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- Israel Broadcasting Authority

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- Jordan Radio and Television Corporation

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- Télé-Liban

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- Lietuvos Radijas ir Televizija

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- Teleradio-Moldova

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 - Vereniging De Evangelische Omroep
 - Katholieke Radio Omroep
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 - Nederlandse Programma Stichting
 - Omroepvereniging VARA
 - Omroepvereniging VPRO
 - TROS

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- Norsk rikskringkasting
- TV 2 AS

Poland

- Polskie Radio i Telewizja:
 - Telewizja Polska SA
 - Polskie Radio SA

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- Radiodifusão Portuguesa SA
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Romania

- Societatea Româna de Radiodifuziune
- Societatea Româna de Televiziune

Russian Federation

- Channel One Russia
- Radio Dom Ostankino, comprising:
 - Radio Mayak
 - Radio Orpheus
 - Radio Voice of Russia
- Rossijskoe Teleradio

San Marino

- San Marino RTV

Serbia and Montenegro

- Radiotelevizija Srbija and Radiotelevizija Crne Gore

Slovakia

- Slovensky Rozhlas
- Slovenská Televizija

Slovenia

- Radiotelevizija Slovenija

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- Radio Popular SA COPE
- Radiotelevisión Española
- Sociedad Española de Radiodifusión

Sweden

- Sveriges Television och Radio Grupp, comprising:
 - Sveriges Television Ab
 - Sveriges Radio Ab
 - Sveriges Utbildningsradio Ab
- TV4

Switzerland

- SRG SSR idée suisse

Tunisia

- Établissement de la Radiodiffusion-Télévision Tunisienne

Turkey

- Türkiye Radyo-Televizyon Kurumu

Ukraine

- Natsionalna Radiokompaniya Ukrainy and Natsionalna Telekompaniya Ukrainy

United Kingdom

- British Broadcasting Corporation
- United Kingdom Independent Broadcasting, comprising: Independent Television: The Network Centre, grouping:
 - Anglia Television
 - Border Television
 - Carlton Television
 - Central Independent Television
 - Channel Television
 - Grampian Television
 - Granada Television
 - HTV
 - London Weekend Television
 - Meridian Broadcasting
 - Scottish Television
 - Tyne Tees Television
 - Ulster Television
 - Westcountry Television
 - Yorkshire Television
- Channel 4, Sianel 4 Cymru
- Commercial Radio Companies Association

Vatican State

- Radio Vaticana



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Athens

Fernando Pardo

Head of EBU Sports Operations Group, EBU Madrid

Athens, the Olympic Games . . . mythical names.

The Acropolis, the Parthenon, Piraeus harbour, Marathon, the first Olympic Games. All these names will be unforgettable in the memory of mankind.

Athens 2004 . . . accommodation, accreditations, the city traffic, Calatrava's roof on the Olympic Stadium, the Schinias rowing basin: these names may also remain for ages in the collective memory of the world's media but perhaps not for the right reasons.

Though the countdown to the Games has started there are still projects to be completed.

Now that we are close to the start of the Games, the Athens operation so far has been the most challenging that I recall.

The problems that we have had from the very beginning are not comparable to any other operation. It is true that in Atlanta we had huge problems with technology, in Nagano transportation was difficult especially in the

mountain areas, in Sydney there were programme schedule changes until the last minute, etc. But in Athens we have been confronted with new problems since day one.

If I were to put in order of importance the challenges we have encountered I would put accommodation at the top of the list. Not only for the general lack of good quality accommodation but also for the outrageous prices of the Media Lodging and the constant fiascos we suffered, such as the loss of 400 rooms in one of the EBU Media Villages when the allocation had already been made. Because we are not talking about a small group here, we are talking about the accommodation for 3,700 people! We are dealing with members from more countries than ever before. In addition to the new European countries and North Africa, we are also arranging facilities for Armenia, Azerbaijan, Georgia, Kazakhstan and Andorra. However, I am very proud to inform you that the EBU Sports Operations Group, in close

cooperation with the Accommodation Department of ATHOC, has been able to accommodate every request we received from the EBU family.

Challenges

The same applies to the rest of the logistics.

On the technological and booking sides of the operation we also faced – and are still facing – problems that we are trying to solve on a daily basis. The 16,000m² of space in the IBC (International Broadcasting Centre) is the largest area we have ever had to allocate, construct and cable. It has not been easy due to the physical constraints of the building. However, I am also very proud of the way that all the problems to date have been overcome, even if some have taken more time than we wished.

Managing an operation of this size is a very complex and challenging task to accomplish. We have been able to overcome the challenges with the hard work, perseverance and experience of the team of seven people in Madrid. This job was particularly challenging due to the fact that the Organizing Committee and private contractors in Athens were extremely late in accomplishing tasks, and deadlines were ignored.

S 2004

"Citius, Altius, Fortius!"



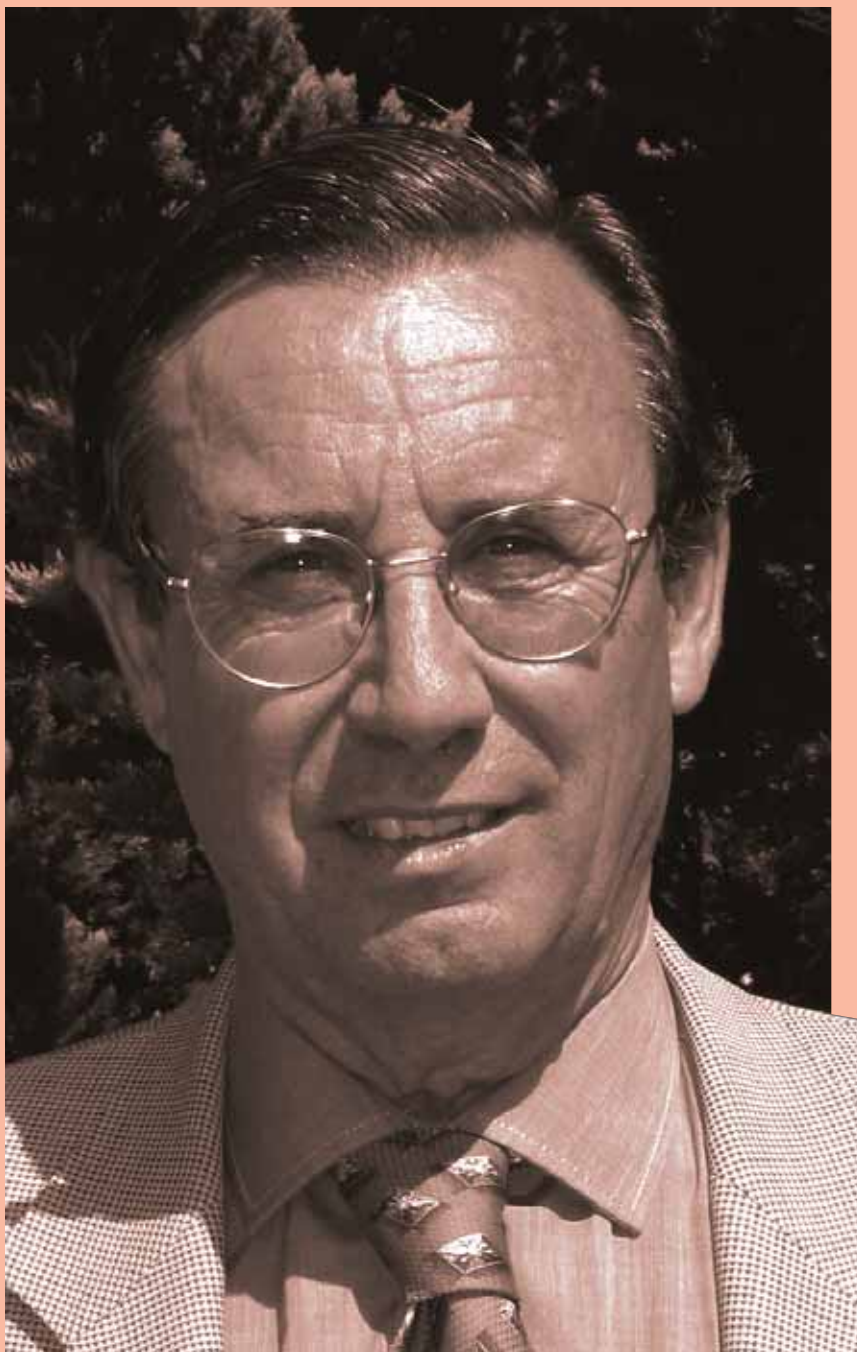
The Group is the same as in Sydney and the continuity has helped us a great deal. We are close now and we are in the final race to the line.

Finally, I would like to thank the following for their ongoing support: EBU News, EBU Network and our part-time programme and finance staff.

Now that the Euro 2004 tournament has concluded with an amazing result for Greece, we hope that the Greeks will see what being a success on a world stage can do for your country, and thus be invigorated and redouble their efforts to complete the tasks that need to be finished before the start of the Games.

We will be ready and we look forward to the challenges ahead. Be assured that we will do everything in our power to make the Games memorable and successful for our members.

Massive operation



Fernando Pardo

- 88 EBU broadcasters will be present at the Games
- More than 15,500m² of offices and studios built in the IBC
- More than 150km of cable to connect all our Members' premises
- 5 multilateral programmes per day
- 900 hours of multilateral programmes during the Games
- 670 commentary positions
- 278 reporting positions
- 512 telephone lines on positions
- 776 telephone lines in IBC
- 300 ISDN lines in IBC
- 4,500 accreditations sent to ATHOC on behalf of the EBU Members
- 3,300 rooms
- 300 cars
- €57,000,000 advance payments have been made for all these services on behalf of the Members
- The EBU Sports Operation Budget is €8,995,256

The Games

Patrick Jaquin

Head of Communications Service, EBU

Returning home.

In 1896, one man – more tenacious than his predecessors – succeeded in reviving the ancient games. The idea was simple: use the Olympic Games to popularize physical exercise. He based it on the pyramid principle: “In order to have one hundred people who do some form of physical exercise you must have at least fifty who practice sport; to have fifty who practice sport, there must be at least twenty who become specialists; to have twenty specialists, five must be able to perform with astonishing prowess”.

Since his adolescence, Pierre de Coubertin had had this one dream: to see the modern Olympic Games return to their country of origin, Greece. This dream became reality on 5 April 1896, when 295 participants from 13 countries came to Athens to participate in 43 different sports in the revival of the Olympic Games.

The event that has remained engraved on everyone’s mind is the astonishing victory of a Greek shepherd, Spiridon Louys, who won the marathon in 2 hours 58 minutes and 50 seconds.

Coca-Cola wins

In 1996, the centenary should have been celebrated in Greece. Unfortunately, financial interests were stronger than the symbol of the games and the trademark Coca-Cola, the emblem of the American candidacy, imposed its ‘law’ and prevented Athens, candidate to the organization of the games, from hosting the centenary.

Two Olympic Games later, after Atlanta and Sydney, it is finally the Greek capital’s turn to reinvent the modern Games in its own way. For 17 days, the Greek Games will be broadcast to over 4 billion spectators throughout the world.

The flame

78 days, 78,000km, 3,600 torchbearers: after an international journey across 5 continents and 26 countries, the flame returned to Greece on 9 July to continue its travels through Greece. It will finally come to rest at the Athens Olympic Stadium on the evening of 13 August.

A total of 260 million people will have had the opportunity to see the flame, symbol of the Olympic ideals of fraternity and peace, in their city. Among them, Stefan Kürten, Director of Eurovision-Operations, who, on behalf of the EBU, had the honour of being one of the torchbearers in Lausanne.

Ready, steady, go!

Over the last few months, the media has circulated rumours about a delay in the preparation of the infrastructure, necessary for the Games. Mr Denis Oswald, president of the coordination commission of the IOC refuted these rumours declaring, last August, following his visit to Greece: “If the rhythm followed during the last six months continues till the end, there is no reason that the agenda that has been set won’t be complied with”. Jacques Rogge, president of the IOC, reminded the public that the preparations of the 2004 Athens Olympic Games resemble those of Melbourne in 1956 which, although heavily criticized at the time, turned out to be huge success.

In 1955, the then president of the IOC Avery Brundage visited Australia, very unhappy with the state of preparations, and threatened to remove the Games. The following

year, they turned out to be excellent. It seems that the year preceding the Games is invariably a time of doubt and discussion.

Let's bet that Greece will honour its commitments in Athens, for these historic Games!

A point in case: the Olympic Village for the Games of the XXVIII Olympiad in Athens opened its doors on 30 July 2004. The Village is the largest venue of the Games and will host 16,000 athletes and delegation members.

There are 366 functional buildings with 2,292 apartments – amounting to 8,814 rooms and 17,428 beds – in an area of 1,240,000m².

With 16m² per athlete – the size of the rooms – the Village offers spacious facilities. It is the first time that the training centres have been adjacent to the Olympic Village, so that the athletes have direct access.

After the Olympic and Paralympic Games are over, the Olympic Village will be given to the beneficiaries of the Workers Housing Association. Some 2,500 families will be given the

chance to live in this exemplary estate, the first of its kind in Greece.

The press

The Main Press Centre (MPC) and the International Broadcast Centre (IBC) were the first Olympic venues to open for business. Members of the international press corps started to move into their offices on Tuesday 13 July 2004.

The MPC will welcome 5,500 accredited media representatives from now until the end of the Games, while the IBC, the nerve centre for all broadcast operations, will be home to approximately 10,000 broadcasters. The MPC and the IBC will be two of the Olympic venues with the longest operational periods.

The MPC is located at the Athens Olympic Sports Complex (OAKA) and will serve as home to all accredited written press, photographers and non-rights-holding broadcasters. It will be open 24 hours a day from 27 July and will remain open until the end of the Games. The MPC is composed of the fully-revamped HELEXPO building (the National Exhibition Organiser), as well as two other new modern structures, which, connected, make up the largest such centre in Olympic

Games history (52,000m²). The IOC Communications Department and ATHENS 2004 will both be present on-site during the Games.

The IBC is also located at OAKA, and is adjacent to the MPC. It will be the base for all the Rights-Holding Broadcasters (RHBs) and will be the centre of all broadcast operations undertaken by the Host Broadcasting Organisation, Athens Olympic Broadcasting (AOB). The IBC will be the world's largest broadcast centre, operating 24 hours a day and covering more than 70,000m². It will offer a full range of services to the broadcasters, including shops, restaurants and medical services, and will allow the world's television viewers to get a front row seat at the Games.

For the Union

“The Athens operation so far, has been the most challenging that I can recall,” says Fernando Pardo. “Having to lodge 3,700 people, exorbitant prices, an unequalled number of Members (Europe, North Africa but also Armenia, Azerbaijan, Georgia and Kazakhstan), not to mention managing the logistical and technological problems in the 16,000m² of space – the largest ever – in the IBC.”



A massive operation

88 EBU broadcasters will be present at the Games

More than 15,500m² of offices and studios built in the IBC

More than 150km of cable to connect all our Members' premises

5 multilateral programmes per day

900 hours of multilateral programmes during the Games

670 commentary positions

278 reporting positions

512 telephone lines on positions

776 telephone lines in IBC

300 ISDN lines in IBC

4,500 accreditations sent to ATHOC on behalf of the EBU Members

3,300 rooms

300 cars

Facts and figures

28 sports will be represented in 38 venues.

10,500 athletes and 5,500 team officials from 201 National Olympic Committees (NOCs) will participate.

301 medal ceremonies will take place over a period of 16 days.

21,500 members of the media are expected to cover the Games (16,000 broadcasters, including AOB, and 5,500 photo/written press members).

The Olympic Village will house 16,000 athletes and team officials during the Olympic Games and 6,000 during the Paralympic Games.

Some 45,000 security personnel will work at the Olympic Games: 25,000 from the police, 7,000 from the military, 3,000 coast guards, 1,500 fire-fighters, 3,500 private security contractors and 5,000 trained volunteers. Cost: \$600 million.

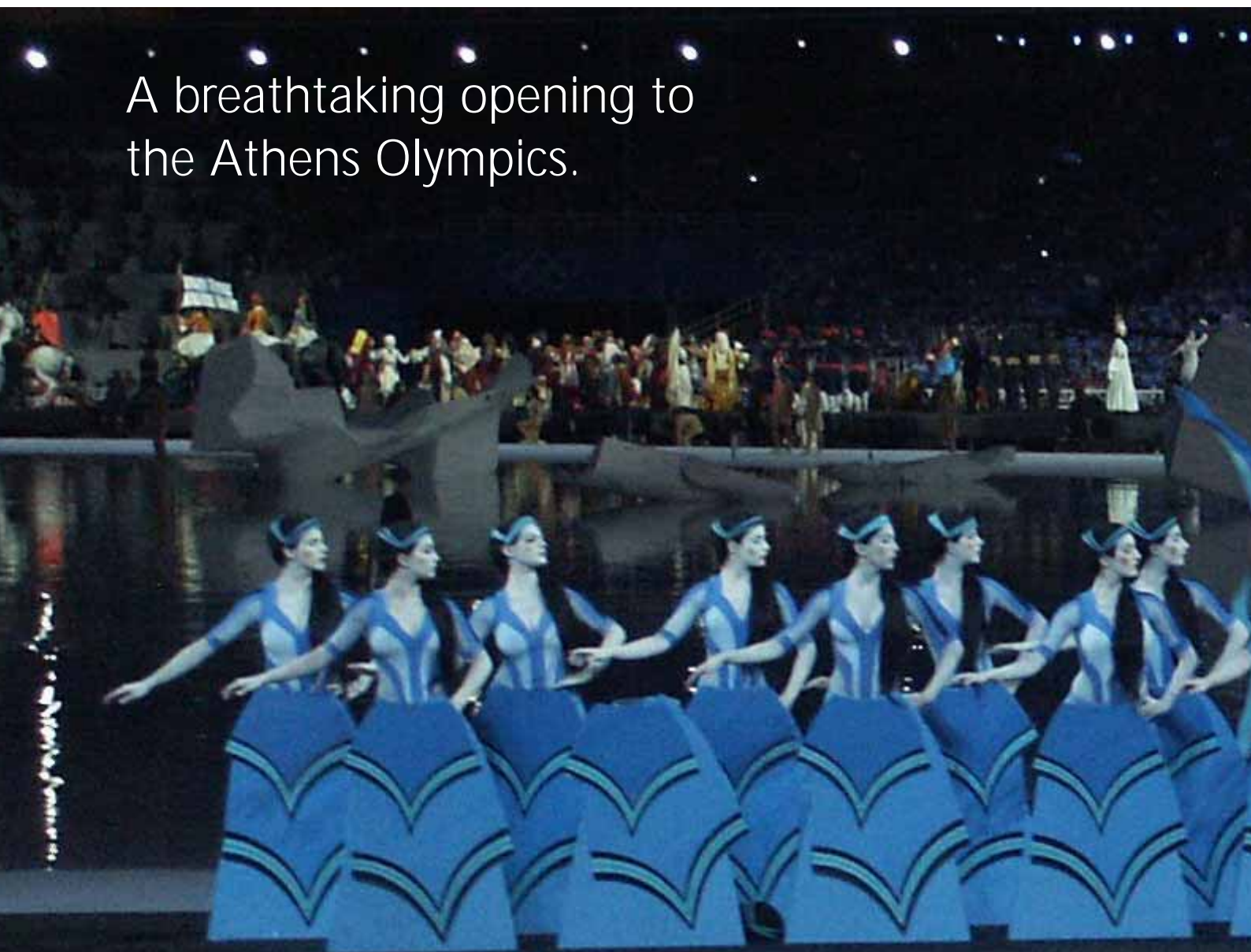


SPORT

Off to a flying

Patrick Jaquin
Head of Communications Service, EBU

A breathtaking opening to
the Athens Olympics.



The Mycenaean era of the pageant

g start!

Welcoming athletes from 202 countries and 4 billion viewers, Jacques Rogge, the president of the IOC, called for tolerance and brotherhood before a breathtaking opening ceremony lasting almost three hours, featuring a magical mix of water, fire, space, mythology, and history.





The Olympic flame is lit



Arne Wessberg and Jean Réveillon visiting the AOB, received by the director-general, Manolo Romero (left), and his deputy, Yannis Exarchos (right).

The artistic director Dimitris Papaioannou and the choreographer Bryn Walters managed to manoeuvre enormous crowds and a highly sophisticated technical infrastructure without the spectators ever noticing even the slightest clumsiness, allowing for allegories featuring the centaur, kouros, and the history of the country including the Minoans, Thracians, Mycenaean, and the ancient and modern-day Greeks, in a pageant like a giant frieze moving round the stadium and across the TV screens of the world.

In the wings, just a few hundred metres from the stadium, the 180 staff working in the EBU Operations group, were busy ensuring that EBU Members were able to share this great TV moment with their viewers. A mission accomplished with brio.

Visits

On the morning of that same 13 August Arne Wessberg, the EBU president, and Jean Réveillon, the secretary general, visited the various crews working on site, together with the AOB (Athens Olympic Broadcasting) and its spectacular installations with more than 800 monitors, to quote just one example, before attending the daily meeting at which the broadcasters' operational staff find out the directives to be followed and at which they can point out any problems to be solved.





Meeting with Eurovision Sports Group Chairman Arthur Haechler from SSR SRG idée suisse

The Greek flag at the stadium



The Swiss delegation



*Generations of men are like the leaves [. . .]
one generation grows, another dies away.
(Homer, The Iliad 6.181-5)*

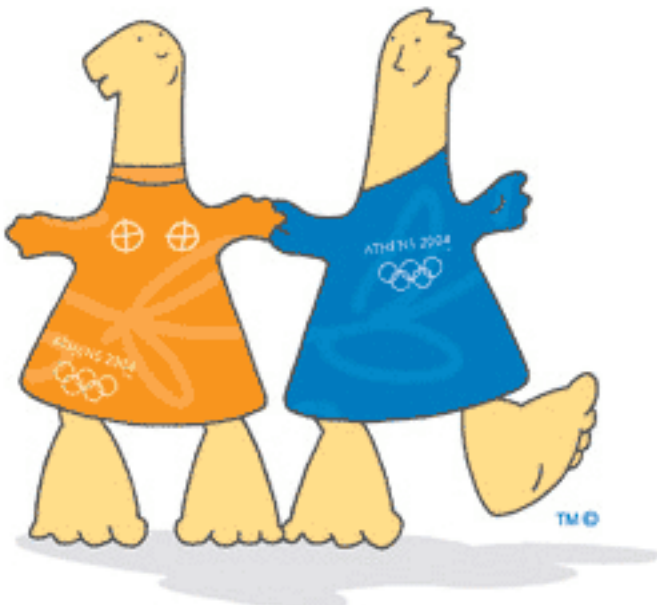


The emblem for the 2004 Olympics is a *kotinos*, an olive branch wound into a wreath, like that awarded to the victors of the Olympic Games of Antiquity. The olive tree is the sacred symbol of the city-state of Athens. The colours of the emblem, in a range of white and blue, recall the colours of the Greek countryside.

Phevos and Athena (brother and sister), the official mascots of the 28th Olympics, are modern representations of an Ancient Greek doll and draw their names from Phoebus – one of the names of Apollo – the god of light and music, and from Athena, the goddess of wisdom and patron of the city.

Phevos and Athena are a link between Ancient Greek history and the Olympic Games of modern times.

ATHENS 2004



Athenà Phèvos

The design of the Olympic torch is inspired by the shape of an olive leaf. The curves of the torch are an extension of the torchbearer's hand leading up towards the flame. The torch weighs 700g and is 68cm long.

On 13 August 2004, at the opening ceremony of the 28th Olympic Games, the torch will light up the Athens Olympic Stadium.



3,410 medals

1,130 gold medals, 1,130 silver medals, and 1,150 bronze medals were struck for the event. The main feature of the medals is the Greek character shown on both sides.

From now on all Olympic medals will reflect the Greek character of the Games regarding both their origin and their revival.

From 1928 and until the Salt Lake City Games, the goddess Nike was shown seated, holding an ear of corn in one hand and a wreath in the other. Now she is seen flying into the stadium to crown the best athlete. The stadium shown is the Panathinaikon where the Olympic Games were revived in 1896.

The obverse of the medal will include the sport in which the athlete won it. The reverse of the medal comprises three elements:

- The Olympic flame.
- The opening lines of Pindar's Eighth's Olympic Ode composed in 460BC to honour the victory of Alkimedon of Aegina in wrestling.
- The emblem of the Athens 2004 Olympic Games.

The medals were designed by Elena Votsi.



Mosaic

of activities

Patrick Jaquin

Head of Communications Service, EBU

Successful first ten days and a beehive backstage.

For the EBU the first ten days of the Olympics have been marked by the signing of the contract for the 2010 Games in Vancouver and the 2012 Games in a city that has yet to be chosen.

It was within the walls of the prestigious Olympic Club located at the heart of the sports facilities of the Athens Olympics that the signing of this significant contract was held. At the table sat Jacques Rogge, the IOC president, Thomas Bach, its vice-president, Arne Wessberg, the president of the EBU, and Jean Réveillon, the EBU secretary general. Opposite them was a particularly noticeable and interested guest: Juan Antonio Samaranch, the IOC's former president.

In the midst of the EBU members' film crews that were there to report on the event there were also many

representatives of the various sports federations at the invitation of the EBU.

This new contract covers all media rights for the 2010 and 2012 Olympics for the European broadcasting area. *"For a long time,"* said Arne Wessberg, *"EBU members have provided broad coverage of Olympic sports both in summer and winter Games. Our efforts reach their peak every four years, like here at the Games in Athens that we are covering as completely and as professionally as possible."*

Jean Réveillon felt that, *"this contract will enable us to promote the Olympic values before, during and after the Games. It also ensures that the event will have the largest possible audience and guarantees that the basic principle of free access to pictures of the Games is protected."*





Satisfactory 10 days

Fernando Pardo, who is in charge of the Operations Group for the Olympics, feels that these first ten days have been entirely satisfactory. The group has been working well together, which comes as no surprise to him, and production has not given rise to any difficulties despite a few minor problems here and there. There have been some breaks in radio transmission to France for which the EBU has not been responsible. They are caused by problems with the ISDN lines that are difficult to handle.

Nor were there any problems to report for the journalists in the stadiums, even though certain events such as swimming, athletics, or the basketball final are in great demand and the limited access for journalists gives rise to bottlenecks.

Other things, such as transport facilities for the journalists which was one of Fernando Pardo's major concerns, are functioning very well and accommodation, considering the difficulties in Athens, has not been criticized except for occasionally in some media villages.

"The atmosphere at the IBC, despite the usual bustling around, is pleasant yet I feel", adds Fernando Pardo, "that in town the public interest is rather weak, not at all what you'd expect in a city hosting the Olympics, although the Athenians are really very friendly."

"So, I'm not worried about anything going wrong between now and the end of the Games," concludes Fernando Pardo, "except for the fact that days are still only 24 hours long!"

Visits

The EBU president and secretary general took advantage of the geographical closeness of the members to pay them a visit or give interviews. Jean Réveillon accompanied by Stefan Kürten, the director of Eurovision-

Operations, went to visit various organizations: ARD had made a major effort in broadcasting these Games in digital format; NOS; RTR that, in the words of its operations chief, was achieving very good audience ratings for the live competitions; France Télévisions; not forgetting ASBU where Abdelhafigh Harguem, its director-general, introduced his crew that was covering 30 countries and whose broadcasting hours for the Games had increased from 6 hours a day in Barcelona to 34 hours in Athens with occasional peaks at 44 hours.

WBU

Previously Arne Wessberg, Jean Réveillon, Stefan Kürten, Marc Jörg and Fernando Pardo had attended a meeting in the Eurovision facilities with the Sports Committee of the World Broadcasting Unions that were represented in Athens along with representatives of NBC, CBC, and NHK. Discussions focused of course on the present Olympics and relations with the IOC, the Athens Organizing Committee and Athens Olympic Broadcasting, but the discussions also touched on longer-term project such as the upcoming Olympics in Turin and Beijing, the 2010 and 2012 contract, and relations with FIFA.



Abdelhafidh Harguem (ASBU) meets Jean Réveillon (EBU)



Meeting of the Sports Committee of the WBU



Jean Réveillon visits RTR . . .



... and NOS



Arne Wessberg (YLE)

Eurovision, a whole lot more

The Olympics had not yet been officially opened when ERT, the Greek national broadcaster, was hit by a major breakdown that cut the lines ERT had leased from the Greek telecom operator OTE.

In agreement with ERT, the next day Eurovision sent an operations support engineer from Geneva with 250kg of equipment and a laser beam.

Less than 48 hours later, and with the help of the crew that were already on site for the Olympics, a laser link carrying the three ERT signals was up and running.





EUROVISION 50

Turin



Patrick Jaquin

Head of Communications Service, EBU

The countdown has started.

With Athens 2004 barely over, Turin continues its preparations for the 10th winter Olympics in a series of intermediary stages*, in a bid to make its presence known to the world and as a warm-up for the organizing machinery.

The city wants to show that it is ready and is enthusiastically waiting for the 17-day period, starting on 10 February 2006, when 15 sports will be competing at Olympic level.

2006



* Rehearsals

From next winter onwards the site of the 2006 Olympic Games will host the qualifying competitions for the world cup, the European championships, as well as a number of international tournaments.

"The running-in of equipment, personnel, transport, logistics", said Marcello Pochettino, TOROC, "is indispensable if everything is to be ready on time for the Olympics."

Sports, athletes, etc.

15 sports: biathlon, bobsleigh, Nordic combined, curling, ice hockey, luge, figure-skating, speed-skating, short-track speed-skating, ski-jumping, skeleton, freestyle skiing, Alpine skiing, cross-country skiing, snowboarding.

2,550 athletes

246 medals

9,600 journalists and 1,400 technical operators

7 municipalities will host the competitions: Turin, Bardonecchia, Cesana, Pinerolo, Pragelato, Sauze d'Oulx and Sestriere.

Media

For the second time in the history of the modern Olympics, the main press centre and the IBC (International Broadcast Centre) will be housed in the same premises. They will be sharing commercial and restaurant facilities while maintaining separate organizations and staff. They will both be located at the Lingotto Fiere exhibition centre, www.lingottofiere.it.

This location has the advantage of being very close to the city's Olympic sites. The TOROC, the local organizing committee, has also reserved the right to book the congress centre next to the Lingotto which offers services and equipment that are quite satisfactory to meet media needs during the Games.

The Lingotto Fiere exhibition centre is an imposing five-storey building, 507m long. Built between 1917 and 1929, it was the first 'vertical' car factory and, at the beginning of the last century, it was the largest and most modern in Europe.

In total, the main media centre covers more than 50,000m². The three floors of visitors gallery will serve as the main entrance with the commercial and restaurant facilities and the reception.

An open-air car park is provided outside behind Lingotto within walking distance from the main entrance to the media centre. It provides about 900 spaces reserved for press and broadcasting media.



Lingotto Fiere exhibition centre





TOBO

The Torino Olympic Broadcasting Organization has been set up in accordance with instructions from the IOC. This subdivision of the TOROC is responsible for broadcast production and transmission of the Games; setting up and organizing the IBC; coordinating and supplying systems and services for rightsholders, both at competition sites and the IBC. Its role is also to inform the TOROC of the needs of rightsholding broadcasters and to maintain archives of all productions.

The group

As for previous editions of the Olympics, the EBU Operations Group will be coordinating all members' broadcasting needs for the Turin Olympics in 2006. The group will be about 80 strong, including some staff employed locally.

During the planning stages the group will coordinate bookings from members and answer all their questions about preparations for these winter Olympics.

The EBU will be broadcasting live coverage of all sports from Turin throughout Europe. At the Salt Lake City Games in 2002 the EBU broadcast 528 hours of unilateral transmissions per day, i.e. a total of 8,448 hours over the duration of the Games and 35 hours of multilateral transmissions per day, i.e. a total of 560 hours over the duration of the Games. The group handled and

compiled 35 hours of coverage every day and transmitted them to Europe via 38 digital channels on eight satellites. The team provided logistics services for more than 2,000 people working for EBU members on site.

After the Games in 2002 Arne Wessberg stated, "Here in Salt Lake City we have provided more hours of coverage than any other operator. What's more, we invest more money in the event than all other broadcasters put together."

Media villages

The 10,000 media representatives will be housed in seven villages located around the city and in hotels in the mountains. All villages will offer a level of service equivalent to a three-star bed & breakfast, in accordance with the wishes of the IOC. The rooms will all be equipped with a telephone line and most (80%) will be single rooms; the rest are doubles. Common rooms for working, eating, and leisure will be available within these facilities.

The media villages will be up and running from 27 January and accommodation applications will be accepted for a minimum stay of 17 days. Riberi village will be in operation from October 2005 for the press agencies and technical staff that need to arrive early to prepare for the event.



Logo

The towering silhouette of the Mole Antonelliana soars towards the sky, transformed into a mountain made of crystals of ice. A modern, dynamic, innovative emblem in which the crystals of ice merge to form a network symbolizing the closely woven web of new technologies and the eternal Olympic spirit of the brotherhood of nations.

It is a surprisingly versatile logo, an emblem that constantly transforms and changes, open to new interpretations. It is characterized by immediately recognizable elements: first and foremost the city of Turin, girdled by its ring of mountains; the winter, the colours of the snow and ice projected towards the blue of the sky.



La Mole Antonelliana

This peculiar building, which can be considered a symbol of the city, is one of the highest works of masonry in Europe standing at 167.5m. Alessandro Antonelli was awarded the commission in 1863 by the Hebrew community, and it was finally bought by the Town Administration in 1878.

The original project by Antonelli combined his neoclassical culture with the local baroque tradition, pushing the physical structure to its limits by the use of iron chains.




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Olympic flame:

Stefan Kürten, director of Eurovision-Operations, torchbearer in Lausanne

Stefan Kürten had the honour of participating in a leg of the international Olympic torch relay yesterday in Lausanne, the Olympic capital.

The flame had come from Amsterdam and is in Paris today. The Olympic torch relay is a prelude to the Athens Olympic Games, from 13 to 29 August 2004, where over 10,000 athletes from 200 countries will be participating.

This year's relay is the first to cover the globe, encircling all five continents each representing one of the Olympic circles: Oceania, Asia, Africa, the Americas and Europe. A symbol of unity between athletes from all nations, the flame also carries the message of noble sporting achievements and world peace.



Passing on the flame

A relaxed running style

Technical facilities being set up

The technical facilities for the Athens Olympic Games transmissions are being installed. Satellite transmissions will once again be heavily relied upon.

The Teleport of the IBC in Athens will comprise eight EBU satellite dishes, one of which is a back-up for any of the other seven.

Apart from the W3A and NSS7 permanent network satellites, the EBU will also occasionally be using capacity on AtlanticBird3 and E Bird, given the high demand for exclusive connections (which number 28 in total).

Each satellite dish, mounted on a steel base, has a diameter of 4.5m.



Satellite dishes on site

The Operations Group is ready

Since the early days of television broadcasting, the EBU set up the Operations Group to assist EBU members in coordinating all the logistical and technical aspects of their operations.

The development of the Operations Group has followed the technological advances from the initial monochrome television to today's digital technologies. Given the speed with which the industry has developed, this has been no easy task.

The backbone of the present-day Operations Group is its permanent team, with additional staff seconded

from various EBU members that work many long and tiring hours and without whom the Operations Group would not exist. Some EBU 'veterans' may still recall the names of Horst Seifert, Hugo Marty, Bob Noakes, Luigi Baroni, not to mention the unforgettable Jarle Hoeyaeter and Manolo Romero.

"As sporting events increase each year and with more demands from all quarters, it is our goal to adapt and grow in order to provide our members with the best service possible and to stay ahead of the game. Thanks to new technologies, the cooperation of the Geneva Permanent Services as

well as the continuing support of our members, we are proud to say that all operations are running on schedule," explained Fernando Pardo.

The headquarters of the Sports Operations Group have been located in several cities around the world, and are currently based in Madrid, Spain, but with off-shoots in other countries such as Norway and Switzerland. The Sports Operations Group consists of 10 employees of which six are full time:

- **Fernando Pardo** – Head of EBU Sports Operations
- **Javier Polo** – Head of Engineering & Booking
- **Odd Kaldefoss** – Head of Programmes
- **Mauro Tacchella** – Head of Administration & Finances
- **Michael Hollebon** – Engineering Manager
- **Sonia Sancho** – Booking Manager
- **Giles Kennedy** – Logistics Manager
- **Sonia Lopez** – Booking Officer
- **Helene Amlie** – Assistant Head of Programmes
- **Mar Gomez** – Assistant to the Head of Operations

For Athens, the Group has been reinforced and now counts 180 people.



From top to bottom: people rush to book; the Master Control Room and behind the scenes of the Master Control Room; the Editing room and the 'boss' Fernando Pardo

The final countdown has started



From left to right, top to bottom: multilaterals; unilaterals; the Switching Room and the Editing Room

In the last few hours before the start of the Olympic Games, the EBU Operations centre is making its final technical checks.

These last tests, whether they are carried out in the Master Control Room, Switching Control, the uni- and multi-laterals (see photos), will ensure that both the members and viewers are offered a faultless product.

Last night a 20-minute breakdown, unconnected with EBU Operations, affected the Greece–Korea football match that was watched by Greek viewers. The cause of the breakdown: a technician had flipped the wrong switch. He has since resigned! This incident made headline news and though everybody remains optimistic that the operation will run smoothly,

the incident has been taken very seriously and apparently measures have been taken to make sure this type of error does not happen again.

For the EBU, the big event at the end of today, along with the temperature that has hit the 35°C mark, is the relay of the Olympic Torch. EBU President Arne Wessberg has the much sought after honour of running 300m in Athens, cradle of the Olympics.

Olympic flame: Arne Wessberg, torchbearer in Athens

As the opening ceremony approaches, security measures are virtually emptying Athens, but yesterday Arne Wessberg ran in the torch relay, bearing the Olympic flame in an atmosphere that was jubilant, among Athenians visibly happy to see the Olympic Games returning to the cradle.

After running a highly symbolic 300 metres, the EBU president spent a long time posing with families who wanted to capture this moment in time. Moreover, Arne Wessberg was keen to hang on to his torch!



Arne Wessberg before and after the relay

TV Asahi visits EBU Operations

A delegation from TV Asahi, led by the chairman, Michisada Hirose, spent part of the morning on site in Athens with EBU Operations.

Fernando Pardo and Odd Kaldefoss explained the role of the Operations Group and replied to several questions from our Japanese

counterparts who showed great interest in our work.



From left to right: Odd Kaldefoss, head of Olympic programmes, EBU Operations; Michisada Hirose, chairman, TV Asahi; Fernando Pardo, head of Operations Group

The EBU meets with Sister Unions

Jean Réveillon, secretary general of the EBU, met for an informal drink today with fellow chief executives from the OTI and ASBU. Earlier, Jean Réveillon had also met with David Astley (ABU) and Andrew Onalenna Sesinyi (URTNA).

The Olympic Games will also provide the opportunity for a working session to be held between the Sister Unions this Saturday.

Jean Réveillon also welcomed the president-director general of the ERT and the president of SRG SSR idée suisse to the EBU lounge.



From left to right: Jean Réveillon, Fernando Pardo, Amaury Dumas (OTI), Abdelhahfid Harguem ('ASBU), Marité Stock, Miguel Diez (OTI) and Jean Stock



1) Angelos Stangos, president-director general of ERT, and Jean Réveillon

2) Jean-Bernard Münch, president of SRG SSR idée suisse, and Jean Réveillon

Technical information: 10 satellite dishes and 4 satellites

Eight 4.5m-high transmission satellites dishes and two 2.4m-high receiving dishes located in the heart of IBC's teleport area, a few hundred metres away from the Olympic Stadium, provides members with images of the Olympics via four network satellites.

Twenty-four hours a day, this equipment provides the possibility of simultaneously organizing 5 multilaterals, 2 unilaterals and 27 services for 23 members.

By the evening of 18 August, 830 out of the 2,112 transmissions that are

planned for the coverage of the Games will already have been made. In addition to this, 108 optic fibres link the IBC to the teleport.

Transmissions started on 6 August and will finish on 30 August.



Olympics: Video content over Internet and mobiles

On top of more than 12,000 hours of TV coverage scheduled across the Eurovision territories, EBU members are making additional content available to sports fans around Europe providing both live and deferred moving images of the Games over both broadband Internet and mobile platforms.

Press release

Geneva, 18 August 2004:
The European Broadcasting Union (EBU) is announcing a number of initiatives aimed at providing additional content access to sports fans around Europe. On top of more than 12,000 hours of TV coverage scheduled across the Eurovision territories, broadcasters are providing both live and deferred moving images of the Games over both broadband Internet and mobile platforms.

For the first time ever, and to complement comprehensive TV footage, European Internet users with broadband connections have widely available access to both live and on-demand video footage of the Olympic Games.

Pan-European broadband Internet users are able to watch at a time of their choosing, a selection of live and highlight packages freely available on a number of broadcasters' web sites.

Broadcasters showing broadband content will include ARD and ZDF (Germany); DR (Denmark); DRS, TSR and TSI (Switzerland); ERT (Greece); SVT (Sweden), BBC (United Kingdom), NPB (Netherlands) NRK (Norway) and CanalPlus (France). Four days into the Games and broadband Internet users in over 30 European countries have experienced moving image services.

To ensure that the IOC-acquired rights are adhered to, the EBU is using the latest geo-location and Digital Rights Management (DRM) technologies to ensure that European Internet users have access to a full range of both on-demand and live new media services.

Following wide-ranging sublicensing and cooperation agreements with European mobile operators, for the first time, European mobile subscribers can complement their TV viewing by accessing moving image clips over their mobiles. In addition to broadcasters' WAP sites, a number of European mobile operators are offering moving image content packages in Slovenia, the United Kingdom, Slovakia, Poland, Switzerland, Spain and Italy. Moving image Olympic content is also available over the latest generation 3G networks, notably in Denmark, Sweden and Greece.

With these initiatives the EBU is demonstrating its ability to provide state-of-the-art services to the widest possible audience, complementing extensive TV coverage together with access over new media platforms.

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The Eurovision centre has the best view of Athens and all it has to offer

Eurovision is pleased to offer broadcasters a full range of production and transmission services during the 2004 Summer Olympic Games in Athens, Greece, from 13 to 29 August 2004.

In addition to the Eurovision production and broadcast services to rightsholders through its set-up at the International Broadcast Center (IBC), Eurovision News Operations has transmission and production services for both rightsholders and non-rightsholders outside of the IBC.

A Eurovision News and Network production centre has been established in central Athens, using the legendary site of the city as a background for live programme inserts. The stand-up positions offer views of the Acropolis, the Temple of Zeus and Lycabettus Hill.

The feedpoint is able to handle tape feeds in all the usual tape formats, both in PAL and NTSC. The feedpoint is permanently linked to the global Eurovision network and offers the same high quality service as the other Eurovision services from Athens for this event.

Eurovision News Operations offers the following facilities from the city centre:

- Beta IMX/SP/SX and DVC-Pro tape playouts
- Stand-up with views of Acropolis, Temple of Zeus, Lycabettus Hill
- Remote digital HF live standup from various locations of your choice
- Edit packs for Beta SP/SX editing
- Access to EVN / EVS according to restrictions



The centre's manager, Marc Stanislas



List of personalities who came to be interviewed at the Eurovision News feedpoint:

- Greek Prime Minister, Mr Konstantinos Karamanlis
- Greek Finance Minister, Mr Alogoskoufis
- Mayor of Athens, Mrs Dora Bakogianni
- French Foreign Minister, Mr Michel Barnier
- Canadian Sports Minister
- IOC Vice-President, Mrs Lindberg
- CEO Visa
- CEO Roots
- President of the French Athletic Federation
- President of the African Athletic Federation
- Several Olympic medallists

To date 223 live broadcasts have been planned during the Games.



Behind the scenes: the studio; relaxed RTVE journalist in front of the camera; on camera

Contract for 2010 and 2012 Olympic Games



Sitting, left to right: Jean Réveillon, Jacques Rogge, Arne Wessberg and Thomas Bach

The EBU signed the contract for the 2010 and 2012 Olympic Games on Saturday 21 August 2004 during a ceremony which brought together Jacques Rogge, president of the IOC, Thomas Bach, vice-president, Arne Wessberg, EBU president and Jean Réveillon, secretary general.

The contract covers all of the media rights for both Games.

Press release

Geneva, Athens, 23 August 2004. The European Broadcasting Union (Eurovision) has signed a contract on 21 August for coverage of the Olympic Games in 2010 and 2012 in the European broadcasting area (with the exception of Italy, for which separate negotiations will be held).

The official signing by Jacques Rogge, the IOC president, Thomas Bach, the IOC vice-president, Arne Wessberg, the EBU president, and Jean Réveillon, the EBU secretary general, was held at the prestigious Olympic Club located at the heart of the Olympics facilities in Athens.

Arne Wessberg declared: "For a long time EBU members have been offering broad coverage of the Olympic sports, year after year both in summer and winter. Our efforts reach their peak every four years when the Olympic Games are presented as completely and as professionally as possible."

Jean Réveillon stated that Eurovision had been the IOC choice because "This contract with the EBU enables the IOC to ensure that the Olympic values will be promoted before, during and after the Games. It also ensures that the event will have the largest possible audience and guarantees that the fundamental principle of free-to-air access to coverage of the Games is protected."

The rights acquired under this contract provide the most complete coverage of the Olympic Games, whether on free-to-air television or on any other platform, such as the Internet and mobile telephony, for EBU member organizations and other broadcasters holding a sublicense.

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Solidarity: Eurovision to the rescue



In the hours preceding the official opening of the Athens Olympic Games, the Greek national television broadcaster (ERT), suffered a major breakdown in transmission which interrupted the liaisons between ERT and Greek Telecoms (OTE).

ERT then contacted Eurovision which agreed to set up an alternative solution using a completely different route.

The day after this agreement was made, an engineer from the Eurovision Support Services arrived in Athens with 250kg worth of luggage, including a laser beam.

Less than 48 hours later and thanks to the support of the Eurovision team that was already on site for the Games, a laser link carrying ERT's three programmes was already in place. Mission accomplished! Eurovision had been able to respond with success to a cry for help from one of its members.

Eurovision Operations' Support & Logistics have two analogue laser sets, one of which is capable of carrying three programmes in one direction and then another over 4km as well as a bidirectional SDI unit with a range of 2km.

World Broadcasting Unions meet in Athens

In the framework of a sports committee meeting, representatives from the Sister Unions along with delegates from NBC, CBC and NHK met on Eurovision premises at the IBC in Athens.

On the agenda: the Olympic Games and a review of current relations with the IOC, the Athens Organizing Committee and Athens Olympic Broadcasting. This was followed by discussions covering the Turin and Beijing Games, the 2010 and 2012 contract, and dealings with FIFA.



The WBU meeting in full swing at the IBC in Athens

The Radio Department in Athens



Javier Tola hard at work and later at the meeting with Radio Sports Group representatives Per Josefén, Rob Hastie and Henrik Brandt

Javier Tola is in Athens to take stock of how the XXVIII Olympiad is going for EBU Radio members.

He used the opportunity to meet with members of the EBU Radio Sports Programme Group present at the Olympic Games: Per Josefén, chairman of the group (SR), Rob Hastie (BBC) and Henrik Brandt (DR).

The agenda for the Sports Group meeting in Geneva next October was also finalized.

ERT – Record audience levels

Thanks to the Olympic Games, the month of August is no longer a dead month for ERT, the Greek public service broadcaster, but, moreover, audience figures have reached record levels.

On ERT 1, the coverage of the opening ceremony attracted 13.2% of the Greek population, (40.5% audience share), while NET 2 had an audience rating of 12.7% (38.9% audience share).

An instant poll showed that a total of 2,431,000 viewers had tuned in to watch the ceremony on the three channels, ERT 1, ERT 2 and ERT 3. A re-broadcast of the ceremony, from 23.35 until 01.50, drew 617,000 viewers.

Audience peaks take place when a Greek athlete or team take part in a competition: diving (1 million viewers), weight-lifting, basket-ball, etc.

Sources: Kathimerini, Agence AGB



Ever increasing number of journalists and viewers

The number of broadcasts of the Olympic Games this year is beating all records. Compared to the Sydney Games, German television has multiplied its coverage of the Athens Games by 3.5 times and French coverage has increased by 42%.

The total number of viewers is also on the increase: 2.5 billion for Los Angeles, 3.5 billion for Barcelona and 4 billion for Atlanta. In the USA, the Athens opening ceremony attracted 2% more viewers than had been the case for the Sydney Games. Audience figures of the opening ceremony on BBC1 also showed an increase of 9.5 million in comparison to the Sydney ceremony. The IOC has put forward the figure of a total of 3.9 billion TV viewers.

Today, we are a world away from the 500 journalists who covered the 1912 Stockholm Games, or the first televised broadcasts in Berlin in 1936 (when the images were transmitted from a Zeppelin), or the local BBC coverage of the 1948 Games.

In 1960 the Games in Rome were broadcast in 21 countries. In Tokyo, the Games were broadcast for the first time via satellite, and the Sydney Games were viewed in 220 different countries.



Medals

During these Games, EBU member countries have won a total of 483 medals!



143 gold



155 silver



185 bronze

Russia is in the lead, followed by Germany and France.

Pins

A 'sports event' that did not appear on the Olympic schedule but nevertheless attracted many amateurs was the exchange of pins, which spread like wildfire throughout the Olympic venues.

This 'sport' inspired young and old, from all walks of life, to be the owner of the ribbon with the most pins on it.



The winners sport olive tree wreaths

A wreath made of olive tree branches has become the symbol of the Athens Olympic Games. By the end of the Games, volunteers will have made 5,513 wreaths. The branches come from Crete and are offered by a sponsor. The wreath is a reminder of the old Olympiad tradition: over 2,500 years ago the winners were rewarded only with a crown of olive branches, taken near the temple of Zeus.

At the beginning of the Games, all manners of carrying the wreath could be seen: sometimes resting on athletes' heads, at other times pushed further onto their foreheads or even around their necks . . . Now in the second week the winners seem to have understood where it should be placed.

What's more, as the head of Romanian gymnast Nicolette Daniela Sofronie was so small the wreath didn't stay on but came to rest on her shoulders.

Florists receive many calls from athletes who want to know how to preserve their wreaths. Nevertheless, for good measure the Australians will irradiate all incoming wreaths to make sure that all bacteria and viruses have been destroyed...along with some of that Olympic magic.



A first – An EBU lounge at the Olympic Games

This was the first time that the EBU opened a small EUROVISION lounge during the Olympic Games.



This area provided guests with a moment of calm from the frenzy of the International Broadcasting Center, somewhere to hold meetings (in particular with sports federations) and a space that could also be used as a TV studio, as was the case here for TSR's Philippe Ducarroz and his sports magazine.

Closing ceremony

The closing ceremony will take place under a full moon and, according to Dimitris Papaioannou, the artistic director of the opening and closing ceremonies of the 2004 Olympic Games, it will be completely different to the opening ceremony. "It will be a warm and human celebration. It will be like an invitation to eat, drink and dance and sing with us, the Greek way. It will feature a colourful mosaic, compiled of pieces of Greek celebrations gathered from all regions of Greece featuring a fast edit of a constant flow, like rivers of energy, of 2,100 volunteers."

A field of wheat

The ceremony will include 100 *koudounatoi*, a Greek custom that has

its origin in the Bacchic rituals, as well as 60 Pontos dancers, one of the most powerful Greek dances. It will take place on a stage transformed into a field of 45,000 stalks of golden wheat.

After the last medal ceremony for the men's marathon, the flags of all delegations and all the athletes without any distinction of nationality will enter the stadium.

For eight minutes, a cultural show staged by Chinese artists will provide a taste of what can be expected in Beijing in 2008.

Eight volunteers will lower the Olympic flag, after which the flame will be put out. Afterwards, seven

well-known Greek singers will invite the world to dance.



A clear technical round!



At the end of the Paralympic Games only two or three days will be needed to dismantle the master control room and its 200km of cable, which had taken a crew of 5 a month to set up. Four or five lorries will carry all the equipment, including 1,000 TV screens, to the depot and logistics base of the Operations Group in Madrid.

The master control room and its staff of eight worked 24 hours a day during the Games: they received 40 channels from *Athens Olympic Broadcasting* which were then retransmitted to EBU members. Fourteen members carried all of the signals whereas the rest picked a selection.

For Michael Hollebon, head of engineering, the operation was not only a success but also a first: *"For the first time we were completely 'digital', which was not the case for Sydney and Salt Lake. We were ready nearly two weeks before the start of the Games. Our only real worry was how to manage our time and process the numerous requests that were constantly made. In the end, we found that we had planned very well and that everything went perfectly."*



Michael Hollebon

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Euro 2004 – A few figures



With a budget of €20 million, EBS (Euro Broadcast Services) is responsible for the transmission of all 31 matches. EBS was created jointly by RTP and RDP.

The television rights for the tournament represent an income of €560 million for UEFA (€500 million for Europe).

ARD and ZDF have rented 1,600 square metres of flats and offices at IBC alongside the BBC, RAI and TVE. France 2 and France 3 have more modest lodgings but have their own back-drop in each stadium.

A cumulative audience of 8 billion viewers is forecast, rising to 10 billion viewers with the final on 4 July, which will be broadcast and commented live by 1,100 radio and television journalists.

For the first-round matches there are 20 cameras, with an additional four for slow-motion shots. All matches are being broadcast and are available in high-definition format.



Press release

EBU – UEFA EURO 2004™ Television Audiences

Geneva/Lisbon, 30 June 2004:
To date, the 2004 UEFA European Football Championships (UEFA EURO 2004™) has attracted outstanding audience ratings across the major European TV markets. In an environment in which competition for viewers is at its peak, Europe's premier national team competition has been a true success for EBU broadcasters (EUROVISION) and football fans.

This year's UEFA EURO 2004™ has produced higher ratings in general than for the group stages of UEFA EURO 2000™, with a number of markets achieving significant growth on previous viewing levels for both their own team's matches and other matches not featuring the national team.

Some highlights:

France

TF1's coverage of France's victory over Switzerland in the final group stage match attracted the highest audience of the tournament in France, with 15.3 million viewers. This compares to the 21 million viewers who watched France win in 2000.

France Television's France 3 produced a record audience for its coverage of France vs. Greece, with 14.7 million viewers.

Germany

Despite Germany's dropping out at the group stage, audience figures on ARD and ZDF were excellent, with the match against the Czech Republic drawing the highest with 24.1 million viewers. This eclipses the best figures from UEFA EURO 2000™ by a significant margin – Germany vs. England in

the group stage was watched by 17.3 million people, while the final (Italy vs. France) achieved the highest with 18 million viewers.

UEFA EURO 2004™ also saw ARD and ZDF go head to head for the first time as they broadcast the final round of group stage matches simultaneously. A combined average audience of 17 million viewers tuned in to both channels on each night (four nights of matches), an average market share of 53%.

England

England's exit on penalties to Portugal in the quarter-finals was watched by 20.7 million viewers on BBC1 in the United Kingdom. This peaked at 24.8 million viewers as the penalty shoot-out reached its climax. The match audience is significantly greater than the top audience in 2000 of 16.9 million that was produced by the combined coverage of England vs. Germany on BBC1 and ITV1.

Italy

Although the Italian team failed to progress from the group stage, excellent audiences were generated by UEFA EURO 2004™ coverage on RAI. The final group match to decide qualification against Bulgaria was watched by an outstanding audience of 21.4 million viewers on RAI 1, higher than the 21.3 million that watched Italy's loss to France in the Final of UEFA EURO 2000™.

The Netherlands

NOS has produced consistently high audiences in UEFA EURO 2004™, with Netherlands matches all exceeding 7 million viewers. The crucial group stage qualification game against Latvia attracted the highest audience figures, with 7.6 million viewers.

Spain

Spanish coverage of the group stages generated excellent ratings in UEFA EURO 2004™, particularly for the Iberian derby and crucial group stage qualification match against Portugal, for which more than 10.2 million viewers tuned into TVE1. This is almost 1 million more than watched Spain's quarter-final defeat to France in UEFA EURO 2000™. Audiences for Spain's matches accounted for an average of 63% of those watching television at those times.

Portugal – the host nation

Portugal's quarter-final against England was watched by 3.6 million viewers on RTP1, attracting a market share of 83.4%. This is significantly higher than for Portugal's semi-final match against France in UEFA EURO 2000™ – 76.7%. It should be noted that this does not include the millions of out-of-home viewers who have been celebrating Portugal progress through the tournament in bars and other public places. On the eve of the UEFA EURO 2004™ semi-finals, the television audiences for the EBU broadcasters have been a resounding success. As an umbrella body for European public broadcasters, the EBU has once again provided European viewers and football fans free live access to the 31 matches of UEFA EURO 2004™ and a wide range of additional programming. Tonight Portugal plays the Netherlands in the first semi-final leading up to the Final on 4 July and presumably we should yet again see high ratings throughout the EBU territories.

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Biathlon

Tom Klein

Managing Editor, ZDF.newmedia

The International Biathlon Union (IBU) and the EBU have created a highly technical and user-friendly site.

www.biathlonworld.com is the leading Internet portal to the world of biathlon. This success, which is based on an already three-year-old partnership, is a source of pride for the IBU, the EBU and ZDF.newmedia. During these three years the partners have established a strong relationship, based on trust, thus establishing biathlon as an outstanding winter sport brand in the new media sector.

This one of a kind collaboration between the IBU and the EBU clearly stands out. Together, they are developing www.biathlonworld.com, providing it with first-rate content and applications. The potential that both sides are capable of generating are fully assimilated in the partnership: the resources of EBU partner ZDF.newmedia as a net-broadcaster, as well as the competence of the IBU-infrastructure, IBU-databases and IBU-information structures are fully utilized.

The EBU's production partner ZDF.newmedia focuses on the winter competitions of the Biathlon World Cup and the Senior World Championships. The IBU provides the information input for all other events throughout the year. The EBU, through the Manager for Winter Sports, coordinates and administrates the contractual and financial sides of the cooperation between all the parties involved (EBU Members, ZDF New Media and the IBU).

The common goal: to offer Internet users worldwide a means to reproduce and re-experience top events from all over the world, and to tell the stories behind the stories.

Innovation

On their shared website the IBU, the EBU and ZDF.newmedia feature a high-profile and innovative online mix of text- and multimedia-coverage.

The offer is supplemented with forums, a chat area and the biathlon game. Apart from the central page, where reports, comments, interviews and information are available in great detail and at great length, there is also a 'microsite' for the 'moderately' interested user, which provides the most important news, results, statistics and highlights of the Biathlon World Cup events and the World Championships. And once the curiosity of that user is awakened, just one click takes him or her back to the central page where not only die-hard fans are getting their money's worth. Journalists and national associations also profit from the quick and easy access to the information and communication system of the IBU.

Microsites

The biathlon microsites are international 'daughters of the mother'. For the EBU and ZDF.newmedia, the first goal within the scope of the common project was to create a structure that would enable the participating EBU broadcasters ZDF (Germany), NRK (Norway) and YLE (Finland) to be supplied through a central source with partly similar and partly dissimilar (tailor-made) journalistic content and result data. In addition, each of the affiliated broadcast stations was to be provided

"Online"

www.biathlonworld.com

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Welcome to the World of Biathlon
a cooperation between International Biathlon Union and EBU

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NEWS
News Register

TOPNEWS
22.11.2003, Salzburg
Editor: Ivor LEHOTAN, IBU
COUNTDOWN 12 DAYS TO THE SEASON LAUNCH
Who is your favorite athlete for the next overall champion of the 2003/04 World Cup Season and why?
UBALDO PRUCKER, IBU Vice-President
Development/Vice-President Sport

FEDERATIONS
22.11.2003, Issy Les Moulineaux-FRA
Editor: Christophe WYRZYKOWSKI
FRENCH TEAM IN BEITOSTOLEN
Both of the french teams (women and men) choosed the norwegian center of Beitostolen as a place of training camp wich started 6 of november till 21 of november.

TOPNEWS
20.11.2003, Salzburg
Editor: Ivor LEHOTAN, IBU
COUNTDOWN 14 DAYS TO THE SEASON LAUNCH
Which athletes do you think will be the next winner of the Total Score in the coming 2003 / 2004 season and why?

FEDERATIONS
09.11.2003, Levi-FIN
Editor: Marko LAAKSONEN

IBU IN GENERAL
Salzburg - AUT
10 Years International Biathlon Union
A review of ten years of work for the Biathlon Sport

NATIONAL BROADCASTER INPUT
ARD - GER
ZDF - GER
NRK - NOR
YLE - FIN

FORUM
CHAT
GAMES
MULTIMEDIA-PANEL

hp invent
VW SPORT FÖRDERUNG
BIATHLON WM OBERHOF 2004 THÜRINGEN

zdf.newmedia

Internet



with the possibility to independently include and publish station-specific content and identifiers. As a standard, ZDF.newmedia releases the microsites and their content either in German or in English.

The 'daughter sites' not only contain an up-to-date news ticker, the top-ten rankings, athlete portraits and result lists, but also exclusive picture galleries from all of the races as well as constantly available broadband video abstracts of the World Cup events, produced especially for the microsites and available only on the microsites – anywhere and at any time, as long as there is an Internet connection. Those who don't want to wait can get the results live, on their office or home monitor and can

directly follow the races – this is pure biathlon excitement, tailor-made for the screen.

Biathlon community

"One sport, one world, one family!" In the virtual biathlon community there are now more than 1,000 registered members communicating with each other on a regular basis, even in the low season. There are fans from the USA to Russia, from Israel to Sweden, wanting to exchange their views on various biathlon-related topics and events.

Within the community there are two areas catering to the different requirements of communication and interaction of fans, athletes, the IBU

and the EBU. In the forums members can have slightly delayed conversations or debates in a quasi exchange of letters, or they can contact the forum moderators. However, in the chat-rooms the conversation takes place almost in real time. During the World Championships, top athletes, experts and TV commentators were on hand live, answering even personal questions with fun and dedication – a true highlight, exclusively at www.biathlonworld.com.

Online game

Skiing and shooting: for fans who don't want to exercise physically for years but nevertheless have surrendered to the fascination of biathlon, there is an interactive



Tom Klein, managing editor, ZDF New Media; Jan-Claudius Günther (grey T-Shirt), multimedia streaming, Iris Mucha (red jumper), assistant editor; Rita Krötz, online editor, German; and Jürgen Palme, online editor, English

biathlon game with great graphics and many realistic elements.

In the passages loaded with action, the computer athletes have to prove their aptness with the keyboard and their capacity of reaction. Moreover, the balance between the use of power on the cross-country track and the precision on the shooting range has to be taken into account. This holds true for the player as well as for the real athlete. A course profile gives information on the remaining distance to the next shooting exercise and to the finish, in addition to the differences in elevation, which are also readable. The permanent depiction of the physiological values of the athletes (heart rate, strength)

provides further data concerning the remaining energy resources.

As a special incentive, players can form relay teams together with a partner. But whether or not the competition is entered alone or in pairs, the goal is always to record the best time in order to take the lead in the virtual biathlon world rankings.

International interest

Constantly growing numbers of hits, the many positive reactions of users and the growing international interest confirm the effort of the affiliates. The positive development, in a time in which the worldwide Internet hype is a thing of the past and only products of high quality and sustainability are

able to prevail, encourages the www.biathlonworld.com partners to keep following the path that has been struck in order to further expand the attractive products. The spot on top of the winner's podium needs to be defended. It can only be done by mutual effort.

EBU.CH :: EBU News Archives (2004) - Microsoft Internet Explorer

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Union Européenne de Radio-Télévision
European Broadcasting Union

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SPORTEAsia

SPORTEAsia will take place in Hong Kong from 14 to 16 March 2005.

“Hong Kong has long been one of the world’s premier destinations for both international business and pleasure travel and has lots to offer our participants,” said David Tomatis, executive vice-president of SPORTE.

“We certainly expect our Hong Kong location to attract many companies from the growing Asian region...”

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Reminder: SPORTEMonaco 2004, Grimaldi Forum, Monaco

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Australia

- Australian Broadcasting Corporation
- Free TV Australia
- Special Broadcasting Service Corporation

Bangladesh

- National Broadcasting Authority of Bangladesh

Barbados

- Caribbean Broadcasting Corporation

Canada

- Canadian Broadcasting Corporation

Chile

- Corporación de Televisión de la Universidad Católica de Chile (Canal 13)

Cuba

- Instituto Cubano de Radio y Televisión

Gambia

- Gambia Radio and Television Services

Georgia

- Georgian TV and Radio Broadcasting
- Telemedi
- Rustavi 2

Greenland

- Kalaallit Nunaata Radioa

Hong Kong

- Asia Television Ltd
- Radio Television Hong Kong
- Television Broadcasts Ltd

India

- All India Radio

Iran

- Islamic Republic of Iran Broadcasting

Japan

- Fuji Television Network Inc.
- National Association of Commercial Broadcasters in Japan
- Nippon Hoso Kyokai
- Nippon Television Network Corporation
- Tokyo Broadcasting System Inc.
- Tokyo FM Broadcasting Co. Ltd
- TV Asahi Corporation

Korea (Republic of)

- Korean Broadcasting System
- Munhwa Broadcasting Corporation

Malaysia

- Radio Television Malaysia

Mauritania

- Télévision de Mauritanie

Mauritius

- Mauritius Broadcasting Corporation

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- Nepal Television Corporation

New Zealand

- Radio New Zealand
- Television New Zealand Ltd

Oman

- Oman Directorate General of Radio and Television

Pakistan

- Pakistan Television Corporation

Senegal

- Radiodiffusion Sénégalaise

South Africa

- South African Broadcasting Corporation

Syria

- Organisme de la Radio-Télévision Arabe Syrienne

United Arab Emirates

- Emirates Media Inc.
- United Arab Emirates Radio and Television-Dubai

United States

- Capital Cities/American Broadcasting Companies Inc.
- CBS Inc.
- International Broadcasting Bureau
- Minnesota Public Radio
- National Broadcasting Company Inc.
- National Public Radio
- WFMT

Venezuela

- Radio Caracas Televisión/Radio Caracas Radio

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- Zimbabwe Broadcasting Corporation

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- France 5
- Israeli Educational Television
- JP "MRD"
- Middle East Broadcasting Centre Ltd
- Palestinian Broadcasting Corporation
- Retevisión
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- TV5

Produced by the Communications Service

Printed by the EBU Design: Philippe Juttens

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