

# OLYMPIC BROADCASTING THROUGH THE YEARS (2008 - 1924)

## Beijing 2008

The Beijing Games is the first OBS operation, as an agreement is signed between OBS and the Organising Committee to establish Beijing Olympic Broadcasting Co. Ltd (BOB) as the Host Broadcaster. For the first time, all multilateral live coverage is in HDTV with 5.1 surround sound and OBS provides a record **5,000** hours of live HD content.

## Turin 2006

Broadcasters maximise opportunities in new media technology, providing viewers with more access through the Internet, mobile phones and multiple television channels. For the first time in history, viewers in sub-Saharan Africa are able to experience the Olympic Winter Games.

## Athens 2004

For the first time, broadcasters in certain countries offer live action and highlight videos streamed to mobile phone handsets using 3G-technology and live video streams via the Internet through dedicated web sites. More than **300** television channels provide a total of **35,000** hours of dedicated coverage, and **3.9** billion viewers in **220** countries and territories, each watches an average of more than **12** hours of coverage.

## Salt Lake 2002

The IOC launches an international tender process resulting in International Sports Broadcasting (ISB), a small private organisation, serving as the 2002 Host Broadcaster. For the first time, the host broadcaster covers all Winter events live, and reach **2.1** billion viewers in **160** countries. **100** million viewers in India receive free-to-air coverage for the first time.

## 2001

The International Olympic Committee (IOC) announces the establishment of a permanent Host Broadcaster for the Olympic Games. The Host Broadcaster operations would be performed by a private company funded by and under the direct supervision of the IOC. Olympic Broadcasting Services (OBS) is officially established in May 2001 with the mission to develop a more consistent, organised approach to the Host Broadcast operation.

## Sydney 2000

Olympic broadcast reaches **3.7** billion viewers in **220** countries.

## Nagano 1998

Television coverage of the Games is provided to **180** countries and territories. The Olympic Winter Games are broadcast live in Australia for the first time.

## Atlanta 1996

The broadcast reaches a record **214** countries.

## Lillehammer 1994

More than **120** countries and territories view television coverage of the Games, and, for the first time, the Winter Games are broadcast on the African continent.

## Barcelona 1992

Launch of a central broadcasting service, independent from any domestic broadcaster, providing the international signal for all events to the International Broadcast Centre (IBC). Coverage of additional events is sublicensed to other cable and satellite broadcasters, expanding the total sports coverage. Further HDTV testing takes place, with more than **40** HDTV cameras and their support systems deployed, providing **225** hours of Olympic programming.

## Albertville 1992

The first major sports event in Europe to be produced and transmitted in analogue HDTV – in parallel to the standard coverage in PAL and NTSC. Reception is provided at about **150** special viewing sites throughout Europe.

## Los Angeles 1984

The Host Broadcast operation as it is recognised today is introduced. ABC, the U.S. domestic rights holder, serves as the host broadcaster and provides the international signal which can be supplemented by broadcasters' independently produced unilateral signals for the first time. Television and radio rights are acquired by **156** countries. More than **2.5** billion people watch the Olympic Games.

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## Munich 1972

For the first time, the international signal is created for global distribution and is separate and clearly distinct from the domestic broadcast.

## Sapporo 1972

Japanese network NHK provides the television feed for broadcasters to choose the coverage they want – serving as an initial model for today's host broadcast organisation.

## Mexico City 1968

The Olympic Games are broadcast live fully in colour for the first time to the world. First use of hand-held colour cameras bring new intimacy to coverage.

## Tokyo 1964

Satellite broadcast coverage is used to relay images overseas and the Games reach a worldwide audience for the first time. The first Olympics to be aired in colour (limited to a few select events and broadcast only in Japan).

## Rome 1960

The first Olympic Games to receive significant TV coverage across Europe, with a total of **18** countries broadcasting the Games. Furthermore, for the first time, viewers in the United States, Canada and Japan are able to see the Olympics on television, through a combination of taped and live events. Broadcast rights are introduced for the first time.

## Melbourne 1956

The Organising Committee asked the international broadcast community to pay rights fee for access to the television feed. EBU (Europe) and all three North America broadcasters (NBC, ABC, CBS) refused to pay and, as a result, international television coverage of the Games was limited, and only Australians were able to enjoy live broadcast.

## Cortina 1956

The first ever Olympic Winter Games to be broadcast live and outside the host country, with the Italian public broadcaster distributing the signal for free to **61** broadcast organisations around the world.

## London 1948

For the first time, select events are covered by multiple cameras (3-4). More than **500,000** viewers, most residing within a **50**-mile radius of London, watch the **64** hours of Olympic programming.

## Berlin 1936

The first Olympic Games to be televised, in and around Berlin only, with a total of **138** viewing hours and **162,000** viewers. One of three cameras was capable of live coverage – only when the sun was shining.

## Paris 1924

The first Olympic Games to transmit live radio broadcasts of Olympic events, although the lack of an international broadcasting standard meant the audience was limited mainly to the home nation.