts

## Opinions

- International experts Maurice Greene and Pieter van den Hoogenband
- Blogs by local experts on each website, such as Heike Drechsler and Steve Backley

## Data

- all results, medal table, team and athletes stats and profiles
- London 2012 Games schedule
- venue guide - a look at each stadium

## London Spy

- London Spy is a special blog on each site. If it's odd, we will have an eye on it. A chance to see what's trending on the ground, and on social media.

## London Buzz

London Buzz is a Eurosport's exclusive view of the trending people in social media. Which athletes are being the most tweeted about around the world? A special page, updated every day, will feature the 10 athletes whose names will have been the most tweeted. Daily results will also be displayed on air during *Together to London*.

**Eurosport's online editorial offer is also available on mobile.**

BLOG VIDEOS  
FANS

LIVE FLASH NEWS STATISTICS  
RESULTS ARTICLE INTERACTION



# EUROSPORT KEY FACTS DURING LONDON 2012

## Production Key facts

- 100% native HD broadcast of the Games
- First ever 3D broadcast of Olympic Games
- 600 people working for the Games across Europe, including 350 commentators in 20 languages
- 100 people on site (part of the 600 people)
- 6 on-site camera crews
- On-site studio for daily LIVE show *Together to London*
- 15 mixed zones including 3 LIVE mixed zones for swimming, athletics and cycling track
- 12 international multilateral satellite feeds

## Coverage Key figures

- Coverage starts on 25 July with the broadcast of the football preliminaries
- LIVE, 24/7, on the four screens: TV, PC, Tablet, and Mobile
- 420 hours on Eurosport TV, including 250 hours LIVE
- 14 hours LIVE per day. LIVE from the first event of the day to the last event at night
- 100% native HD
- 12th consecutive Olympic Games on Eurosport since Albertville 1992
- The greatest consultants: Maurice Greene and Pieter van den Hoogenband
- Eurosport Player provides the simulcast of Eurosport TV on PC in 50 countries, tablets in 33 countries and mobile in 33 countries



## LONDON 2012 FIGURES

1. London is the first city to host the Olympic Summer Games three times (1908 - 1948 -2012). 2012 also marks the 1st time the Olympics will be broadcast in 3D.

3. Women's Boxing makes its entry at the Olympics with three categories - fly (51 kg), lightweight (60 kg) and middleweight (75 kg)

7. million (6.6 precisely) the number of tickets available for public sale to London 2012 (for more than 20 million requests ...).

9. Nations out of the 204 present NOCs will try to win their first Olympic medal - Albania, Andorra, Bosnia and Herzegovina, Montenegro, San Martin, Cayman Islands, Cyprus, Monaco, Nepal. We wish them luck in London 2012.

14. Most gold medals won by one athlete at the Olympics - Michael Phelps, USA, swimming 2004 - 2008; 16 total (two bronze).

18. Most medals won by one athlete at the Olympic Games - Larissa Latynina, USSR, gymnastics 1956-1960-1964, including 9 gold.

26. Olympic sports in London 2012 for 301 Olympic competitions.

28. The number of years unbeaten - a record held by Hungarian Aladar Gerevitch, 6 times Olympic champion in a row in fencing team sabre from 1932 to 1960.

30. London is hosting the 30th Summer Olympic Games.

47. The number of events in athletics: 23 women and 24 men.

100. London marks the centenary of the first truly universal Olympics. It was in Stockholm 1912 that all 5 continents were represented for the first time.

10,500. The number of athletes expected in London in 2012.

# CALENDAR OF THE 2012 OLYMPIC GAMES

JULY - AUGUST 2012		25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	
CEREMONIES																					
ARCHERY					1	1			1	1											
ATHLETICS									2	6	6	5	4	4	4	5	6	8	1		
BADMINTON									1	2	2										
BASKETBALL																			1	1	
BOXING																			3	5	5
CANOEING KAYAK	SPRINT															4	4		4		
	SLALOM							1	1	2											
CYCLING	BMX																				
	MOUNTAIN BIKE																		1	1	
	ROAD				1	1			2												
EQUESTRIAN	TRACK								2	2	1	1	1	1	3						
	DRESSAGE														1		1				
	EVENTING																				
GYMNASTICS	JUMPING													1		1					
	FENCING				1	1	1	1	2	1	1	1	1								
	FOOTBALL																		1	1	1
ARTISTIC	ARTISTIC						1	1	1	1				3	3	4					
	RHYTHMIC																			1	1
	TRAMPOLINE										1	1									

JULY - AUGUST 2012		25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	
HANDBALL																				1	1
HOCKEY																			1	1	
JUDO																					
MODERN PENTATHLON																				1	1
ROWING																					
SAILING																					
SHOOTING																					
SWIMMING	SWIMMING																			1	1
	SYNCHRONISED SWIMMING																			1	1
	DIVING																			1	1
WATER POLO																					
TABLE TENNIS																					
TAEKWONDO																					
TENNIS																					
TRIATHLON																					
VOLLEYBALL	BEACH VOLLEYBALL																				
	VOLLEYBALL																				
WEIGHTLIFTING																					
WRESTLING																					

■ Ceremonies
 ■ Heats
 ■ Finals
 n Number of finals

SOURCES: LOCOG 2012 AS OF JUNE 2012



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