

Vancouver 2010

BOBSLEIGH

CANADA



SKELETON


MEDIA AUDIENCES &
DEMOGRAPHICS

TV Quotas

Countries	26
TV Channels (Number)	160
Programs (Number)	2,241
Broadcast Items	3,252
Live Broadcast Items (Number)	229
Total Audience (Millions)	580.94
Broadcasting Time (hh:mm:ss)	1,040
Actual Racing Time (hh:mm:ss)	1,007

FIBT BROADCASTERS

(2011/2012 Season)



Territory	Broadcaster
Canada	CBC, Sportsnet
Austria	ORF, Sky News, DW
Russia	RTR
USA	NBC
Scandinavia	TV4, MTV3
China	CCTV
Switzerland	SRG, Sky News, DW
France	Canal+, DW
Italy	RAI, DW
UK/ Ireland	British Eurosport
Netherlands	NOS, DW
Belgium	BeTV, DW
Asia	Eurosport Asia
World-wide	SNTV
Germany	SportA (ARD/ZDF), Sky News, DW

BROADCAST AUDIENCES

(Collective: World Cup & World Championships)



Country	Audience
Austria	0.1
Belgium	1.81
Canada	13.05
France	7.19
Germany	467.21
Italy	0.52
Latvia	1.35
Netherlands	9.86
Poland	7.09
Russia	44.61
Spain	8.42
Switzerland	9.89
UK	6.48
USA	3.37
Total	580.95

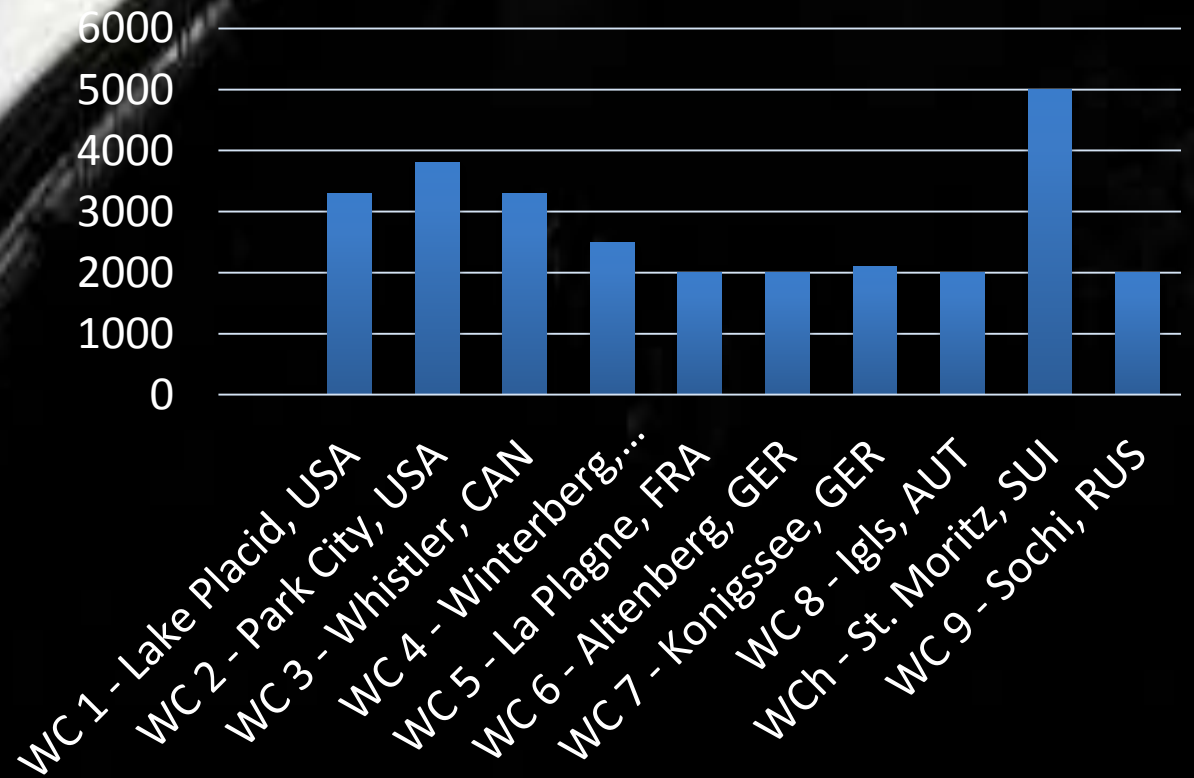
* millions

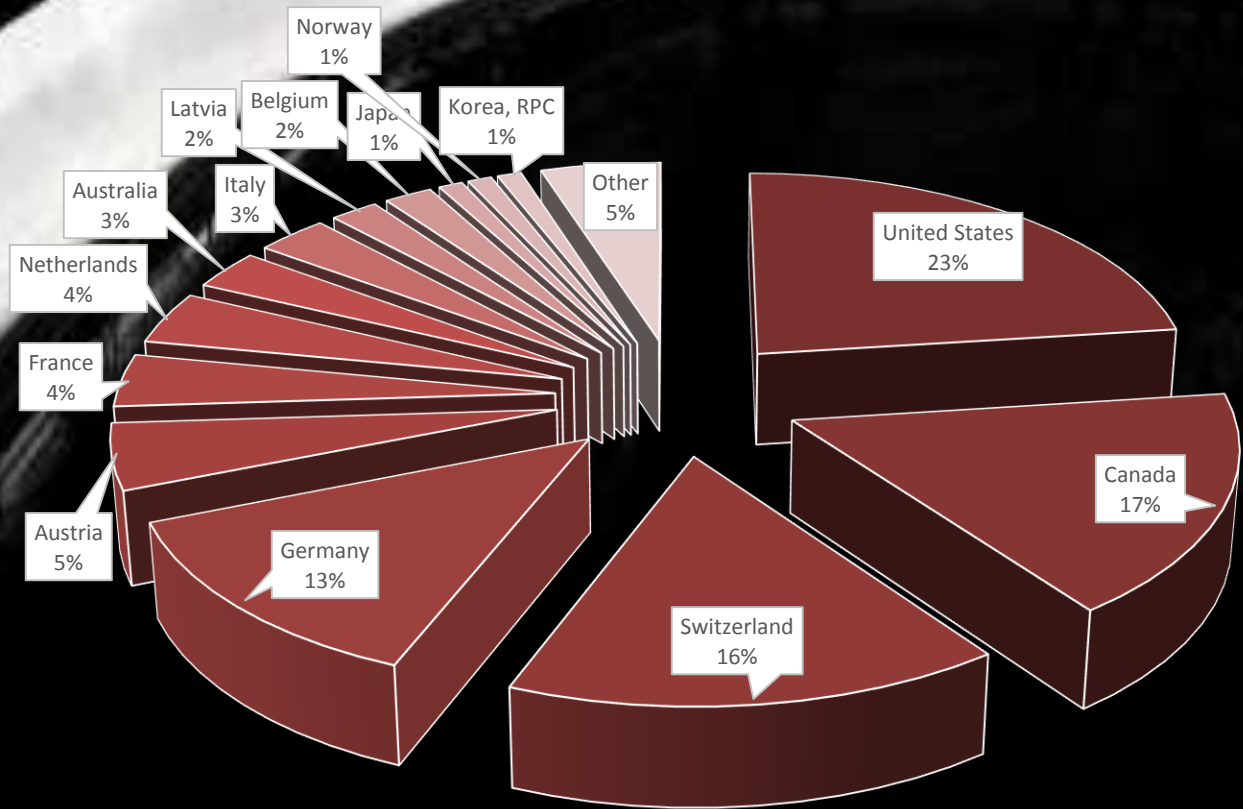


Sport Discipline - % of Broadcast Coverage


Men's 2-Man	19.5%
4-Man	21.1%
Women's Bobsleigh	17.9%
Women's Skeleton	22.7%
Men's Skeleton	17.9%
Team	0.8%

Total Streams: 28,019






Country Viewing



Month	Impressions	Unique Users	Impr./UU	Clicks	UU C-Rate [%]
Nov-12	274,059	22,812	12.01	2,572	11.27
Dec-12	66,909	14,883	4.5	208	1.4
Jan-13	126,677	23,562	5.38	744	3.16
Feb-13	81,534	17,880	4.56	377	2.11
Mar-13	21,028	5,517	3.81	29	0.53

Nielson Ratings



· Men ages 18 +	16.3%
· Men ages 18 - 24	6.1%
· Men ages 18 - 34	8.2%
· Men ages 18 - 49	10.2%
· Men ages 25 - 54	12.2%
· Men ages 35 - 64	18.4%
· Men ages 55 +	28.6%
· Women ages 18 +	15.6%
· Women ages 18 - 24	8.9%
· Women ages 18 - 34	11.1%
· Women ages 18 - 49	11.1%
· Women ages 25 - 54	13.3%
· Women ages 35 - 64	15.6%
· Women ages 55 +	24.4%

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To discuss further, contact:

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