



WINTER OLYMPICS

LIFESTYLE OF VANCOUVER



STATS shall deliver unrivaled multimedia coverage of the 2010 Olympic Games from Vancouver. In addition to more than 100 videos from The Associated Press, capturing both indoor and outdoor events, STATS shall provide an exclusive video experience from two-time Olympic medalist, Nancy Kerrigan.

Kerrigan shall be on location from the opening to closing ceremonies, detailing the atmosphere and experience throughout the Olympic village as well as the “Lifestyle of Vancouver.” Kerrigan also provides in-depth figure skating analysis utilizing her vast knowledge of the sport. Teaming with Nancy Kerrigan has enabled STATS to provide a significant content differentiator for clients looking to separate their Olympics coverage from the pack.

Lifestyle of Vancouver

- ❑ Kerrigan shall serve as an online host into the Olympic experience -- taking viewers along to witness the sights and sounds of Vancouver in featured video segments.
- ❑ Concepts shall cover a wide variety of topics, from “woman on the street” reporting to lighthearted interviews with athletes.

In-Depth Figure Skating Analysis

- ❑ Kerrigan shall produce an event day preview with complete analysis from the perspective of an experienced figure skater.
- ❑ A comprehensive recap of the complete figure skating competition following the medal ceremonies.

Nancy Kerrigan Experience

- ❑ Kerrigan served as an Olympic correspondent on “The Insider”, a show for Paramount Television covering the 2006 Winter Games in Torino, Italy.
- ❑ Extensive experience as a figure skating analyst, working for Lifetime Television, CN8, Comcast and Icenetwork.com.
- ❑ Serving as the host of “Nancy Kerrigan’s World of Skating” for the past four seasons, Kerrigan has been able to stay familiar and close to the sport of figure skating.
- ❑ Kerrigan will be performing in numerous national broadcasts this fall with several skaters competing in the 2010 Games.

